

Volume 02, Issue 25

**3rd International Conference on Social,
Management, Business and Innovation
in Applied Sciences
SMBIA-Sep-2019
Tokyo Japan
September 21-22, 2019**



SMBIA-Tokyo Japan

3rd International Conference on Social, Management, Business
and Innovation in Applied Sciences

SMBIA-Sep-2019

Sep 21-22, 2019

Hotel Mystays Ochanomizu Conference Center

Book of abstracts

Volume 02, Issue 25

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- 2. Ishida Otaki**
Conference Coordinator

- 3. Hideo Owan**
Conference Coordinator

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Conference Chair Message

Dr Masayuki Otaki

International Conference on “3rd International Conference on Social, Management, Business and Innovation in Applied Sciences” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr Masayuki Otaki

Conference Chair

SMBIA-2019 Secretariat

Conference Schedule

Venue: Room 1

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Opening Ceremony
09:20 am – 09:30 am	Welcome Remarks –Conference Coordinator TARIJ
09:30 am – 09:40 am	Introduction of Participants
09:40 am – 9:50 am	Group Photo Session
09:50am – 10:00 am	Grand Networking Session and Tea Break

DAY 01 Saturday (Sep 21, 2019)
Session 1 (10:00 am – 12:00 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

SMBIA-SEP2019-104	A Study on Attractive Factors of VR Display	Ding-Hua Yan
SMBIA-SEP2019-105	User Research in VR Games and Experiences – A Case Study of VR Flight Simulators	Min-Yang Chang
SMBIA-SEP2019-106	Fiscal evasion in Romania. A theoretical and practical approach	Mihut Marius-Ioan
SMBIA-SEP2019-107	A Preliminary Study on the Cause of Conflicts in Multidisciplinary Collaboration	Shou-Te Pan
SMBIA-SEP2019-113	Effect of High School Students' Learning Practice on Maker Education	Pai-Lu Wu
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SMBIA-SEP2019-116	Aspects Regarding the evolution of the higher education system in Romania	Iancu Tiberiu
SMBIA-SEP2019-117	A Social Encouragement in Risk Awareness Using Open Spatial Data and Scenario-based Analysis	Chomchanok Arunplod

Lunch Break 12-00 pm to 01-00 pm

DAY 01 Saturday (Sep 21, 2019)
Session 2 (01:00 pm – 02:30 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

SMBIA-SEP2019-118	There is one more ...: The need for social innovation in intermediate Europe	Mariann Éva Veresné Prof. Dr. Somosi
SMBIA-SEP2019-119	Using Artificial Intelligence to Elderly Family Entertainment	Yu-Ching Lin
SMBIA-SEP2019-120	Study on the Application of Fictional User Interface in Magic Performance	Huang,Qi-Jia
SMBIA-SEP2019-121	Study on the learning of chinese character Applied with motion graphics	Liu,Fang-Yu

Closing Ceremony

List of Conference Attendees

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will be attending the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
01	SMBIA-SEP2019-116A	Moldovan Paul-Bogdan	Banat's University of Agricultural Sciences and Veterinary Medicine , King Michael I of Romania" from Timisoara
02	SMBIA-SEP2019-116B	Şuba Anka-Roxana	Banat's University of Agricultural Sciences and Veterinary Medicine , King Michael I of Romania" from Timisoara
03	SMBIA-SEP2019-118A	György Prof. Dr. Kocziszky	University of Miskolc
04	TKM-399-103A	Dave Baguley	Consultant Anaesthetists & Intensivist at Bunbury Regional Hospital, Bunbury, Western Australia, Australia
05	TKM-399-104A	Daniel O'Callaghan	Consultant Anaesthetist at Bunbury Regional Hospital, Bunbury, Western Australia, Australia

DAY 02 Sunday (Sep 22, 2019)

City History and Discussion Session

The purpose of the second day conference will be for the participants to learn more about the local history and culture, or get to know the other participants better. Therefore,

Option 1: City History and Culture Tour: All the participants are free to organize your own group tours together and get to know each other better.

