10th International Technology, Education and Development Conference

7-9 March, 2016
Valencia (Spain)
WELCOME INTRODUCTION

Dear INTED2016 participants,

Welcome to this 10th anniversary of INTED!

We wish to express our most sincere thanks for being part of this inspiring forum of knowledge exchange. It is a pleasure to present a varied program with a wide range of sessions covering all aspects of learning, teaching and educational technology advances.

After 10 years, this edition has brought together nearly 700 delegates coming from more than 80 countries. This will create a truly international and multidisciplinary atmosphere that will promote the interaction with other colleagues with the same aim: to meet, learn and share ideas for a better education.

We hope that your participation in this conference will provide you with an opportunity to open your minds to other educational perspectives and explore new horizons.

Thank you very much for your contribution to these “10 Years together for Education”.

INTED2016 Organising Committee
## INTED2016 COMMITTEE AND ADVISORY BOARD

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>Name</th>
<th>Country</th>
<th>Name</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aaron Doering</td>
<td>UNITED STATES</td>
<td>Ignacio Candela</td>
<td>SPAIN</td>
<td>Natalie Wilmot</td>
<td>UNITED KINGDOM</td>
</tr>
<tr>
<td>Agustín López</td>
<td>SPAIN</td>
<td>Inmaculada Tomás</td>
<td>SPAIN</td>
<td>Norhayati Ismail</td>
<td>SINGAPORE</td>
</tr>
<tr>
<td>Alfredo Soeiro</td>
<td>PORTUGAL</td>
<td>Iolli Nicolaidou</td>
<td>CYPRUS</td>
<td>Norma Barrachina</td>
<td>SPAIN</td>
</tr>
<tr>
<td>Allen Grant</td>
<td>UNITED STATES</td>
<td>Iván Martínez</td>
<td>SPAIN</td>
<td>Olaf Herden</td>
<td>GERMANY</td>
</tr>
<tr>
<td>Alma B. Rivera-Aguiera</td>
<td>MEXICO</td>
<td>Ivan Traina</td>
<td>ITALY</td>
<td>Olga Teruel</td>
<td>SPAIN</td>
</tr>
<tr>
<td>Alvaro Torres</td>
<td>GUATEMALA</td>
<td>Javier Domenech</td>
<td>SPAIN</td>
<td>Omar Majid</td>
<td>MALAYSIA</td>
</tr>
<tr>
<td>Amparo Girós</td>
<td>SPAIN</td>
<td>Javier Martí</td>
<td>SPAIN</td>
<td>Ozden Sahin Izmiri</td>
<td>TURKEY</td>
</tr>
<tr>
<td>Ana Paula Lopes</td>
<td>PORTUGAL</td>
<td>Jayant Ghiara</td>
<td>UNITED STATES</td>
<td>Paul Rea</td>
<td>UNITED KINGDOM</td>
</tr>
<tr>
<td>Ana Tomás</td>
<td>SPAIN</td>
<td>Jelena Gledic</td>
<td>SERBIA</td>
<td>Paolo Cunha</td>
<td>PORTUGAL</td>
</tr>
<tr>
<td>Andrew Youde</td>
<td>UNITED KINGDOM</td>
<td>Jesudasan Fredrick Thomas</td>
<td>OMAN</td>
<td>Peter Haber</td>
<td>AUSTRIA</td>
</tr>
<tr>
<td>Angela Addison</td>
<td>UNITED KINGDOM</td>
<td>Jill Clark</td>
<td>NEW ZEALAND</td>
<td>Philippou Pouyioutas</td>
<td>CYPRUS</td>
</tr>
<tr>
<td>Annalene van Staden</td>
<td>SOUTH AFRICA</td>
<td>Joanna Lees</td>
<td>FRANCE</td>
<td>Regis Kawecki</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Antonio García</td>
<td>SPAIN</td>
<td>Jose F. Cabeza</td>
<td>SPAIN</td>
<td>Robert Pucher</td>
<td>AUSTRIA</td>
</tr>
<tr>
<td>Beyza Yılmaz</td>
<td>TURKEY</td>
<td>Jose Luis Bernat</td>
<td>SPAIN</td>
<td>Rodolfo Matos</td>
<td>PORTUGAL</td>
</tr>
<tr>
<td>Brigita Janiuniante</td>
<td>LITHUANIA</td>
<td>Ju Youn Song</td>
<td>LUXEMBOURG</td>
<td>Roger Hill</td>
<td>UNITED STATES</td>
</tr>
<tr>
<td>Bruno Guimarães</td>
<td>PORTUGAL</td>
<td>Kai Zhang</td>
<td>PORTUGAL</td>
<td>Roman Dorczak</td>
<td>POLAND</td>
</tr>
<tr>
<td>Canan Karababa</td>
<td>TURKEY</td>
<td>Kartikay Saini</td>
<td>INDIA</td>
<td>Rosellen Rosich</td>
<td>UNITED STATES</td>
</tr>
<tr>
<td>Chelo González</td>
<td>SPAIN</td>
<td>Kem Rogers</td>
<td>CANADA</td>
<td>Rosslyn Albon</td>
<td>UAE</td>
</tr>
<tr>
<td>Ciaran Dawson</td>
<td>IRELAND</td>
<td>Ketevan Kupatadze</td>
<td>UNITED STATES</td>
<td>Ryuich Matusuba</td>
<td>JAPAN</td>
</tr>
<tr>
<td>Claudia Dörfer</td>
<td>MEXICO</td>
<td>Kiruthika Ragupathi</td>
<td>SINGAPORE</td>
<td>Sam Kerr</td>
<td>SOUTH AFRICA</td>
</tr>
<tr>
<td>Cristina Luzano</td>
<td>SPAIN</td>
<td>Krista Luosier</td>
<td>CANADA</td>
<td>Samaneh Tarighat</td>
<td>IRAN</td>
</tr>
<tr>
<td>Dalia Hanna</td>
<td>CANADA</td>
<td>Leonard Walletzký</td>
<td>CZECH REPUBLIC</td>
<td>Sergio Pérez</td>
<td>SPAIN</td>
</tr>
<tr>
<td>David Martí</td>
<td>SPAIN</td>
<td>Lorena López</td>
<td>SPAIN</td>
<td>Shakhila Yacob</td>
<td>MALAYSIA</td>
</tr>
<tr>
<td>Dee O'Connor</td>
<td>AUSTRALIA</td>
<td>Louise Emanuel</td>
<td>UNITED KINGDOM</td>
<td>Simon Hayhoe</td>
<td>UNITED KINGDOM</td>
</tr>
<tr>
<td>Delyan Genkov</td>
<td>BULGARIA</td>
<td>Luis Gómez Chova</td>
<td>SPAIN</td>
<td>Slavi Stoyanov</td>
<td>NETHERLANDS</td>
</tr>
<tr>
<td>Duslan Barać</td>
<td>SERBIA</td>
<td>Mª Jesús Sustea</td>
<td>SPAIN</td>
<td>Souad Demigla</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Eladio Duque</td>
<td>SPAIN</td>
<td>Manishkumar Varma</td>
<td>INDIA</td>
<td>Sudha Goyal</td>
<td>INDIA</td>
</tr>
<tr>
<td>Ellen Whitford</td>
<td>UNITED STATES</td>
<td>Mª Lurdes Correa Martins</td>
<td>PORTUGAL</td>
<td>Talat Allahyari</td>
<td>IRAN</td>
</tr>
<tr>
<td>Eva-Catherine Hillemann</td>
<td>AUSTRIA</td>
<td>Maria Manuela Varela</td>
<td>PORTUGAL</td>
<td>Thelma de Jager</td>
<td>SOUTH AFRICA</td>
</tr>
<tr>
<td>Evi Papaioannou</td>
<td>GREECE</td>
<td>Maria Porcel</td>
<td>SPAIN</td>
<td>Thor O. Olsen</td>
<td>NORWAY</td>
</tr>
<tr>
<td>Filomena Soares</td>
<td>PORTUGAL</td>
<td>Maria Renata Duran</td>
<td>BRAZIL</td>
<td>Tom Warms</td>
<td>UNITED STATES</td>
</tr>
<tr>
<td>Fouad Chaatit</td>
<td>MOROCCO</td>
<td>María Teresa Gastardo</td>
<td>GREECE</td>
<td>Vassilis Bokolas</td>
<td>GREECE</td>
</tr>
<tr>
<td>Gilda Rosa Bolaños</td>
<td>MEXICO</td>
<td>Marielle Patronis</td>
<td>UAE</td>
<td>Victor Fester</td>
<td>NEW ZEALAND</td>
</tr>
<tr>
<td>Gilles Sagdira</td>
<td>RÉUNION</td>
<td>Mary Kirwan</td>
<td>IRELAND</td>
<td>Vladimir Bradáč</td>
<td>CZECH REPUBLIC</td>
</tr>
<tr>
<td>Harm Tillema</td>
<td>NETHERLANDS</td>
<td>Michael Cameron</td>
<td>NEW ZEALAND</td>
<td>Wycliffe Nyaribo</td>
<td>KENYA</td>
</tr>
<tr>
<td>Haydar Oztas</td>
<td>TURKEY</td>
<td>Miika Kuusisto</td>
<td>FINLAND</td>
<td>Xavier Lefranc</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Hulya Gorur-Atabas</td>
<td>TURKEY</td>
<td>Mohamed Aleddiziq</td>
<td>BAHRAIN</td>
<td>Yun Fat Lam</td>
<td>HONG KONG</td>
</tr>
<tr>
<td>Hussein Assalai</td>
<td>UNITED KINGDOM</td>
<td>Mónica Fernández</td>
<td>SPAIN</td>
<td>Yurgos Politis</td>
<td>IRELAND</td>
</tr>
<tr>
<td>Ignacio Ballester</td>
<td>SPAIN</td>
<td>Nadia Volchansky</td>
<td>UNITED STATES</td>
<td>Zafer Kurtaslan</td>
<td>TURKEY</td>
</tr>
</tbody>
</table>
CONFERENCE SESSIONS

ORAL SESSIONS, 7th March 2016

Collaborative Learning
Massive Open Online Courses (MOOC)
Pedagogical & Didactical Innovations (1)
Meet the Keynote
Tutoring and Coaching
Entrepreneurship Education (1)
Management and Development in Education
Experiences in Foreign Languages Education

Problem-based and Inquiry-based Learning
Virtual and Augmented Reality
Pedagogical & Didactical Innovations (2)
Learning spaces and Next Generation Classrooms
Pedagogical Innovations in Primary and Secondary Education
Entrepreneurship Education (2)
Leadership and Management in Education
Language Learning Experiences

Flipped Learning
Open Educational Resources
Pedagogical & Didactical Innovations (3)
Creative and Innovative Projects in Education and Technology
ICT Innovations in Primary and Secondary Education
Professional Development of Teachers
Educational Experiences in Health & Life Sciences
Mobile Learning in Foreign Languages

Mobile Learning
Social Media in Education
Technology Enhanced Learning
Virtual Worlds & Robotics for Inclusive Learning
Inclusive Learning
ICT Skills and Competencies among Teachers
ICT in Health & Life Sciences
Technology in Foreign Language Education

POSTER SESSIONS, 7th March 2016

Experiences in Education

Research in Education
ORAL SESSIONS, 8th March 2016

Blended Learning
Collaborative Virtual Environments
Multicultural and Diversity Issues
Special Education
Experiences in STEM
Digital Competencies & Digital Literacy
ICT Experiences in Maths Education
New Projects and Innovations in Primary and Secondary Education (1)

e-Learning (1)
Educational Software and Apps
International Experiences and Mobility Programmes
Supporting the Undergraduate Experience for Students on the Autism Spectrum
Enhancing Learning and the Undergraduate Experience
Who’s the best for the job?
Experiences in Business Education
New Projects and Innovations in Primary and Secondary Education (2)

e-Learning (2)
E-content Management and Development
Evaluation and Assessment of Student Learning
Critical Perspectives on 21st Century Education
Links between Education and Research
Competence Evaluation
Experiences in Curriculum Design in Engineering Education
Technology in Primary and Secondary Education

Research Experiences in Online Education
Learning Analytics & Big Data
ICT Innovations in Higher Education
Quality Assurance in Education (1)
Adult & Life-Long Learning
Labour Market and Skill Needs
Experiences in Engineering Education
Teacher Training and Development

Research on Technology in Education
Educational Software & Student Response Systems
University-Industry Collaboration
Quality Assurance in Education (2)
Postgraduate and Research Experiences
Work Employability
Experiences in Architecture and Civil Engineering
Pre-service Teacher Experiences

POSTER SESSIONS, 8th March 2016

Emerging Technologies in Education

New Trends and Pedagogical Innovations
VIRTUAL SESSIONS

- Barriers to Learning
- Collaborative and Problem-based Learning
- Competence Evaluation
- Computer Supported Collaborative Work
- Curriculum Design and Innovation
- E-content Management and Development
- e-Learning
- Education and Globalization
- Education in a multicultural society
- Educational Research Experiences
- Educational Software and Serious Games
- Enhancing learning and the undergraduate experience
- Ethical issues in Education
- Evaluation and Assessment of Student Learning
- Experiences in STEM Education
- Impact of Education on Development
- Inclusive Learning
- International Projects
- Learning and Teaching Methodologies
- Learning Experiences in Primary and Secondary School
- Lifelong Learning
- Links between Education and Research
- Mobile learning
- New projects and innovations
- New Trends in the Higher Education Area
- Organizational, legal and financial issues
- Pedagogical & Didactical Innovations
- Pre-service teacher experiences
- Quality assurance in Education
- Research Methodologies
- Research on Technology in Education
- Student Support in Education
- Technological Issues in Education
- Technology-Enhanced Learning
- Transferring disciplines
- University-Industry Collaboration
- Virtual Universities
- Vocational Training
## INTED2016 TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCATIONAL VALUE OF GRADUATION EXHIBITION IN THE COMPUTER AND</td>
<td>1</td>
</tr>
<tr>
<td>INFORMATION ENGINEERING DEPARTMENT OF A TECHNICAL UNIVERSITY</td>
<td></td>
</tr>
<tr>
<td>Y. Ohashi, J. Ishihara</td>
<td></td>
</tr>
<tr>
<td>MAKING SENSE OF SELF-INITIATED EXPATRIATE ACADEMIC CAREERS IN JAPAN</td>
<td>6</td>
</tr>
<tr>
<td>S.L. Birchley</td>
<td></td>
</tr>
<tr>
<td>APPLICATION OF ICTS IN THE ANALYSIS OF GRADE STUDENTS PERCEPTION AND</td>
<td>16</td>
</tr>
<tr>
<td>PREPARATION</td>
<td></td>
</tr>
<tr>
<td>M.I. López Rodríguez, J. Palaci López, D.G. Palaci López</td>
<td></td>
</tr>
<tr>
<td>REVISIONING “THE LESSONS OF HISTORY” THROUGH INTER-GENERATIONAL</td>
<td>25</td>
</tr>
<tr>
<td>CULTURAL EDUCATION: A NEW LEARNING APPROACH PROJECT</td>
<td></td>
</tr>
<tr>
<td>M. Ioannidou</td>
<td></td>
</tr>
<tr>
<td>TUTORSHIP, FORMATIVE ACTIONS AND CYCLES OF IMPROVEMENT IN A</td>
<td>33</td>
</tr>
<tr>
<td>PROGRAM OF DOCTORATE WITH QUALITY MENTION</td>
<td></td>
</tr>
<tr>
<td>ACADEMIC PERFORMANCE IN UNDERGRADUATE STUDIES: IDENTIFICATION OF</td>
<td>39</td>
</tr>
<tr>
<td>DETERMINANT FACTORS</td>
<td></td>
</tr>
<tr>
<td>M.I. López Rodríguez, D.G. Palaci López, J. Palaci López</td>
<td></td>
</tr>
<tr>
<td>IMPROVING VOCATIONAL TRAINING IN NON-LINGUISTIC MAJORS VIA</td>
<td>48</td>
</tr>
<tr>
<td>INTEGRATED FOREIGN LANGUAGE AND CULTURE STUDIES ACADEMIC COURSES</td>
<td></td>
</tr>
<tr>
<td>E. Soloveyeva, D. Saburova, F. Shigapova</td>
<td></td>
</tr>
<tr>
<td>STRATEGIES TO ACQUIRE AND TO EVALUATE TRANSVERSE COMPETENCES WITH</td>
<td>57</td>
</tr>
<tr>
<td>POSTGRADUATE STUDENTS</td>
<td></td>
</tr>
<tr>
<td>PROPOSAL OF THE MICROFACTORY ROBOTIC COMPETITION, OF THE FACTORY</td>
<td>64</td>
</tr>
<tr>
<td>ENVIRONMENT AND OF ITS OFFICIAL ROBOT WHICH IS ALSO A LOW COST</td>
<td></td>
</tr>
<tr>
<td>VERSATILE EDUCATIONAL ROBOT</td>
<td></td>
</tr>
<tr>
<td>M.P. Síteva, D. Neves, J. Gonçalves, P. Costa</td>
<td></td>
</tr>
<tr>
<td>IMPORTANCE OF PROBLEM POSING IN THE STUDY OF MATHEMATICS</td>
<td>73</td>
</tr>
<tr>
<td>M. Alghanem</td>
<td></td>
</tr>
<tr>
<td>SEARCHING FOR QUALITY IN OPEN EDUCATIONAL RESOURCES (OERS): AN</td>
<td>74</td>
</tr>
<tr>
<td>ITALIAN CASE STUDY</td>
<td></td>
</tr>
<tr>
<td>V. Damiani, G. Agrusti</td>
<td></td>
</tr>
<tr>
<td>LIFELONG AND INTERGENERATIONAL LEARNING BETWEEN UNIVERSITY STUDENTS</td>
<td>84</td>
</tr>
<tr>
<td>AND THE ELDERLY: AN EXPERIENCE FROM SOUTH AMERICA</td>
<td></td>
</tr>
<tr>
<td>L. Moreira</td>
<td></td>
</tr>
<tr>
<td>ENTREPRENEURIAL EDUCATION IN ROMANIAN UNIVERSITIES</td>
<td>92</td>
</tr>
<tr>
<td>C. Leovaridis, V. Frunzaru, D.M. Cismaru</td>
<td></td>
</tr>
<tr>
<td>CHALLENGES IN LARGE INTERNATIONAL PROJECTS – FINDINGS FROM ERAMIS</td>
<td>103</td>
</tr>
<tr>
<td>AND PROMIS PROJECTS</td>
<td></td>
</tr>
<tr>
<td>M. Milošz, A. Merceron, K. Kapočius, S. Luján-Mora, J.M. Adam</td>
<td></td>
</tr>
<tr>
<td>SATISFACTION WITH THERAPEUTIC EDUCATION AND PERCEPTION OF QUALITY</td>
<td>112</td>
</tr>
<tr>
<td>OF LIFE IN CHILDREN WITH TYPE 1 DIABETES</td>
<td></td>
</tr>
<tr>
<td>A. Barata, G. Aparcio, J. Duarte</td>
<td></td>
</tr>
<tr>
<td>APPLICATION OF AN EDUCATIONAL INNOVATION PROJECT “DOCENTIC” IN THE</td>
<td>121</td>
</tr>
<tr>
<td>“PRACTICUM” SUBJECT IN THE DEGREE OF DENTISTRY AT THE UNIVERSITY OF</td>
<td></td>
</tr>
<tr>
<td>VALENCIA</td>
<td></td>
</tr>
<tr>
<td>V. Paredes, N. Zamora, B. Tarazona, C. Bellot, M.A. Peiró</td>
<td></td>
</tr>
<tr>
<td>THE ASSURANCE OF ACADEMIC QUALITY AND ITS RELATION WITH</td>
<td>126</td>
</tr>
<tr>
<td>INSTITUTIONAL EVALUATION’S CULTURE</td>
<td></td>
</tr>
<tr>
<td>M. Gutiérrez</td>
<td></td>
</tr>
<tr>
<td>HOW CAN WE ENSURE HIGH AND EVEN QUALITY IN ONLINE AND BLENDED</td>
<td>131</td>
</tr>
<tr>
<td>LEARNING COURSES IN HIGHER EDUCATION?</td>
<td></td>
</tr>
<tr>
<td>A. Håvaldsrud</td>
<td></td>
</tr>
<tr>
<td>HOW TO IMPROVE TEACHING OF “PRACTICUM I” THROUGH THREE-DIMENSIONAL</td>
<td>137</td>
</tr>
<tr>
<td>ANIMATIONS</td>
<td></td>
</tr>
<tr>
<td>V. Paredes, B. Tarazona, C. Bellot, M.A. Peiró, N. Zamora</td>
<td></td>
</tr>
<tr>
<td>HELPING THE MILITARY AND ALL STUDENTS TO SUCCEED</td>
<td>142</td>
</tr>
<tr>
<td>E. Walker</td>
<td></td>
</tr>
</tbody>
</table>
TOWARDS THE INTEGRATION OF SUMMATIVE AND FORMATIVE ASSESSMENT TO PROBLEM RESOLUTION SKILLS IN THE ENGINEERING AREA: A CASE STUDY
M. de Simón-Martín, I. González-Alonso

