



**THE INFLUENCE OF DIFFUSION OF INNOVATION  
ATTRIBUTES TOWARDS LECTURER'S  
ATTITUDES ON ICT AT UiTM PENANG (BERTAM  
CAMPUS)**

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## **ABSTRACT**

The purpose of this study was to investigate the influence of diffusion of innovation attributes towards lecturer's attitudes on ICT. This study investigated the influence of the five attributes of diffusion of innovation theory—relative advantage, complexity, compatibility, trialability, and observability on lecturers' use of ICT. This is because from my observation, all lecturers still using papers in their classes.

Therefore, the study has been conducted based on lecturers in UITM Penang (Bertam Campus). Different background of respondent has been used in this study. Questionnaires in English have been distributed to lecturers and the researcher managed to collect all questionnaires from the respondents. Respondent were asked to rate their evaluation of diffusion of innovation towards their attitudes towards ICT.

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