Option 2: Discussion Session: All the participants are free to make group discussions on behalf of your same research interest and get a chance to cooperate in the future Research

**Track A: Business, Economics, Social Sciences and
Humanities**

A Study on Attractive Factors of VR Display

Ding-Hua Yan^{1*}, Li-Shu Lu²

Abstract Due to the advance of digital and interactive technologies, presentations and applications of display change from static display to human-oriented displays. Especially in recent years, VR (Virtual Reality) is gradually applied to the field of display. Therefore, the study tried to figure out attractive factors of VR displays through the point of views of experiencers. Main study and purposes: (1) First of all, using literature review to analysis the connection between VR displays and feelings of experiencers after experiencing display. (2) Using results from the first step to design a questionnaire based on “Attitude and Values” and “Enjoyment, Inspiration and Creativity” two aspects of the GLOs (Generic Learning Outcomes). Then, using Evaluation Grids Method and the questionnaire to survey experiencers after they have experienced selected VR display case. (3) Extracting attractive factors of VR displays from analyzing the result of the survey. According to the analysis of the attractive factors, the study has four main conclusions: (1) VR display which fit in the theme of the display can improve the connection between display and experiencers, and also let experiencers know more about display itself. (2) Many of VR displays are dynamic and interactive. Accordingly, designing VR displays should consider to the loads of information and complications, so that experiencers will not be confusing for the contents of displays and understand the contents of displays well. (3) Visual sense is an important element of VR displays nowadays, because it can influence experiences of displays. Therefore, interfaces and contents of VR displays should be designed appropriately to reach good experiences. (4) VR display is still a new type of display when it is compared to other types of displays. It’s head-mounted display and joysticks bring immersion to experiencers and let experiencers have positive feelings like excitement and curiosity. Hope that the study can offer a reference for designs or studies of applying VR to displays.

Keywords: Display, Virtual Reality, Generic Learning Outcomes, Evaluation Grids Method, Attractive Factors

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User Research in VR Games and Experiences – A Case Study of VR Flight Simulators

Min-Yang Chang^{1*}, Lis-Hu Lu²

Abstract In recent years, Virtual Reality (VR) has been widely used in various fields. However, it is worth noting that VR is an application medium for new technologies. Most users are still unfamiliar with it. Therefore, Usability Evaluation from the perspective of users is even more important for the development of VR applications. The research is divided into two phases: (1) To explore the Usability Testing method in the literature, and to collect and analyze the use of VR Installations; (2) Further Empirical research thought operational experience for the VR Installation in the museum. The research process mainly through task analysis, participatory observation, and after-the-fact in-depth interviews to analyzes the data. It is expected to find out the usability rules of VR Installations. The research results show that: (1) In terms of physiological comfort, moderately use brightness to avoid eye fatigue, and limit the image acceleration to avoid the user feel dizzy; (2) in the interface Design, the interface should be placed in an easy-to-read position, for example: the head moves up and down 60 ° to 40 °; (3) in the immersion experience, create the depth of the scene and use two-channel audio to increase immersion.

Keywords: Virtual Reality, Usability Testing, Task Analysis, User Experience

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Fiscal evasion in Romania. A theoretical and practical approach

Mihut Marius-Ioan^{1*}, Raita Gabriel Ienciu Ionel-Alin²

Abstract The main objective of this research is to analyse the factors that influence or cause the occurrence of tax evasion in Romania. In this respect, the research was structured on two main elements: the study and analysis on the factors influencing the tax evasion, respectively the realization of an empirical survey based on a questionnaire applied to Romanian accounting experts. According to the legislation in Romania, tax evasion is defined as the stealing by any means, in whole or in part, from the payment of taxes, duties and other amounts due to the state budget, local budgets, state social insurance budget and special extrabudgetary funds by Romanian and foreign natural and legal persons, called taxpayers. The phenomenon of tax evasion has grown in Romania due to the diversification and complexity of trade, under imperfect legislation, which are favorable circumstances, and negative effects place their mark on the national economy (Moraru et al., 2000). In Romania, for the prevention and combating of tax evasion, Law no. 241/2005 has been adopted, which establishes measures for the prevention and combating of tax evasion offenses and of related offenses. The study is based on a questionnaire applied to Romanian accountants on how they consider the some factors to be determinant or not to tax evasion in Romania. The results show that in Romania, high taxes, the low intensity of fiscal pressure, have a direct impact on tax evasion, causing it to grow. As proposed measures to reduce tax evasion, it is advisable to strengthen the legislative apparatus, to reduce taxes, to increase the involvement of the authorities.

