

User acceptance on mobile apps as an effective medium to learn Kadazandusun language

Abstract

The popularity of mobile applications (mobile apps) is undeniable where it allows people to perform several tasks through the use of smartphones, tablets or corresponding devices. Regardless of the great benefits in terms of innovation, the fast and nonstop growth of the mobile market has caused in some division of the platforms that support mobile device as an ideal platform for language learning applications for dominant languages such as English, Spanish and French in a fun and interactive devices. However, studies have yet to be conducted on the use of mobile technology in learning Kadazandusun language. Indeed, no empirical evidence of user acceptance on mobile apps as an effective medium to learn Kadazandusun language and demand a new study on how mobile technology such as mobile apps can help in preserving the language. Therefore, this conceptual paper discusses the user acceptance of the potentiality of mobile apps as an effective medium to learn Kadazandusun language, guided by the Technology Acceptance Model (TAM). It is proposed that the users' acceptance of using mobile apps in learning Kadazandusun language is influenced with their perceived usefulness of the mobile apps and their perceived ease of mobile apps use, which in turn influence their attitude towards mobile app usage and behavioral intention to use. Additional variables to the model includes content richness, user satisfaction, and perceived playfulness. Direction for future research is also presented.