

ENHANCING BEHAVIORAL CHANGE OF BODA-BODA RIDERS IN UGANDA **USING MOBILE LEARNING (EBoML) PROJECT**

MAK OPEN DAY

Thursday 27th February 2020, 8:30AM – 1:00PM

AVU CONFERENCE ROOM, COLLEGE OF EDUCATION AND EXTERNAL STUDIES

PROJECT ABSTRACT

Over 50% of male youths aged 18-35 in Uganda are employed in the boda-boda industry (Wanume *et al.*, 2019). However, the industry is chaotic and unsafe. Riders are unruly, insensitive to or unaware of traffic rules, lack driving permits, are reckless, resulting in accidents. They have also been reported to be accomplices in crime, have poor entrepreneurial skills and are a high risk group for HIV/AIDS, pneumonia and other respiratory infections (ibid). The solution is to instil in them, a positive behavioural change, using lifelong learning. Present approaches for lifelong learning of boda-boda riders are not flexible because they do not permit learning on-the-go. Innovations through mLearning (learning on smartphones) present tremendous affordances for lifelong learning of boda-boda riders who are 'nomadic' in nature. mLearning can take learning to boda-boda stages in rural and urban settings because of the high (100%) mobile phone penetration. Present mobile innovations in the boda-boda industry have centered around ride hailing applications. No mobile innovation exists to facilitate rider positive behavioural change education. This project will develop a Positive Behavioural Change Virtual mLearning Environment (PBC-mLE) for safe-driving, health-living and entrepreneurship and deploy it among boda-boda riders. Through continuous professional development using the PBC-mLE we anticipate to foster a positive behavioural change among boda-boda riders. When this is achieved, the ensuing application could be scaled up for other motorists. The PBC-mLE will provide behavioural change education to commercial motorcyclists *boda-boda riders*. When behaviour is changed positively, sanity can return on roads, thus reducing accidents and increasing rider's income. PBC-mLE will be developed through four cascading pillars – i) *Scoping Research*; ii) *Behavioural Change Dynamic Curriculum Development*; iii) *Virtual mLearning System Development*; and iv) *Learning Environment Deployment and Evaluation*. A multi-sectoral team consisting of specialists in mLearning, adult education; educational psychology; public health; entrepreneurship; road safety, boda-boda industry and App developers shall develop the PBC-mLE. The research shall take a mixed research approach in two selected urban centres in Uganda. The research shall provide requirements for the curriculum and system development. The curriculum shall be underpinned by transformative andragogy principles with multimedia-based learning activities expressed using educational theatre, simulations and videos.