APPLICATION OF SERIOUS GAMES AS AN ACTIVE TEACHING METHODOLOGY FOR SKILLS LEARNING IN ENERGY ENGINEERING
M. de Simón-Martín, D. Borge-Diez, J. Blanes-Peiró, A. González-Martínez, A.M. Díez-Suárez

ASSESSING STUDENT LEARNING IN COURSES TAUGHT BY COURSE AUTHORS VS. OTHER QUALIFIED INSTRUCTORS
S.R. Castle, J. Marron, T. Hopkins

WALKING THE TEACHING, RESEARCH AND COMMUNITY-ENGAGEMENT TIGHTROPE: DYNAMICS, REFLECTIONS AND LESSONS LEARNED
M. Thinyane

PATTERN OF ALCOHOL CONSUMPTION AND PSYCHOLOGICAL WELL-BEING AMONG COMMERCIAL BUS DRIVERS AND OKADA RIDERS IN IBADAN NIGERIA
A. Taiwo, O. Atibioke, E. Chinyio

EDUCATION AND THE WORKFORCE. PRODUCTIVE SECTOR DEMANDS ON FORMAL EDUCATION
A.M. Graffigna, C.S. Fraca, P. Nieva Soria

SUPPORTING PRE-SERVICE TEACHERS THROUGH INTERCULTURAL EXPERIENCES: A PATHWAY TO SocialLY AND CULTURALLY INCLUSIVE TEACHING
C. Johnstone, M. Cooper

RE-THinking LIFELONG LEARNING AND CONTINUING EDUCATION: A GROWING NEEd FOR EDUCATION IN THE CARE OF AN ELDERLY POPULATION
M. Cheang, R. Nakamura, C. Osajima

THE IMPACT OF THE ACADEMIC TUTORIALS IN THE STUDENT’S OVERALL HEALTH
S. Flores, G. Capetillo, L. Tiburcio, F. Leyva, E. Torres, A. Violante, V. Alcocer, A. Ruiz

CHEMISTRY EDUCATION APPS: SELECTION AND EVALUATION
A. Grunevald Nichelle, L. Zielinski do Canto

SCHOOL READY VERSUS LIFE READY: MAKING A CASE FOR FINANCIAL EDUCATION IN THE PUBLIC SCHOOLS
M. Cheang

A DEVELOPMENT OF CONSTRUCTIVISM LEARNING OBJECT TO ENHANCE KNOWLEDGE CONSTRUCTION AND CRITICAL THINKING OF UNDERGRADUATE STUDENTS
S. Insa-ard

GAMIFYING THE CLASSROOM: AN EXAMPLE WITH THE TV-GAME “WHO WANTS TO BE A MILLIONAIRE?”
C. Morillas Barrio, M. Muñoz Organero, J. Sánchez Soriano

MUSEUM PEDAGOGY IN THE USA: EDUCATIONAL METHODS IN ART MUSEUMS AS THE KEY POINT OF STUDENTS’ PERSONAL DEVELOPMENT
E. Polyudova, E. Olesina

READING AND WRITING IN SCIENTIFIC-TECHNOLOGICAL CAREERS. THE CASE OF THE FACULTY OF ENGINEERING AT UNIVERSIDAD NACIONAL DE SAN JUAN
A.M. Graffigna, S.M. Zarracan, G.I. Cortes

INCARCERATED STUDENTS AND DIGITAL UNIVERSITIES: OVERCOMING OBSTACLES AND CONSTRAINTS TO HIGHER EDUCATION PARTICIPATION IN AUSTRALIAN PRISONS
S. Hopkins

REFLECTIVE JOURNAL: EFFICIENT METHOD OF REFLECTIVE THINKING FORMATION IN TEACHING ENGLISH TO KAZAN FEDERAL UNIVERSITY STUDENTS
E. Harkova, K. Amirkhanova

DEVELOPMENT OF KNOWLEDGE MANAGEMENT MODEL FOR ACQUIRING AN INQUISITIVE MIND OF UNIVERSITY STUDENTS
A. Dangchamroon

APPLYING THE CDIO FRAMEWORK FOR PROGRAMME MODERNIZATION: TPU EXAMPLE
A. Kriushova, M. Tayurskaya, G. Benson, Y. Daneykin, N. Daneikina

A STUDY ON MALAYSIAN PRIVATE HIGHER EDUCATION INSTITUTIONS: INSTRUCTIONAL LEADERSHIP ROLES OF HEAD OF DEPARTMENT AND LECTURERS’ JOB SATISFACTION
S. Ghavifekr, A.R. Idris, M.S. Ibrahim, A.S. Adepao
INEXPENSIVE DENTISTRY TRAINING USING VIRTUAL REALITY TOOLS
I.B. Pavaloiu, S.A. Sandu, S. Grigorescu, G. Dragoi

THE FUTURE OF HIGHER SCHOOL IN RUSSIA: MISSIONS AND FUNCTIONS OF UNIVERSITIES
V. Dadasheva, V. Efimov, A. Lapteva

3D TECHNOLOGY AS AN INNOVATIVE FACTOR IN EDUCATIONAL RESEARCH FOR COMPUTER SCIENCE STUDY
M. Skublewska-Paszkowska, E. Lukasik, J. Smolka

METACOGNITION: THE ACADEMIC WRITING CHALLENGE IN A RESEARCH-BASED LEARNING MASTER’S PROGRAM
K. Yambah de Armijos

THE ROLE OF UNIVERSITIES IN THE FORMATION OF MODERN R&D SPACE THROUGH CREATING NEW EDUCATIONAL PATTERNS
D. Stoyanova, I. Peteva, S. Denchev

GAME-BASED LEARNING IN CHINESE CLASSROOMS: A CASE STUDY
J. Shang, H. Li, X.M. Zhang, L. Zhang, T. Li

TEACHING TO SOLVE TASKS AT MATHEMATICS LESSONS: TEACHER’S INTELLECTUAL CHALLENGE
L. Shakirova, M. Fatileeva, M. Kinder

DEVELOPING RESEARCH CAPACITY AMONG EMERGING RESEARCHERS IN A COMPREHENSIVE UNIVERSITY: A CASE AT THE UNIVERSITY OF ZULULAND
N.B.W Mlitwa, Z. Ntuli

UNIVERSITY – INDUSTRY COOPERATION IN SCOPE OF ATHLETES ANALYSIS
M. Skublewska-Paszkowska, E. Lukasik, J. Smolka, M. Kwiatkowski

MY PROFESSIONAL IDENTITY
M.L. Martinez-Ortiz, M.J. Guillermo-Echeverría, A.D. Sánchez-Rivero, R.A. May-Meléndez

THE DEVELOPMENT AND IMPLEMENTATION OF AN EDUCATIONAL TRAINING PROGRAMME FOR TEACHING ASSISTANTS IN ENGINEERING EDUCATION
I. Van Hemelrijck, E. Londers, M. Burman, C. Suttels, Y. Berbers

PROJECT FRAMES FOR 21ST CENTURY SKILLS
V. Subbotina, T. Shershneva, S. Zhanabayeva

THE INCLUSIVE SCHOOL AND TEACHER TRAINING: AN EXPERIENCE OF HIGHER EDUCATION IN ITALY
V.P. Cesarano, R. Capobianco

FLIPPED CLASSROOM METHOD FOR PROJECT DESIGN LEARNING
V. Calvet, M. Valcuende Payá, M. Haro Rodríguez

LEARNING SKILLS FOR CONSTRUCTION PROJECT DESIGN BY PROJECT METHOD
V. Calvet, M. Valcuende Payá, M. Haro Rodríguez

INCLUSION IN UNIVERSITIES IN THE CZECH REPUBLIC
L. Pastierikova, M. Ruzicka

MEDIA USE AND TECHNOSTRESS
R. Berger, M. Romeo, G. Gidion, L. Poyato

PARENTAL EDUCATION ON ECD USING MOBILE APP AND WEBSITE IN CHINA
X.F. Chen, J. Jiang, M. O’Sullivan, Q. Zhao, N. Fu, T. Chen, Z. Yong

INSPIRATION BY INCLUSIVE ENVIRONMENT AT VALDOSTA STATE UNIVERSITY TO PROMOTE INCLUSION IN TERTIARY EDUCATION IN THE CZECH REPUBLIC

TEACHING SOFTSKILLS THROUGH CULTURAL ACTIVITIES – AN INTERDISCIPLINARY APPROACH AT ANSBACH UNIVERSITY OF APPLIED SCIENCES
S. Gaisser, B. Hedderich

INTEGRATING PEER TUTORING AND INTERDEPENDENT LEARNING TO ENHANCE ACADEMIC LEARNING SUPPORT PROVISION
C. Brandt

HOW POLISH SCHOOLS USE INFORMATION FROM EXTERNAL EXAMINATIONS SYSTEM FOR DEVELOPMENT – THE RESULTS OF SCHOOL EVALUATION
A. Hesse-Gawyda
DIVERSITY: THE PERCEPTIONS AND VIEWS OF UNIVERSITY STUDENTS AND FACULTY

EDUCATION INSPIRING RESEARCH? EMBEDDING DESIGN BASED RESEARCH IN EDUCATIONAL CONTEXT
N. Van Ceulebroeck, B. Dehertogh, C. Mertens, C. Van Kerckhove, E. Verstraete

TOWARDS A COHERENT QUALITY ASSURANCE SYSTEM AT FACULTY LEVEL
E. Londers, I. Van Hemelrijck, M. Burman, C. Suttels, Y. Berbers

STYLES OF LEADERSHIP OF HEADTEACHERS OF POLISH SCHOOLS OF DIFFERENT TYPES
R. Dorczak, A. Hesse-Gawęda

ENHANCING THE EDUCATIONAL AND SOCIAL EFFICIENCY OF THE TRANSITION BETWEEN PRIMARY AND SECONDARY EDUCATION. INNOVATIONS FOR THE FIELD (TRANSBASO)
C. Mertens, N. Van Ceulebroeck, B. Dehertogh, C. Van Kerckhove, E. Verstraete

CORPORATE CULTURE OF UNIVERSITY AS COMPOUND ORGANIZATION: MODEL AND SCHEME OF FORMATION
V. Dadasheva, V. Efimov, A. Lapteva

A TABLET-BASED PUZZLE GAME TO SOLVE THE PROBLEM OF CHILDREN'S ILLITERACY IN DEVELOPING COUNTRIES
K. Tsutsui, S. Davierwala, H. Takada

COCKPITS TO CLASSROOMS – THE UNIQUE CHALLENGES FACED BY POSTGRADUATE STUDENTS SERVING IN THE MILITARY
B. Hargrave, K. Jacques, D. Cobham

THE BIZARRE AND THE GROTESQUE AS CULTURAL MODELS OF RESISTANCE TO THE DISCOURSES THAT HAVE TAKEN OVER THE TEACHING OF THE ARTS
L. Amorós Blasco, G. Robles Reinaldos

OPEN FORUM FOR LEARNING GAMES IN ELECTRICAL ENGINEERING
S. Janhonen

EMPLOYMENT DATA LIVE IN TEACHING OF STATISTICS UNIVERSITY
M.M. López Martín, R. Salmerón, C. García García

COURSE DESIGN AND EXAM RESULTS: AN EMPIRICAL ANALYSIS
M. Nettekoven

I HAVE READ THE CHAPTERS, BUT I DO NOT REMEMBER - FACTORS AFFECTING INTAKE, RETENTION AND RECALL OF NEW INFORMATION AMONG SWEDISH UNIVERSITY STUDENTS
M. Dvorak

COMBINATORIAL PROBLEMS OF ENUMERATION IN PROGRAMMING CONTESTS
M. Kinder, M. Falileeva, L. Shakirova

THE EDUCATION PROGRAMS FOR TEACHERS WORKING WITH CHILDREN WITH AUTISM: A REVIEW ON THE EFFECTIVENESS OF EXISTING PROGRAMS
B. Aliaj, E. Melonashi

THE STATE OF LANGUAGE COMPETENCE AND THE NEED OF LANGUAGE EDUCATION IN THE ARMY OF THE CZECH REPUBLIC
A. Adámková, D. Procházka, I. Čechová

EDUCATION PROGRAMS FOR PARENTS OF CHILDREN WITH AUTISM: A REVIEW ON THEIR EFFECTIVENESS AND BARRIERS OF APPLICATION
B. Aliaj, E. Melonashi

PSYCHOLOGY IN CONSTRUCTION (PSYCON)
E. Chinjio, A. Taiwo

INTEGRATED PUPIL AT PRIMARY SCHOOL IN THE INCLUSIVE ENVIRONMENT IN THE CZECH REPUBLIC
D. Provázková Stolinská

EXPERIENCE IN TEACHING METHODOLOGY TO MOTIVATE THE INDIVIDUAL STUDY
J.M. Villalón, T. Oliçaeres, M.C. Ruiz

THE NURSE MANAGER TRAINING FOR AN EFFICIENT LEADERSHIP
C. Gonnelli, R. Raffagnino, L. Puddu
CINEMA AS TEACHING TOOL IN BUSINESS MANAGEMENT  
J. Barrena-Martínez, R. Díaz-Carrión, M. López-Fernández, P.M. Romero-Fernández  

USING HASHTAGS AS A TEACHING RESOURCE IN HIGHER EDUCATION  
V. Delgado Benito, D. Hortigüela Alcañiz, V. Ausín Villaverde, V. Abella García  

THE EVALUATION OF EDUCATIONAL BENEFITS OF ONLINE LEARNING TOOLS ON STUDENT PERFORMANCE IN A MAJOR ASSESSMENT ITEM ACROSS TWO HIGHER EDUCATION INSTITUTIONS IN AUSTRALIA  

YOUTH OF KAZAKHSTAN: CURRENT PATTERNS OF PROFESSIONAL CHOICE  
G. Abdiraiymova, M. Shnarbekova, B. Sanghera  

ACCESSIBILITY TO HIGHER EDUCATION IN KAZAKHSTAN: BARRIERS AND OPPORTUNITIES  
M. Shnarbekova, G. Abdiraiymova  

PROFESSIONAL COMPETENCES OF LECTURERS IN DISTANCE EDUCATION (F.E. RUSSIAN NATIONAL PLATFORM OF OPEN EDUCATION)  
P. Pékker  

MEASURING THE FOUNDATIONS OF ENTREPRENEURIAL ORIENTATION IN BUSINESS UNIVERSITY STUDENTS: A REVIEW OF THE MOST VALUABLE SCALES IN THE STATE-OF-THE-ART WITH A THEORETICALLY BASED APPROACH  

TV.COMMUNITY - EVALUATION OF AN INTERACTIVE VIDEO APPLICATION WITH STUDENTS AND TEACHERS  
P. Duarte Branco, M. Potes Barbas  

EPORTFOLIO TECHNOLOGY IN EVALUATION OF STUDENTS' FORMAL, NON-FORMAL AND INFORMAL LEARNING, ACCREDITATION OF EDUCATIONAL PROGRAMS AND DEVELOPMENT OF E-LEARNING IN A FEDERAL UNIVERSITY  
O. Smol'yaninova, E. Bezmyestnykh  

STUDYSPARK: A LEARNING AND TEACHING TOOL FOR BITE SIZED LEARNING  
L. Boubert, T. Edginton, P. Kimmitt  

INTEGRATION OF TRANSVERSAL COMPETENCES ACQUISITION IN A MASTER COURSE IN PROJECT MANAGEMENT  
C. Torres-Machí, E. Pellicer, L.A. Sierra, A. Sanz  

EDUCATIONAL VIDEOS TO UNDERSTAND CHEMICAL QUESTIONS FOR THE STUDENT OF DEGREE OF PHARMACY  

THE IMPORTANCE OF EDUCATIONAL GUIDANCE AT EVERY STAGE OF THE EDUCATION SYSTEM  
C. Morón, D. Ferrández, M.P. Ramos, M.G. Dorado  

LEARNING HOW TO PREPARE FOR STATE EXAMS FOR ACCESS TO THE JUDICIARY AND STATE PROSECUTION CAREER ON THE BACHELOR'S DEGREE COURSE OF THE EUROPEAN UNIVERSITY OF VALENCIA  
C. Paredes  

FACEBOOK AND MOODLE USE AMONG UNIVERSITY STUDENTS: A DESCRIPTIVE STUDY OF STUDENTS HABITS  
V. Benigno, O. Epifania, C. Fante  

THE EVOLVING CHALLENGES OF INTERNET OF EVERYTHING: ENHANCING STUDENT PERFORMANCE AND EMPLOYABILITY IN HIGHER EDUCATION  
I. Bandara, F. Ioras  

LANDSCAPING MULTILINGUALISM IN THE URBAN COMMUNITY OF LIMASSOL: POLICIES, PRACTICES AND VISIONS  
A. Nicolaou, A. Parmaxi, S. Papadima-Sophocleous, D. Boglou  

ASSESSING STUDENT PERFORMANCE IN PROBLEM BASED LEARNING: RELATIONSHIPS AMONG TEACHING METHOD, STUDENT OUTCOMES AND WORKLOAD. A CASE STUDY IN BUSINESS MASTER DEGREE  
L. Sanchís-Marco  

CLICKERS AND COOPERATIVE LEARNING: INFLUENCE ON STUDENTS ACHIEVEMENT IN MARKETING  
T. Vallet-Bellmunt, T. Martínez-Fernández, V. del-Corte-Lora, I. Vallet-Bellmunt
LEADING A SIMULATION GAME FOR TEACHING GEOMETRY IN PRIMARY SCHOOL. AN OBSERVATION GRID FOR TEACHERS
A. Piu, C. Fregola

LEARNING AND KNOWLEDGE TECHNOLOGIES IN PROFESSIONAL TRAINING
C. Morón, D. Ferrández, J.P. Díaz, M.P. Ramos

CYPRUS LANGUAGE CENTRES: PROFILES AND SURVIVAL STRATEGIES IN AN ERA OF DIMINISHING RESOURCES
S. Papadima-Sophocleous, A. Parmaxi

ACQUISITION OF COMPETENCES IN A MASTER DEGREE IN CONSTRUCTION MANAGEMENT
V. Yepes, S. Segado, E. Pellicer, C. Torres-Machí

HOW OPEN ARE INSTITUTIONAL REPOSITORIES? WEB ACCESSIBILITY TO OPEN ACCESS CONTENT AT DOAR BY PEOPLE WITH BLINDNESS AND VISUAL IMPAIRMENT
H. Quaresma, M.M. Borges

EVALUATING THE LIMITS OF TECHNOLOGY ENHANCED LEARNING
M. Macintyre, C. Martin, C. Evans

"IF THIS IS SO FUN FOR ADULTS, IT MUST BE A THOUSAND TIMES MORE FUN FOR CHILDREN!" ADULT TEACHER STUDENT EXPERIENCES ON GROUPING THROUGH DRAMA COURSE PRACTICES
S. Lähdesmäki

ACCESS AND THE DIGITAL DOORWAY TO LEARNING FOR CHILDREN WITH DOWN SYNDROME
J. Porter

EVALUATION OF HUMAN RELIABILITY BY METHODS OF OBSERVATION AND COACHING IN THE MAINTENANCE PROCESS
I. Tureková

INNOVATION SUPPORTING POST-SECONDARY STUDENTS WITH DISABILITIES
C. Anyinam, S. Coffey, R. Vanderlee, C. Da Silvá, F. Smith, H. Zitzelsberger, J. Thompson, F. Odette

DEVELOPMENT OF A CMAPTOOLS PROCEDURAL MODEL FOR USE IN A VIRTUAL LABORATORY
G. Martinez Borreguero, F.L. Naranjo Correa, A.L. Pérez Rodríguez, M.I. Suero López

A PROPOSAL FOR DESIGNING STRATEGIES AND CONTENT IN A PROFESSIONAL DEVELOPMENT PROGRAM ON ICT INTEGRATION
N. Atman Uslu, Y. Usluel

AN IMPROVED EDUCATIONAL SOFTWARE FOR LEARNING SPREAD-SPECTRUM COMMUNICATIONS OVER A REAL ACOUSTIC CHANNEL USING AUDIO HARDWARE
F. Canadas-Quesada, P. Vera-Candeas, N. Ruiz-Reyes, R. Pérez de Prado, F. Rodriguez-Serrano, I. Ponce-Lorite

IMAGE ANALYSIS AS A TOOL FOR COMPETITIVENESS OF UNIVERSITIES
J. Kocourek, O. Juraskova, M. Jurikova

STUDENT PROJECTS AS PART OF THE TEACHING INNOVATIONS AND THEIR IMPORTANCE IN THE CONTEXT OF UNIVERSITY COMPETITIVENESS
J. Kocourek, O. Juraskova, M. Jurikova

DEVELOPMENT AND IMPLEMENTATION OF AN INNOVATION PROJECT TO IMPROVE THE SCIENTIFIC LITERACY OF TEACHERS IN TRAINING
G. Martinez Borreguero, F. Cañada Cañada, F.L. Naranjo Correa

