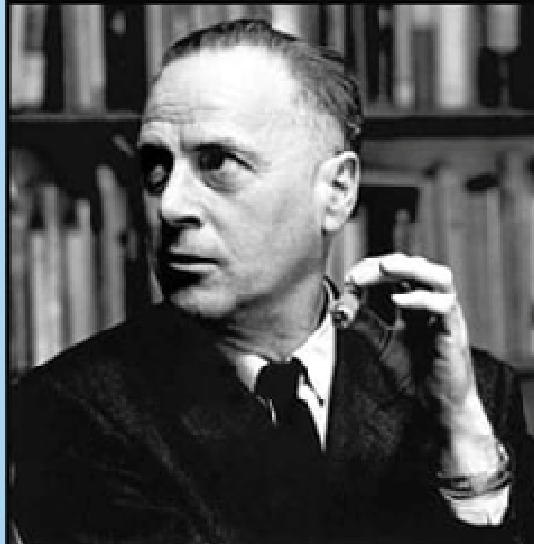


# The mediating role of Edutainment on Excitement and Enthusiasm: A Educators' Perspective



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Anyone who tries to make a distinction  
between education and entertainment doesn't  
know the first thing about either.

(Marshall McLuhan)

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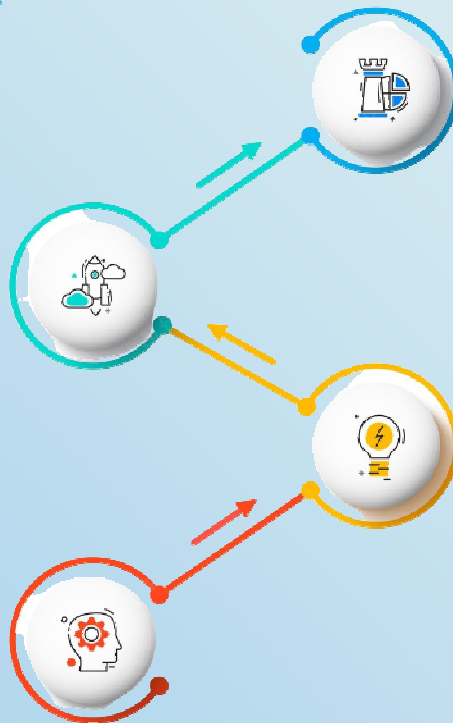
# Introduction

## Research background

1. Edutainment makes learning easier by making the subjects and information to be taught more enjoyable and by making the acquisition of difficult subjects easier by means of simulations or methods. graph method, intuitive as in real life.
2. Edutainment is used to help learners use their own knowledge, analyze what they learn, combine what they perceive, or evaluate what they learn.

## Problem statements

1. Learners: entertainment means are rapidly developed, while the learning methods remain boring.
2. Educators: don't know how to make the teaching of the subject interesting



## Research objective

The general objective of this study is to determine the role of Edutainment in influencing the Excitement and Enthusiasm from the Learners' Perspective.

## Research question

1. What are the factors influencing Edutainment?
2. What are the benefits for learners, educators, educational institutions, society? Recommendation for universities?

