



## Technology trust at public university in central Mexico

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DOI: <https://doi.org/10.52845/mcrr/2023/06-11-1>

**Abstract** – The pandemic was mitigated and controlled through distancing and confinement policies, but the stigma towards anti-COVID-19 devices opened the discussion about trust and adoption towards preventive technology. The aim of this paper was to explore the dimensions of trust and adoption of anti pandemic technology. A cross-sectional, psychometric and correlational study was carried out with a sample of 186 students selected for the use of anti-COVID-19 technology in their professional practices and social service. The results show three dimensions related to the usefulness, efficiency and use of anti-pandemic technology. In relation to the state of the art, the scope and limits of the study are highlighted in order to propose the extension of the model.

**Keywords** – Adoption Technology, Covid-19, Factorial Model, Agenda

### INTRODUCTION

In 1987 the Technology Adoption Model was published with the purpose of explaining the impact of the information age on private economic spheres (Bustos, Juarez & Garcia, 2022). Meanwhile, in the public sphere, the Innovation Diffusion Model explained knowledge transfer as an extension of users' daily activities, but without considering the conflict of non-computational skills with Internet skills.

In this way, the innovation diffusion model explained the use of technology in public spheres as an externality to institutional or organizational relations (Sanchez & Rivera, 2020). In contrast, the private spheres moved towards predicting decisions and actions through the technology acceptance model.

However, the prediction of the use of the technology was established from the perceived ease of the technology in interaction with the perception of the usefulness of the technology (Espinoza, Sanchez & Garcia, 2022). Both variables, ease and usefulness, were translated as trust in the technology and generated an explanatory construct for training with devices or informational networks.

Precisely, trust towards technology, or interactive utility and ease of use, revealed trust towards the organization and towards technology-based training. In this sense, trust as a determining factor is predicted by the diffusion of innovations (Garcia, Bermudez & Juarez, 2022). In other words, an increase in beliefs about the importance of technology in the media or electronic networks, typical of a systematic diffusion of innovations, but with high degrees of confidence in the opportunities, ventures, and achievements through the intensive use of the technology.

In addition, trust towards technology is the result of the accumulation of information and computational practice (Garcia et al., 2021). In fact, distrust in the technological

process highlights the perception of risks. The Technology Adoption Model highlighted the importance of utility and ease, but ignored the perception of risk in the use of technology.

Perceived risks complement perceived control and perceived self-efficacy, both antecedents of the usefulness and ease of use of the technology (Jacinto & Lirios, 2022). Trust towards technology is shaped by perceptions of efficiency, efficacy and effectiveness. Mistrust of technology is shaped by expectations of risk such as failure. If trust prevails, perceived control and self-efficacy towards technology emerges. If there is underlying distrust, the perceived risk is appreciated. Both trust and mistrust are determined by the diffusion of prior innovations in the media and sociodigital networks.

However, the utility and efficiency as predictors of risk behaviors have not been appreciated in a scenario such as the pandemic (Garcia et al., 2020). In other words, the stigma that explains the distrust towards the use of anti-COVID-19 devices can be explained by the degree of efficiency and usefulness. As the pandemic intensifies, stigma translates into confidence that anti-COVID-19 technology is the only alternative for prevention.

Therefore, the objective of the study lies in establishing the factorial dimensions of the adoption of technology in situations of risk of contagion, illness and death from COVID-19 (Garcia & Bustos, 2021). In other words, the confidence towards anti-COVID-19 technology can be appreciated in the access to innovations such as masks, ozometers or fans.

Are there significant differences between the structure of dimensions reported in the literature on the trust and adoption of anti-COVID-19 technology with respect to the observations made in this work?

The premises that explain the trust and adoption of anti-COVID-19 technology indicate that differences among users prevail (Garcia, 2021). If stigma polarizes the perception of technology, then mistrust or trust towards anti-COVID-19 devices will be predicted from utility and efficiency levels.

