

The pragmatic idea of HCI notion and KE approach in video mobile learning

ABSTRACT

This paper study the pragmatic idea of the Human–Computer Interaction (HCI) notion and the Kansei Engineering (KE) approach in video mobile learning based on the degree of feelings' response extracted from respondents' interaction perception on mobile devices. The study examines the potential of video mobile learning under the Human–Computer Interaction (HCI), User Interface (UI), and User Experience (UX) perspective. The respondents' response to their preferred learning method (m-learning) might be dissimilar, and the result could be mediocre or perhaps have a significant value that should be put on notice. The area of UX and UI wherein both under HCI would be interesting enough to discover more in educational video development and hypothetically could be accomplished through Kansei Engineering (KE) approach. Although the KE method generally contributes in design aspects, perhaps, this method might be able to specify and measure the respondents' feedback towards the features in educational video design such as visual effects, interactivity, information segmentation, and time duration as a subject matter. Hence, this may contribute to the enhancement of the KE method for future research activities.