

Exploring Lecturers' Acceptance Level of Learning Management System (LMS) at Applying the Extended Technology Acceptance Model (TAM)*

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ABSTRACT The purpose of this study was to investigate the lecturers' acceptance level of the learning management system (LMS) at applying the extended technology acceptance model (TAM). This research has been conducted at only one rural based university in the Eastern Cape Province. Only academic staff members of the institution who have been trained on the LMS were allowed to participate in this research. A mixed methodology research design was adopted. A questionnaire was distributed to a convenient sampling of 30 lecturers from this particular university. The Statistical Package for Social Science (SPSS) has been used to analyze and interpret the data. The results of the study indicated that attitude of lecturers towards LMS was not so bad even though there were some academic staff members who demonstrated negative attitudes towards the use of the LMS. The study therefore recommends that e-learning specialists should train lecturers and inform them about the benefits of using Blackboard.