

The Mobile Apps Usage of Higher Education in Taiwan

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Abstract—Mobile apps have had a large impact on many industries including higher education for many years since it emerged. The goal of this research is to deepen our understanding of the mobile apps usage at higher education institutions in Taiwan, and it focuses on three major issues: (a) how many institutions are there in Taiwan adopting mobile apps; (b) what are the popular mobile services in higher education; (c) and whether mobile apps play a more important role than mobile webs in delivering the mobile service on campus.

The research process was broken down into few phases. In the beginning, this research searched all the institution-related mobile apps on Apple App Store and Google Play, and determined whether it was owned by an institution based on the decision tree. Next, the classification of mobile services was proposed for analyzing the content of every official mobile app. Last, the institutions which had both mobile apps as well as mobile webs were sorted out, and the difference of mobile services between the two deliveries was compared.

The results indicates that less than half of the institutions in Taiwan have their own mobile apps, and the most popular mobile services on apps are general information as well as library services. And it also shows that the services delivered via mobile apps are more abundant than via mobile webs.

Keyword—Mobile App, Usage, Higher Education in Taiwan, Classification of Mobile App Services, Mobile Web



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He is also a regular speaker at many important educational technology conferences and a project initiator for developing innovative educational products. So far his products have been used by over 30 universities and enterprises in Greater China, and are awarded several patents in USA, mainland China, and Taiwan.



Tsuei-Ping Kung earned her MA degree in learning, design and technology in Stanford University, CA, USA, in 2008. She is the MANAGING CONSULTANT of WisdomGarden in Taipei and has been working in the field of educational technology for nearly 10 years. At her current role, she is responsible for formulating institutional strategies, reengineering business processes, implementing academic ERP, and conducting campus IT research of higher education. Prior to that, she served as a consultant in IBM, aiming to apply multiple technologies and blended learning methods to enterprise learning. With her professionalism, many of the top 100 enterprises had been successfully transformed to vigorous learning enterprises.



Chia-Ming Li graduated with a degree in history in 2009 and earned his MBA in 2013 both from National Chengchi University (NCCU), Taipei, Taiwan. Now he is the RESEARCHER of WisdomGarden in Taipei, and takes responsibility for industry study of educational technology in higher education. Furthermore, he is in charge of collecting, organizing and carrying out complex data analysis in support of management as well as customer requests, and also involved in reporting statistical findings to developing data-driven strategies with senior managers.

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