Promoting the Values of the Relics of Temple of Literature and the Imperial Academy to Bring into Play the Traditional Fondness for Learning

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The Temple of Literature was founded in 1070 and was the site of Vietnam's first university – a symbol of the Vietnamese traditional fondness of learning. Although many projects have been launched with a view to maintaining the architecture of the Temple of Literature, none of them has applied the appropriate media technology to preserve the spiritual value of the Temple of Literature. Therefore, more than 1200 students from five high schools in Hanoi picked up randomly – the capital of Vietnam participated in this project to ensure the objectivity and the success of the project. Participants were given multiple questions to measure their awareness and behavior with the value of the Temple of Literature before and after using our chain of solutions. The proposed solutions apply the state-of-the-art media technology such as social networking and virtual reality technology to expand the impact of the project. The interactive and mutually supportive chain of solutions provide background knowledge to raise awareness about conservation, which enable students to preserve and promote the historical and cultural values of the Temple of Literature. The results of this study along with previous research aim at improving students' understanding, experience, cognitive transformation, and behavioral change. The research offers a new way to motivate students learning.

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