UNIVERSITI TEKNOLOGI MARA

PERSUASIVE MULTIMEDIA LEARNING ENVIRONMENT (PMLE): DESIGN STRATEGIES FOR ROAD SAFETY EDUCATION

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ABSTRACT

Road accidents are a major and growing cause of death and injury to children in developing and transition country. Because of the increasing number of traffic accidents in Malaysia, the Ministry of Transport and Ministry of Education has cooperated in order to develop the Malaysian Road Safety Plan for road safety focuses on children. The plan consists of Road Safety Education (RSE) for children. This project was conducted to study how persuasive principles and design strategies can be implemented into multimedia learning environment which is Road Safety Application for school children. The Persuasive Multimedia Learning Environment (PMLE) application acts as learning and teaching tools to increase road safety awareness amongst school children. The methodology was design based on ADDIE model and act as a guideline on how to complete the project. The PMLE application is beneficial and gives significance to school children, teachers and parents.

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