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論文審査の要旨及び審査員

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論文審査の要旨（2000 字程度）

This doctoral dissertation is entitled “Study of Perception on World Heritage Preservation using Motivation Protection Theory: Mobile Learning Development in Luang Prabang, Lao PDR” and consists of seven chapters. The main research objective of this study is to determine the factors affecting WHS preservation awareness among local young adults in the world heritage town of Luang Prabang through mobile learning application.

Chapter One – Introduction: This chapter presents the background of the research, problem statement as well as objective, significance of this research and limitation.

Chapter Two – Literature Review: Literature indicates mobile learning as a new form of learning following the increasing capability of mobile devices. One of the categories of mobile learning application is in development country context, in which the delivery of learning content using mobile devices will reach wider target audience than using other modes of delivery. The Protection Motivation Theory (PMT) posits that three factors influence protection motivation: 1) perceived severity, 2) perceived vulnerability and 3) perceived response efficacy. Following extensive literature review, two additional factors are integrated in order to tailor PMT in this study context, namely perceived resident effectiveness and perceived benefit of inscription.

Chapter Three – Past Empirical Findings: This chapter describes the findings based on author’s master’s thesis. The content covered in this chapter include the technology readiness of young adults in using mobile phone for learning, review on the theoretical framework used to assess the research objective of master’s thesis and the factors affecting mobile learning acceptance. This is followed by the findings of interviews with local residents on the use of mobile learning to promote world heritage site preservation awareness. This chapter ends with the impact of the findings on research and policy based on past findings.

Chapter Four – Theoretical Framework and Research Methodology: This chapter begins with the development of theoretical framework and hypotheses based on the literature review in Chapter Two. Subsequently, the operationalization of the theoretical framework to suit the context under investigation is outlined. Mobile learning application development and learning content development is presented in this chapter. It also describes the data collection method, survey instrument development, and data analysis method.

Chapter Five – Mobile Learning Application Development: This chapter first provides justification on the adaptation of mobile learning in this study context. Following the result of past empirical findings, a mobile learning application, consists of a quiz component and a learning content component, was developed according to four principles: 1) reflecting local needs, 2) interactive and easy to use, 3) bilingual support, and 4) sustainable maintenance. Mobile learning content was developed based on the hypothesized PMT in this study. The final learning content consists of three pages with specific messages addressing the hypothesized elements.

Chapter Six – Data Analysis: This chapter reports the findings from the data analysis. Demographic data based on 190 respondents shows that majority of the respondents are male, aged between 19 to 21 years old, possess mobile phone with internet connection capabilities, and they access to the internet using their mobile devices daily. Both the measurement model and structural model achieved good fit. Hypothesis testing result shows that four out of five hypotheses were supported. Paired t-test was used to evaluate the mean difference of perceptions before and after the respondents view the hypothesized PMT-based learning content. Result shows that there is statistically significant difference among all constructs, except for perceived resident effectiveness. In addition, qualitative interview findings of a group of local students and discussion summary of policy makers confirm the effect and importance in promoting WHS preservation awareness.

Chapter Seven – Discussion and Conclusion: This chapter provides discussion on the findings of data analysis, practical implication, limitations and future research recommendation. The modified PMT explains 34.7% of the variance of local young adults’ behavioral expectation to preserve WHS. The study validated the applicability of behavioral expectation as a measurement of protection motivation. The outcome of this study is useful in the design of public communication contents to promote WHS preservation awareness.

This study is considered important contribution in analyzing factors affecting perception on World Heritage preservation. Thus, it is considered sufficient as a fulfillment of requirement for the degree of Doctor of Philosophy

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