

Developing an Augmented Reality Technology Acceptance Model in Sports Science Education: A Mix Model of TRI 2.0 and UTAUT




Alireza Nazemi Bidgoli¹  Laaya Hatefi Afhsar²  Zahra Sadeqi-Arani^{3*} 

¹ PhD Student, Sports Management, Collage of Farabi, University of Tehran, Qom, Iran

² PhD Student in Sports Management, University of Urmia, Urmia, Iran

³ Assistant Professor, Department of Management and Entrepreneurship, Faculty of Financial Science, Management and Entrepreneurship, University of Kashan, Kashan, Iran

* Corresponding author email address: sadeqiarani@kashanu.ac.ir

Editor	Reviewers
Özgür Eken  Associate Professor, Inonu University, Malatya, Turkey ozgureken86@gmail.com	Reviewer 1: Kamdin Parsakia  Department of Psychology and Counseling, KMAN Research Institute, Richmond Hill, Ontario, Canada. Email: kamdinparsakia@kmanresce.ca Reviewer 2: Masoud Mirmoezi  Department of Physical Education and Sport Sciences, Islamic Azad University, Central Tehran Branch, Tehran, Iran. Email: massoudmirmoezi@live.com

1. Round 1

1.1 Reviewer 1

Reviewer:

"The progress of any society depends on its educational capabilities." This statement is broad. Consider specifying how educational capabilities directly impact societal progress, perhaps with specific examples from recent studies.

"New technologies have been able to reshape thinking patterns in education." This claim needs empirical evidence. Include specific studies or data that support this assertion about the impact of new technologies on educational thinking patterns.

"The Likert scale ranged from 1 (strongly disagree) to 5 (strongly agree)." Explain why a 5-point Likert scale was chosen over other scales (e.g., 7-point) and discuss any implications this might have on the data quality.

The demographic data lacks depth. Consider providing more demographic variables, such as years of teaching experience, educational background, or familiarity with technology, to provide a richer context for interpreting the results.

"The average variance extracted and the composite reliability coefficients are related to the quality of a measure." This section would benefit from a brief explanation of AVE and CR for readers who may not be familiar with these concepts.

The factor loadings for some constructs (e.g., Innovativeness, Discomfort) are relatively low. Discuss the potential impact of these lower loadings on the validity of the constructs and the overall model.

"The coefficient of determination is the fundamental measure for evaluating endogenous variables." Consider including a brief explanation of R^2 values and their significance in structural equation modeling for clarity.

"Understanding people's attitudes towards these new-generation consumer products is of vital importance in terms of consumer behavior." This statement is somewhat vague. Specify what aspects of consumer behavior are most influenced by attitudes towards augmented reality.

Author revised the manuscript and uploaded the updated document.

1.2 Reviewer 2

Reviewer:

"Virtual reality aims to provide users with a completely realistic virtual environment that conveys a sense of reality." Differentiate between the types of reality technologies mentioned (virtual reality, augmented reality, mixed reality) with clear definitions and examples to enhance clarity.

"This aspect holds significant potential especially for athletes with disabilities or physical impairments." Elaborate on how augmented reality specifically benefits athletes with disabilities. Provide examples or case studies if available.

The sampling method is described as a non-probability sampling method. Justify why this method was chosen and discuss its potential limitations on the study's generalizability.

"One of the factors hindering the adoption of new technologies is discomfort." Expand on strategies or interventions that can reduce discomfort among users, based on existing literature or case studies.

"The participants in Kim et al.'s study consisted of innovative users who were comfortable with new technologies." Discuss how the difference in participant profiles between your study and Kim et al.'s study might explain the differing findings.

"Facilitating conditions become crucial as they effectively help remove this resistance." Provide examples of specific facilitating conditions that could support the adoption of augmented reality in sports science education.

"In evaluating the impact of innovation on expected effort, facilitating conditions, expected performance, and social influence, a positive and significant relationship was observed." Discuss how these findings align or contrast with previous studies in the field.

Author revised the manuscript and uploaded the updated document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.