

Emotional Correlation Test from Binary Gender Perspective using Kansei Engineering Approach on IVML Prototype

ABSTRACT

This study examines the response of users' feelings from a gender perspective toward interactive video mobile learning (IVML). An IVML prototype was developed for the Android platform allowing users to install and make use of the app for m-learning purposes. This study aims to measure the level of feelings toward the IVML prototype and examine the differences in gender perspectives, identify the most responsive feelings between male, and female users as prominent feelings and measure the correlation between user-friendly feeling traits as an independent variable in accordance with gender attributes. The feelings response could then be extracted from the user experience, user interface, and human-computer interaction based on gender perspectives using the Kansei engineering approach as the measurement method. The statistical results demonstrated the different emotional reactions from a male and female perspective toward the IVML prototype may or may not have a correlation with the user-friendly trait, perhaps having a similar emotional response from one to another