

Abstract

Rehab-Allah Fouad El-Badrawy

Mobile Learning and Technology Adoption in the Egyptian Context: Cultural Dimensions

As the user experience is an important prerequisite for the success of mobile applications the main subject of the research study reported here is the use of Mobile Learning (ML) in Egypt. The study is part of a wider investigation into social and technical aspects of ML in Egypt. The study investigates: ? What is the user perception regarding mobile learning services ?; its likely use in Egypt? ? What are the Egyptian cultural aspects that affect the adoption of mobile learning? A structured questionnaire was devised, data was collected, analysed, ?; some simple frequencies ?; chi square tests were calculated. Greet Hofstede's cultural dimensions were mapped against the questionnaire's output in order to be able to make recommendations on how to address the mobile learning users' needs. This would improve their usage experience ?; promote mobile learning services in Egypt.