# Literature Review

## Previous studies

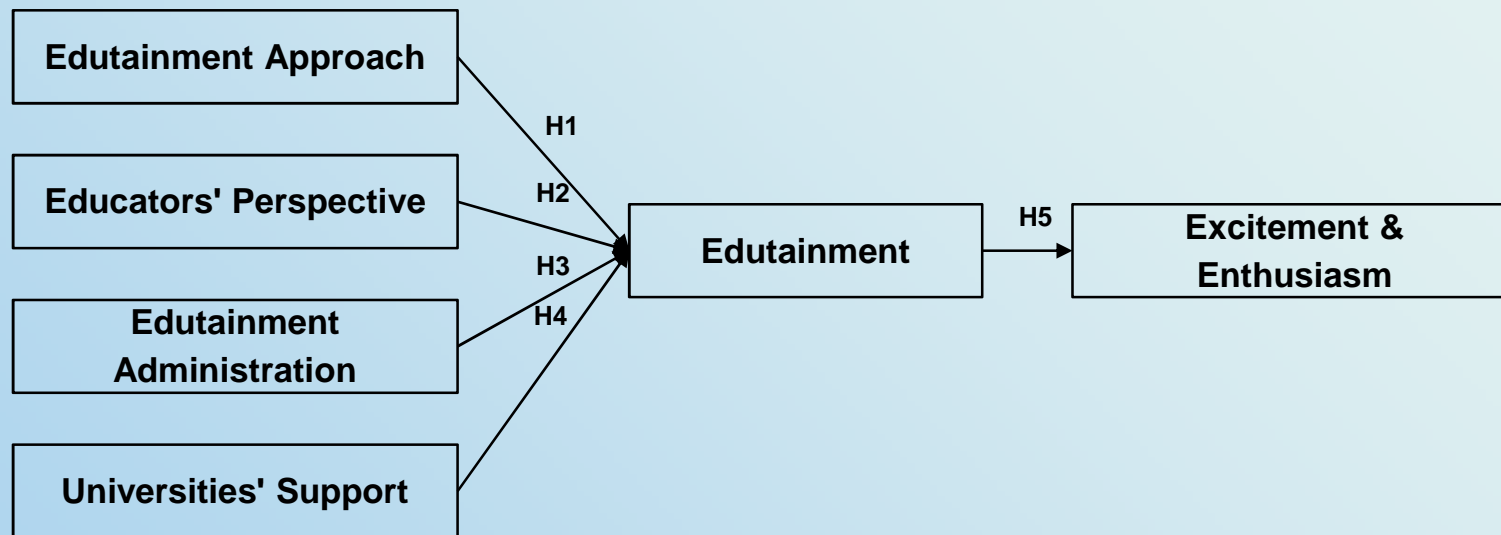
- Theoretical View to The Approach of The Edutainment
- Edutainment with Videos and its Positive Effect on Long Term Memory
- Edutainment, Games, and the Future of Education in a Digital World
- Development of "Game of Contract" for Interactive Edutainment
- Edutainment At The Higher Education As An Element For The Learning Success

## Theory

- Delphi Technique
- Bloom's Taxonomy



# Research Framework



## Research hypotheses

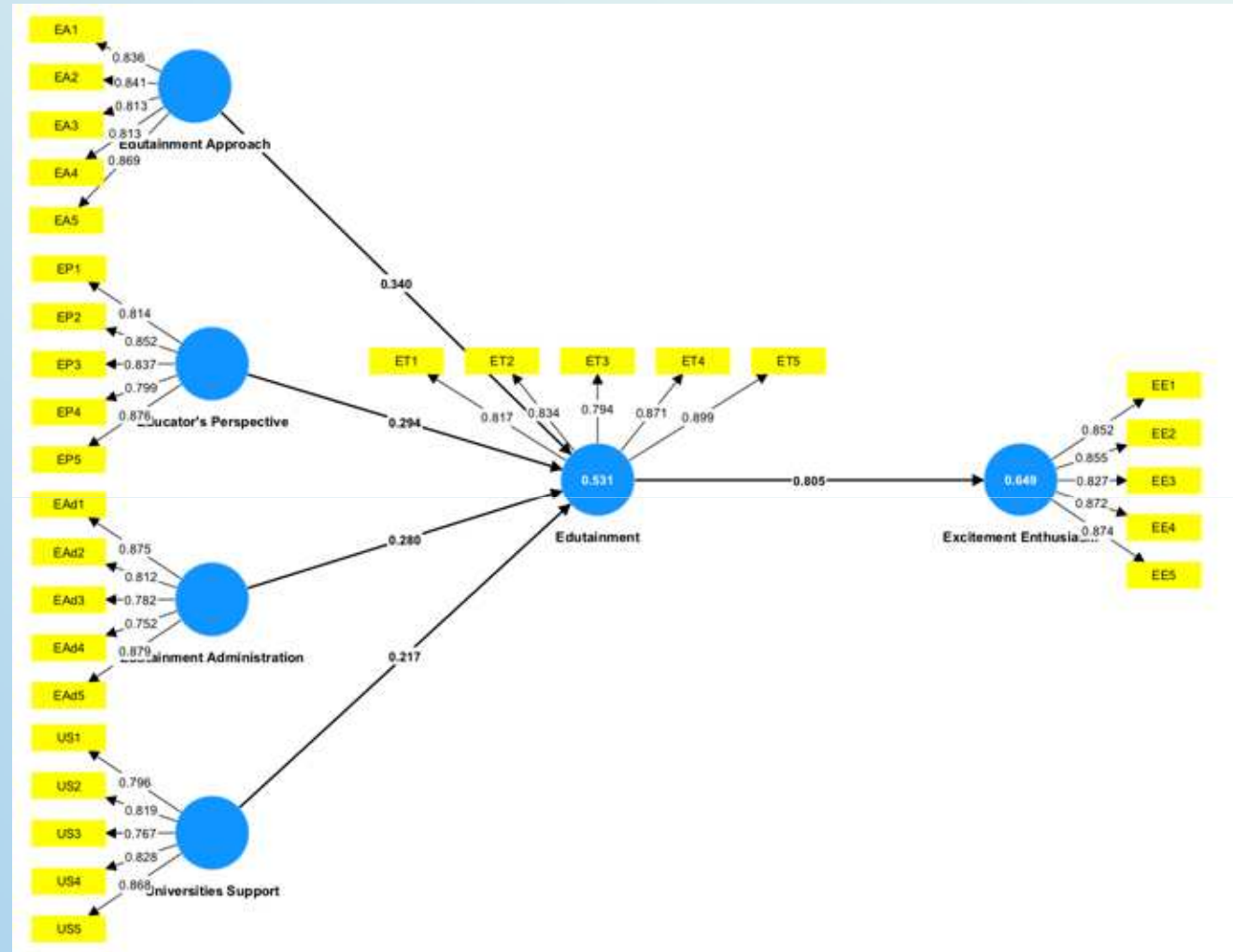
- H1: There is a relationship between Edutainment Approach and Edutainment.
- H2: There is a relationship between Educators' Perspective and Edutainment.
- H3: There is a relationship between Edutainment Administration and Edutainment.
- H4: There is a relationship between Universities' Support and Edutainment.
- H5: There is a relationship between Edutainment and Excitement & Enthusiasm.





