Mobile phone usage for M-Learning: comparing heavy & light Mobile Phone User

Abstract

Purpose

– Mobile technologies offer the opportunity to embed learning in a natural environment. The objective of the study is to examine how the usage of mobile phones for m-learning differs between heavy and light mobile phone users. Heavy mobile phone users are hypothesized to have access to/subscribe to one type of mobile content than light mobile phone users, to have less frequent access to, subscribe to or purchase mobile content within the last year than light mobile phone users, and to pay less money for mobile learning, its content and mobile games than light mobile phone users.

Design/methodology/approach

– Data were collected from 436 respondents. An analysis of variance (ANOVA) test was run to examine how the usage of mobile phone for m-learning differs between heavy and light mobile phone users in terms of access/subscription to several types of mobile content, frequency of access to, subscription to, and purchase of mobile content within the last year, and maximum amount of money paid for mobile learning, its content and mobile games.

Findings

– Significant differences can be identified when comparing the usage of mobile phones for m-learning between heavy and light mobile phone users. It was found that heavy mobile phone users access/subscribe to more than one type of mobile content than light mobile phone users, have more frequent access to, subscription to and purchase

of mobile content within the last year than light mobile phone users, and to spend more money on mobile learning, its content and mobile games than light mobile phone users.

Research limitations/implications

– Future research should aim at a deeper understanding of mobile phone usage for learning by including new variables and mediating variables and applying a multivariate analysis of data such as structural equation modelling to interpret the results, as this would allow for a simultaneous relationship among endogenous and exogenous variables, serve as a purposeful representation of the reality from which the data has been extracted, and provide a parsimonious explanation of the data.

Practical implications

– Mobile content needs to be developed specifically for mobiles, with clear images and good quality sound to enable users to continue to come back and enjoy new segments and features. Mobile phones must be small, reliable, and convenient devices that can provide the full spectrum of information and entertainment options to users.

Originality/value

– This research provides a new perspective on mobile phone usage for m-learning among Malaysian mobile phone users.