REFLECTIVE PRACTICES IN TEACHER EDUCATION
G. Chianese

HIGHER EDUCATION AND ENTREPRENEURIAL COMPETENCIES FOR STUDENTS
J. Stare, M. Klun

THE COMPREHENSIVE APPROACH TO STUDENTS IT RESEARCH PROJECTS DEVELOPING
M. Plechańska-Wójcik, M. Borys

TOWARDS STUDENT CONCENTRATION ASSESSMENT USING P300-BASED BRAIN-COMPUTER INTERFACE
M. Plechańska-Wójcik, M. Kaczorowska

PERSONAL TUTORING ENHANCING STAFF AND STUDENT EXPERIENCES
P. Parker
CONTRASTING FACILITATION STYLES FOR SUSTAINABLE LEARNING
C. Dixon, C. Brandt

THE REFLECTION OF NEOLIBERAL EDUCATIONAL CHANGE ON DIFFERENT TEACHERS` LEARNING EXPERIENCES
K. Mets, A. Ugaste, I. Timoššuk

HEALTH EDUCATION IN A MULTICULTURAL SOCIETY: WHEN LANGUAGE BARRIER IS A PROBLEM IN TUBERCULOSIS DISEASE

THE CURRENT ROLE OF INNOVATION POLICY FOR THE COMPETITIVENESS OF CHILEAN ENTERPRISES WITH FOCUS ON UNIVERSITY-INDUSTRY COLLABORATION
B.A. Becker

MASS INDIVIDUAL FEEDBACK AND ASSESSMENT, MIFA: PRODUCTIVE STUDENT-TEACHER DIALOGUE
D. Kornbrot, R. Msetfi

“HARMONIZING QUALITY ASSURANCE STRATEGIES IN GEORGIA WITH STANDARDS FOR QUALITY ASSURANCE IN THE EUROPEAN HIGHER EDUCATION AREA (ENQA)" - DISSEMINATION STRATEGY IN THE FRAMEWORK OF TEMPUS PROJECT
I. Grzelidze, N. Alavidze

EMERGING DIGITAL TECHNOLOGIES AND NEW LEARNING SPACES. THE CASE OF 3D PRINTING AT THE MEDIA LAB OF THE UNIVERSITY OF SALAMANCA
F. Almaraz-Menéndez, M.A. Gimeno-González, T. Martín-García

TOWARDS A BETTER CONCEPTUALIZATION OF PLASTIC AND PLASTICITY TERMS IN HIGHER EDUCATION IN ART
J.M. Aguiler, J.D. Lopez Duran, M. Aguiler

HOW NURSING STUDENTS ASSESS THEIR CLINICAL PRACTICE IN PRIMARY HEALTH CARE

ENTREPRENEURIAL LEARNING METHODS IN MANAGEMENT EDUCATION: A CASE OF ENTREPRENEURIAL LEARNING CALLED ‘MANDI’ (MARKET) @ NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING, MUMBAI, INDIA
T. Prasad

BOLOGNA PLAN APPLIED TO “FOUNDATION AND CONTAINMENT STRUCTURES” SUBJECT IN FOURTH COURSE OF CIVIL ENGINEERING DEGREE. ACADEMIC AND SURVEYS RESULTS, UTILIZED RESOURCES AND EVALUATION TECHNIQUES
J. Pereiro Barceló, J.L. Bonet Senach, E. Cortés Moreno, L. Sánchez Martín

CROSS CURRICULAR COMPETENCES IN “NON-LINEAL ANALYSIS OF CONCRETE STRUCTURES” OF THE MASTER IN CONCRETE ENGINEERING IN THE POLYTECHNIC UNIVERSITY OF VALENCIA
J. Pereiro Barceló, J.L. Bonet Senach, L. Sánchez Martín

IMMIGRANT WOMEN AND THE DIGITAL DIVIDE: THE CASE OF PORTUGAL
A.F. Maia, M.M. Borges, D. Sampaio

HOW DO ACADEMICS VIEW THE RESEARCH-TEACHING NEXUS? A REVIEW OF LITERATURE
K. Bierwiacek, S. Carvalhosa, S. Bernades

THE PEDAGOGICAL USE OF WIKIS IN WEB 2.0: PRELIMINARY RESULTS OF A RESEARCH PROJECT WITH COLLABORATIVE LEARNING IN PRIMARY EDUCATION
A. Goltéou, C. Sofianopoulou, A. Emvalotis

THE CLICKERS TOOL AS A TRANSFORMATIONAL LEARNING PROCESS
J. Villagrasa, A. Martín, B. García-Carceles, J.M. Pastor

THE IMPACT OF AN AUTHENTIC PEDAGOGICAL ACTIVITY ON HIGHER ORDER THINKING AND PERCEPTIONS OF AUTHENTICITY IN UNDERGRADUATE ONLINE PSYCHOLOGY COURSES
M. Killen

USING A SEARCHING GAME APPLICATION TO LEARN ALGEBRA: APPLYING INDUCTIVE LEARNING STRATEGY
M. Masood, N.A. Mohamed Mokmin
CONTRIBUTION OF PRACTICAL ACTIVITIES TO THE ASSESSMENT OF EXPERIMENTAL SCIENCES SUBJECTS

SYSTEM REQUIREMENT ANALYSIS FOR E-LEARNING EDUCATIONAL TABLET AT HIGHER EDUCATION
F. Safieddine, I. Nakhoul, U. Kayapinar, F. Spathopoulou, S. Kadry

PHYSIOTHERAPY STUDENTS’ PERCEPTION OF THE PEDAGOGICAL VALUE OF RUBRICS IN DEVELOPING MANUAL SKILLS
M.A. Ruescas-Nicolau, M.L. Sánchez-Sánchez, J.J. Carrasco-Fernández, S. Pérez-Alenda, Y. Ezzatvar-de-Llago, N. Cezón-Serrano

E-LEARNING, A DYNAMIC TOOL FOR THE COGNITIVE DEVELOPMENT OF PRIMARY SCHOOL PUPILS IN GREECE
M. Spylka, CH. Sofianopoulou

DIMENSIONS OF RESPONSIBLE RESEARCH AND INNOVATION
M. Berget, E. Bardone, M. Pedaste

ARTICLE, BOOK FORMAT, OR BOTH? SHARED CRITERIA ADOPTED FOR THE DOUBLE DOCTORAL THESIS FORMAT AND LANGUAGE IN A EUROPEAN/INTERNATIONAL JOINT NETWORKED PHD PROGRAM
A.S. de Rosa

STUDENTS’ PREFERENCES WITHIN DIFFERENT LEARNING TOOLS FOR STUDYING THE PRACTICAL COMPONENT OF A SUBJECT IN THE PHYSIOTHERAPY DEGREE
M.L. Sánchez-Sánchez, M.A. Ruescas-Nicolau, J.J. Carrasco-Fernández, Y. Ezzatvar-de-Llago, N. Cezón-Serrano, S. Pérez-Alenda

TIME SERIES ANALYSIS AS A TOOL TO EXAMINATE THE CLIMATE SYSTEM
B. Martínez, A. Moreno, S. Sánchez, F.J. García-Haro, M.A. Gilabert

STUDENT CONSIDERATIONS ON THEIR PRACTICAL TRAINING IN ORGANIC CHEMISTRY SUBJECTS

THE ROLE OF ACADEMIC SOCIAL NETWORKING IN THE DISSEMINATION OF THE SOCIAL REPRESENTATIONS LITERATURE
A.S. de Rosa, L. Dryjanska, E. Bocci, F. Borrelli

SOCIAL NETWORK ANALYSIS AND DIGITAL LEARNING ENVIRONMENTS: A FRAMEWORK FOR RESEARCH AND PRACTICE USING THE SAPO CAMPUS PLATFORM
L. Pedro, C. Santos, J. Batista, G. Cabral, F. Pais, C. Costa

USER-DRIVEN APPROACH TO PROMOTE THE USE OF HEALTH AND WELLBEING TECHNOLOGY AMONG ELDERLY PEOPLE
P. Lehto

INVOLVEMENT WITH ALCOHOL, ACADEMIC ACHIEVEMENT AND SELF-ESTEEM OF ADOLESCENTS ATTENDING HIGH SCHOOL
M. Ferreira, G. Valente, J. Duarte, L. Cabral, J. Andrade

WHICH GENDER TRAITS PREFER UNIVERSITY STUDENTS TO MANAGE A CRISIS?
S. Agut, F.A. Lozano, R. Peris

SOFTWARE DEFINED RADIO (SDR) ON RADIOCOMMUNICATIONS TEACHING
J.M. Nuñez Ortuño, C. Mascareñas Pérez-Iñigo

VALUES SUITABLE IN CRISIS MANAGEMENT: A STUDY AMONG UNIVERSITY STUDENTS
S. Agut, F.A. Lozano, M.R. Agost

COOPERATION BETWEEN THE FAMILY AND THE SCHOOL AS A PRECONDITION FOR SUCCESSFUL INCLUSION IN AN INTERNATIONAL CONTEXT
E. Šmelová, L. Ludvíková, E. Souralová

SOFTWARE ARCHITECTURE FOR INTERACTIVE LEARNING
E. Peltekova, A. Dimov

APPROACHING DIFFICULT DEFINITIONS: TOURISM MASTERS STUDENTS’ DEFINING WHAT A TOURIST IS
M. Gallarza, J. Gil-Saura

CULTURAL POTENTIAL OF GREEN SPACES IN URBAN AREAS. SETUP OF KNOWLEDGE TOOLS
A. Anzani, F. Invernizzi, F. Maroldi, R. Mura
TRENDS IN THE DEVELOPMENT OF INFORMATION AND COMMUNICATION TECHNOLOGIES AS NEW CHALLENGES FOR THE REALIZATION OF PROFESSIONAL PRACTICE
J. Depešová

1146

REUSE DESIGN OF A PUBLIC ASSET IN A HISTORICAL CONTEXT: TEACHING ISSUES IN AN INTERNATIONAL MASTER CLASS
A. Anzani, F. Invernizzi, F. Maroldi

1154

INTEGRATION OF PROJECT ORIENTED LEARNING AND ROLE-PLAYING METHODOLOGIES IN AN OPTIONAL SUBJECT OF CHEMICAL ENGINEERING DEGREE
M. Sancho, B. García-Fayos, J.M. Arnal

1165

TUTORING DEGREE FINAL PROJECT BASED ON COACHING
M.I. Jiménez

1171

BLENDED-EVALUATING OF TECHNICAL PROJECTS IN INDUSTRIAL ENGINEERING
M.I. Jiménez, D. Rodríguez

1177

TEACHING AND LEARNING INDUSTRIAL SAFETY IN CHEMICAL ENGINEERING: COOPERATIVE WORK BASED ON THE ANALYSIS OF CASE STUDIES OF ACCIDENTS IN THE CHEMICAL INDUSTRY
B. García-Fayos, M. Sancho, J.M. Arnal

1182

LECTURER-MANAGEMENT CONFLICT: IMPLICATION FOR JOB PERFORMANCE EFFECTIVENESS AMONG UNIVERSITY LECTURERS IN CROSS RIVER STATE
E. Ndum, M. Essien

1190

DEVELOPMENT OF SOFT COMPETENCIES OF STUDENTS OF MEDICINE AND NURSING – ANALYSIS OF CURRICULA
B. Freund, R. Dorczak

1196

BLENDED LEARNING AS AN ELEMENT OF MODERN DIDACTICS
R. Nycz, K. Gurba, D. Kaczmarczyk, W. Misztal

1204

ORGANIZING FOR IMPACT AT A MAJOR SWEDISH UNIVERSITY
L. Bengtsson

1209

DEVELOPING A HIGH-STAKE DIGITAL SPOKEN LANGUAGE PROFICIENCY ASSESSMENT: RESULTS FROM PILOT TESTS
H. Kallio, R. Hildén, M. Kurimo, M. Vainio, R. Karhila, E. Lindroos

1214

THE EUROPEAN PROJECT EHCObUTLER: A SELF-LEARNING ICT PLATFORM FOR ELDERLY WITH AND WITHOUT COGNITIVE IMPAIRMENT
D. Castilla, M.A. Pérez-Ara, A.M. Dragonir-Davis, A. García-Palacios, R.M. Baños, F. Fernandez-Aranda, C. Botella

1215

DIGITAL DIDACTICS – FACEBOOK APPLICATION IN LEARNING PROCESS
R. Nycz, K. Gurba, M. Misztal

1220

USAGE OF WEB-BASED EDUCATION TOOLS BY BUSINESS ADMINISTRATION 4 STUDENTS STUDYING TOWARDS BACHELOR OF TECHNOLOGY DEGREE IN OFFICE MANAGEMENT AND TECHNOLOGY AT THE DURBAN UNIVERSITY OF TECHNOLOGY
K. Ngwane

1227

SOLAR POWER FOR EDUCATION
D. Chen

1233

INCREASING VIRTUAL ENGAGEMENT = IMPROVED GLOBAL CLASSROOMS
J. LeMoine, A. Jutraz

1241

PHYSICS WITH MOBILE MATH TECHNOLOGY
J.J. Suñol, J.M. Güell, J. Suy, J. Tarrés

1249

BIODIVERSITY AND COMPUTER APPLICATIONS: A QUALITATIVE CASE STUDY
H. Gash, P. Humby, S. Austin, S. O’Reilly, T. McCloughlin

1256

BLENDED LEARNING AS SOLUTION FOR DEALING EFFECTIVELY WITH DIVERSITY IN HIGHER EDUCATION
M. Zweenkhorst, W. Konijn, T. De Cock Buning

1270

THE IMPORTANCE OF EDUCATION TO IMPROVE WOMEN LEADERSHIP AT ORGANIZATIONS: THE CASE OF SAUDI ARABIA
M. Kattan, C. De Pablos-Heredero, V.M. Margallina, J.L. Montes-Botella, A. García-Martínez

1271
MOOC: APPLIED PHYSICS

FROM THE IDEAS TO THE ESTHETIC OBJECTS. THE PROJECTIVE SPACE IN THE DIDACTICS OF THE ARTISTIC UNIVERSITY PRACTICE
G. Robles Reinaldos, L. Amorós Blasco

THE STRATEGIC IMPLEMENTATION AND AUGMENTATION OF TECHNOLOGY ENHANCED LEARNING (TEL) IN THIRD LEVEL EDUCATION: A CRITICAL LENS
L. Widger, M. Denny, M. Benke, M. Pajnkihar, C. Brauń, C. Madden

THE TRANSFER OF KNOWLEDGE FROM UNIVERSITY TO INDUSTRY: HOW A NETWORK WORKS
C. De Pablos-Herederó, A. García-Martíńez, A. Medina-Merodí

EHCOBUTLER SYSTEM: ERGONOMIC SPECIFICATIONS FOR A SELF-LEARNING ICT PLATFORM FOR ELDERLY WITH AND WITHOUT COGNITIVE IMPAIRMENT
D. Castilla, M.A. Pérez-Ara, A.M. Dragomir-Davis, A. García-Palacios, R.M. Baños, F. Fernandez-Aranda, C. Botella

BOTANY TEACHING RESOURCES IN UNIVERSITY

INCONSISTENCIES AMONG EFL TEACHERS IN WRITTEN CORRECTIVE FEEDBACK
I. Ünaldi

A MODEL FOR AUTOMATING THE MORPHOLOGICAL GENERATION OF RUSSIAN PREDICATES FOR A LEXICON
O. Babina, P. Osminin

AN INTERFACE TO ELICIT AND EXPRESS PEOPLE’S EXPERIENCES: FOR VISITS TO PLACES
H. Sawai, R. Yoshioka

ROLE PLAY- CONCEPT OF MENTORING. PART OF MANAGEMENT OF PRACTICAL ACTIVITIES IN SCHOOLS
E.L. Mara

2D AND 3D REPRESENTATION IN THE LEARNING AND UNDERSTANDING OF CONCEPTS AND CONSTRUCTION PROCESSES IN ARCHITECTURE UNDERGRADUATE STUDY
G. Díaz, A. González

EMPOWERING STUDENT LEARNING THROUGH ONLINE PEER ASSESSMENT
C. Madden, L. Widger, M. Denny, M. Benke, M. Pajnkihar

ACQUIRING AUTONOMY AT SCHOOL AND IN WORK GROUP THROUGH INFORMATION AND COMMUNICATION TECHNOLOGIES
C. De Castro

DRAMA AND THEATRE IN FOREIGN LANGUAGE TEACHING AT THE UNIVERSITY LEVEL
E. Yaroslavova, E. Shraiber

INVESTIGATING LEARNING STYLES AND TEACHING STYLES EFFECTS ON HAPPINESS IN THE CLASSROOM: A DESCRIPTIVE ANALYSIS IN THREE COUNTRIES
L.M. Cerdá Suárez

INNOVATING LANGUAGE LEARNING THROUGH MOBILE TECHNOLOGY: AN INTEGRATED SKILLS PROJECT APPROACH
P. Trejo

MAPPING AN INTERNATIONAL MEDICAL SCHOOL CURRICULUM: EFFECTIVE USE OF KNOWLEDGE MANAGEMENT TECHNOLOGY TO IMPROVE A DISTRIBUTED EDUCATIONAL PROGRAM
J. Checa, S. Cohen, C. Kabadi, C. Vollmer, J. Scott Taylor, M. Quirk

HAPPINESS IN TEACHING: POSITIVE EMOTIONS FOR EVALUATING THE RELATIONSHIP BETWEEN LEADERSHIP STYLE AND PERFORMANCE OF THE PROFESSOR IN THE CLASSROOM
L.M. Cerdá Suárez

THE POPULAR SCIENCE TEXT MACROSTRUCTURE WITHIN INTEGRAL FRAMEWORK
S. Petrov

THE MOODLE LESSONS IN ACCOUNTING SUBJECTS
M. Pujol-Jover, J. Llobet
ENCOURAGING STUDENTS TO DEVELOP THEIR OWN PROJECT THROUGH THE INCREASE OF THE NUMBER OF PRACTICAL SESSIONS
M. Delgado-Aguilar, Q. Tarrés, N. Pellicer, M. Alcalà, P. Mutjé

FORECASTING OF ENROLLMENTS TREND FOR IMPROVING OF EDUCATIONAL SYSTEM
T. Afanaseva, A. Afanasyev

COGNITIVE SKILLS AS THE BASIS OF PROFESSIONAL TRANSLATION ACTIVITY. SUBSTANTIAL ASPECT
E. Telesheva

FLIP TEACHING METHODOLOGY APPLIED TO A SUBJECT BASED ON THE RESOLUTION OF REAL PROJECTS
E. Barellés, R. Giménez

A DEVELOPMENT OF INTERACTIVE INFO-GRAPHIC VIDEO ON THE TOPIC “PERSONNEL POSITION IN DIGITAL AGENCY”
S. Chuathong, V. Vivetpaisankul

FEMALE LANGUAGE LEARNING STRATEGIES IN SAUDI ARABIA: A STRATEGY INVENTORY FOR LANGUAGE LEARNING (SILL)
K. Johnson, M. Wells

THE USE OF FUNCTION MACHINE: AN EXPERIENCE IN THE CLASSROOM
A.P. Gandra, A.P. Aires, P. Catarino

STUDENT ORAL PRESENTATIONS: DEVELOPING THE SKILLS AND Reducing THE APPREHENSION
C. Ireland

THE IMPACT OF ICT IN THE HOLISTIC COMPREHENSION OF SUSTAINABLE CONSUMPTION: THE CASE OF A COURSE USING A DIGITAL PLATFORM
E. Díez-Martínez, B. Rivera Aguilara

EVALUATION IN THE ASSESSMENT CRITERIA OF LAB WORK IN PHYSICS SUBJECTS FOR THE DEGREE OF CHEMISTRY
S. García-Garabat, E. Rejo Siso, L.M. Segade, M. Domínguez-Pérez, O. Cabeza

VIRTUAL LABORATORY FOR STUDYING AND UNDERSTANDING THE RELATIONSHIPS AMONG PHYSICAL QUANTITIES
M.H. Gimenez, I. Salinas, J.A. Monsoriu-Serra, V.P. Cuenca-Gotor, J.A. Sans, J.A. Gómez-Tejedor

CONTEXTUALIZING THE FIESTA IN ITS TERRITORY. EDUCATIONAL RESEARCH PROJECT IN TEACHING MUSIC, VISUAL ARTS AND EXPERIMENTAL SCIENCES
A.M. Botella Nicolás, A. Hurtado Soler, R. Isusi Fagoaga, S. Martinez Gallego

THE PEOPLE’S SMART SCULPTURE PS2 – CREATING EDUCATIONAL EFFECTS AND CULTURAL LEARNING IN URBAN CHANGE PROCESSES
M. Koplin, D. Kappe, L. Blau, S. Siegert

OVERCOMING READING COMPREHENSION DIFFICULTIES: AN OVERVIEW OF “COMPRÉNDEME” PROJECT
F. Serrano, N. Calet, N. Gutierrez-Palma, G. Jiménez Fernández