# Outer Loading, Construct Reliability and Validity

- Factor loadings ranging from above 0.7  $\Rightarrow$  satisfactorily.
- All Cronbach's Alpha, Construct Reliability extracted values for the required six factors  $> 0.7 \Rightarrow$  significant.
- All AVE extracted values for the required six factors  $> 0.5 \Rightarrow$  significant.





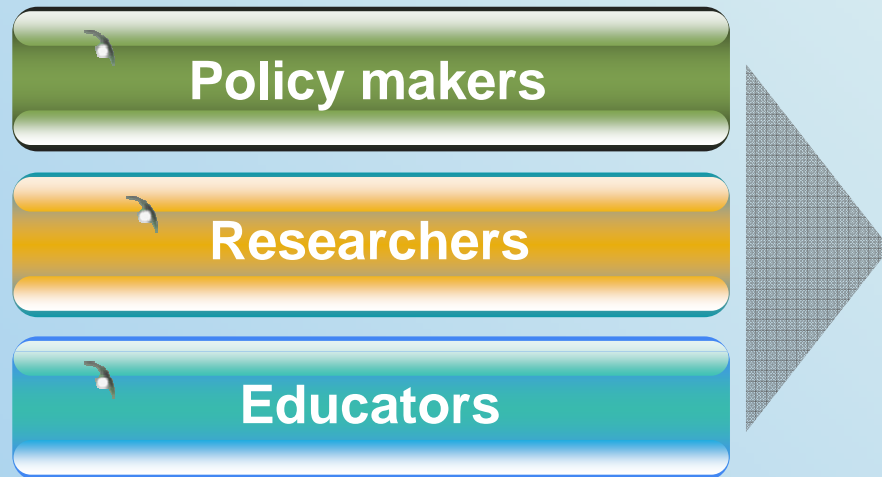








## Conclusion



### Co-operate

The edutainment was influenced by Educators' Perspective, Edutainment Approach, Edutainment Administration, Universities Support.

Edutainment is the intermediate variable of Excitement & Enthusiasm.

The researchers, policymakers, and educators can use these results for reference in later studies on applying edutainment. Therefore, this topic will continue to have and require continuous research.

**Thank You!**