

# **An analysis of the technology acceptance model in understanding university students' behavioral intention to use metaverse technologies**

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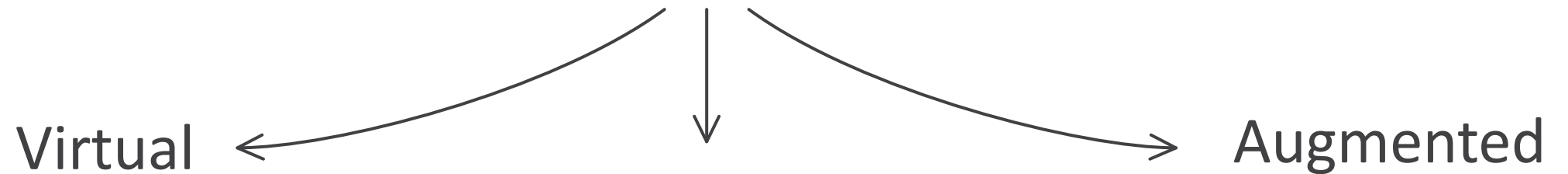
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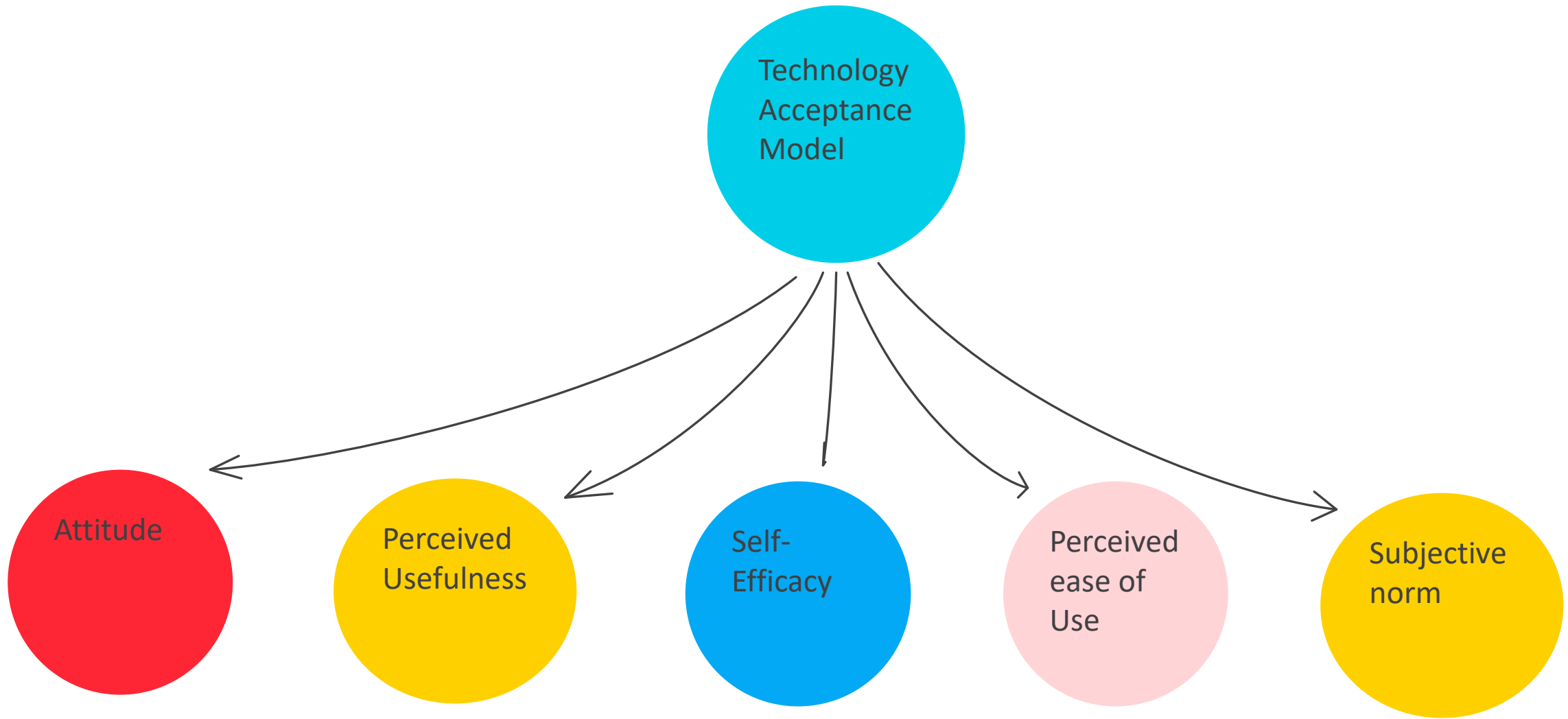
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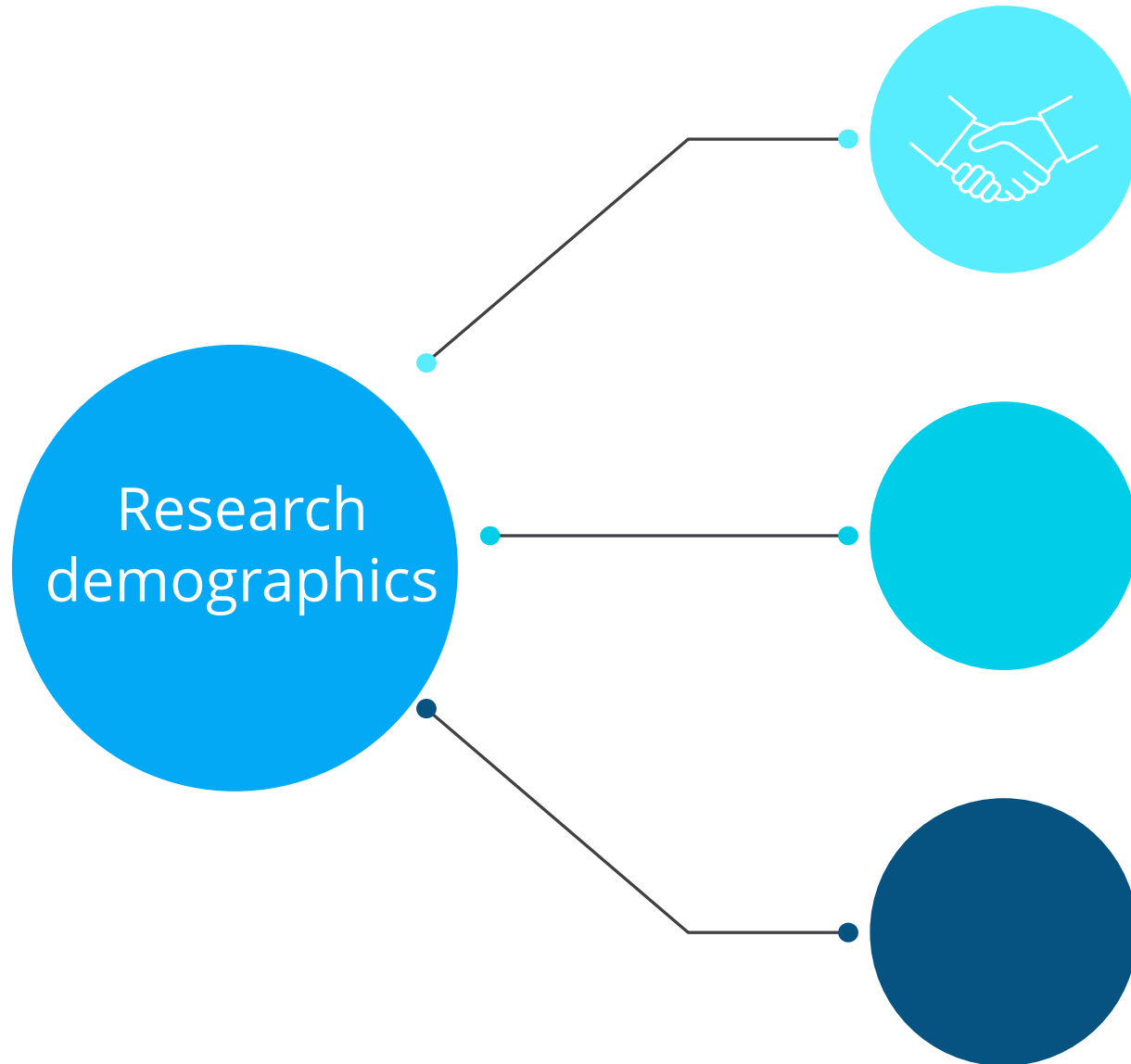
HAN University of Applied Sciences - International School of Business