QUALITY OF SCHOOL LIFE AND SCHOOL POLICY. EMPIRICAL APPROACH
C. Kouituvela, T. Babalis

ACTIVE LEARNING IN BLENDED INTRODUCTORY PHYSICS COURSE FOR SCIENCE PROGRAMS: INSTRUCTOR’S EXPERIENCE OF NCAT REDESIGN
T. Antimirova

MAKING MECHATRONICS STUDY PROGRAMME AT “LUCIAN BLAGA” UNIVERSITY OF SIBIU AVAILABLE FOR INTERNATIONAL STUDENTS
R.E. Breaz, G.S. Racz, M. Tera, O.C. Bologa, C. Biriş

PROMOTING SELF-STUDY IN CONTROL SYSTEMS THROUGH AUTO-ASSESSMENT TOOLS
D. Dolz, I. Peñarrocha, R. Sanchis

COMPARATIVE STUDY ON THE USE OF TRADITIONAL APPROACH AND MONTESSORI METHOD IN TEACHING NUMERACY IN EARLY YEARS
H. Nwabuwe, S.N. Nwabuwe, O. Chenube

FOOD PRODUCTION AND TRAINING CENTRE: AN ENTREPRENEURIAL APPROACH FOR EDUCATION SYSTEM IN FOOD SCIENCE
A. Krisna Wardani, T. Mahatmanto, I. Purwantiningrum, K. Fibrantio, S. Dita Wijayanti

THE AFFORDANCES OF VIRTUAL COLLABORATIVE TOOLS AND AUGMENTED VIRTUAL REALITY GAMIFICATION TOOLS TO ENHANCE INTERCULTURAL EDUCATION LIVE & ONLINE
B. Zhang, C. Çubukçu, J. LeMoine, N. Herbertson, E. Mangina, L. Goodman
NEW INNOVATION EXPERIENCES IN CONTINUOUS AND FORMATIVE ASSESSMENT FOR HIGHER SCHOOL TECHNICIAN STUDENTS

SMARTPHONE FOR TEACHING EXPERIMENTAL PHYSICS
J.A. Sans, M.H. Gimenez, I. Salinas, F.J. Manjón, V.P. Cuenca-Gotor, J.A. Monsoriu-Serra, J.A. Gómez-Tejerdo

THE EFFECTIVE BLENDED TUTOR: SUPPORTING ADULT LEARNERS STUDYING PART-TIME, VOCATIONALLY RELEVANT DEGREES AT A DISTANCE
A. Youde

THE IMPACT OF VIDEO MODELING ON STUDENT TEACHING OUTCOMES IN AN INTERNATIONAL ONLINE TEF L PROGRAM
S. Steeley

COMPETENCY-BASED EVALUATION IN FORESTRY ENGINEERING AND NATURAL ENVIRONMENT DEGREE: RUBRICS AND INDICATORS

HIDDEN CURRICULUM IN THE PRIMARY SCHOOLS IN THE REPUBLIC OF MACEDONIA: CONTENT ANALYSIS OF THE HISTORY TEXTBOOKS
G. Stojanoska, D. Andonovska-Trajkovska, Z. Zhoglev

THE EDUCATIONAL EFFECTS OF METACOGNITIVE LEARNING AWARENESS ON UNDERGRADUATE STUDENTS
E. Gulbay, A. La Marca

MODEL-POEMS AS SHAPERS OF STUDENTS’ POETIC EXPRESSION IN ELEMENTARY CLASSROOM
D. Andonovska-Trajkovska, G. Stojanoska, Z. Zhoglev

LENGTH OF STUDY AND GPA LEVEL: QUALITY AND PROBLEMS IN EDUCATION PROCESS (CASE OF STUDY)
A. Wardoyo

MUSIC EDUCATION AND MUSIC THERAPY
A. Tóth-Bakos

THE RESEARCH AND DEVELOPMENT OF INSTRUCTIONAL E-LEARNING SYSTEM FOR DEVELOPING CREATIVE THINKING OF HIGHER EDUCATION STUDENTS
A. Satiman, P. Suwanmathachote, S. Boonlue, E. Bangthamai

IF YOU BUILD IT, WILL THEY COME? SUPPORTING THE DEVELOPMENT OF INNOVATIVE TEACHING IN AN INNOVATIVE TEACHING SPACE
N. Almond, D. Aldridge

THE FLIPPED CLASSROOM: A MODEL EXPERIMENTED WITH UNDERGRADUATE STUDENTS IN UNIVERSITY OF PALERMO
E. Gulbay, L. Longo

PHONOLOGICAL COMPETENCE: A SYSTEM OF EXERCISES
A. Homutova

LEARNING BY DOING OF TRADITIONAL CONSTRUCTION TECHNIQUES. GYPSUM FLOORING
S. García Sáez, S. Tomás Márquez, V. La Spina, C. Mileto, F. Vegas López-Manzanares

SOCIAL ART IN EUROPEAN SPACES - AN APPROACH TO PARTICIPATION METHODOLOGIES WITHIN PS2
E. Acha, N. Rojo, A. Lopez-Urionabarrerechea, G. Gallasteguiz, A. Elías

MATERIAL BALANCES UNDERSTANDING IN HIGH EDUCATION STUDENTS OF DIFFERENT ENGINEERING DEGREES AND DIFFERENT CAMPUS
E. Acha, N. Rojo, A. Lopez-Urionabarrerechea, G. Gallasteguiz, A. Elías

TEACHING FRACTIONS TO PRIMARY SCHOOL STUDENTS WITH VIDE OGAMES – A COMPARISON BETWEEN INSTRUCTIVIST AND CONSTRUCTIONIST APPROACHES
A.C.R. Martins, L.R. Oliveira

A NEUROEDUCATIONAL ANALYSIS OF VIDEOGAMES
G. Cappuccio, G. Compagno

MUSIC AND BRAIN – MUSIC TRAINING TRANSFER
A. Tóth-Bakos, A. Csehirová
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRITING WITH ETHNICALLY, LINGUISTICALLY AND GENERATIONALLY DIVERSE</td>
<td>1733</td>
</tr>
<tr>
<td>EARLY CHILDHOOD UNIVERSITY STUDENTS: THE PRIORITY OF SOCIAL ASPECTS</td>
<td></td>
</tr>
<tr>
<td>G. Wilgus</td>
<td></td>
</tr>
<tr>
<td>NOVEL ADAPTIVE FEATURES OF THE AUTISM&amp;UNI TOOLKIT FOR STUDENTS ON</td>
<td>1734</td>
</tr>
<tr>
<td>THE AUTISM SPECTRUM</td>
<td></td>
</tr>
<tr>
<td>P. de Bra, A. Montes-García, N. Stash</td>
<td></td>
</tr>
<tr>
<td>TEACHER TRAINING PATHS BETWEEN NEUROEDUCATION AND PROFESSIONAL</td>
<td>1743</td>
</tr>
<tr>
<td>LEARNING COMMUNITY</td>
<td></td>
</tr>
<tr>
<td>G. Compagno, F. Pedone</td>
<td></td>
</tr>
<tr>
<td>ON TEACHING TECHNICAL WRITING WITH AN AUTHORING TOOL</td>
<td>1752</td>
</tr>
<tr>
<td>S. Sheremetyeva</td>
<td></td>
</tr>
<tr>
<td>A MODEL TO HIGHLIGHT THE IMPORTANCE OF CONNECTING SUPPORT FOR</td>
<td>1761</td>
</tr>
<tr>
<td>STUDENTS THROUGH ALL OF THE KEY TRANSITION STAGES AT UNIVERSITY</td>
<td></td>
</tr>
<tr>
<td>D. Gallagher</td>
<td></td>
</tr>
<tr>
<td>THE PROCESS OF ASSESSMENT IN THE TECHNICAL EDUCATION AT A PRIMARY</td>
<td>1769</td>
</tr>
<tr>
<td>SCHOOL</td>
<td></td>
</tr>
<tr>
<td>P. Částková, J. Kropič</td>
<td></td>
</tr>
<tr>
<td>TOWARDS THE USE OF REPORTING TOOLS FOR LEARNING ADAPTABILITY LEVEL</td>
<td>1778</td>
</tr>
<tr>
<td>IN AN E-LEARNING SYSTEM</td>
<td></td>
</tr>
<tr>
<td>M. Baidada, K. Mansouri, F. Poirier</td>
<td></td>
</tr>
<tr>
<td>FACTOR ANALYSIS OF PROBLEM – BASED LEARNING DIGITAL GAME TO</td>
<td>1786</td>
</tr>
<tr>
<td>ENHANCE PROBLEM SOLVING ABILITY IN SCIENCE SUBJECT FOR ELEMENTARY</td>
<td></td>
</tr>
<tr>
<td>STUDENTS</td>
<td></td>
</tr>
<tr>
<td>P. Rodkroh, P. Suwannatthachote, W. Kaemkate</td>
<td></td>
</tr>
<tr>
<td>TEACHING ENGLISH TECHNIQUES BASED ON SELF-PERFORMANCE APPROACH IN</td>
<td>1795</td>
</tr>
<tr>
<td>RUSSIAN LINGUISTIC UNIVERSITIES</td>
<td></td>
</tr>
<tr>
<td>I. Rakhkimbirdieva, I. Kurnaeva, G. Khaimova</td>
<td></td>
</tr>
<tr>
<td>HURDLES AND DRIVERS AFFECTING AUTISTIC STUDENTS' HIGHER EDUCATION</td>
<td>1800</td>
</tr>
<tr>
<td>EXPERIENCE: LESSONS LEARNED FROM THE MULTINATIONAL AUTISM&amp;UNI</td>
<td></td>
</tr>
<tr>
<td>RESEARCH STUDY</td>
<td></td>
</tr>
<tr>
<td>M. Fabri, P. Andrews</td>
<td></td>
</tr>
<tr>
<td>IMPACTS OF CLOUD COMPUTING IN E-COMMERCE</td>
<td>1812</td>
</tr>
<tr>
<td>A. Krypa, A. Dasho, A. Krypa</td>
<td></td>
</tr>
<tr>
<td>A COMPARATIVE STUDY ON EFFECTIVENESS OF USING TABLET COMPUTER AND</td>
<td>1820</td>
</tr>
<tr>
<td>TRADITIONAL PENCIL-PAPER TO ENHANCE CHILDREN'S WRITING SKILL</td>
<td></td>
</tr>
<tr>
<td>K. Sitdhisangkuan, R. Amornchewarin</td>
<td></td>
</tr>
<tr>
<td>REVIEWERS' LEARNING: STUDY ABOUT DOCTORAL STUDENTS' PARTICIPATION</td>
<td>1828</td>
</tr>
<tr>
<td>ON SUBMISSIONS REVIEW SYSTEM FOR AN ELECTRONIC JOURNAL</td>
<td></td>
</tr>
<tr>
<td>S. Valença Brandão, J.A. de Siqueira Brandão, A.J. Valentin Neto</td>
<td></td>
</tr>
<tr>
<td>EDUCATIONAL PROCESS AND ITS COMPONENTS IN THE ELECTROTECHNICAL</td>
<td>1837</td>
</tr>
<tr>
<td>EDUCATION</td>
<td></td>
</tr>
<tr>
<td>C. Serafin</td>
<td></td>
</tr>
<tr>
<td>END USERS' PARTICIPATION IN THE DESIGN PROCESS AND PERCEPTIONS OF</td>
<td>1845</td>
</tr>
<tr>
<td>THE USABILITY OF THE AUTISM&amp;UNI ONLINE TOOLKIT</td>
<td></td>
</tr>
<tr>
<td>H.K. Pukki, J.M. Fredriksson, A. Aevikko</td>
<td></td>
</tr>
<tr>
<td>CREATIVITY, TEAMWORK AND PROBLEM SOLVING IN HIGH SCHOOL STUDENTS.</td>
<td>1851</td>
</tr>
<tr>
<td>RELATIONSHIP WITH CHOICE OF PRE-UNIVERSITY MAJOR</td>
<td></td>
</tr>
<tr>
<td>M.J. García-García, M.A. Grande-Ortiz, C. González-García, P.</td>
<td></td>
</tr>
<tr>
<td>Rodriguez-Malo</td>
<td></td>
</tr>
<tr>
<td>THE TEXTBOOK AS AN EDUCATIONAL RESOURCE IN SPANISH EDUCATION</td>
<td>1859</td>
</tr>
<tr>
<td>M.C. Ripollés Balaguer, P. Fabregat, M.M. Jordán Vidal</td>
<td></td>
</tr>
<tr>
<td>SOCIALISATION BEYOND TEACHING: THE JOB SATISFACTION OF BEGINNING</td>
<td>1860</td>
</tr>
<tr>
<td>TEACHERS</td>
<td></td>
</tr>
<tr>
<td>E. Kozina</td>
<td></td>
</tr>
<tr>
<td>AN ADVENTURE OF USING BLOGS AS A RESEARCH TOOL IN VISUAL ART</td>
<td>1866</td>
</tr>
<tr>
<td>EDUCATION</td>
<td></td>
</tr>
<tr>
<td>E. Avei</td>
<td></td>
</tr>
<tr>
<td>INTEGRATING THE LEARNING EXPERIENCE USING A BLENDED APPROACH IN A</td>
<td>1871</td>
</tr>
<tr>
<td>CAPSTONE CAREER COURSE</td>
<td></td>
</tr>
<tr>
<td>S. Poirier, J.H. Kwon</td>
<td></td>
</tr>
<tr>
<td>WEARABLE TECHNOLOGY: OPPORTUNITIES AND CHALLENGES FOR TEACHING AND</td>
<td>1872</td>
</tr>
<tr>
<td>LEARNING IN HIGHER EDUCATION IN DEVELOPING COUNTRIES</td>
<td></td>
</tr>
<tr>
<td>A. Ezenwoke, O. Ezenwoke, A. Adewumi, N. Omohgie</td>
<td></td>
</tr>
</tbody>
</table>
ORIENTING THE SCHOOLYARD: AN EXAMPLE OF SCIENTIFIC INQUIRY IN PRIMARY SCHOOL EDUCATION
A. Menargues, R. Limiñana, C. Nicolás, S. Rosa

TEACHING THE GENERAL PROPERTIES OF MATTER TO PRE-SERVICE PRIMARY TEACHERS USING AN ORIENTED RESEARCH APPROACH
R. Limiñana, A. Menargues, S. Rosa, C. Nicolás

PROPOSAL FOR READING AND CHROMATIC VISUALIZATION: ANALYSIS OF THE STRUCTURES OF THEATRICAL GAME IN GALDOS' ELECTRA
M. García Sánchez, M. Santa María, J. Calvo Tello, M. Fernández Merino, M. Simón Parra

BUILDING RESPONSIBLE RESEARCH AND INNOVATION SKILLS: A DIGITAL REPOSITORY FOR STEM TEACHERS
S. Alcaraz-Dominguez, M. Barajas

THE IMPACT OF COMPREHENSIVE HEALTH IMPROVEMENT ON COLLEGE STUDENTS BY MEANS OF EDUCATION AND ORAL HEALTH CARE
G. Capetillo, E. Torres, S. Flores, L. Tiburcio, F. Leyva, R.E. Ochoa, A. Caracas, M. Arroyo, D. Montejo, L. Malpica

STUDENT MOBILITY WITHIN THE EUROPEAN HIGHER EDUCATION SYSTEM
V. Rincón, J. Barrutia, A. Nuñez

ENHANCING WORKING LIFE COMPETENCES IN HIGHER EDUCATION – GENERIC SKILLS AND MULTIPROFESSIONALITY IN THE JUNIOR ACHIEVEMENT COMPANY PROGRAM
J. Ramström

FROM SMALL TO BIG DATA IN ELEARNING ENVIRONMENTS. A QUANTUM LEAP
J.M. Pires, M. Pérez Cota

PRACTICAL STRATEGIES TO ENHANCE STUDENTS’ MOTIVATION TO LEARN ENGLISH IN A U.A.E ACADEMIC ENVIRONMENTS
A. Amorri, K. Handan

IMPROVISATION IN REVEALING AND DEVELOPING HIDDEN COMPETENCES
A. Jagiello-Rusilowski

MULTICULTURAL VALIDATION OF A SATISFACTION MEASUREMENT INSTRUMENT FOR AN ONLINE TRAINING COURSE AND AN ELECTRONIC LEARNING SYSTEMS
L. Babineau

STUDENT SUCCESS, INTEGRATION AND SOCIAL MEDIA IN HIGHER EDUCATION
N. Wesseling

THE 21ST CENTURY SCIENCE EDUCATION CHALLENGE
A. Lewis, G. Matsumoto

NEW PERSPECTIVES FOR AN OPEN AND PEER EDUCATIONAL MODEL IN DESIGN FIELD: THE CO.META PROJECT
V. Arquilla, G. Simonelli, D. Genco, F. Guaricci

APPLICATION OF EUR-ACE STANDARDS TO FORESTRY AND ENVIRONMENTAL ENGINEERING DEGREES
C. González-García, E. Ayuga-Téllez, M.J. García-García, M.A. Grande-Ortiz, A. Sánchez-Medina

PRE-SERVICE TEACHERS’ DIFFICULTIES IN TWO WRITING ACADEMIC TASKS IN EFL
M. Küster, A. Devis Arbona, A. Gómez López

TEACHING HISTORY IN ARCHITECTURE: ACTIVE, CROSS-DISCIPLINARY AND EXPERIENTIAL LEARNING APPROACH VERSUS THE TRADITIONAL FORMS OF INSTRUCTION
D.A.S. Abouelmagd

ENHANCING REALISM IN SIMULATION TO INCREASE KNOWLEDGE DEVELOPMENT AND RETENTION AMONG NURSING STUDENTS
H. Zitzelsberger, S. Coffey, L. Graham, A. De La Rocha, E. Papaconstantinou

LEARNING TO SEE: MADRID AND ITS HISTORY THROUGH THE ANALYSIS OF THE MOST EMBLEMATIC CITY BUILDINGS
M.A. Flórez de la Colina, P.C. Izquierdo Gracia, M. Valiente López

EVALUATING THE CROSS-DISCIPLINARY AND EXPERIENTIAL LEARNING APPROACH USED IN TEACHING HISTORY IN ARCHITECTURE
D.A.S. Abouelmagd
NEW EXPERIENCES FOR THE INTERNATIONAL COOPERATION (CASE STUDY IN FACULTY OF SOCIAL AND POLITICAL SCIENCES, UNIVERSITAS BRAWIJAYA, INDONESIA)  
M. Diah Nirwana  
2215

ANALYSIS AND COMPARISON OF THE INFORMATION ON MASTER’S DEGREES ON THE WEBSITES OF EUROPEAN AND SPANISH UNIVERSITIES  
A. Sánchez-Medina, C. García-Ventura, E. Ayuga-Téllez, M.J. García-García, C. González-García  
2222

TEACHING MARINE ENERGY WITH R  
A. Ulatia, G. Ibarra  
2231

ORGANIZATION, DEVELOPMENT AND IMPLEMENTATION OF INTELLIGENT LEARNING ENVIRONMENTS  
A. Afanasyev, N. Voit, D. Kaney, T. Afanaseva  
2232

HIS – AN INTERNATIONAL AND DIGITAL SUMMER SCHOOL FOR STEM STUDENTS  
A. Bergert, J. Helbig, C. Nenner  
2243

EDUCATIONAL EXPERIENCE IN INTERACTION DESIGN: A CASE STUDY  
S. Bergamaschi, S. Colombo, L. Rampino  
2253

VIRTUAL OR FACE-TO-FACE TUTORIALS: WHICH DO UNIVERSITY STUDENTS PREFER?  
M.J. Hernández-Amorós, M. Iglesias-Martínez, I. Lozano-Cabezás  
2263

EDUCATIONAL POTENTIAL OF DEVELOPMENT COOPERATION: A UNIVERSITY-NGO COLLABORATIVE EXPERIENCE  
D. Sanchez-Ramos, G. Sánchez-Emeterio, E. de la Hoz, C. Pérez-de-los-Reyes, L. Rodríguez-Benítez, I. Garrido  
2271

EXPLORING SIMULATION UTILIZATION AND SIMULATION EVALUATION PRACTICES AND APPROACHES IN UNDERGRADUATE NURSING EDUCATION  
H. Zitzelsberger, S. Coffey, L. Graham, E. Papaconstantinou, C. Arjunam, G. Dodd, J. Mangal  
2279

PEDAGOGICAL AND TECHNOLOGICAL CHALLENGES IN TEACHING LESS COMMONLY TAUGHT LANGUAGE COURSES VIA SYNCHRONOUS DISTANCE LEARNING  
P. Viedma  
2280

CULTURAL VALUES OF EARTHEN ARCHITECTURE FOR THE SOCIETY OF THE FUTURE. WORKSHOPS FOR CHILDREN AT THE SUMMER SCHOOL OF THE UPV  
C. Mileto, F. Vegas López-Manzanares, E. Blanco Tamayo, L. García Soriano  
2281

A STAKEHOLDER MANAGEMENT APPROACH FOR UNIVERSITY CHANGE: A CASE STUDY IN LATIN AMERICA  
D. Sucózhanay, E. Santos, K. De Witte, M. Euwema  
2287

