

Trust, Risk, and Technology Acceptance in Higher Education

Digital technologies are now part of almost every aspect of university life. Students use learning management systems, institutional applications, online services, and increasingly AI-powered tools to support their learning and daily academic activities. While universities often focus on encouraging technology adoption, questions of trust and risk are becoming equally important. How do students respond when they have concerns about privacy, security, or digital deception?

This invited presentation examines the relationships among trust, risk perception, and technology acceptance in higher education. Drawing on recent research with university students in Hong Kong, China, the presentation explores how students evaluate the benefits and risks of educational technologies and how these perceptions are related to their willingness to use digital services. Particular attention will be given to institutional digital platforms, privacy concerns, cybersecurity awareness, and the implications of emerging technologies such as AI for digital trust in educational settings.

The presentation will discuss why continued technology use does not always indicate trust and what this means for universities seeking to create effective and sustainable digital learning environments. Implications for educators, researchers, and university leaders will also be considered.