

An Investigation of Factors Influencing the Use of Computer by Plant Pathology Clinic Members in Fars Province, Using Technology Acceptance Model (TAM)

Masomeh Mohebbi Esfali^{1*}, Naser Zamani Miandashti²

1 Ms.c graduated student of Shiraz University, Agricultural Extension and education Department

, 2 Assistant Professor of Agricultural Extension and education, Shiraz University
mohebbi_m63@yahoo.com

These days, information and communication technology has provided a lot of opportunities for agricultural producers and service providers. In fact today's fast world; many traditional educational methods are inefficient and do not have enough power to convey new concepts to students. Therefore, it is necessary to achieve new tools and technologies for improve the information access. One of these technologies is Information and Communication Technologies (ICT). The present study aimed to investigate factors influencing the use of computer among plant protection clinic members. Research population included plant protection clinic members in Fars province, out of which, a total number of 210 persons were randomly selected to carry out this study. Data was collected using a questionnaire. The validity of the research instrument was obtained through a panel of experts, and the reliability was confirmed through a pilot test and Cronbach's alpha coefficient. Results showed that there are significant positive correlations between perceived usefulness, perceived ease of use, attitudes, and intention to use with actual use of information and communication technology (computer). There was also significant positive correlation between one's income and his/her actual use of computer. Finally, suggestions have been provided based on the findings to improve the use of computer by plant protection clinic members.

Key Words: Computer, Technology Acceptance Model, Plant Pathology Clinics.