POTENCY OF TECHNICAL INTERVENTIONS TO SUPPORT RESEARCH CAPACITY IN A COMPREHENSIVE UNIVERSITY IN SOUTH AFRICA: A CASE OF THE UNIVERSITY OF ZULULAND  
N.B.W Mlitwa, R. Bappoo  
2297

DIGITAL MAKING AS A MEANS TO IMPROVE EDUCATION  
C. Bruno, G. Salvia, M.R. Cantina  
2304

RENEWABLE ENERGY LAB AT THE FACULTY OF ELECTRICAL ENGINEERING  
H. Friman, N. Matsliah, Y. Beck  
2311

AGRI ENGINEER PROJECT-BASED LEARNING  
F. González-Andrés, A. Martínez-Rodriguez, B. Urbano-López de Menezes  
2319

INTEGRATING PROJECT MANAGEMENT SERVICES AND E-LEARNING PLATFORMS: IMPLICATIONS FOR SOFTWARE ARCHITECTURES  
A. Molinari  
2327

CONTINUOUS ASSESSMENT IN THE BUSINESS MANAGEMENT AND ENTREPRENEURSHIP AND LAW DEGREE COURSES AT THE EUROPEAN UNIVERSITY OF VALENCIA  
C. Pareales  
2338

POSSIBILITIES FOR MARKETING COMMUNICATION WITH POTENTIAL UNIVERSITY STUDENTS  
J. Štofko, K. Repková Štofko, S. Štofko  
2342

HOW TO CREATE ONLINE PRACTICE OPPORTUNITIES FOR ADULT SECOND LANGUAGE LEARNERS? NEDBOX, AN ONLINE PLATFORM FOR PRACTISING DUTCH LANGUAGE SKILLS  
2349
EXAMINING STAKEHOLDER FEEDBACK ON THE USE OF MOBILE DIGITAL TECHNOLOGY PROGRAMMES TO ADDRESS FUNDAMENTAL MOVEMENT SKILLS FOR INDIVIDUALS WITH AUTISM
S. Crawford

ASSESSING STUDENTS’ ATTITUDES TOWARDS RESEARCH-TEACHING INTEGRATION PRACTICES
N. Costa, R. Guerra, S. Bernardes

SCREENCASTS AS A TOOL FOR DEVELOPING TRANSFERABLE SKILLS IN UNDERGRADUATE STUDENTS: ANALYSIS OF AN EVALUATION EXPERIENCE
J. Cebolla-Cornejo, M. Leiva-Brondo, R. Peiró, A.M. Pérez-de-Castro

WHEN CREATIVITY MEETS EDUCATION ON 3D VIRTUAL RENEWABLE ENERGY SOURCES PARK
V. Manescu (Paltanea), D. Popovici, G. Paltanea, S. Ionitescu

USING MASTER STUDENTS’ REFLECTIVE STATEMENTS FOR A BETTER UNDERSTANDING OF THEIR INTERCULTURAL DIFFICULTIES
M. Gallarza, T. Fayos

SWITCHING FROM LECTURE TO DESIGN WORKSHOP
F. Guo

MAKING SENSE OF TEXTS GATHERED WITH CLASSROOM RESPONSE TECHNOLOGY
G.A. Stoica, T.M. Thorseth

THE CONCEPT AND CONTENT OF EDUCATION FOR THE ACCOUNTING PROFESSION AT UNIVERSITIES IN SELECTED EUROPEAN COUNTRIES
D. Kubickova

MEASURING STUDENTS’ EXPERIENCE OF RESEARCH-TEACHING INTEGRATION PRACTICES: A NEW INSTRUMENT
N. Costa, R. Guerra, S. Bernardes

CRITICAL THINKING OUTCOME ASSESSMENT IN A FIRST YEAR DEGREE COURSE

PRACTICAL TRAINING IN ARCHITECTURAL INSTITUTIONS
F. Animashaun, A. Imhogiemhe, O. Uwakonye, E. Aduwo

DETERMINANTS OF LEARNING ORGANIZATION IN HIGHER EDUCATION
R. Mababu Mukiur, M.R. García Revilla

TECHNOLOGIES FOR BLENDED E-LEARNING: LESSONS LEARNED FROM A POSTGRADUATE PROGRAM IN GREECE
A. Kostas, N. Tapsis, V. Vitsilaki

APPRaisING DIVERSITY: THE EVALUATION PROCESS TO ENCOURAGE SCHOOL SUCCESS
M. Calenda, I.S. Iannotta, R. Tammaro

IEEEEE: A FRAMEWORK FOR EFFECTIVE ICT-DRIVEN LECTURE PLANNING AT HIGHER EDUCATION
F. Safieddine, O. Abidi

EDUCATIONAL COMPETENCE, DEVELOPED IN THE COMPULSORY SCHOOL ITSELF HOW TO TRANSFORM SCHOOL CHANGE PROGRAMS TO LASTING CHANGES IN TEACHERS’ PRACTICE IN THE CLASSROOM
O.H. Kaldestad

EVALUATION RUBRIC FOR DIGITAL COMPETENCE ASSESSMENT: AN EXPLORATORY STUDY
M. Calenda, I.S. Iannotta, R. Tammaro

STATISTICAL ASSESSMENT OF GRADUATE STUDENT MENTORING: METHODOLOGY AND DEVELOPMENT OF A WEB APPLICATION
D. Edelman, S. Balakrishnan

TYPOLOGY OF CZECH TEACHERS IN 2ND STAGE OF ELEMENTARY SCHOOLS BY THEIR ATTITUDES AND METHODS OF USING DIGITAL TECHNOLOGIES
M. Chráska

LEARNING AND TRANSFER OF NATURE OF SCIENCE UNDERSTANDINGS AND ARGUMENTATION SKILLS FOR AMERICAN MIDDLE SCHOOL STUDENTS
R. Khishfe
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH AS A COMMUNICATION AGENT OF THE EDUCATIONAL PROCESS IN URBAN ENVIRONMENT (A CASE STUDY OF THE LINGUISTIC LANDSCAPE OF BERLIN AND KAZAN)</td>
<td>2498</td>
</tr>
<tr>
<td>T. Kalegina, N. Pomortseva, S. Takhtarova, T. Zaglyadkina</td>
<td></td>
</tr>
<tr>
<td>PROFESSIONAL LEARNING COMMUNITIES IN AN ERA OF WORLDWIDE EDUCATIONAL REFORMS</td>
<td>2503</td>
</tr>
<tr>
<td>C. Karousiou, C. Marmara</td>
<td></td>
</tr>
<tr>
<td>THE RELATIONSHIP BETWEEN PLAYER MOTIVATION AND GAMIFICATION ELEMENTS IN LEARNING SCIENCE AMONG SECONDARY SCHOOL STUDENTS IN MALAYSIA</td>
<td>2512</td>
</tr>
<tr>
<td>M. Sanmugam, Z. Abdullah, N. Mohd Zaid, H. Mohamed, B. Aris</td>
<td></td>
</tr>
<tr>
<td>THE TEACHER AS FACILITATOR OF LEARNING: A PEDAGOGICAL APPROACH TO GENDER AND CULTURAL FACTORS IN AFRICAN RURAL CONTEXTS, THE NIGERIAN SCHOOL CONTEXT</td>
<td>2522</td>
</tr>
<tr>
<td>T.M. Buthelezi, A.M.O. Agbomeyi</td>
<td></td>
</tr>
<tr>
<td>PEER INSTRUCTION AND STUDENTS RESPONSE SYSTEM FOR FASHION TECHNOLOGY STUDENTS</td>
<td>2529</td>
</tr>
<tr>
<td>J. Lam, C. Wong</td>
<td></td>
</tr>
<tr>
<td>ENHANCING LANGUAGE, LITERATURE AND CULTURE TEACHING AND LEARNING THROUGHOUT ICTS IMPLEMENTATION</td>
<td>2533</td>
</tr>
<tr>
<td>A. Vranes, L. Markovic, M. Jelic Mariškova</td>
<td></td>
</tr>
<tr>
<td>METHODOLOGIES AND LEARNING PROCESSES THROUGH CASE STUDIES FOR THE DEVELOPMENT OF ARTISTIC PRACTICE IN HIGHER EDUCATION</td>
<td>2541</td>
</tr>
<tr>
<td>J. Segura Cabriñano, T. Simó Mulet, A. Simón Casanova</td>
<td></td>
</tr>
<tr>
<td>ADVANCED APPROACH FOR E-LEARNING SYSTEMS BASED ON DATA MINING TECHNOLOGIES IN MOROCCAN UNIVERSITIES</td>
<td>2547</td>
</tr>
<tr>
<td>H. El Fazazi, M. Qhadou, K. Mansouri</td>
<td></td>
</tr>
<tr>
<td>OUTDOOR MATH LESSONS – EXPERIENCES IN EDUCATION FROM EVERYDAY REALITIES</td>
<td>2554</td>
</tr>
<tr>
<td>A. Caldeira, A. Faria, I. Figueiredo, A.J. Viamonte</td>
<td></td>
</tr>
<tr>
<td>SUPPORTING STUDENTS ON THE AUTISM SPECTRUM THROUGHOUT THEIR UNIVERSITY STUDIES</td>
<td>2561</td>
</tr>
<tr>
<td>M. Merino, M. Lancho, C. García Serna</td>
<td></td>
</tr>
<tr>
<td>INCLUSIVE EDUCATION IN MAINSTREAM SCHOOLS WITH A FOCUS ON STUDENTS WITH AUTISM SPECTRUM DISORDERS IN THE CZECH REPUBLIC</td>
<td>2568</td>
</tr>
<tr>
<td>P. Adamus</td>
<td></td>
</tr>
<tr>
<td>A LEADERSHIP APPROACH ON TECHNOLOGY LITERACIES</td>
<td>2577</td>
</tr>
<tr>
<td>C. Marmara, C. Karousiou</td>
<td></td>
</tr>
<tr>
<td>DIGITAL LEARNING OBJECTS AS A SUPPORT FOR NEW TEACHING METHODS</td>
<td>2583</td>
</tr>
<tr>
<td>K. Bárték, D. Nocar</td>
<td></td>
</tr>
<tr>
<td>ACCREDITATION AND POST-ACCREDITATION EXPERIENCES OF ARCHITECTURE SCHOOLS IN SOME PRIVATE UNIVERSITIES IN NIGERIA</td>
<td>2587</td>
</tr>
<tr>
<td>I. Ezema, P. Opoko, A. Oluwauwaajo, O. Uwakonye</td>
<td></td>
</tr>
<tr>
<td>EMBEDDING EMPLOYABILITY IN THE CURRICULUM - THE AWARE FRAMEWORK</td>
<td>2596</td>
</tr>
<tr>
<td>N. Ayre, J. McChesney, K. Sterritt</td>
<td></td>
</tr>
<tr>
<td>AN APPROACH TO GENERAL SKILLS PROFILE OF UNIVERSITY STUDENTS OF BUSINESS ADMINISTRATION IN EL SALVADOR (CENTRAL AMERICA)</td>
<td>2599</td>
</tr>
<tr>
<td>E.J. Morales-Fernandez, M. Flores-Polanco, J.A. Vaquierano-Amaya</td>
<td></td>
</tr>
<tr>
<td>USES OF ICT DEVICES, ICT-MEDIATED ACTIVITIES AND IMPORTANCE OF ICT TO LEARN THE ATTRIBUTED BY BRAZILIAN UNDERGRADUATES FROM HUMANITIES AND TECHNOLOGICAL COLLEGE CAREERS</td>
<td>2609</td>
</tr>
<tr>
<td>A.M. Pereira Metreles da Silva, A. Engel, C. Coll</td>
<td></td>
</tr>
<tr>
<td>VIDEO AND EDUCATIONAL ROBOTICS: AN INNOVATIVE INTEGRATION OF AUDIO-VISUAL LANGUAGE AND CODING</td>
<td>2617</td>
</tr>
<tr>
<td>L. Denicolai, R. Grimaldi, S. Palmieri</td>
<td></td>
</tr>
<tr>
<td>BLOGS AND THEIR INTEGRATION IN ADULT EDUCATION IN THE CONTEXT OF THE THEORY OF TRANSFORMATIVE LEARNING</td>
<td>2625</td>
</tr>
<tr>
<td>N. Karipidis, J. Prentzas</td>
<td></td>
</tr>
<tr>
<td>TEACHING MATHEMATICS USING MASSIVE OPEN ONLINE COURSES</td>
<td>2635</td>
</tr>
<tr>
<td>F. Soares, A.P. Lopes</td>
<td></td>
</tr>
<tr>
<td>FORMULATING ACTIVE STUDENT’S CONTRIBUTION TO THE OERS</td>
<td>2642</td>
</tr>
<tr>
<td>A. Benedek, G. Molnár</td>
<td></td>
</tr>
</tbody>
</table>
AN INVESTIGATION INTO THE MOST PROMISING TOOLS FOR E-LEARNING: THE MODERN TOOLKIT PROJECT

FRAMEWORK FOR DEVELOPMENT OF WEB-BASED INTERACTIVE 3D EDUCATIONAL CONTENTS
Y. Okada, S. Nakazono, K. Kaneko

AFRICAN FOLK NARRATIVES AS AN APPROACH TO EDUCATION FOR BEHAVIOUR CHANGE: EXPERIENCES OF PRE-SERVICE TEACHERS OF ISIZULU LANGUAGE
T.M. Buthelezi

TEACHING STRATEGIES IN UNDERGRADUATION COURSES OF A BRAZILIAN PUBLIC UNIVERSITY
V. Nobre Leal S. Oliveira, M.L. Spazziani, J.B. Barreto de Oliveira, L. Duarte Colvara

THE INTERACTION BETWEEN MEDICINE AND THE VISUAL COMMUNICATION DURING THE PROCESS OF COMPOSING INFORMATION DESIGN
M. Kucuk, M. Ince

AN EVALUATION OF SOCIAL LEARNING NETWORKS: A QUALITATIVE PERSPECTIVE
A. Shokri, G. Dafoulas

“ENIGMATRONIC”: AN EDUCATIONAL VIDEOGAME
D. Gantiva, E. Gantiva, D. Rivera

CONSUMERIZATION OF SMARTPHONE AND MAJOR SECURITY CONCERNS
P. Nakarani, F. Vakil

DEVELOPMENT OF A GAME-BASED MOBILE LEARNING APPLICATION TO SUPPORT MIGRANT LEARNERS IN VOCATIONAL EDUCATION AND TRAINING (VET)
S. Vaupel

IMPLEMENTING DIVERSE ASSESSMENT METHODS FOR MEDICAL CLINICAL SKILLS IN DENTAL EDUCATION: OUTCOMES ON STUDENTS’ PERFORMANCE
S. Pillai, V. Gopalan, R. Nair

TEACHING SOFTWARE USABILITY ENGINEERING: CLASSROOM EXPERIENCE
M. Borys

BET ON TOP HAT – TOWARDS MEANING AND MEMORY
A. Balula, C. Martins, F. Marques

THE MULTIDISCIPLINARY APPLICATION SEMINAR IN ENGINEERING AS STAGE FOR DEVELOPMENT OF HIGHER ORDER COGNITIVE SKILLS

M. Suffo, J.L. García Morales

EXPLORING METL: A COLLABORATIVE APPROACH TO EDUCATION
J. Prince

IMMERSIVE VIRTUAL WORLDS AS A STRATEGY FOR EDUCATIONAL IMPROVEMENT IN INITIAL TEACHER TRAINING. THE TYMMI PROJECT EXPERIENCE IN CHILE
M.G. Badilla, C. Lara

TUTORS’ INFORMATION LEVEL AND THEIR STANDPOINT ON ESSENTIAL TUTORIAL COMPETENCES FOR DISTANCE EDUCATION

"A PICTURE SPEAKS A THOUSAND WORDS", CAN A THOUSAND WORDS DRAW A PICTURE? EXPERIMENTATION USING MATLAB
S. Athanassopoulos, E. Papaioannou, K. Papaioannou

WHY GAME ELEMENTS MAKE LEARNING SO ATTRACTIVE? A CASE STUDY USING EYE-TRACKING TECHNOLOGY
M. Borys, M. Mitsasza, P. Pudło

TIME-OF-DAY ANALYSIS OF LEARNING ACTIONS IN WORKPLACE E-LEARNING
I. Sugiyama, Y. Watanabe, H. Kato, A. Nishihara
DIFFICULTIES IN USING THE MOODLE RESOURCES FACED BY TUTORS OF A PREPARATORY COURSE TO UNIVERSITY ADMISSION EXAMS

THE IMPACT OF GAMIFICATION IN EDUCATION: WORD-Y AS A VIDEO GAME TO LEARN ENGLISH AS A SECOND LANGUAGE
M.G. Badilla, M. Nicolás

REreflecting ON SECOND LANGUAGE LITERACIES IN MEDELLÍN: AN EXPLORATION OF ENGLISH IN PHYSICAL SPACES
R.A. Mora, M.C. Mejía-Vélez, N. Ramírez, C. Pulgarín

BUILDING PARALLEL COMPUTERS WITH MINIMAL COSTS FOR HIGH PERFORMANCE COMPUTING COURSES
Y. Tseng

TECHNOLOGY, TRAINING, AND MOTIVATION IN ENGLISH LANGUAGE LEARNING
G. Ross

RESPONDING TO EDUCATION REFORMS IN MEXICO: VIDEO ANALYSIS TOOL AND SELF-REFLECTION
M. Cocca, A. Cocca, G.M. Rodriguez Bulnes, E. Alvarado Martínez

AUGMENTED EDUCATION IN A DIGITAL WORLD
C. Weiss

LANGUAGE-AS-VICTORY: A STUDY OF GAMING LITERACY PRACTICES IN SECOND-LANGUAGE CONTEXTS
R.A. Mora, S. Castaño, T.S. Orrego, M. Hernandez, D. Ramírez

FOREIGN LANGUAGE TEACHING EDUCATION AND INTERCULTURAL COMPETENCE. THE CASE OF A PUBLIC MEXICAN UNIVERSITY
G.M. Rodríguez Bulnes, M. Cocca, E. Alvarado Martínez

GLOBALIZATION AND THE BENEFITS OF SERVICE LEARNING
E. Crable, W. Gollar, T. Ariyachandra

LEARNING OF PHYSICS, BELIEFS AND ATTITUDES OF STUDENTS OF ENGINEERING, AN EDUCATIONAL INTERVENTION
C.P. Suarez Rodriguez, C.E. Mora-Ley, E. Arribas Garde, M.H. Ramírez Díaz

EFFECTIVENESS OF AN ONLINE INTERACTIVE MULTIMEDIA SYSTEM: APPLYING MASTERY AND COOPERATIVE LEARNING ON THE TOPIC OF CELLULAR RESPIRATION
M. Masood, W. Fauzy, I. Umar

A DEVELOPMENT OF MULTIMEDIA ON SOCIAL NETWORK USING SYNECTS TEACHING PROCESS TO ENHANCE CREATIVITY THINKING SKILL ON THE TOPIC “PHOTOGRAPHIC FOR ADVERTISEMENT”
S. Maneewan, K. Tansatien, E. Rukprayoon

ISO 9001 IN EDUCATIONAL ORGANIZATIONS: INTERNATIONAL IMPLEMENTATION EXPERIENCES
J. Torres, S. Contreras, P. Palominos, L. Lippi

PEDAGOGICAL CHALLENGES IN A DIGITAL WORLD
D. Rivera, N. Piedra, M. Iriarte

TWENTY FIRST CENTURY FEMINISM IN ENGINEERING EDUCATION: GIRLS UNDER REPRESENTATION

THE QUANTIFIED STUDENT
T. Bucher, T. Ariyachandra, M. Frolick

AN INVESTIGATION OF THE STUDENTS’ USE OF TECHNOLOGIES TO ADDRESS ASSESSMENT TASKS
D. Bolton, M. Northcote, L. Lounsbury, P. Mildenhall, K.N. Sim

IMPACT OF ECONOMIC CRISIS ON EDUCATION: CASE STUDY OF SOUTHWEST NIGERIA
G.O. Bamigboye, A. Ede, G. Adeyemi

HOLISTIC AND SERIALISTIC THINKING AS A FACTOR INFLUENCING TEXT COMPREHENSION AND STRATEGY FOR DEALING WITH TASKS
M. Malcik, M. Miklosikova

