

**UNIVERSITI TEKNOLOGI MARA**

**EXPLORATORY STUDY ON  
GAMING TECHNOLOGY PERCEPTION  
BY CHILDREN IN RURAL AREA**

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IT Project submitted in partial fulfillment of the requirements for  
the degree of

**Master of Science (Information Technology)**

**Faculty of Computer and Mathematical Sciences**

**July 2013**

## ABSTRACT

Children in this era are said to be IT literate. Despite the fact that today's children have many chances to interact with IT technology, what they understand about technology from their point of view still needs to be explored. This research expands the study done by Salleh (2012) in her thesis titled "Children's perception on gaming technology" to rural area children as participant. The same method in Salleh's thesis which includes questionnaire, interview and drawing session will be replicated with different sets of participant and setting. This research explores the rural area children's gaming perception such as their IT knowledge, experience and emotional response towards gaming technology. Moreover, participatory design session is also conducted to identify the gaming technology features desired by the children in rural area. Lastly the comparison between urban and rural area children perception are analyzed. From the study, it is found that lifestyle, technology adoption, IT knowledge and creativity differentiate urban children and rural children gaming perception. However, both area children preferred the same feature which is interactive and colorfully designed technology devices. These findings will be useful to the technology and gaming developers in making their decision in developing the gaming devices that are usable and yet it is coming with the fun experiences for children and young peoples.

**Keywords:** Children and Technology; Gaming Experiences; Knowledge of IT, Participatory Design,

## ACKNOWLEDGEMENT

Alhamdulillah, all praises to Allah S.W.T., The Most Greatest and The Most Merciful for His guidance and blessing, because without it I cannot finish this research. I also wish to express my gratitude to my thesis supervisor, Dr Fariza Hanis bt Abdul Razak, enthusiastic guidance, invaluable help, encouragement and patience for all aspects of this thesis progress. Her numerous comments, criticisms and suggestion during the preparation of this project are gratefully praised. Mostly for her patience on any problem that occurred during the thesis is invaluable and appreciated.

I also would like to thank to all my friends especially Nur Farhana Abdullah and Amira Majid that gives support and helping me for finishing the thesis. Their support and help always give motivation and energy for me to finish the thesis.

Lastly, heartfelt acknowledgement is expressed to my parents, Mr. Wan Manso Wan Abdullah and Mrs. Hasnah Abdullah and also my other family members. Without their guidance, support, encouragement and advices, I may never have overcome this long journey in my studies. When I felt down, their love will always give me strength to face all the problem and complication happened. I also would like to thank to people that directly or indirectly help me in finishing the thesis.

Thank you very much.

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