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ABSTRACT

The study explored why and how farmers use the Facebook of PhilRice on rice technology (https://www.facebook.com/rice.matters) using the Technology Acceptance Model, which is based on the Theory of Reasoned Action (TRA). A survey was conducted online among a random sample of 398 users. The reliability of the test for each latent variable component was measured using Cronbach□s Alpha. Pearson's product-moment correlation coefficient was used to assess the relationships of the variables.

The users had a positive attitude towards the Facebook page. They agreed that its use improved them personally as well as their efficiency and effectiveness. There was a strong positive correlation between the independent variables (perceived usefulness, perceived ease of use, perceived playfulness, and perceived trustworthiness) and attitude. Attitude plays an important part in the intention to use as it is also strongly correlated with the latter. Meanwhile, intention to use the PhilRice Facebook was strongly and positively correlated with the perceived usefulness, playfulness, and trustworthiness of the page. This means that participants are more likely to use the page if they find it useful, easy to use, playful, and trustworthy. Intention to use was also moderately and positively related to ease of use. Thus, these variables should be considered in encouraging followers to use the page as an information source for rice science. Results have implications in communicating science that is more user-centric rather source-centric.

Key words: Technology Acceptance Model, perceived usefulness, perceived ease of use, perceived playfulness, perceived trustworthiness, attitude, social media for technology, technology adoption, science communication, Philrice