# What is Metaverse & MetaEducation



Total immersion to a fully digital environment





## **The Netherlands**

285 respondents, Business School students, 35 nationalities

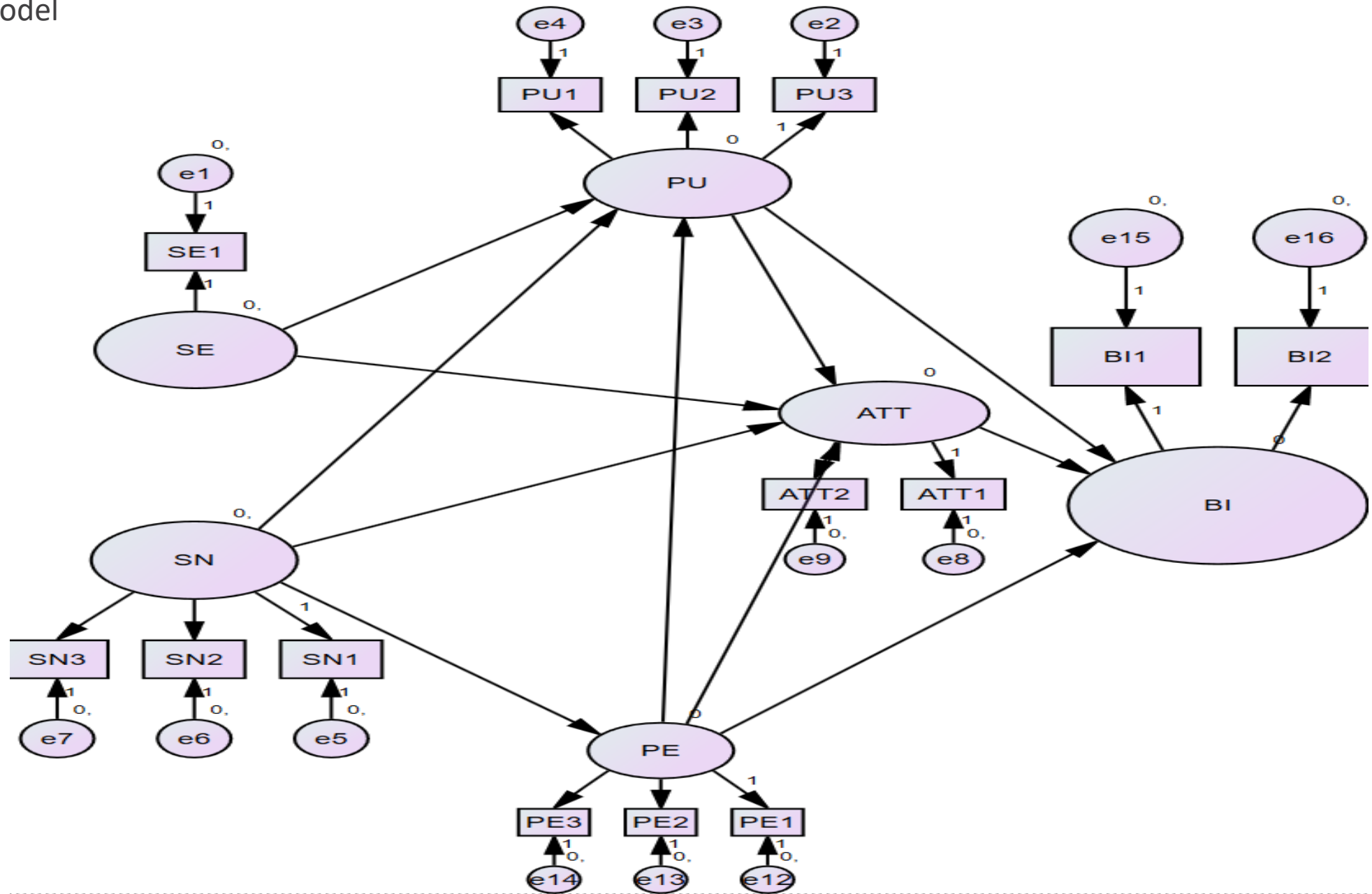
## **Greece (ongoing)**

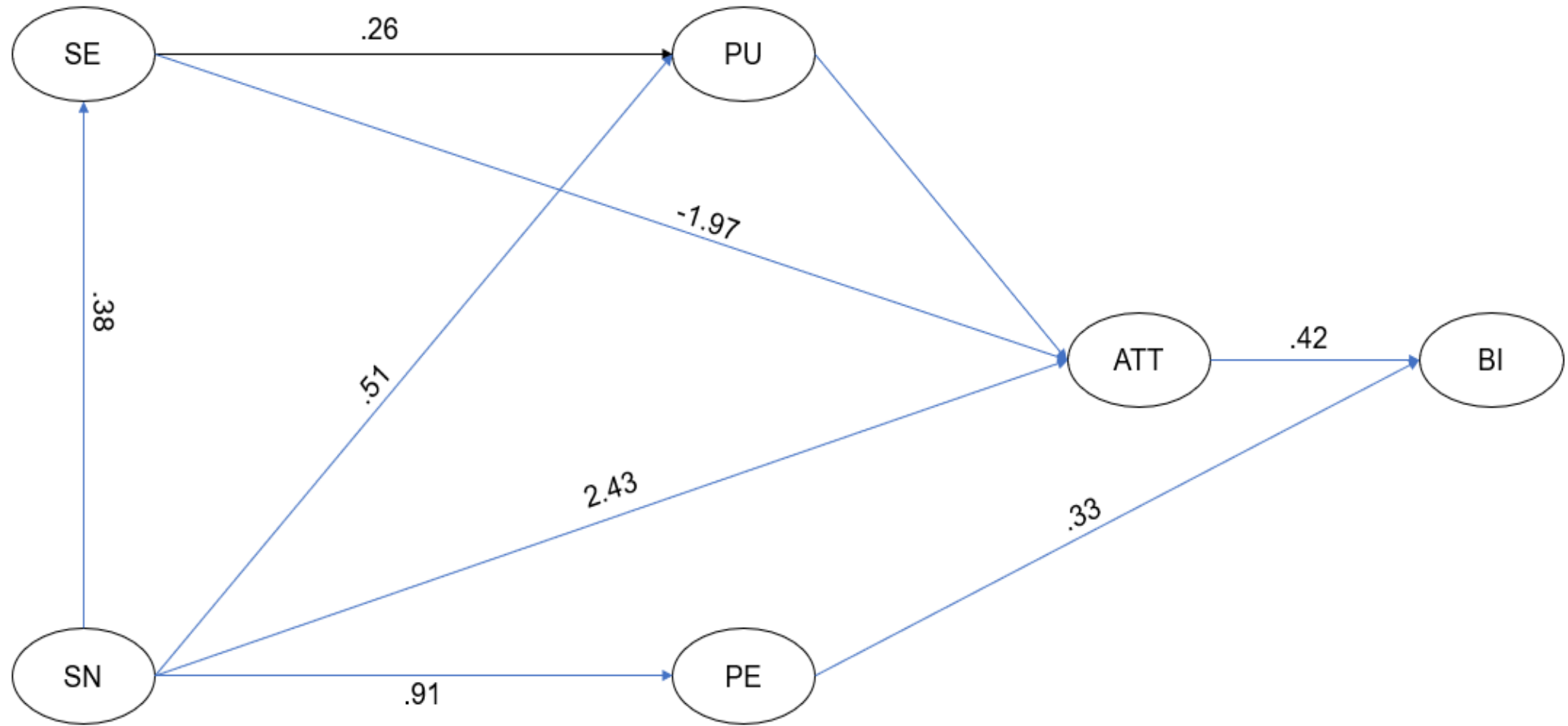
290 respondents, diverse faculties

## **Italy (ongoing)**

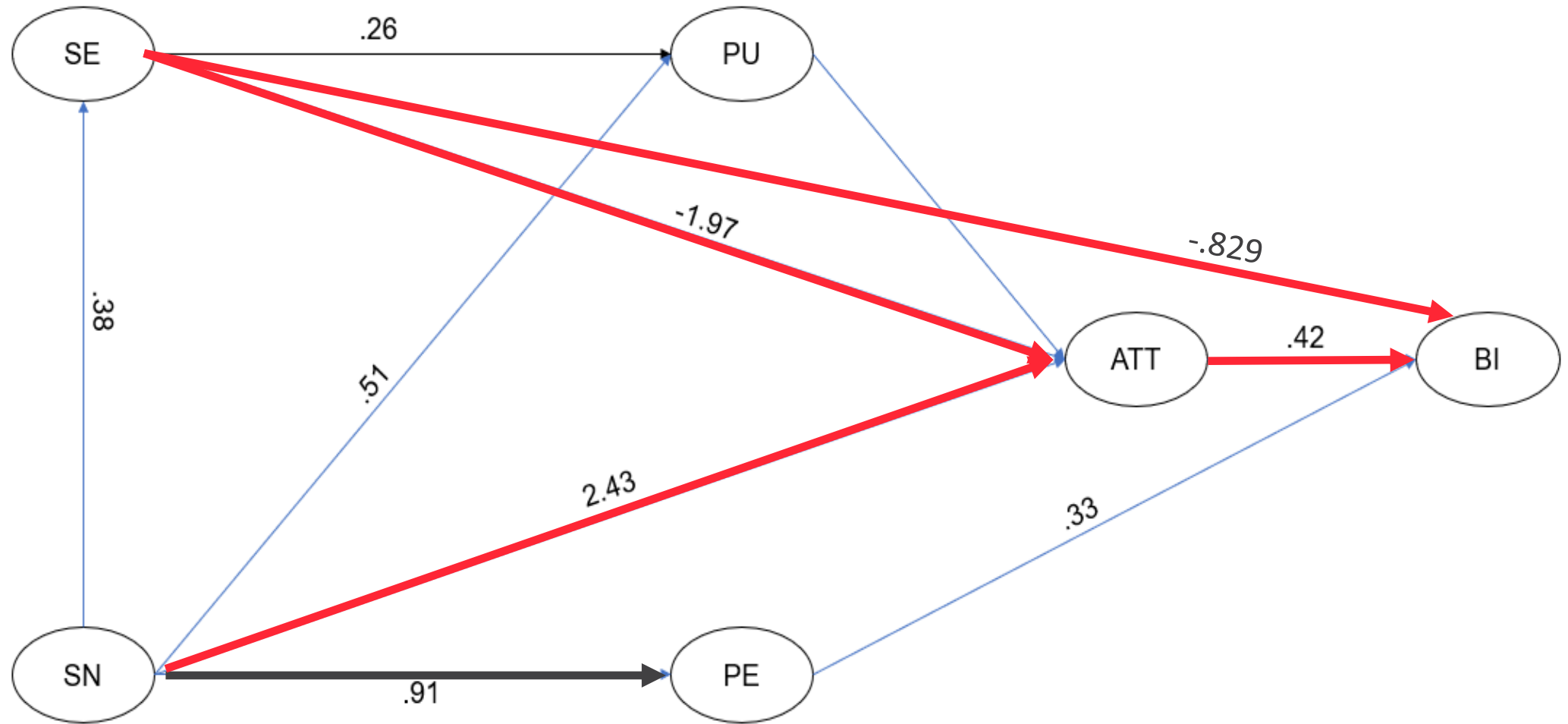
220+ respondents, Economy and Commerce Students

# Structural Model





	SN	SE	PU	PE	ATT	BI
PE	<b>.914</b>	.000	.000	.000	.000	.000
ATT	<b>2.425</b>	<b>-1.974</b>	<b>.217</b>	.000	.000	.000
BI	<b>1.318</b>	<b>-.829</b>	<b>.091</b>	<b>.328</b>	<b>.420</b>	.000
SE1	.000	<b>1.000</b>	.000	.000	.000	.000



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What students believe	Percentage
social life depends on the technology	55.4%
personal happiness is depending on the technology	40%
students switch to digital to unwind	66.1%
education is depending on that technology – even if there are in general, still skeptical toward Metaverse and MetaEducation	76.7%



Thank you for your attention

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