NOUN's Deployment of Instructional Video: Appraising Students' Attitude and Adoption of the Innovation

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Abstract

The introduction of instructional video technique by National Open University of Nigeria in 2014 was to enhance learning at a distance as well as to improve the students learning capacity. However, little attention was paid to students' awareness and readiness to adopt the innovative within the time of its introduction. This study investigated NOUN students' awareness, perception and adoption of the technique within the first 24 months of its introduction. Anchored on the Diffusion of Innovation Theory, the study used survey method and the structured questionnaire administered to 120 respondents selected purposively from four study centres in Lagos, Port Harcourt, Owerri, and Abuja. Data were analysed using simple percentages and presented in frequency distribution tables. Findings show that the percentage of students who knew about the innovation was high (70%) but the level of

immediate adoption was low (77%). The majority of the students, however, showed a positive disposition towards the new method of teaching. We therefore conclude that even though the instructional video technology was positively perceived, most of the target students were not aware of it in good time due mainly to poor communication. Based on these findings, it is recommended that in future, the introduction of any technology-based innovation targeted at students should be properly publicised in order to secure popular cooperation of the key target audience.