

## Ubiquitous Collaborative Mobile Learning (UCML): A Flexible Instructional Design Model for Social Learning

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**Abstract :** The digital natives are driving the trends of literacy in the use of electronic devices for learning purposes. This has reconfigured the context of learning in the exploration of knowledge in a social learning environment. This study explores the impact of Ubiquitous Collaborative Mobile Learning (UCML) instructional design model in a quantitative designed-based research approach. The UCML model was a synergetic blend of four models that are relevant to the design of instructional content for a social learning environment. The UCML model serves as the treatment and instructions were transmitted via mobile device based on the principle of 'bring your own device' (BYOD) to promote social learning. Three research questions and two hypotheses were raised to guide the conduct of this study. A researcher-designed questionnaire was used to collate data and the it was subjected to reliability of Cronbach Alpha which yielded 0.91. Descriptive statistics of mean and standard deviation were used to answer research questions while inferential statistics of independent sample t-test was used to analyze the hypotheses. The findings reveal that the UCML model was adequately evolved and it promotes social learning its design principles through the use of mobile devices.

**Keywords :** collaboration, mobile device, social learning, ubiquitous

**Conference Title :** ICETML 2020 : International Conference on Educational Technology and Mobile Learning

**Conference Location :** Barcelona, Spain

**Conference Dates :** June 11-12, 2020