Name: **Alan O'Meara**

Degree: **Masters in Management Information Systems**

Title: **Barriers to the adoption of Twitter as a communication tool in a third-level institute**

Supervisor: **Dr. Simon McGinnes**

Year: **2014**

Abstract

Relevant communication notices in third level institutes can be limiting media, which are typically restricted to email and website notice boards. This can be frustrating for staff and students in terms of the timeliness and convenience. Relevant examples of this include a late cancellation of a meeting or class, a timetable or room change.

This dissertation investigates the adoption of Twitter as a communication tool in a third-level institute and barriers to its adoption. The motivation behind the introduction of Twitter as a communication tool between staff and students is to overcome current shortfalls in existing communication methods. Social media has become pervasive in people's lives and mediums like Twitter are becoming more and more mainstream. Twitter affords third-level institutes a new medium for engagement between students and staff. Its devolved, transparent and synchronous nature makes Twitter worthy of investigation as a specific purpose communication tool in a third level institute. While potential benefits can be derived by the addition of Twitter to a third-level institute's communication framework, barriers to its adoption by staff may exist.

This study used the UTAUT technology adoption model to identify potential barriers that may exist in the adoption of Twitter. Fifteen participants took part in this research, each of whom took part in a usability test experiment using Twitter for predefined tasks and answered all questions in a pre-experiment and post-experiment questionnaires. The questionnaire was based on four determinants from the UTAUT technology acceptance model. The pre-experiment questionnaire identified nine potential barriers to the adoption of Twitter. Findings in the post-experiment survey showed no potential barriers for participants, giving weight to

the theory that an introduction to a particular technology can alleviate potential barriers to its adoption.