INNOVATION PROJECTS ASSOCIATED TO THE COMPETENCE OF INNOVATION, CREATIVITY AND ENTREPRENEURSHIP IN THE UNIVERSITAT POLÍTÈCNICA DE VALÈNCIA
M. Alemany, L. Cuenca, A. Boza, M. Fernández-Diego, L. Ruiz, F. Alarcón, M.L. Gordo
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECHNICAL AND ENTREPRENEURIAL EDUCATION AS STRATEGIC APPROACH FOR</td>
<td>2908</td>
</tr>
<tr>
<td>SPEEDY NATIONAL DEVELOPMENT IN NIGERIA</td>
<td></td>
</tr>
<tr>
<td>A. Ede, G.O. Bamigboye, M. Agarana</td>
<td></td>
</tr>
<tr>
<td>DEVELOPING THE LEARNING METHOD BASED ON THE GRAMMAR COMPARISON</td>
<td>2915</td>
</tr>
<tr>
<td>FOR AGGLUTINATIVE LANGUAGE: IN CASE BETWEEN JAPANESE AND MONGOLIA</td>
<td></td>
</tr>
<tr>
<td>R. Si, K. Nakahira, T. Yukawa</td>
<td></td>
</tr>
<tr>
<td>CLUSTER ANALYSIS OF DATA LOGS GENERATED BY INTELLIGENT TUTOR TO</td>
<td>2922</td>
</tr>
<tr>
<td>DETERMINE STUDENTS' LEARNING PROFILES</td>
<td></td>
</tr>
<tr>
<td>A. Dani</td>
<td></td>
</tr>
<tr>
<td>PRACTICAL PROFILE OF STUDIES IN POLAND AFTER THE 2014 REFORM</td>
<td>2930</td>
</tr>
<tr>
<td>J. Lewicki, K. Kurwoska</td>
<td></td>
</tr>
<tr>
<td>CROWDSOURCING VIRTUAL LABORATORY ARCHITECTURE ON HYBRID CLOUD</td>
<td>2940</td>
</tr>
<tr>
<td>J.H. Sianipar, C. Willems, C. Meinel</td>
<td></td>
</tr>
<tr>
<td>EDUTAINMENT WITH A SMARTPHONE - A QUIZ APP IN THE CONTEXT OF GAMIFICATION</td>
<td>2950</td>
</tr>
<tr>
<td>A. Heinze, B. Kütters</td>
<td></td>
</tr>
<tr>
<td>THE RESULTS OF ANALYSIS OF DESIGN, STRUCTURING AND IMPLEMENTATION</td>
<td>2958</td>
</tr>
<tr>
<td>OF PHYSICS COURSE FOR TECHNICAL UNIVERSITY STUDENTS</td>
<td></td>
</tr>
<tr>
<td>E. Sklyarova, L. Semkina, A. Lider, T. Smekalina, V. Kudijarrov, E. Chudinova</td>
<td></td>
</tr>
<tr>
<td>USING CODE-SWITCHING AS A PEDAGOGICAL TOOL IN ENGLISH AS A FOREIGN</td>
<td>2964</td>
</tr>
<tr>
<td>LANGUAGE (EFL) CLASSROOMS</td>
<td></td>
</tr>
<tr>
<td>H. Mushqtaq, R. Rabbanì</td>
<td></td>
</tr>
<tr>
<td>TECHNOLOGICAL ADAPTABILITY IN EDUCATIONAL TECHNOLOGY: A CASE STUDY</td>
<td>2974</td>
</tr>
<tr>
<td>D.E. Vila-Rosado, M. Esponda-Argüero, R. Rojas, H. Díaz-Martín</td>
<td></td>
</tr>
<tr>
<td>PEER LEARNING ASSESSMENTS AND THE STUDENTS' PERCEPTIONS OF A DIGITAL ASSESSMENT</td>
<td>2983</td>
</tr>
<tr>
<td>T.M. Thorseth, M. Kahrs, K. Bjørklí</td>
<td></td>
</tr>
<tr>
<td>CHALLENGES IN DESIGN OF GAMES FOR MOBILE LEARNING</td>
<td>2989</td>
</tr>
<tr>
<td>S. Scepanovic, T. Vujić, P. Radunović, I. Antović, S. Vlajic</td>
<td></td>
</tr>
<tr>
<td>MAKING SPACE FOR PEDAGOGY AND TECHNOLOGY. EXPERIENCES WITH DESIGN, IMPLEMENTATION AND USE OF A LEARNING SPACE AT THE NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY</td>
<td>2999</td>
</tr>
<tr>
<td>R. Stockert, T. Talmo, K. Arnesen</td>
<td></td>
</tr>
<tr>
<td>EFFICIENT USE OF RFID BASED DOOR ACCESS SYSTEMS OPTIMIZED FOR SCHOOLS AND EDUCATIONAL BUILDINGS</td>
<td>3009</td>
</tr>
<tr>
<td>H. Woellik</td>
<td></td>
</tr>
<tr>
<td>INNOVATIVE EDUCATIONAL PROJECT OF RECEPTIONAL EXPERIENCE</td>
<td>3016</td>
</tr>
<tr>
<td>G. Capetillo, S. Flores, E. Torres, L. Tiburcio, R.E. Ochoa, C.L. Parra, F. Leyva, T. Mendez</td>
<td></td>
</tr>
<tr>
<td>TEACHING RESEARCH METHODOLOGIES</td>
<td>3019</td>
</tr>
<tr>
<td>M. Altimira, L. Prahl-Wittberg</td>
<td></td>
</tr>
<tr>
<td>UNDERSTANDING OF BASIC EDUCATIONAL VALUES AS THE BASIS OF EDUCATIONAL LEADERSHIP</td>
<td>3028</td>
</tr>
<tr>
<td>R. Dorczak</td>
<td></td>
</tr>
<tr>
<td>OPEN EDUCATION RESOURCES FOR LIFELONG LEARNING OF TEACHERS:</td>
<td>3033</td>
</tr>
<tr>
<td>LITHUANIAN CASE</td>
<td></td>
</tr>
<tr>
<td>V. Zuzevičiūte, L. Ružbyte, R. Adamoniene, A. Stepanovienë, B. Pranevičienë, R. Dobržinskiene</td>
<td></td>
</tr>
<tr>
<td>EFFECT OF THE USE OF TECHNOLOGY IN THE TEACHING-LEARNING PROCESS FOR PEOPLE WHO STUDY AND WORK</td>
<td>3044</td>
</tr>
<tr>
<td>R.A. Salas Ruéda, J.L. Lugo García</td>
<td></td>
</tr>
<tr>
<td>TELL ME A STORY: DEVELOPING A MOOC PEDAGOGY</td>
<td>3052</td>
</tr>
<tr>
<td>A. Johnston</td>
<td></td>
</tr>
<tr>
<td>REACHING LAST-MILE LEARNERS IN THE PHILIPPINES THROUGH THE SAMSUNG SMART CLASSROOM</td>
<td>3059</td>
</tr>
<tr>
<td>T. Tayko-Narag</td>
<td></td>
</tr>
<tr>
<td>BUREAUCRATIC OR SYSTEMS THINKING ORGANIZATIONAL PROFILE: PERCEPTIONS OF PRINCIPALS AND TEACHERS</td>
<td>3066</td>
</tr>
<tr>
<td>T. Chen-Levi</td>
<td></td>
</tr>
</tbody>
</table>
BEST PRACTICE OF UNIVERSITY-INDUSTRY COLLABORATION AND DEVELOPMENT OF SUCCESSFUL CERTIFICATION PROGRAMS IN THE DOMAIN OF ELECTRO-CAD APPLICATION BY USING EPLAN P8 AND E-LEARNING SYSTEMS
D. Lukac

MATHEMATICS IMPORTANCE IN OUR LIFE
J. Hodaňová, D. Nocar

E-WORKSHOP: ACADEMIC WRITING AND THE ACTIVE LEARNING SPACE CLASSROOM
B. Gatenby

GAMIFY AND FLIP YOUR LANGUAGES CLASSROOM AT LEAST 20% OF THE TIME: NEW APPROACHES IN LANGUAGES TEACHING
M.R. Domingues Ferreira da Cruz

USING SOFTWARE TESTING TO SELECT COMPUTER TOOLS WITH GREAT EDUCATIONAL POTENTIAL
C. García-Lozano, J. Las-Heras-Casas, J. Ferreiro-Cabello, E. Fraile-García

THE VOCABULARY ADVANTAGE: HOW YOUNG UNTRAINED NATIVE SPEAKERS CAN CONTRIBUTE TO ENGLISH LANGUAGE TEACHING
A. McNeill

NARRATIVE AND THE BRAIN: HUMAN COGNITION IN TEACHING FOREIGN LANGUAGE LITERATURE
R. Gabbard

LIFELONG LEARNING AS A WAY OF MATHEMATICS TEACHER ICT SKILLS DEVELOPMENT
M. Uhlířová, R. Dofková

PRINCIPLES AND PRACTICES IN USING BACKWARD DESIGN TO ENSURE UNDERGRADUATE STUDENT SUCCESS: A MULTIDISCIPLINARY APPROACH
S. Coen, B. Caldwell, J. Prince, R. Lucio, H. Atkins

WHY RESEARCH ON LEARNING IS CRUCIAL TO SUCCESSFUL ONLINE INSTRUCTION
A. Kelly

THE GEOMETRY THROUGH THE BODY: DOING, ACTING, THINKING
C. D’Anna, N. Palladino, N. Pastena

MANIPULATION OF OBJECTS AS INTEGRATION ACTIVITY
N. Pastena, N. Palladino, C. D’Anna

DEVELOPING CORE COMPETENCIES IN FIRST YEAR UNIVERSITY STUDENTS: AN INNOVATIVE EXPERIENCE IN THE DEGREE OF PRIMARY AND INFANT EDUCATION
M.B. Gómez Devís

ECONOMIC CRISIS IMPACT ON EDUCATION AND TEACHERS: CASE STUDY OF SOUTH WEST NIGERIA
G.O. Bamigboye, G. Adeyemi

NEXT GENERATION CLASSROOM AS AN INSTRUMENT FOR MOTIVATION IN MATHEMATICS
R. Dofková, M. Uhlířová

VIRTUAL COURSES: DIRECTION AND CHALLENGES
J.L. Sánchez Melgarejo

SUCCESS IN ONLINE LANGUAGE TEACHING
J.L. Sánchez Melgarejo

A TEACHING EXPERIENCE BEYOND MATHEMATICAL EQUATIONS: HOW TO CREATE A PHYSICAL SPREAD-SPECTRUM MULTIUSER TRANSMISSION ENVIRONMENT USING HARDWARE RESOURCES
F. Canadas-Quesada, P. Vera-Candeas, N. Ruiz-Reyes, F. Rodríguez-Serrano, D. Martínez-Muñoz, P. Cabanas-Molero, V.Montiel-Zafría

WHERE REALITY AND VIRTUAL REALITY COLLIDE: INVENTING THE FUTURE OF CONNECTED LEARNING
S. Aldridge

MEASURING SCHOOL READINESS IN CYPRUS
M. Christopoulou

THEORY OF LEARNING AND E-LEARNING
M. Klement, J. Dostál
LEARNING FOR THE NEW GENERATION OF DIGITAL NATIVES: ADVANTAGES OF MOBILE LEARNING AND CURRICULUM IMPLICATIONS
S. Hussin, A. Ghanad, D. DeWitt

RISING TO PROMINENCE AND EXCELLENCE: A CONCEPTUAL MODEL OF SCHOOL TRANSFORMATION
S. Hussin, Z. Waheed

THE USE OF SOCIAL MEDIA AS A TOOL FOR POSITIONING THE PERSONAL BRAND OF STUDENTS IN THE DEGREE OF INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING
C. García-García, J. Galán Serrano, R. Izquierdo Escrig

APPLICATION OF PROJECT BASED LEARNING AND GAMIFICATION METHODOLOGIES AS MOTIVATIONAL TOOLS FOR STUDENTS
C. García-García, J. Galán Serrano, R. Izquierdo Escrig

JOB SATISFACTION OF PRINCIPALS IN DHARIAH REGION IN THE SULTANATE OF OMAN
S. Alsheibani

ANALYSIS OF MUSICAL LEARNING EXPERIENCES THROUGH THE USE OF DIGITAL APPLICATIONS OF STUDENTS IN THE DEGREE IN EARLY CHILDHOOD EDUCATION
F. Gértrudix Barrio, B. Rivas Rebaque, M. Gértrudix Barrio

AVAILABILITY AND FEASIBILITY OF OER IN ADULT LEARNING IN THE EUROPEAN UNION
G. Pepler

TEACHING LABORATORY-BASED PHYSICS CLASSES
E. Mohottala

MANAGEMENT SUPPORT FOR SUCCESSFUL E-LEARNING IMPLEMENTATION
P.I. Santosa, W.S. Nugroho

SIMPLE SMARTPHONE BASED SPECTROSCOPIC SYSTEM FOR THE VISUALIZATION AND QUANTIFICATION OF LIGHT SOURCES SPECTRA
R. Espinosa-Gutierrez, J. Moreno, P. García-Martínez, J. Guisasola, J. Carnicer

ADAPTIVE LEARNING ENVIRONMENT: A TECHNOLOGICAL RESOURCE TO SUPPORT THE UNDERSTANDING OF CALCULUS TOPICS
E. Ruiz, R. Palma, J. Hernández

PRACTICE SUPPLY CHAIN MANAGEMENT IN LOCAL SMALL AND MEDIUM Sized ENTERPRISES
O. Kherbach, M. Mocan, C. Dumitrache, A. Ghoumrassi

TROUBLING NETWORKS IN THE FIELD: INTRODUCING A BOURDIEU-INFORMED DISCOURSE ANALYSIS (BIDA) FOR EDUCATIONAL RESEARCH
K. Nolan

THE USE OF ENGLISH AMONG UNIVERSITY TECHNICAL LECTURERS
M.K. Puteri Zarina

SUPPORTING EDUCATION AND TRAINING IN ORGANIZATIONS THROUGH MOBILE MICRO LEARNING
J. Decker, B. Schulte, M. Schumann

MAINTAINING RELEVANCE IN EDUCATION THROUGH PRECISE ASSESSMENT
K. Smith

STRATEGIC PLANNING FOLLOW UP AND IMPACT ON INSTITUTIONAL EFFECTIVENESS
F. Chaatit

TEACHER TRAINING IN HIGHER EDUCATION AS A KEY TO THE SUCCESS IN E-LEARNING EDUCATION. THE EXPERIENCE OF THE MADRID OPEN UNIVERSITY (UDIMA)
M.R. García Revilla, R. Mababu Mukiur

DEVELOPING EGOLESS PROGRAMMING CULTURE: MAKING LEARNING ASSEMBLY LANGUAGE PROGRAMMING FUN
F. Oladipo, S. Anigbogu

ACTIVATION METHODS IN ARCHITECTURAL EDUCATION IN THE SCOPE OF LAW
J. Pallado

SOCALLY JUST PRACTICE IN THE USE OF LEARNING TECHNOLOGIES IN LANGUAGE LEARNING AND TEACHER EDUCATION
G. Motteram
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>L. Bollini</td>
<td></td>
</tr>
<tr>
<td>Teaching Strategies for Enhancing Creative Thinking in Virtual Learning Environments: Guidelines from a Survey Results</td>
<td>3365</td>
</tr>
<tr>
<td>P. Suwannatthachote, E. Bangthamai, N. Ruangrit</td>
<td></td>
</tr>
<tr>
<td>Students’ Perceptions of Personal Information Spaces</td>
<td>3371</td>
</tr>
<tr>
<td>S. Hardof-Jaffe</td>
<td></td>
</tr>
<tr>
<td>Investigating Innovative Ways in Dealing with Skill Gaps in Saudi Arabian Industries</td>
<td>3380</td>
</tr>
<tr>
<td>M. Hasanein, J. Ababtain, M. Ferrer</td>
<td></td>
</tr>
<tr>
<td>Are Local Teachers Required Within MOOCs Sessions?</td>
<td>3387</td>
</tr>
<tr>
<td>J.C. Canonne, J.P. Bécar, A. Fratu, M. Fratu</td>
<td></td>
</tr>
<tr>
<td>PISA: How is the Performance of Albanian Students Compared to Serbian Students?</td>
<td>3395</td>
</tr>
<tr>
<td>B. Mema</td>
<td></td>
</tr>
<tr>
<td>A Module for Sentiment Analysis in Moodle</td>
<td>3404</td>
</tr>
<tr>
<td>Analysis of Theoretical Foundations for Applications of Creative Means in Special Education on the Basis of Interdisciplinary Experiences</td>
<td>3412</td>
</tr>
<tr>
<td>J. Kantor, J. Koucun</td>
<td></td>
</tr>
<tr>
<td>Modifications of Cybernetic Musical Instrument Cymis for Creative Rehabilitation and Music Education of Persons with Disabilities</td>
<td>3417</td>
</tr>
<tr>
<td>J. Kantor, J. Koucun</td>
<td></td>
</tr>
<tr>
<td>The Use of Numerical Models for Understanding Acoustic Phenomena</td>
<td>3422</td>
</tr>
<tr>
<td>S. Castiñeira Ibañez, D. Tarrazó Serrano, J.V. Sánchez Pérez, C. Rubio Michavila</td>
<td></td>
</tr>
<tr>
<td>Using the Harmonic Spectrum to Assess the Timbre Quality of an Instrument</td>
<td>3429</td>
</tr>
<tr>
<td>D. Tarrazó Serrano, S. Castiñeira Ibañez, A. Ulris Martínez, C. Rubio Michavila</td>
<td></td>
</tr>
<tr>
<td>Competence Achievement Through End-Of-Degree Projects: An Analysis By Degree</td>
<td>3434</td>
</tr>
<tr>
<td>M.H. Vila, C. Ayán, J.M. Cancela</td>
<td></td>
</tr>
<tr>
<td>Extending the Unified Theory of Acceptance and Use of Technology (UTAUT) Model: The Role of Technology Culturation</td>
<td>3437</td>
</tr>
<tr>
<td>S. Nicholas Omoregbe, I. Chizor, A. Azeta, T. George</td>
<td></td>
</tr>
<tr>
<td>Translation and Digitalisation of Manual Dexterity Subtests and Balance Sub-Items of the Bruininks-Oseretsky Battery: A Study of Their Applicability</td>
<td>3442</td>
</tr>
<tr>
<td>L. Martínez, J.M. Cancela, M.H. Vila, C. Ayán</td>
<td></td>
</tr>
<tr>
<td>The Power of Feedback</td>
<td>3446</td>
</tr>
<tr>
<td>C. Henstra, S. Faeh, G. Borrek</td>
<td></td>
</tr>
<tr>
<td>The Key to Maintaining Academic Reputation</td>
<td>3447</td>
</tr>
<tr>
<td>C. Henstra, S. Faeh, G. Borrek</td>
<td></td>
</tr>
<tr>
<td>Anywhere, Everywhere, Timeless E-Tutor</td>
<td>3448</td>
</tr>
<tr>
<td>Lifelong Learning in Architecture and Urban Design: New Approaches and Methods</td>
<td>3456</td>
</tr>
<tr>
<td>A. Jutraz</td>
<td></td>
</tr>
<tr>
<td>The Role of Sketching in Engineering Design and Its Presence on Engineering Education</td>
<td>3465</td>
</tr>
<tr>
<td>A. Martín-Errro, M. Domínguez Somonte, M.M. Espinosa Escudero</td>
<td></td>
</tr>
<tr>
<td>Crossover Study between Education and Technology; When Research in Education and Educational Research Experiences Deal with Educational Software and Serious Games</td>
<td>3472</td>
</tr>
<tr>
<td>C. Tranchant, L. Joselin, C. Moreau</td>
<td></td>
</tr>
<tr>
<td>Audience Response Systems as an Instrument of Quality Assurance in Academic Teaching</td>
<td>3473</td>
</tr>
<tr>
<td>O. Gröblinger, M. Kopp, B. Hoffmann</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Authors</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>CURRENT STRATEGIES FOR STUDENT RECRUITMENT AND RETENTION IN FOREST</td>
<td>C. Calderón-Guerrero, M.P. Arraiza, J.V. López Álvarez, F. Ioras</td>
</tr>
<tr>
<td>ENGINEERING AND ENVIRONMENTAL-RELATED DEGREES IN MADRID (SPAIN)</td>
<td></td>
</tr>
<tr>
<td>SPIRIT AND MEANING OF SPACE IN BENIN DOMESTIC ARCHITECTURE NIGERIA</td>
<td>E. Ekhaese, I.K. Evbuoma, A.B. Adeboye, G.A. Adejuwon</td>
</tr>
<tr>
<td>THE UNIVERSITY AND THE SOCIAL ENTREPRENEURSHIP</td>
<td>A.X. Oña Serrano, O. Pantoja Díaz</td>
</tr>
<tr>
<td>SCIENTIFIC MANUSCRIPTS WRITTEN BY TALENTED BIOCHEMISTRY STUDENTS</td>
<td>J.M. Fernández Novell, C. Zaragoza Domenech</td>
</tr>
<tr>
<td>INTRODUCTION TO CHEMISTRY THROUGH THE HISTORY OF CHEMISTRY</td>
<td>J.M. Fernández Novell, C. Zaragoza Domenech</td>
</tr>
<tr>
<td>ADAPTATION OF CENTERS FOR ADULT EDUCATION TO THE NEW CHALLENGES</td>
<td>J.T. Pastor Pérez, T.J. Caño Altés</td>
</tr>
<tr>
<td>OF THE KNOWLEDGE SOCIETY</td>
<td></td>
</tr>
<tr>
<td>DEVELOPING AN ETHICAL FRAMEWORK FOR GRADUATES VIA THE OATH PROJECT</td>
<td>R. Smith, R. Welion</td>
</tr>
<tr>
<td>THE PROBLEMS OF THE EXAM FOR FOREIGN CITIZENS WHEN THEY RECEIVE A</td>
<td>L. Bukalerova, A. Dolzhikova</td>
</tr>
<tr>
<td>TEMPORARY RESIDENCE PERMIT, RESIDENCE PERMIT, WORK PERMITS OR PATENTS</td>
<td></td>
</tr>
<tr>
<td>IN RUSSIA</td>
<td></td>
</tr>
<tr>
<td>TEACHER PERCEPTION OF BARRIERS AND BENEFITS IN K-12 TECHNOLOGY USAGE</td>
<td>L. Carver, C. Todd</td>
</tr>
<tr>
<td>LEARNING PROJECT FOR TEACHING CHEMISTRY: PERIODIC TABLE</td>
<td>A. Grunewald Nichele, L. Zielinski do Canto</td>
</tr>
<tr>
<td>CLASSICAL LITERATURE FOR ADVANCED LEARNING OF ENGLISH: READING</td>
<td>N. Shamsutdinova</td>
</tr>
<tr>
<td>AGATHA CHRISTIE’S NOVELS FOR VOCABULARY ENRICHMENT</td>
<td></td>
</tr>
<tr>
<td>IMPLEMENTING C-SKILLS IN THE CURRICULUM OF THE FUTURE</td>
<td>N. Daneikina, Y. Daneykin</td>
</tr>
<tr>
<td>E-LEARNING AND ITS ECONOMIC EFFICIENCY AT AKAKI TSERETELI STATE</td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY</td>
<td></td>
</tr>
<tr>
<td>GUIDELINES FOR TEACHING PHRASEOLOGICAL UNITS AT THE ENGLISH LESSONS</td>
<td>L. Sakaeva, D. Khakimzyanova, E. Shamsutdinova</td>
</tr>
<tr>
<td>EVALUATION OF INTERDISCIPLINARY PROJECTS IN PRE-PRIMARY EDUCATION</td>
<td>O. de la Cruz Vicente, M.D. López Carrillo, A. Calonge García</td>
</tr>
<tr>
<td>DEGREE</td>
<td></td>
</tr>
<tr>
<td>STATUS OF WHATSAPP APPLICATIONS USAGE BY THE INFORMATION TECHNOLOGY</td>
<td>Y. Eyadat</td>
</tr>
<tr>
<td>AND COMPUTER SCIENCE STUDENTS AT YARMOUK UNIVERSITY IN JORDAN</td>
<td></td>
</tr>
<tr>
<td>IMPACT OF DIFFERENT ACTIVE METHODOLOGIES ON THE LEARNING OF</td>
<td></td>
</tr>
<tr>
<td>STUDENTS IN ENGINEERING</td>
<td></td>
</tr>
<tr>
<td>SIMULATION-BASED LEARNING: AN INTERACTIVE TOOL TO INCREASE THE STUDENT</td>
<td>J.S. Artal Sevil, J.M. Artacho Terrer, E. Romero Pascual</td>
</tr>
<tr>
<td>MOTIVATION IN HIGHER EDUCATION</td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY AND INTEGRITY: AN ISLAMIC MODEL</td>
<td>A. Fahm, K. Bakare, A. Bey Zeekkoub, Y.A. Tarshany, O. Musleh, E.M. Salem</td>
</tr>
<tr>
<td>IOT-BASED ENHANCEMENT OF EDUCATIONAL SERVICES AND RESOURCES</td>
<td>D. Riaño Riaño, J. de Almeida Amazonas</td>
</tr>
<tr>
<td>ADVANCES IN THE INTERNATIONALIZATION OF EDUCATION IN THE AMERICAS</td>
<td>A. Rodríguez, P. Trigo</td>
</tr>
</tbody>
</table>

