M-Learning on iPad: An Exploration of User Learning Experiences on Road Safety

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ABSTRACT

Road traffic injuries are predicted to be the fifth leading cause of death and injury by 2030 if no further action is taken. Young drivers, in particular motorcyclists and scooter riders, are among the most vulnerable road users, so it is crucial to conduct effective road safety training for them. In this study, we examined the unique characteristics in an iPad road safety training program for young road users. Based upon the Uses and Gratification Theory, we proposed a conceptual research model to measure how users' perceptions of information needs, new and cool trends, innovativeness, and user preference impact their learning outcomes, while perceived multimedia enjoyment plays a mediating role in the training processes. A field study was designed and conducted before drivers took their license exam. A structural equation modeling (SEM) approach was utilized to test the proposed research model. Perceived information needs, user preference, and innovativeness were found to have significant mediating relationships with perceived multimedia enjoyment and were prominent in effectively leveraging and promoting higher-order learning outcomes. This study implies the importance of designing multimedia contents with latest technologies to effectively engage young users to foster innovative learning experiences.

Keywords: iPad, training, mobile learning, m-learning, learning experience, gratification, innovativeness