

Abstract

Prof. Dr. Rasha Abd ElAziz Youssef Shalaby

'User Perception towards Mobile Learning and the Cultural Aspects that Affect its Adoption:

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 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 in Egypt? ? What are the Egyptian cultural aspects that affect the adoption of mobile 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' nature, culture, common beliefs, and perception towards technology adoption.