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Abstract: The proceedings contain 26 papers. The topics discussed include: an analysis of use intention of pet disease consultation chatbot; digital visual interactive exhibition service - take Taiwan international machine tool show app as an example; research on perceived risk and purchase intention of smart hotel consumption; research on improvement design and teaching satisfaction of hybrid-teaching –taking the course of 'human resource management' as an example; the influence of blended learning on interactive discussion in literary reading; is it possible to use facebook instead of moodle learning management systems (LMS) to support the learning process?; satisfaction evaluation of child care center with interactive media; and online learning: a pilot study of teaching fundamental courses in Vietnam.

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