

## Investigating Gender Differences in M-Learning Gameplay Adoption

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**Abstract :** Despite the increasing popularity of and interest in mobile games, there has been little research that evaluates gender differences in users' actual preferences for mobile game content, and the factors that influence entertainment and mobile-learning habits. To fill this void, this study examines different gender users' experience of mobile English learning game adoption in order to identify the areas of development in Taiwan, using Uses and Gratification Theory, Expectation Confirmation Theory and experiential value. The integration of these theories forms the basis of an extended research concept. Users' responses to questions about cognitive perceptions, confirmation, gratifications and continuous use were collected and analyzed with various factors derived from the theories.

**Keywords :** expectation confirmation theory, experiential value, gender difference, mobile game, uses and gratification

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