xxxii
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPERIENCING ITQANE: PRE-SERVICE AND IN-SERVICE DISTANCE TEACHER</td>
<td>3654</td>
</tr>
<tr>
<td>TRAINING PROGRAM IN MOROCCO</td>
<td></td>
</tr>
<tr>
<td>S. Lahmine, H. Darhmaoui, F. Kaddari, A. Elachqar, I. Ouahbi</td>
<td></td>
</tr>
<tr>
<td>EDUCATION AND NIGERIA’S NATIONAL SECURITY</td>
<td>3660</td>
</tr>
<tr>
<td>S. Joshua, J. Ibietan, D. Azuh</td>
<td></td>
</tr>
<tr>
<td>CO-CREATION AT HIGHER EDUCATION INSTITUTIONS</td>
<td>3666</td>
</tr>
<tr>
<td>O. Pantoja Daz, G. Ribes-Giner, M.R. Perello Marín</td>
<td></td>
</tr>
<tr>
<td>ACADEMIC QUALITY AND STUDENTS PERFORMANCE IN THE NIGERIAN TERTIARY</td>
<td>3671</td>
</tr>
<tr>
<td>EDUCATION: LESSONS FROM A PRIVATE FAITH-BASED UNIVERSITY IN SOUTH-</td>
<td></td>
</tr>
<tr>
<td>WEST, NIGERIA (2010-2015)</td>
<td></td>
</tr>
<tr>
<td>J. Ibietan, S. Joshua, D. Azuh</td>
<td></td>
</tr>
<tr>
<td>THE USE OF DATA IN POLICY-MAKING IN NIGERIA’S EDUCATIONAL SECTOR:</td>
<td>3681</td>
</tr>
<tr>
<td>IMPLICATIONS FOR NATIONAL DEVELOPMENT</td>
<td></td>
</tr>
<tr>
<td>D. Azuh, S. Joshua, J. Ibietan</td>
<td></td>
</tr>
<tr>
<td>THE TEACHING-LEARNING METHODOLOGY, IMPORTANT FACTOR OF UNIVERSITY</td>
<td>3690</td>
</tr>
<tr>
<td>SCHOOL CLIMATE</td>
<td></td>
</tr>
<tr>
<td>M.C. Sandoval Caraveo, S.G. Gómez Jiménez, I.Y. Pérez Olán</td>
<td></td>
</tr>
<tr>
<td>KNOWLEDGE OF AND ATTITUDES TOWARDS EVIDENCE-BASED PRACTICE</td>
<td>3698</td>
</tr>
<tr>
<td>AMONG MIDWIVES TAKING A SPECIALTY EXAMINATION ORGANIZED BY CENTER OF</td>
<td></td>
</tr>
<tr>
<td>POSTGRADUATE EDUCATION FOR NURSES AND MIDWIVES</td>
<td></td>
</tr>
<tr>
<td>J. Belowska, M. Panczyk, A. Zarzeka, L. Samolinski, H. Zmuda-Trzebiatoweska, B. Kot-Doniiec, J. Gotlib</td>
<td></td>
</tr>
<tr>
<td>ICT AS A TOOL TO OPTIMIZE AND INNOVATE THE ACADEMIC TUTORING IN</td>
<td>3705</td>
</tr>
<tr>
<td>UPPER MIDDLE EDUCATION</td>
<td></td>
</tr>
<tr>
<td>I.Y. Pérez Olán, M.C. Sandoval Caraveo, S.G. Gómez Jiménez</td>
<td></td>
</tr>
<tr>
<td>DEVCCLASS: AN APP TO IMPROVE PROGRAMMING TEACHING</td>
<td>3712</td>
</tr>
<tr>
<td>R. Noris, J. Zaragoza, R. Estrada, M. Tostado, R. Mendoza</td>
<td></td>
</tr>
<tr>
<td>AVOIDANCE IN VIRTUAL LEARNING ENVIRONMENTS: IMPACT OF INFORMATION</td>
<td>3717</td>
</tr>
<tr>
<td>MEDIATION</td>
<td></td>
</tr>
<tr>
<td>A. Irineu De Souza Filho, S. Luiz de Paula, S. Valença Brandão</td>
<td></td>
</tr>
<tr>
<td>LINK BETWEEN AGGRESSION AND COPING STRATEGIES IN UNIVERSITY STUDENTS</td>
<td>3727</td>
</tr>
<tr>
<td>G.S. Kozhukhar, A. K. Belousovova</td>
<td></td>
</tr>
<tr>
<td>TRAINING IN INNOVATION THROUGH THE QUALITY SYSTEM IN FOOD MICROBIOLOGICAL LABORATORIES</td>
<td>3735</td>
</tr>
<tr>
<td>A. de Benito, C. Albanello, D. Kregel, R. Almeida, C.T. Serrano</td>
<td></td>
</tr>
<tr>
<td>INNOVATION IN MATHEMATICS CLASSROOMS: NOT ONLY CONTENTS, NOT ONLY</td>
<td>3736</td>
</tr>
<tr>
<td>RESULTS. A FORETHOUGHT/REFLECTION ON THE TRAINING OF FUTURE TEACHERS</td>
<td></td>
</tr>
<tr>
<td>L. Delgado</td>
<td></td>
</tr>
<tr>
<td>SUPPORTING STUDENTS’ CRITICAL THINKING WITH A MOBILE LEARNING</td>
<td>3746</td>
</tr>
<tr>
<td>ENVIRONMENT: A META-ANALYSIS</td>
<td></td>
</tr>
<tr>
<td>N.S. Ismail, J. Harun, S. Md Salleh, M.A.Z. Megat Zakaria</td>
<td></td>
</tr>
<tr>
<td>INTERVENING IN INTERVENTION: A LIBRARIAN’S ROLE IN RESPONSE-TO-</td>
<td>3756</td>
</tr>
<tr>
<td>INTERVENTION</td>
<td></td>
</tr>
<tr>
<td>D. Parrott</td>
<td></td>
</tr>
<tr>
<td>THE HARMONIZATION AND MODERNIZATION OF THE CURRICULUM FOR TEACHER</td>
<td>3760</td>
</tr>
<tr>
<td>TRAINING IN SERBIA THROUGH TEMPOS TEACH PROJECT</td>
<td></td>
</tr>
<tr>
<td>S. Milenkovic, G. Mijailovic, M. Nikolic</td>
<td></td>
</tr>
<tr>
<td>PRESCHOOL TEACHERS’ EDUCATION IN THE FIELD OF EARLY INCLUSION –</td>
<td>3768</td>
</tr>
<tr>
<td>EVALUATION OF SPECIALIST STUDIES</td>
<td></td>
</tr>
<tr>
<td>S. Milenkovic, M. Nikolic, G. Mijailovic</td>
<td></td>
</tr>
<tr>
<td>SENSORY INTEGRATION METHOD IN PRE-SCHOOL</td>
<td>3777</td>
</tr>
<tr>
<td>A. Klim-Klimaszewska</td>
<td></td>
</tr>
<tr>
<td>METACOGNITIVE PERSPECTIVE ON MIGRANT STUDENTS’ EXPERIENCES WITH</td>
<td>3785</td>
</tr>
<tr>
<td>NORWEGIAN EDUCATION</td>
<td></td>
</tr>
<tr>
<td>R. Arntzen, O. Eriksen</td>
<td></td>
</tr>
<tr>
<td>TEACHING STRUCTURED SPREADSHEETS MODELLING AND IMPLEMENTATION</td>
<td>3786</td>
</tr>
<tr>
<td>P. Mitreault</td>
<td></td>
</tr>
<tr>
<td>NATURAL LANGUAGE TEACHING METHOD IN PRE-SCHOOL EDUCATION</td>
<td>3797</td>
</tr>
<tr>
<td>A. Klim-Klimaszewska</td>
<td></td>
</tr>
</tbody>
</table>
SUPPORTING TECHNOLOGY USE WHILE MITIGATING ETHICAL RISK IN INTERNATIONAL NURSING PRACTICUMS
M. Taylor

SUPPORTING STUDENTS WITH DISABILITIES FROM PRE-ENTRY TO GRADUATION IN HIGHER EDUCATION. A SCOTTISH PERSPECTIVE
A. Shapiro, M. McShane, J. Marshall Bhullar, R. Dunbar

LIMITATIONS OF BUSINESS STRATEGIES AND MANAGEMENT SYSTEMS WITHIN AUTOMOTIVE INDUSTRY
A. Kompalla, J. Kopia, G. Tigu

GENETIC ALGORITHMS TO INCREASE QUALITY IN HIGHER EDUCATION BY IMPROVING ADMINISTRATIVE PROCESSES

ART FOR THE KNOWLEDGE SAKE: WORKS OF PAINTING, SCULPTURE AND PHOTOGRAPHY AS TOOLS FOR LANGUAGE LEARNING
N. Shamsutdinova

THE PERSPECTIVES OF MEMBERS OF EDUCATION NGOS REGARDING SCHOOL IMPROVEMENT AREAS IN MALAYSIAN CONTEXT
N. Mohd Nor, A.Z. Abdul Razak, M.N. Abdul Rahman

REALISATION OF UNIVERSITY-INDUSTRY COLLABORATION THROUGH INDUSTRY-BASED LEARNING AT INDONESIAN HIGHER EDUCATION
R. Rajibussalim, T. Sahama, H. Pillay

COLLABORATIVE LEARNING THROUGH 2015 PARTNERS FOR THE ADVANCEMENT OF COLLABORATIVE ENGINEERING EDUCATION GLOBAL PROJECT COMPETITION
J. Sandoval, A. Tame, A. Sandoval

DEVELOPING PROFESSIONAL KNOWHOW OF LECTURERS ACTING AS MASTER’S THESIS SUPERVISORS IN HIGHER EDUCATION
L. Alakoski, S. Luojus

NATIONAL POLICIES AND STRATEGIES CONCERNING THE ENTERING ON THE LABOR MARKET OF THE GRADUATES OF THE ENGINEERING SPECIALTIES FROM THE PUBLIC HIGHER EDUCATION
A. Pintilie, M.R. Cotrumbă, E.R. Avram, G. Raftu

DESIGNING A ‘WONDERFUL’ VIRTUAL WORLD IN SECOND LIFE FOR ENHANCING CREATIVE PROBLEM SOLVING SKILLS
D. Sideris, F. Paraskeva, A. Alexiou, A. Chatziiliou

USE OF BACKWARD DESIGN METHODOLOGY TO CREATE A NEW STEM CURRICULUM: ST PETER’S SCHOOL CASE STUDY
T. Ferrer Mico, L. Barceló-Mestre

MOVING E-LEARNING BACK TO CLASS – SUBJECTIVE EXPERIENCES AND LEARNING OUTCOMES OF A UNIVERSITY COURSE IN STATISTICS WITH E-LEARNING IN CLASS
R. Stock, A. Hentsch

ENTREPRENEURSHIP EDUCATION AND INNOVATIVE DEVELOPMENT OF LEARNING ENVIRONMENTS AT HELSINKI BUSINESS COLLEGE
P. Hyytiäinen

DESIGN AND 3D PRINTING OF CUSTOM-FIT PRODUCTS WITH FREE ONLINE SOFTWARE AND LOW COST TECHNOLOGIES. A STUDY OF VIABILITY FOR PRODUCT DESIGN STUDENT PROJECTS
C. Rodrigo Corbatón, M. Fernández-Vicente, A. Conejero

DEVELOPING PROFESSIONAL COMMUNICATIVE COMPETENCE THROUGH THE MEDIUM OF THE ENGLISH LANGUAGE
I. Slesarenko, M. Abdrashtitova, D. Mymrina, M. Dorokhova, I. Astafieva

PROFESSIONAL DIMENSION OF EFL MOTIVES AMONG UNDERGRADUATES MAJORING IN PHYSICAL SCIENCES
A. Makhmutova, A. Zinmatullina

THE POTENTIAL OF WEB DOCUMENTARY FOR EDUCATION
N. Dvorko

AN APPRAISAL OF TECHNOLOGY IN ART AND DESIGN CLASSROOM
J.A. Alemaka, J.B. Adeniji

BLENDED LEARNING IN TRAINING COURSES FOR UNIVERSITY CONTENT TEACHERS
I. Slesarenko, I. Zabrodina, M. Netesova, T. Dinh Tan Xu, M. Page
PROMOTING RESPONSIBLE RESEARCH THROUGH SCIENCE EDUCATION. DESIGN AND EVALUATION OF A TEACHER TRAINING PROGRAM  
M.R. Ariza, A. Quesada, A.M. Abril, F.J. García  
3941

TOWARDS THE CHALLENGE OF COINCIDENCE BETWEEN THE REQUIRED SKILLS AND THE SKILLS ACQUIRED BY THE STUDENTS. OUR EXPERIENCE EXAMPLE: BALSA WOOD GRIDS DESIGN COMPETITIONS EVOLUTION  
M.C. Perez Gutierrez, M. Molina Iniesta, F. Prieto Muñoz, M.I. Castilla Heredia, F. Hernando Mansilla, F. Isidro Gordejuela  
3951

CHARMS FOR E-LEARNING: A CASE STUDY  
F. Tommasi, C. Melle, A. De Donno, I. Taurino  
3960

STABILITY OF LOGICAL THINKING AMONG PUPILS AT ELEMENTARY SCHOOLS  
V. Chytrý, R. Kroufek, J. Janovec, L. Zilcher  
3968

ELT METHODOLOGIES FOR STUDENTS WITH MILD INTELLECTUAL DISABILITIES: STATE OF THE MATTER  
L. Medina Sánchez, C. Pérez Valverde  
3976

COMPARATIVE STUDY ON UNIVERSITY STUDENTS’ EXPERIENCE AND OPINIONS ON USING IPADS  
T. Alasalmi, K. Korkealehto, T. Salo, R. Fischer-Mourra, S. Shahin  
3983

UNDERSTANDING THE LIFE CYCLES OF ANIMALS: A PEDAGOGIC PROPOSAL FOR BIOLOGY STUDENTS  
F.J. Aznar, A. Raduán, M. Fernández  
3993

LEARNING ANALYTICS VIEW TO STUDENTS’ HOMEWORK ACTIVITY IN ENGINEERING PHYSICS  
S. Suhonen  
3998

FUNDAMENTAL DIFFERENCES IN REASONING AMONG STUDENTS OF LOWER AND HIGHER SECONDARY SCHOOLS  
V. Chytrý, R. Kroufek, J. Janovec, J. Říčan  
4006

TEACHING ENVIRONMENTAL PROBLEMS. ARE STUDENTS AWARE OF THE GLOBALIZATION OF COASTAL CONSERVATION PROBLEMS?  
O. Mayoral, M. Talavera, M.P. Donat-Torres  
4014

EXPERIENCES WITH INVERSION IN THE TEACHER/STUDENT ROLES IN “ECOLOGY” CLASSES  
M.P. Donat-Torres, O. Mayoral  
4020

ENHANCING CAPACITIES IN IMPLEMENTATION OF INSTITUTIONAL QUALITY ASSURANCE SYSTEMS AND TYPOLOGY USING BOLOGNA PROCESS PRINCIPLES (IQAT)  
J. Hejkrlik, H. Sebko, V. Mazancova, V. Gargulakova, V. Roskovec, M. Smidova, M. Beseda  
4026

INTERNATIONAL COLLABORATIVE VIRTUAL ENVIRONMENT IN HIGHER EDUCATION  
M.D. Díaz Noguera  
4034

FLIPPING A COLLEGE WRITING COURSE: A CASE STUDY  
F. Murdaah  
4043

DELPHI STUDY ON TECHNOLOGIES IMPACTING FUTURE EDUCATION  
N. Saxena, Y.D. Panwar  
4049

USING SCRATCH SOFTWARE WITH STUDENTS WITH SPECIAL EDUCATIONAL NEEDS IN TEACHING NATURAL SCIENCES AND MATHEMATICS  
F. Pinto, C. Elias, A. Barbot, A. Pinto, D. Mascarenhas, M. Santos  
4058

DESIGN RESEARCH ON GAMIFICATION ELEMENTS ON A PILOT ENGLISH COURSE TO TRIGGER STUDENT ENGAGEMENT  
K. Korkealehto, T. Salo  
4066

PERFORMING FOREIGN LANGUAGE SKILLS BY APPLYING DIGITAL CREATIVITY  
S. García-Sánchez  
4076

EFFICIENCY OF LEGAL COMPETENCE TRAINING FOR SECONDARY SCHOOL PUPILS  
R. Muslumov, E. Purgina, I. Polyakova, A. Menshikov  
4089

CONTEXT-AWARE COMMUNICATION CHANNELS IN E-LEARNING  
I. Wölflmann, D. Tavangarian, P. Forbrig  
4099

THE CLASSIFICATION OF AUGMENTED REALITY BOOKS: A LITERATURE REVIEW  
H. Altipinulluk, M. Kesim  
4110

LEARNING COMMUNITIES IN TEACHER EDUCATION: EXPLORING INTERSECTIONS OF REAL, VIRTUAL AND “BEST PRACTICES” IN FIELD EXPERIENCE SUPERVISION  
K. Nolan  
4119
CHALLENGES IN TEACHING PROGRAMMING AND ALGORITHMS  
A. Runceanu, M.A. Runceanu  

