

# Abstract

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## **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 &#97;&#110;&#100; 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 &#97;&#110;&#100; promote Mobile Learning services in Egypt, the researchers had to explore the Egyptian users' culture, &#97;&#110;&#100; survey their perception towards technology adoption.