UNIVERSITI TEKNOLOGI MARA

EXPLORING DRIVERS OF USING M-LEARNING: A QUALITATIVE APPROACH

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IT Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology

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AUTHOR'S DECLARATION

I declare that the work in this IT Project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as reference work. This IT Project has not been submitted to any other academic institution on non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Recent developments in mobile and wireless technology have changed the way to communicate and in daily lives also have a significant impact on learning sector in Malaysia. The objectives of this research to explore the factors that drive urban poor to use m-learning as a method of self-directed learning and to provide recommendation to improve m-learning usage for urban poor in Selangor. To achieve objectives in this research, a qualitative approach has been used in this research in order to identify the factor of usage m-learning and recommendation to improve m-learning usage among urban poor. The method use in research is qualitative method. The survey has open-ended question will ask about the factor of using m-learning among urban poor and recommendation of m-learning usage among them. The interview has been held to collect data to support in this research. The result indicate that the factors of using m-learning as self-directed learning for urban poor in Selangor can be categorized into five; ease of use, perceived usefulness, facilitating conditions, social influence and perceived playfulness. The recommendation can be categorized into four; connectivity, user interface, supportive and informative. Future work can focus on specific working sector for urban poor such as engineering, medicine, humanities, and arts to figure out the ideal disciplines for adoption of this medium of education. Effectiveness of m-learning programs depends on the field of study. For example, courses related to business and liberal arts require a limited set of software, which can either be acquired free of cost or at a very low price; whereas, courses related to information technology (IT) and engineering require a much larger set of applications, which generally are expensive and require frequent updating. Moreover, the types of students that will be more comfortable with this medium can be identified in future research.

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