**METHOD**

There were 186 students selected from the Metropolitan Autonomous University. 65 men (M= 24.3 SD = 3.2 age; M = 9'897.23 SD = 546.57 income) and 121 women (M = 21.34 SD = 3.54 age; M = 8'967.00 SD = 657.34 income).

The validity was carried out in a first phase with the exploratory factorial analysis technique of main axes with promax rotation (Campas et al., 2021). In the first phase, the reliability and validity of the instruments that measured the five variables was built and established. In the second phase, the likelihood of adjusting indirect and direct, negative and positive, and significant causal relationships between the study variables was modeled and demonstrated.

From the Mobile Consumption Theory, twelve indicators were established that configured three dimensions for the five variables of the measurement model that were subjected to an exploratory factor analysis of the main components with promax rotation (Lirios et al., 2020). The results reject the hypothesis of factorial unidimensionality for three variables of the measurement model.

*Scale of the perception of the level of utility.* 12 items with response options from “strongly disagree” to “strongly agree”. The table shows the convergence (indicated by the factor weight) of the reagents with respect to the factor.

*Scale of the perception of the degree of efficiency.* 12 items with response options from “never” to “always”. Considering the factor weights of the perceptual variable of self-efficiency, the convergence of four reagents is demonstrated.

*Scale of the level of use.* 12 items with response options from “less than ten minutes” to “more than twenty minutes.”

Because the three scales have interval levels, their equivalence was not necessary, but if there were any asymmetry, it was cleared by multiplying it by a constant (Lirios, 2022). The psychometric properties of the instruments that measure the study variables are detailed in the table where they meet the requirements for multivariable analysis. During the first week of the spring quarter of 2023 at the UAM-I library, students were asked how often they used their phone to download images, sounds and speeches to select the ideal sample. Subsequently, the questionnaire was provided indicating a response time of 30 minutes to answer it.

**RESULTS**

From the Innovation Theory, a new model was designed with the variables that met the criteria of reliability and validity. These findings indicate a modification of the TCM measurement model by proposing a direct, positive and significant effect of the utility factor on the use for academic purposes (see Table 1).

**Table 1.** Centrality measures per variable

Variable	Network			
	Betweenness	Closeness	Strength	Expectedinfluence
Sex	0.768	0.530	0.662	-1.448
Age	-0.916	-1.447	-1.348	-0.626
Income	-0.916	-2.205	-1.362	-0.451
Usefulness	-0.676	-0.173	-0.796	-0.711
Ease	-0.074	0.268	0.299	0.043
Risk	-0.916	0.165	0.227	-0.468
Trust	-0.435	-0.047	-0.608	-1.121
Self Efficacy	0.407	-1.121	-1.154	-0.633
Beliefs	1.971	1.042	0.318	0.641
Attitude	-0.435	0.626	0.536	0.827
Intention	-0.916	0.677	0.596	1.022
Acceptance	0.407	0.732	0.536	0.962
Innovation	1.731	0.952	2.094	1.964

That is, a person looking to buy, for example, a book, could get it if there was a virtual library connected to the mobile phone. Similar reasoning would imply the perception factor of self-efficiency as a determinant of academic mobile use. An individual looking for academic information could find it through his mobile phone. However, the causal relationship lacking the required significance suggests the exclusion of the variable (see Table 2).

**Table 2.** Clustering measures per variable

Variable	Network			
	Barrat	Onnela	WS	Zhang
Acceptance	0.898	0.969	1.080	1.212
Age	-1.329	-1.291	-1.351	-1.163
Attitude	0.246	0.101	0.385	0.099
Beliefs	0.889	1.137	0.733	1.039
Ease	1.210	1.043	1.253	0.795
Income	-1.329	-1.291	-1.351	-1.163
Innovation	-0.013	0.277	-0.111	-0.194
Intention	1.032	1.319	0.733	1.122
Risk	0.847	0.218	0.733	1.251
SelfEfficacy	-1.329	-1.291	-1.351	-1.163
Sex	0.176	0.314	0.212	0.058
Trust	0.033	-0.213	0.385	-0.728
Usefulness	-1.329	-1.291	-1.351	-1.163

$\chi^2$  411.837 (63 df)  $p < .001$ ; TLI = 0.646; RMSEA = 0.248.

