

ROLE OF EDUCATIONAL TECHNOLOGY IN BEHAVIOUR CHANGE AMONG STUDENTS IN PRIVATE UNIVERSITIES IN KIAMBU COUNTY, KENYA

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ABSTRACT

Educational technology plays an important role in improving classroom pedagogy in many institutions of higher learning. It enhances sharing of information among lecturers and students and reduces instructional time wastage. However, educational technology has been abused by students leading to behaviour change. Thus, many students get distracted from academic work, rarely concentrate in class but constantly on their mobile phones attending to issues not related to their academic activities. This study sought to assess the extent to which educational technology has influenced behaviour change among students in private universities in Kiambu County, Kenya. The study was guided by the theory of planned behavior and adopted mixed methodology and applied concurrent triangulation research design. The study targeted 6996 respondents comprising 349 lecturers, 113 Heads of Departments and 6534 students of whom a sample of 379 respondents (30 lecturers, 12 HoDs/CoDs and 337 students) was determined using Yamane's Formula. Qualitative data was analyzed thematically along the objectives and presented in narrative forms. Quantitative data was analyzed descriptively using frequencies and percentages and inferentially using Pearson's Product Moment Correlation Analysis in Statistical Packages for Social Science (SPSS 23) and presented using tables. The study established that, despite the noble role of technology in improving teaching and learning activities, 56.9% of students in private universities in Kiambu County have witnessed a change in their behaviour. Over 65.8% of the students rarely concentrate in class activities with more than 80.1% constantly using their mobile phones. There is need for students to embrace responsible use of educational technology for their academic benefit and reduce the time spent on non-academic matters. It is further recommended that University management should formulate and enforce ICT policies which restrict use of technology gadgets such as mobile phones during lectures.

Key Words: *Behaviour Change, Educational Technology*