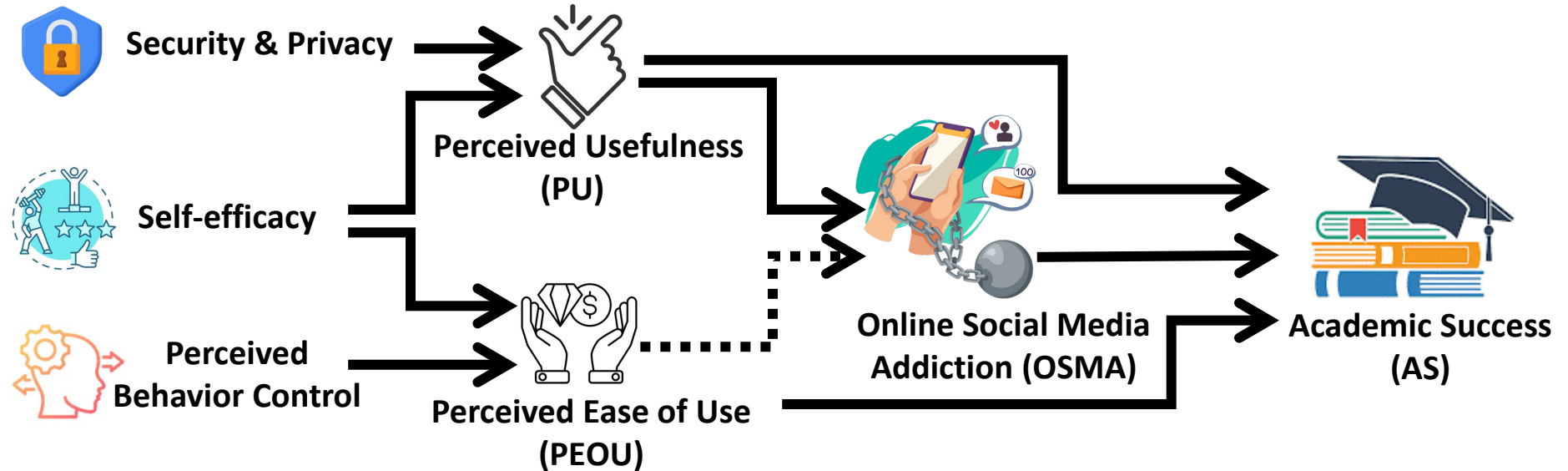


Exploring Technology Acceptance and Social Media Addiction: Effects on Academic Success Among International University Students

Objective

To examine the effect of technology acceptance and online social media addiction on academic success among international students



Methodology

- Survey
- Structural equation modelling
- Mediation analysis

Key Findings

- PU and OSMA positively affect academic success
- PEOU negatively related to online social media addiction (OSMA)
- OSMA mediates the effect of PU and PEOU on AS

Implications

The positive impact of technology acceptance on academic success needs to be balanced against the risk of online social media addiction