Editorial Preface

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Welcome to the latest issue of the *International Journal of Mobile Human Computer Interaction* (IJMHCI). This issue covers a wide range of topics, reflecting the rich breadth of the mobile HCI domain. We start with consideration of layout optimization for online questionnaires on mobile devices and from there move to the application of mobile technology to help adults with literacy issues in Bangladesh search for employment. Our third article looks at developing mobile learning experiences for healthcare professionals, and we close with an article exploring the influence of live streaming in m-Commerce.

The first article is "Layout Optimization for Online Questionnaire on Mobile Devices" by Helge Nissen and Monique Janneck. Helge and Monique note that we, as a society, increasingly use smartphones to access and complete online questionnaires given the flexibility smartphones afford their users to answer questionnaires when it is convenient, or even as a means to pass time. They go further to note that standard questionnaire templates are not optimized for use on smartphones and thus question whether issues with layout and presentation on smartphones may influence the results returned via such surveys. Setting about investigating this (and to replicate or possibly revise previous results in this regard based on up-to-date technology and design strategies), they conducted an online questionnaire-based study to compare processing time, data quality and user experience regarding interaction with questionnaires presented using a range of standard and novel layout templates. Although they found that, perhaps unsurprisingly, processing time was higher on smartphones compared to larger devices (desktops), they found no difference in data quality across devices. They did, however, reveal differences in effect of different mobile layouts and from these observed differences derive design recommendations. A key, interesting recommendation is the authors' reinforcement of the value of a *mobile first* approach to the design of questionnaire layouts, having observed that this does not negatively impact the experience of users who prefer to respond via a desktop. The authors' results are useful for the work of practitioners and researchers alike across a wide spectrum of disciplines.

In "Chakuri-Bazaar: A Mobile Application for Illiterate and Semi-Literate People for Searching Employment", Muhammad Nazrul Islam, Md. Arman Ahmed, and A.K.M. Najmul Islam set about exploring design considerations associated with designing mobile applications for illiterate and semi-literate adults. Using a Design Science Research approach which commenced with an interview-based requirements elicitation study, they designed, developed and evaluated (using a field study) a mobile application (Chakuri-Bazaar) for illiterate and semi-literate adults in Bangladesh to search for jobs, thereby attempting to address the inequity in access to electronic services that is prevalent in Bangladesh. Emerging from their research, the authors propose a set of design principles for design of mobile technology for illiterate and semi-literate people; they also make some recommendations for Bangladeshi policy-makers in terms of digitizing the process of job searches for the benefit of illiterate and semi-literate adults.

Hugh Kellam's article, "Developing Interactive Mobile Learning Experiences for Healthcare Professionals: Content and Community of Practice Recommendations", explores best practices for

designing inquiry-based contextual instructional content and for identifying the pedagogical uses and impacts of communities of practice in the context of mobile learning (m-Learning) activities. Hugh notes that, despite the potential for m-Learning to enhance education and training for medical professionals, there are numerous challenges associated with the design and implementation of effective m-Learning strategies within healthcare that have yet to be overcome. He therefore focuses his research in this arena. Using a mixed methods case study approach, he measured learning outcomes and experiences of physicians, nurses and healthcare professionals exposed to context-specific, situated learning content associated with telemedicine. His results proved the m-Learning experiences effectively presented context-specific content, with participants effectively learning skills and procedures related to clinical telemedicine via guided, contextual mobile activities. He also illustrated that the flexibility afforded by m-Learning permitted participants to remain in control of their learning environment and deploy best practice for clinical consultations.

The final article, "Exploring the Influence of Live Streaming in Mobile Commerce on Adoption Intention From a Social Presence Perspective", by Zixi Liu, Jian Yang, and Lin Ling, switches our attention from healthcare to business. The authors introduce us to the concept of live streaming in business and note that its infancy as a concept means there is little research on the topic to date. They note that live streaming in business is rarely considered from the perspective of consumers' hedonic needs. To address this, the authors conducted a study in which they used social presence theory to build a conceptual model that explores the impact of live streaming in business on consumers' intention to adopt based on feelings of enjoyment. Based on their findings, the authors provide practical recommendations and strategies for platform operators and vendors interested in adopting this form of business engagement.

I trust that you find all these articles interesting as well as useful. Enjoy!