Keywords: Tax Evasion, Romania, Accounting, Questionnaire

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A Preliminary Study on the Cause of Conflicts in Multidisciplinary Collaboration

Shou-Te Pan^{1*}, Li-Shu Lu²

Abstract With the globalization of business models and competition, traditional individual work mode is gradually replaced by multidisciplinary collaboration as more and more work needs to integrate different specialized knowledge. Accordingly, the process of interdisciplinary talent training has also become one of the hot topics in education. Therefore, this study tried to explore the causes of conflicts in multidisciplinary team collaboration. In the study, we collected relevant researches on multidisciplinary teams over the ten years and selected five papers involving the research on the cooperation process of the same, among which we found that each team involved at least two of three fields, namely engineering, management and design. This paper sorted out the problems arising from multidisciplinary collaboration through content analysis and grouped them through KJ method (also called affinity diagram method) in collaboration with researchers with exact experience, for further analysis and induction. According to the study, problems encountered by multidisciplinary teams can be classified into nine categories: professional background, team composition, task allocation, role positioning, relationship, communication, attitude, efficiency and external factors. To be specifically, (1) professional background: a problem related to team member's majors, for different majors have different languages, with rare knowledge in other fields and inconsistent cognitions; (2) team composition: a problem concerned with the structure of the organization, the imbalance among specialties for example; (3) job assignment: a problem regarding the allocation of different tasks, clear or not; (4) role positioning: a problem related to the positioning of members within the team, like absence of leader for specific work; (5) relationship: a problem regarding the interactions between team members, such as being unacquainted, holding different opinions, etc.; (6) communication: about the exchange of knowledge or intelligence, such as poor communication, differences in opinions and ideas, etc.; (7) attitude: a problem in personal style, for example, uncompromising insistence on one's own professional acknowledge; (8) efficiency: a problem related to the completion of tasks, stagnation for failing to find answers to specific concerns for instance; (9) external factors: problems that are difficult for team members to control, such as lack of funds and time, geographical inconvenience, dissatisfaction of the clients, etc. This study is expected to clarify the problems arising in the process of multidisciplinary team collaboration, providing references for subsequent researchers.

Keywords: Multidisciplinary, Team Collaboration, Team Communication, Cause of Conflicts

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Effect of High School Students' Learning Practice on Maker Education

Pai-Lu Wu^{1*}, Chia-Mei Lu², Cheng-Chuan, Lu³, Hsin-Hsien, Huang⁴

Abstract The purpose of this study is to understand the effect of high school students' learning practice after taking a Maker "thematic production" course. The subjects of this study are second-grade students who have completed the "natural environment sensing technology course" and "thematic natural environment sensing technology teaching module course thematic production", and the research tools include the Maker Learning Attitude Scale. The findings are as follows: 1. Maker learning self-efficacy and learning attitude have an impact on learning practice. When students' learning attitude and self-efficacy have improved, it helps their learning practice. 2. Maker's learning self-efficacy, learning attitude, and learning practice are not affected by learning anxiety. It is recommended that Maker teaching should adopt more diversified evaluation methods to evaluate students' learning outcomes and reduce students' emotional anxiety caused by test pressure.

Keywords: Maker Education, Self-Efficacy, Learning Attitude, Learning Anxiety, Learning Practice

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Study on the Native Advertising Content of Social Media in Taiwan Social Enterprise as Examples

Yi-Ting¹, Wen- Huei, Chou²

Abstract The UK Social Enterprise Survey Report in 2017 showed that 60% of social enterprises still primarily profited from public trading. Since the rise of the Internet in recent years and the easy access to social media, enterprises not only can use it to attract consumers' attention, but also substantially assist the spread of corporate brands. In this study, the type of posting of native advertisement on Facebook would be investigated in terms of their informativeness, entertaining interactiveness and brand credibility based on the categorization through literature reviews to further subdivide these three major categories into 12 subcategories. By purposive sampling, the Facebook fan groups with more than 100,000 followers for three social enterprises were selected; namely, they were O'Right, Greenvines, and Children-are-Us Foundation. The posts in the first quarter of year 2019 were collected and text mined to filter out any disinformation before proceeding to semantic analysis. The data on utilization of content of the three cases in 12 subcategories were organized and visually displayed. Lastly, by summarizing the type of content commonly shared in posts with higher attraction, the study would point out the most effective native content to be provided as reference for social enterprises, content marketing industry or future follow-up research. The primary purpose of this study result was to identify the content of effectiveness to attract followers, where the theory and cases were compiled to provide social enterprises a total of 12 categories as to providing a guideline of good content and planning direction or an assessment and revision reference for those social enterprises with established social communities. The research was expected to give reference and application to content planning for future studies or related industries.

