

The Mediating Role of Edutainment on Excitement and Enthusiasm: A Leaders' Perspective from Vietnam

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Abstract

Entertainment and interaction are inherently absent in traditional education. But recently the concept of edutainment (which is a combination of education and entertainment elements) has gradually become popular worldwide. But it is still academically undiscovered in Vietnam. The studies about Edutainment in Vietnam are needed. The purpose of this study was to determine the role of Edutainment in influencing the Excitement and Enthusiasm from the Learners' Perspective in Ho Chi Minh City, Vietnam. To achieve this goal, quantitative research was used in combination with questionnaires and document reviews. The online survey received 322 responses. In-depth interviews with 12 graduates were conducted during the qualitative stage to obtain their perspectives on their experience with Edutainment. The impact of A Learners' Perspective was investigated in this study, and the findings revealed that it significantly provided the relationship between education and entertainment. The findings showed that it is vital to apply edutainment to improve education. With the framework from this study, policymakers, researchers, and institutes can cooperate in developing and upgrading the general training quality at higher education institutions in Vietnam. Improving the training quality will continue to be a challenge. Therefore, this is a topic that requires continuous research.

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