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Enhancing Behavioural Change of Boda-Boda Riders in
Uganda Using Mobile Learning (EBoML)

PBC-mLE (EBoML App) PILOT EVALUATION

A RIF Project

Funded by Government of Uganda

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EBoML Dissemination 28th May 2021, AVU Conf. Room, Mak¹



Outline

- The Technology
- Learning resources
- Most Learnt aspects
- Least Learnt aspects
- Aspects that should be removed
- Life changing lessons learnt



The Technology (1)

- Features of PBC-mLE
 - The App and its features were readily accessible and hence making participants actively take part in the learning



The technology (2)

- Previous use of a Mobile App
 - Riders had ever used mobile apps, for example; safe –boda, Google, news and Internet searches to learn more about new things like road signs and accidents



The technology (3)

- Accessibility of the PBC-mLE on Smart Phones
 - The PBC-mLE was readily accessible to smart phones, all the features were readily accessible and these included dashboard, site address, courses, videos, pictures, audios and others



The technology (4)

- Challenges of using the PBC-mLE
 - During peak hours, Internet was slow.
 - I could not create group discussions topics.
 - Lack of a marking system for e-tivities accomplished and inability to access to the marks.
 - Hard to understand English language used.
 - Limited amount of data.
 - Some resources were yet to be uploaded.
 - Narrative videos were difficult to open due to connectivity issues.
 - The system lacked a logout button.



The technology (5)

- Copying mechanism for the challenges
 - I consulted facilitators and peers for support.
 - Used the system during non- peak hours to get fast internet.
 - Got interpreters to help me understand the hard English language.
 - Provided my own Internet data and Over the Top Tax (OTT) after completing the one provided by Makerere University.
 - We also formed physical group discussions where we appointed our own facilitator to help us through the modules.
 - A whatsApp learning group (EBoML Piloting) was created to ease group discussions since there was a challenge of inability to create discussion topics within the system.



The technology (6)

- Most Liked Aspect of the EBOML Mobile App
 - The networking with others.
 - Use of road signs.
 - How to operate the mobile bike by checking it regularly.
 - The courses uploaded.
 - Access to learning at any time in any place.
 - Knowledge gained about entrepreneurship and saving. awakening of our stale brains.
 - How to protect oneself before protecting others.
 - A trigger to get back to school.
 - The learning in the whole exercise.



The technology (7)

- Least Liked Aspects in the EBOML Mobile App
 - The poor Internet connection in the beginning of the pilot.
 - Everything in the App is not Ugandan e.g. language, videos, examples were from foreign countries.
 - Difficult to access (“it was hard to access for me since it was my first time I was using a smart phone”).
 - Safe driving was least liked by some riders because of the ‘tough’ English language used. This calls for the need to contextualise the courses.



The learning resources (study materials)

In the Entrepreneurship Module, Safe driving and Health living all the study materials were;

- Self explanatory
- very good
- helpful
- Educative and
- clear



The most learnt aspects (1)

- Entrepreneurship Module:
 - Decisions making for setting/ starting up small scale business alongside the Boda-Boda job.
 - Saving money and why I save
 - Customer care
 - How to deal with loses
 - Book keeping and
 - Learning how to work and the value of work



The most learnt aspects (2)

- Safe Driving Module:
 - Helmet protection gadget/ protective clothing.
 - Customer care.
 - Defensive driving.
 - Simple mechanics.
 - Road signs and colours.
 - Smartness.
 - Safety.
 - Maintenance of a motorcycle.
 - Good use of the road with others.
 - Avoiding of accidents and
 - Driving carefully



The most learnt aspects (3)

- Health Living Module:
 - How to avoid drugs and nicotine
 - How to avoid pregnancy and STDS
 - How to eat well and personal hygiene
 - “A health body is the one that works, so I learnt all the aspects prepared for me”
 - “While healthy you get more customers”



Least learnt aspects (1)

- Entrepreneurship Module:
 - Records keeping because a lot of accounting language was used.
 - How to develop a saving culture.
 - How to look for customers and
 - Techniques of saving.



Least learnt aspects (2)

- Safe Driving Module:
 - Maintenance of a motorcycle because the motorcycle used in the app is not the ordinary Bajaj



Least learnt aspects (3)

- Health Living Module
 - By the time of the pilot not all participants had taken this module
 - Those who took the module indicated safe and responsible sexual behaviour as the least learnt aspect



Aspects that should be removed

- Safe Driving module
 - Foreign videos (“videos for whites”) and videos of motorcycles not used by boda-boda riders in Uganda.



Life changing lessons learnt (1)

■ Entrepreneurship Module

- I have encompassed myself with the SMART methodology that would be very helpful in life goals.
- Saving doesn't necessarily mean saving too much as long as you have a goal.
- Why I should save.
- Learning with others using distance learning.
- How to handle and speak to customers.
- Record keeping is good sometimes.
- Saving on daily earnings.
- Obedience and calmness to customers is key to success, and
- Being smart while at the job.



Life changing lessons learnt (2)

- Safe Driving Module
 - Directing and conducting myself while riding on the road.
 - Defensive riding and being conscious all the time while on the road.
 - How to use the road.
 - Taking note of road signs.
 - Being smart while on my job.
 - How to be protective enough/ use of protective gears.
 - Understanding government rules/road signs.
 - Simple motorcycle repairs.
 - obeying traffic signs.
 - What a motorcycle requires?
 - How to maintain a motorcycle?
 - Driving with a sober mind.
 - Safe guarding while driving, and
 - How to behave while on the road?.



Life changing lessons learnt (3)

- Health Living Module include;
 - The life of the rider and passenger matters a lot and therefore it is important to exercise utmost caution while riding.
 - How to plan for the family.
 - How to deal with drug addiction.
 - Personal hygiene and
 - Being smart at work.



Conclusion

- EBoML as a project has ability to positively change the behaviour of boda-boda riders
- Learning should be contextualised to the situation of learners
- The EBoML system can be used to extend other aspects of learning to not only to boda-boda riders but also other learners who are nomadic in nature



Recommendations

- Cascading the EBoML intervention to a wider community of riders in Year 2 and 3
- Developing other curricula on demand such as Functional English Language Learning, Basic Numeracy
- Upgrading the PBC-mLE for further contextualization
- Ride hailing add-on



Acknowledgement

- GoU
- Makerere University, RIF Grant Management Unit
- MoW&T
- Boda-Boda Riders
- CEES
- Project Team Members