Keywords: Social enterprises, Social media, Content marketing

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Aspects regarding the evolution of the higher education system in Romania

Iancu Tiberiu^{1*}, Şuba Anka-Roxana², Moldovan Paul-Bogdan³

Abstract The aim of this paper is to trace the evolution of the higher education system in Romania and not only of the causes that have produced mutations in this evolution, quantitatively analyzing the school population, its structure by levels of education and forms of education, the number of graduates on education levels and the amount of dropout. The year 1989 represented a turning point in Romania's historical course, namely the transition from an economically and politically hyper-centralized state system to a democratic system with a market economy. This transition period has produced profound changes both in the country's economy in general and in the education system in particular. The compatibility of the Romanian education system with the European one was followed in this period, by adapting it to the requirements imposed by European evolving trends in correlation with the needs of citizens, local communities, Romanian society in general, as well as the development of international cooperation relations between higher education institutions in Romania and the partner institutions of the European Union. A profound change in the Romanian higher education system took place in 1999, upon adhering to the Bologna Process according to which the higher education system is organized in 3 levels of academic studies (BA, MA and PhD). This has been conducive to a reduction in the duration of the undergraduate university cycle, an increase in the duration and importance of the master's cycle, and a restructuring of the doctoral studies system. The analysis indicates that during the academic year 2017-2018 the number of students was only 75.21% of the number registered at the time of the adoption of the ETCS (European Credit Transfer System), in 2005-2006. The adoption of Education Law no. 1/2011 has also led to significant changes in the education system.

Keywords: Education System, School Population, Students, Graduates, Dropout, Educational Policies.

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A Social Encouragement in Risk Awareness Using Volunteered Geographic Information and Scenario- based Analysis

Chomchanok Arunplod*

Abstract The geographic information is important for analysis, not only physical-related analysis but also socio-economic analysis. In the part-day, data access is limit on a government or a large private company. Recently technology leading the new era of mapping which knows as a crowdsourced data, everyone can access the geographic information. This new information source design for disaster risk management at an initial state also called a volunteered geographic information. The geographic information is increasingly popular in the last five years, however, the level of data accessibility in Thailand is still limited to academic reason or GIS specialists. The main contribution of this study is to promote the potential of volunteered geographic information for Thais, through social analysis using mapping technology and scenario-based analysis. Hazard awareness is a critical issue to ensure the community secure. Unfortunately, most of the communities, especial in the urban and industrial area does not recognize it. The volunteered geographic information provide alternative ways for the community to understand their risk. The related community data collected from open-sources; both of the spatial data and the statistic data. A spatial analysis conducted and produced the community risk map. Using the map as a communicating tool, we found that the community able to more recognize their risk from the hazard and also community's awareness is encouraged. Another critical finding is demographic data from open spatial point dataset, these able to infer the number of people and social condition, which are the critical data for risk management and community issue. In conclusion, this study confirms that the demographic data or social data can generate from open-sources data, which is the wise option for the community to collect their geographical data.

Keywords: Volunteered Geographic Information, Risk Area, Community-Based, Scenario-Based, GIS

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There is one more ...: The need for social innovation in intermediate Europe

Mariann Éva Veresné Prof. Dr. Somosi^{1*}, György Prof. Dr. Kocziszky²

Abstract This article explores the impact of pricing quantity discount (PQD) on a The societies and economies of Central Eastern European countries belonging to the former Soviet bloc (Poland, the Czech Republic, Slovakia, Hungary) were, to varying degrees, shaken by the geopolitical transformation which began in 1989. The changes in the structure of the economy (the decrease in the importance of agriculture, the decline of the heavy industry) and the changes in ownership (privatization of state property, appearance of foreign capital) have generated employment tensions that resulted in income differences at a previously unknown scale. Technical and technological innovations created due to the 4.0 industrial revolution do not fully resolve social and economic discrepancies in the area. Therefore, the so-called social innovations generated by the meso level communities (settlements, church communities, social enterprises, etc.) have become more valuable. They provide an opportunity to improve the activity and employment rate, find a new solution for local development, and change value systems. In their study the authors briefly review the social and economic territorial differences in the four examined Central Eastern European countries as a result of the change of regime. They outline the characteristic features of the social innovations, the hierarchy of needs, the elements of the input-output-outcomes, and the methodology for determining the social innovation potential, as well as the conditions of its development and its implementation with the help of the neuro-fuzzy method. They present the results of their research to determine the innovation potential of the region. They also examine the conditions and limits of networking competence, its organizational background, the alignment of the corporate social responsibility programs to these organizations, as well as the expected lifetime of the cooperation and the conditions of its sustainability. An overview of the 'good practices' in the area is given as an example.

