

Abstract

User Perception towards Mobile Learning and the Cultural Aspects that Affect its Adoption: The Case of Egypt

As, the user experience is an important prerequisite for the success of m-commerce applications the main subject of the research study reported here is the use of mobile learning (ML) in Egypt. The study investigates • What is the user perception regarding mobile learning services in Egypt? • What are the Egyptian cultural aspects and main obstacles that affect the adoption of m- learning? In order to be able to make recommendations on how to address the mobile learning users' needs, improve their usage experience and promote Mobile Learning services in Egypt, the researchers had to explore the Egyptian users' culture, and survey their perception towards technology adoption.