The strength of association between independent variables indicates its spurious implication (see Table 3). Finally, the level of mobile Internet use for academic purposes is explained by the two independent variables in percent of their variability. From the original measurement model only two variables maintain a causal relationship that selects them for inclusion in another measurement model. These consequences and implications are discussed below.

**Table 3.**Weightsmatrix

Variable	Network													
	Sex	Age	Income	Usefulness	Ease	Risk	Trust	Self Efficacy	Beliefs	Attitude	Intention	Acceptance	Innovation	
Sex	0.000	0.000	0.000	0.000	-0.158	-0.218	-0.150	0.000	0.091	0.000	0.053	0.000	0.000	
Age	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	-0.039	
Income	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.029	0.000	0.000	0.000	0.000	0.005	
Usefulness	0.000	0.000	0.000	0.000	0.000	0.000	-0.108	-0.035	0.000	0.053	0.016	0.000	0.000	
Ease	-0.158	0.000	0.000	0.000	0.000	0.267	0.000	0.000	0.000	0.000	0.000	0.109	0.021	
Risk	-0.218	0.000	0.000	0.000	0.267	0.000	0.013	0.000	0.000	-0.031	0.000	-0.003	0.000	
Trust	-0.150	0.000	0.000	-0.108	0.000	0.013	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
SelfEfficacy	0.000	0.000	0.029	-0.035	0.000	0.000	0.000	0.000	-0.036	0.000	0.000	0.000	0.000	
Beliefs	0.091	0.000	0.000	0.000	0.000	0.000	0.000	-0.036	0.000	0.000	0.137	0.127	0.171	
Attitude	0.000	0.000	0.000	0.053	0.000	-0.031	0.000	0.000	0.000	0.000	0.000	0.078	0.468	
Intention	0.053	0.000	0.000	0.016	0.000	0.000	0.000	0.000	0.137	0.000	0.000	0.170	0.273	
Acceptance	0.000	0.000	0.000	0.000	0.109	-0.003	0.000	0.000	0.127	0.078	0.170	0.000	0.142	
Innovation	0.000	-0.039	0.005	0.000	0.021	0.000	0.000	0.000	0.171	0.468	0.273	0.142	0.000	

## DISCUSSION

The objective of the present work was to specify a model for the study of the perception of utility, considering the dimensions reported in the literature, as well as those established in the present work, but its design limited the contributions to the analyzed sample, suggesting the extension of work towards other scenarios and other study samples (Aguayo et al., 2020).

In relation to the perception of utility that literature identifies as concomitant to the perceived ease of use (Gracia, Sanchez & Lirios, 2020). The present work has shown that it affects, together with the perception of efficiency, the intensive use of electronic technologies, devices and networks.

Regarding the perception of effectiveness that literature links to the perception of control (Lirios, Guillen & Valdes, 2020). The present study has shown that when interrelated with the perception of utility generates a predictive structure of Internet use.

In relation to the use of the Internet, literature stands out as a result of the interrelationship between perceptions of utility, ease, efficiency and control (Lirios, 2020). The present work has shown that the perception of utility associated with the perception of effectiveness generates a structure that determines the use of the Internet.

Research lines concerning the associative structure of the perception of utility with the perception of efficiency and these as determinants of the use of the Internet will explain the rational, deliberate, planned and systematic process of acceptance of technology.

## CONCLUSION

The objective of this paper was to specify a model based on the theory of mobile consumption, which highlights the relationship between perceptions as determinants of the use of technologies, devices and networks.

However, the present work proposed a modification of the perceptual structure in order to increase the predictive power of the theory of mobile consumption, highlighting the association between the perception of utility and the perception of efficacy as predictors of behavior.

Research lines concerning the predictive structure of electronic consumption will explain the associative relationship between utility and perceived effectiveness, as well as its impact on the use of the Internet.

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