Keywords: Social Innovation, Good Practices, Territorial Differences, Networking, Impact Assessment, Neuro-Fuzzy Method

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Using Artificial Intelligence to Elderly Family Entertainment

Yu-Ching Lin^{1*}, Chao-Ming Wang²

Abstract The proportion of elderly people in Taiwan is rising year by year. How elderly people are healthy and happy is an important concern. Especially the case of the decline in birth rate, elderly live alone. How to provide appropriate leisure and entertainment at home and make the elderly live happier is an important topic for discussion. Elderly family entertainment should be based on safety, healthy and moderate exercise. It enables the elderly to safely achieve the effects of entertainment and exercise while playing. This paper proposes to apply artificial intelligence to family entertainment for the elderly. According to different users to make different situational effects, through YOLO's image recognition technology and deep learning function Develop a human-computer interactive entertainment system that provides companionship and entertainment services. Expectations can bring new stimuli and feelings, and make positive adjustments for the physical and mental health of the elderly. This research was to use literature review and prototype development. After the elderly people experience the device, they will evaluate the acceptance and effectiveness of the proposed system through questionnaire survey and Interview method. The expected results of this study are as follows: (1) the prototype of the combination of family entertainment and artificial intelligence for the elderly were proposed. (2) The positive impact of new technology on the elderly was approved.

Keywords: Artificial Intelligence, Image Recognition, Elderly, Family Entertainment.

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Study on the Application of Fictional User Interface in Magic Performance

Huang, Qi-Jia^{1*}, Chao-Ming Wang²

Abstract With the new media has flourished more vigorously, more magic performances have combined with new media technology to enhance the novelty. In the recent years, the application of fictional user interface in Science fiction movies and video games have created an immense experience and entertainment to the audience. In this paper, we proceed to study the fictional user interface in magic performance, in order to provide audience with more innovative magic performance. Fictional user interface can present the great amount of the virtual vision by implement several of graphics, strengthening the aesthetic sense and entertainment value. Therefore, it has more potentials to enhance the magic effect between virtual and reality. In this paper we will attempt to design prototype that integrates fictional user interface in magic performance according to Carles Sora's magical effects' categories. The results of this study are as follows: (1) Analysis the types of coupling digital media in magic show performance and develop design principles for fictional user interface in magic performance. (2) Design prototype of fictional user interface in magic performances. Finally, researcher will evaluate the application of fictional user interface in magic performances is novel and entertaining.

Keywords: Interactive Technology, Stage Magic, Fictional User Interface, Interactive Performance

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Study on the Learning of Chinese character Applied with motion Graphics

Liu, Fang-Yu^{1*} Chen, Guang-Dah²

Abstract As the development of the Greater China economy and the fierce global competition, the trend of Chinese language learning continues. According to statistics supplied by Ministry of Education Taiwan, the number of international students studying in Chinese language center had progressively increased in Taiwan over the years. Chinese teaching has gradually received greater attention. How to effectively enhance study result had become an important topic. With Electronic Learning gaining in popularity, paper form textbook is being replaced by motional multimedia, and it dose so in language learning. We all know that the utilization of educational technology has been advocated to advance language learning. However, Chinese characters usually displayed with only one type of multimedia presentations in the past. The growth of digital media in recent years giving rise to the concept of Motion Graphics Design. It is combined all the areas application such as advertisements, film titles and short explained films for enriching the content of graphic and making it more interesting. The purpose of the research is to displayed Chinese characters radical and stroke order in the same multimedia presentation with motion graphics. The research will conduct with Chinese language learning students studding in advanced level class. Expecting that the effectiveness of learning Chinese characters will be improved comparing with multimedia presentations in the past.

Keywords: Chinese, Graphic, Competition

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Scientific Board for Business, Economics, Social Sciences and Humanities

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