

STUDENTS' GOOGLE DRIVE INTENDED USAGE: A CASE STUDY OF MATHEMATICS COURSES IN BANGKOK UNIVERSITY

ABSTRACT

Many technologies have changed the way individuals live and learn. Google Inc. has played significant roles in business and academic worlds. Google Apps for Education and Google Classroom have been offered to higher institutions around the globe. Although large cloud service provider such as Google do not encrypt all their stored electronic data and correlate identifiable data across accounts, Google Drive has been a popular feature of Google for teachers and students in Thai higher educational institutions. The purpose of this research is to explore the impact of message quality and digital literacy in terms of technological dimensions toward intention to use of Google Drive of Bangkok University's students. However, the four dimensions were extracted from fourteen statements. The factors were message quality, digital literacy in terms of learning new technology, digital literacy in terms of technical and IT skills, and intention to use. Furthermore, message quality, digital literacy in terms of learning new technology, and digital literacy in terms of technical and IT skills positively affected intended usage of the system.