A COLLABORATIVE APPROACH FOR BUILDING SAUDI WOMEN CAPABILITIES IN STEM R&D: THE KING ABDULAZIZ CITY FOR SCIENCE AND TECHNOLOGY EXPERIENCE  
A. Alshawi, A. Alabdulkarim, S. Alsoghyer, S. Almishari  

ESOP: THE USE OF NOUNS IN SCIENTIFIC ARTICLE INTRODUCTIONS IN PHYSICS  
A. Makhmutova  

THE LOW LEVEL OF PERSONAL CHANGE-READINESS AS PSYCHOLOGICAL OBSTACLE FOR EFFECTIVE MIGRANTS’ LIFE-LONG LEARNING  
F. Ismagilova, E. Symanjuk, A. Stepanova, E. Zeer  

SOCIAL MEDIA AS A TOOL FOR TEACHING WRITING  
M.D. Jiménez-López, M.J. Rodríguez-Campillo  

A DEVELOPMENT OF GAME AND SIMULATION ENHANCING CHINESE COMMUNICATION SKILL ON SMART PHONE FOR THE STUDENTS OF HIGH SCHOOL EDUCATION  
S. Boonlue, P. Khunjaturat  

ON STUDENT CONCERNS ABOUT THE FINAL JURY OF ARCHITECTURAL DESIGN STUDIOS  
W. Salem  

THE IMPLEMENTATION OF QIT MODEL FOR COMMUNITY SERVICES  
S. Uamcharoen, C. Homat, T. Ultranadhi  

LEARNING IS IN THE EMOTIONS OF THE BEHOLDER - FEATURES OF THE IDEAL PROFESSOR  
C. Strungaru, F. Oprina, L. Petrescu, S. Avram, D. F. Mihăilescu  

SCHOOL IN CONFLICT SETTINGS: DAMAGES AND CHALLENGES  
J.J. Osorio-Gonzalez, E. Oviedo-Gonzalez  

TECHNOLOGY EDUCATION STUDENTS IN THE UNITED STATES AND SOUTH AFRICA: PROGRAM PERCEPTION AND CAREER PREPARATION  
J. Murphy, B. Alant, J. Keys  

CHALLENGES AND OPPORTUNITIES FOR SCIENCE EDUCATION USING SMARTPHONES  
A. Quesada, M.R. Ariza  

HOW IS IT SUSTAINABLE? IDENTIFYING KEY INDICATORS FOR SUSTAINABLE EDUCATIONAL DESIGN  
N. Sandström, V. Hytti, S. Nenonen, K. Lonka  

RESULTS OF SCIENTIFIC STUDIES PERFORMED BY STUDENTS IN THE COMPUTER LABORATORY OF MANAGERIAL ACCOUNTING AND CONTROLLING SYSTEMS  
A. Januszewska  

THE REINSTATEMENT OF BORDER STUDENTS IN PUBLIC EDUCATION INSTITUTIONS THE LEVEL OF SECONDARY LEVEL EDUCATION IN THE CITY OF MEXICALI, MEXICO  
F.J. Arriaga-Reynaga, E. Oviedo-Gonzalez, J. López-Zamora  

INVESTIGATION INTO THE CHALLENGES FOR QUALITY ASSURANCE PRACTICES IN TVET COLLEGES: LIMPOPO PROVINCE, SOUTH AFRICA  
D. Thobejane, K. Singh  

TEACHING ANATOMY AND PHYSIOLOGY: THE MEETING AS AN INSTRUCTIONAL STRATEGY  

REVISITING THE ‘MEDIA GENERATION’: YOUTH MEDIA USE AND COMPUTATIONAL LITERACY INSTRUCTION  
J. Jenson, M. Droumeva  

GENERATION 1.5 LINGUISTIC MINORITY STUDENTS: A 'BETWEEN' POPULATION OF 21ST CENTURY LEARNERS  
S. Schacter  

WHAT STORY? EXPLORING NARRATIVE THROUGH DIGITAL GAMES  
K. Bergstrom  

LOOKING TO THE FUTURE - ADAPT2JOBS PROJECT IS JUST THE BEGINNING  
M. Epure
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON THE EDGES: MARGINALIZED YOUTH &amp; ‘NEW’ 21ST CENTURY LEARNING</td>
<td>4263</td>
</tr>
<tr>
<td>D. Khayatt</td>
<td></td>
</tr>
<tr>
<td>ADDRESSING COMMUNITIES: RESEARCH PARTNERSHIPS AS A MEANS TO ADDRESS 'AT RISK' POPULATIONS</td>
<td>4264</td>
</tr>
<tr>
<td>S. de Castell</td>
<td></td>
</tr>
<tr>
<td>EXTREMISM PREVENTION AT ENGLISH CLASSES WITH STUDENTS</td>
<td>4275</td>
</tr>
<tr>
<td>O. Babenko, O. Kuzmina, L. Yusupova</td>
<td></td>
</tr>
<tr>
<td>COMBINING DEMANDING READING WITH EMERGING WRITING SKILLS: A RECIPE FOR SUCCESS</td>
<td>4280</td>
</tr>
<tr>
<td>K. Sanabria</td>
<td></td>
</tr>
<tr>
<td>ANALYSIS OF LEARNING BARRIERS USING THE NEW INSTITUTIONAL ECONOMICS APPROACH</td>
<td>4287</td>
</tr>
<tr>
<td>R. Fernández-González, M.A. Álvarez Feijoo, E. Arce Fariña, A. Suárez-García</td>
<td></td>
</tr>
<tr>
<td>THE EFFECTS OF EDUCATION QUALITY ON ECONOMIC GROWTH: THE PISA ASSESSMENTS APPROACH</td>
<td>4292</td>
</tr>
<tr>
<td>R. Fernández-González, M.A. Álvarez Feijoo, E. Arce Fariña, A. Suárez-García</td>
<td></td>
</tr>
<tr>
<td>MAKING TEENAGER BOYS’ READING SUCCESSFUL</td>
<td>4296</td>
</tr>
<tr>
<td>G. Chirlesan</td>
<td></td>
</tr>
<tr>
<td>VIRTUALIZATION AND CLOUD SERVICES IN LEARNING ENVIRONMENT</td>
<td>4306</td>
</tr>
<tr>
<td>G. Carutasu, N.L. Carutasu</td>
<td></td>
</tr>
<tr>
<td>AMERICAN AND EUROPEAN EDUCATIONAL SYSTEMS</td>
<td>4311</td>
</tr>
<tr>
<td>E. Torres-Jimenez, R. Dorado-Vicente, M. Alonso Dos-Santos, A.J. Gonzalez</td>
<td></td>
</tr>
<tr>
<td>VIRTUAL LABS IN NUMERICAL ANALYSIS</td>
<td>4320</td>
</tr>
<tr>
<td>M. Caligaris, G. Rodríguez, L. Laugero</td>
<td></td>
</tr>
<tr>
<td>OPEN ACCESS ADVOCACY @ CAL STATE LA</td>
<td>4327</td>
</tr>
<tr>
<td>J. Chauadhuri, S. Baker</td>
<td></td>
</tr>
<tr>
<td>ETHICS IN THE DEGREE OF SOCIAL EDUCATION, AN INNOVATIVE TEACHING PERSPECTIVE: SOCIAL EDUCATION, PROFESSIONAL ETHICS AND TRAINING</td>
<td>4328</td>
</tr>
<tr>
<td>B. Pascual, M. Vives, J. Amer, R. Pozo, M.A. Gomila</td>
<td></td>
</tr>
<tr>
<td>THE ROLE OF AUDIOVISUAL LANGUAGE IN TEACHING AND LEARNING AT THE UNIVERSITY</td>
<td>4335</td>
</tr>
<tr>
<td>G. Rodríguez, A. Spiegel</td>
<td></td>
</tr>
<tr>
<td>USE OF AN EVALUATION SYSTEM IN WELCOMING SESSION FOR NEW UNIVERSITY STUDENTS</td>
<td>4342</td>
</tr>
<tr>
<td>K. Arnesen, G.A. Stoica, R. Stockert</td>
<td></td>
</tr>
<tr>
<td>SHARING CHILDHOOD. THE IMPORTANCE OF INTERGENERATIONAL RELATIONSHIPS AT PRIMARY SCHOOL</td>
<td>4348</td>
</tr>
<tr>
<td>C. Orte, M. Vives, M.A. Gomila, R. Pozo, J. Amer, B. Pascual</td>
<td></td>
</tr>
<tr>
<td>EVALUATING A SELF-EFFICACY MEASUREMENT MODEL OF TEACHER EDUCATORS</td>
<td>4357</td>
</tr>
<tr>
<td>J. Velu, M.S. Nordín</td>
<td></td>
</tr>
<tr>
<td>LEARNING IN THE CITY: LEVERAGING URBAN SPACES AS REAL WORLD ENVIRONMENTS FOR INTERACTIVE SOLUTION-MAKING</td>
<td>4367</td>
</tr>
<tr>
<td>H.P. McKenna</td>
<td></td>
</tr>
<tr>
<td>SIMPLE RECIPES FOR CONSTRUCTING EDUCATIONAL ENGINEERING MOBILE GAMES</td>
<td>4376</td>
</tr>
<tr>
<td>E. Torres-Jimenez, C. Rus-Casas, F. Cruz-Peregón, R. Dorado-Vicente</td>
<td></td>
</tr>
<tr>
<td>PRE-SERVICE PRESCHOOL TEACHERS IN INTERACTIONS WITH A CHILD: MICRONANALYSES OF TEACHER’S HANDLING OF CHILD’S COMMUNICATION INITIATIVES</td>
<td>4385</td>
</tr>
<tr>
<td>H. Navratilova</td>
<td></td>
</tr>
<tr>
<td>TEACHING SIMULTANEOUS INTERPRETATION: NOWADAYS BEST AND WORST STRATEGIES</td>
<td>4391</td>
</tr>
<tr>
<td>R. Mukhametzyanova, A. Gainutdinova</td>
<td></td>
</tr>
<tr>
<td>PARTICIPATION ACTIVITIES: A TOOL FOR IMPROVING STUDENTS’ SELF-RESPONSIBILITY AND ENGAGEMENT IN THEIR LEARNING EXPERIENCE?</td>
<td>4395</td>
</tr>
<tr>
<td>E. Chamoux</td>
<td></td>
</tr>
<tr>
<td>CHILD’S LEARNING: CONCEPTUALISATIONS BY STUDENTS OF PRE-PRIMARY EDUCATION</td>
<td>4396</td>
</tr>
<tr>
<td>A. Wiegerova, P. Gavora</td>
<td></td>
</tr>
</tbody>
</table>
BETTER ACADEMIC PERFORMANCE THROUGH A GOOD ALIMENTATION 4402

A PROJECT OF PROFESSIONAL DEVELOPMENT OF PRE-SCHOOL AND PRIMARY SCHOOL TEACHERS: A CASE OF THE ZLÍN REGION IN THE CZECH REPUBLIC 4405
A. Wiegerová, P. Gavora, H. Nacratilova

USING PLACEMAKING FOR THE INTEGRATION OF A UNIVERSITY WITH ITS COMMUNITY 4410

AN UNCOMMON CONNECTION: SCHOOL LIBRARIANS AND PUBLIC LIBRARIANS WORKING TOGETHER FOR COMMON CORE 4414
D. Parrott

EDUCATION IN INFORMATION SECURITY 4418
V. Šoltés, J. Mišík, J. Kubáš, Z. Štofková

USE OF "CHALLENGE" PEDAGOGICAL PATTERN IN B-LEARNING 4425
M. de León-Sigg, J.L. Villa-Cisneros, B. Solís-Recéndez, S. Vázquez-Reyes, P. Velasco-Elizando

HOW PRE-SERVICE PRIMARY SCHOOL TEACHERS LEARN DEFINITIONS AND THEOREMS 4432
I. Zsoldos-Marchis, L. Ciascai

STUDY ON TEACHERS´ BELIEFS ABOUT TEACHING 4439
L. Ciascai, I. Zsoldos-Marchis

IMPLANTATION OF THE TUTORIAL ACTION PLAN “GET READY FOR THE BACHELOR’S DEGREE FINAL PROJECT” FOR THE UNIVERSITY DEGREES 4446

BEYOND THE CHALK AND THE BOARD: PERCEPTION OF KEY PERFORMANCE INDICATORS OF TEACHING 4454
I. Jemrić Ostojić, A. Skledar Matijević, K. Kobrehel

CASPA: COURSEWORK AND ASSESSMENT SCHEDULER FOR PROGRAMME ADMINISTRATION 4462
C. Lowery, S. Bamforth

DISCOVERING TEACHER’S PROFESSIONAL AND PERSONAL IDENTITY 4470
A.M. Pérez-Cabello

NURSING STUDENTS’ PRACTICES AND PERCEPTION REGARDING THE SAFETY OF CRITICALLY ILL PATIENTS 4471
M. Seweid, S.A. Mohamed Shalaby, A.H. El-soussi

PUT THEORY INTO PRACTISE: MEASUREMENT ASSIGNMENTS IN PHYSICS THEORY COURSES 4478
S. Suhonen

SUItability study of desktop 3D printing for concept design projects in engineering education 4485
M. Fernández-Vicente, A. Conejero

DEVELOPING SKILLS WITH COOPERATIVE LEARNING METHODS 4492
I. Jiménez Barandallla, J.L. Montes Botella, P. Bernal Turnes

FLIPPED LEARNING IN AN ACADEMIC ENVIRONMENT: CHALLENGES AND OPPORTUNITIES 4499
M. Ronchetti

TERTIARY STUDENT PERCEPTIONS OF KEY BENEFITS OF STUDENT-DESIGNED TESTS 4500
S. Merkens

RESEARCHING RESEARCH: FINAL DEGREE PROJECT PREVIEW THROUGH SPANISH LANGUAGE 4508
A.M. Pérez-Cabello

OPLÀ, A TOOL FOR HELPING TEACHERS WITH PROBLEM-BASED LEARNING AND COMPETENCE-BASED EDUCATION 4509
M. Ronchetti, A. Valerio

VARIOUS METHODS OF INTERPRETATION AND CALCULATION OF THE RIGID BODY MOTION 4518
M. Macko
THE IMPACT OF INTEGRATING A GAME-BASED LEARNING ENVIRONMENT IN CLASSROOMS ON ACHIEVEMENT AND MOTIVATION  
J. Nietfeld  

4525

RESEARCHING COOPERATIVE BEHAVIOR IN EDUCATION CLUSTER – AN ATTEMPT TO APPLY QUALITATIVE COMPARATIVE ANALYSIS  
R. Lenart-Gansiniec  

THE EUROPEAN AREA OF HIGHER EDUCATION: A REVIEW FROM THE BASIS  
M.L. Lara Ortiz  

ICT TRAINING FOR FUTURE TEACHERS  
A. Mayoral, J. Morales, F. Borrás, J. Aparicio  

DEVELOPING A COLLABORATIVE MANAGEMENT AND TEACHING ENVIRONMENT  
A. Mayoral, J. Morales, N. Lobera  

DESIGNING A PROBLEM BASED-LEARNING EXPERIENCE FOR TEACHER PRIMARY EDUCATION DEGREE STUDENT  
L. de-Miguel, R. Vélez  

SOME PROPOSALS TO IMPROVE THE UNIVERSITY STUDENTS’ SKILLS ON THEIR FINAL RESEARCH PROJECTS PERFORMANCE  
M.L. Lara Ortiz  

LEARNING ONLINE AND OFFLINE: HOW DO THEY GO TOGETHER?  
X.R. Zhang  

EDUCATIONAL RESEARCH EXPERIENCE: INCREASE IN THE QUALITY COMMUNICATIVE OF A GROUP OF CHILDREN WITH HIGH FUNCTIONING AUTISM SPECTRUM DISORDER USING A TRAINING IN REFERENTIAL COMMUNICATION SKILLS  
M. de-la-Iglesia, J.S. Olivar  

AN ICT-BASED APPROACH TO IMPROVE THE PEDAGOGY OF MUSICAL ARTS EDUCATION  
N. Silva, C. Martins  

A PROTOTYPE OF A SERIOUS GAME FOR LEARNING PORTUGUESE  
C. Lopes, C. Coutinho, M.A. Moreira, N. Zagalo  

METHODOLOGICAL PROPOSALS FOR THE ACQUISITION AND EVALUATION OF CROSS-CURRICULAR SKILLS AT THE ESCUELA TÉCNICA SUPERIOR DE INGENIERÍA DEL DISEÑO (ETSID)  
F. Romero Forteza, E. Ballester Sarrias, J.A. Monsoriu-Serra  

OMANI TEACHERS’ REASONS TO LEAVE THE PROFESSION  
Z. Alshidhani, S. Aldhafri  

BARRIERS TO LEARNING: PSYCHOSOCIAL FACTORS RELATED TO THE RISK FACTORS FOR SUICIDE IN HIGH FUNCTIONING AUTISM SPECTRUM DISORDERS  
M. de-la-Iglesia, J.S. Olivar  

A SALUTE TO TECHNOLOGY: USING PUSH TECHNOLOGY TO INCREASE RETENTION RATES AMONG ADULT LEARNERS, WHO ARE FORMER MILITARY  
S. Burton, B. Gee  

COLOMBIA’S CARIBBEAN CULTURE AS A MEANS FOR DEVELOPING CROSS-CULTURAL AWARENESS WITH RUSSIAN TEENAGERS  
N. Grande, R. Castillo  

HYBRID LEARNING IN TODAY’S TECHNOLOGICALLY SAVVY WORLD  
C. Weiss  

VIRTUAL HISTOPATHOLOGY – ESSENTIAL EDUCATION TOOLS TO ENSURE PATHOLOGY COMPETENCE FOR TOMORROW’S MEDICAL INTERNS  
A. Sen, L. Selvaratnam, K.L. Wan, J.J. Khoo, P.A. Rajadurai  

BEAUTY OF SECTION  
A. Pitt  

AUGMENTED REALITY AIDED PRODUCT LIFE CYCLE MANAGEMENT COLLABORATIVE PLATFORM  
R.E. Petruse, I. Bondrea  

THE EDUCATIONAL SPECTRUM IN DOCTORAL TRAINING PROGRAMS AT QATAR UNIVERSITY: STEPPING AHEAD  
A.M. Hamouda, R. Alammari, I. Madhoun  

MOBILE APPLICATIONS FOR OPEN GOVERNMENT AND CITIZEN PARTICIPATION: THREE EXPERIENCES OF THE SOUTH (ARGENTINA, CHILE AND COLOMBIA)  
L.E. Ochoa Chaves  

4668
SCALABLE E-LEARNING PLATFORM FOR SPREADSHEET MODELING
V. Lai, K.J. Shim, M. Prithivirajan

INADEQUATE IMPLEMENTATION OF DISTANCE EDUCATION TECHNOLOGIES FOR DELIVERY OF SKILLS TRAINING FOR 21ST CENTURY HEALTHCARE WORKERS
L. Selvaratnam, A. Sen, C.K.C. Leong

A PEDAGOGY OF INTERDISCIPLINARY INNOVATION
P. Lane

SOCIAL NETWORK ANALYSIS OF STUDENT PROJECT TEAMS
V. Lai, K.J. Shim, M. Prithivirajan

MASSIVE OPEN ONLINE COURSES (MOOCs) AND EMPLOYABILITY IN DEVELOPING COUNTRIES: THE EXPERIENCE OF MOOC USERS AND POTENTIAL USERS IN COLOMBIA, PHILIPPINES, AND SOUTH AFRICA.
M. Garrido, L. Koepke

THE EFFECTS OF PEER REVIEW ON STUDENT LEARNING: A COMPARISON OF POSITIVE AND NEGATIVE FEEDBACK
J. Kidd, M. Hankins

METHODOLOGY FOR DESIGNING RADIANT FLOOR SYSTEM IN MECHANICAL ENGINEERING STUDIES
A. Gómez-Moreno, J.M. Palomar-Carnicer, F. Cruz-Peragón

TUTORING AND PARENTING INFLUENCE ENGINEERING: IMPACT ON FEMALE TEENAGERS
A. Busari, I.O. Okeniyi, G.O. Bamigboye, I.T. Tenebe, B.I. Oniemayin, T.O. Durotoye

STRATEGIES, PRINCIPLES AND CHALLENGES OF COACHING (NURSING) STUDENTS
E. Magpantay-Monroe

CAUSAL PATHS AND DIRECTIONS OF THRESHOLD TIME AMONG INTEGRATED SCIENCE TEACHERS IN DELTA STATE
J.E. Konyeme, C.D. Moemeke

ENHANCING PROBLEM SOLVING AND HUMAN CREATIVITY IN VIRTUAL LEARNING ENVIRONMENTS
N. Spyropoulou, D. Sideris

TEACHING STUDENTS TO GIVE AND TO RECEIVE: IMPROVING DISCIPLINARY WRITING THROUGH PEER REVIEW
J. Kidd, J. Romberger, J. Morris

TEACHING OF THE F-CHART METHOD FOR DESIGNING SOLAR DOMESTIC HOT WATER SYSTEM USING SPREADSHEET
A. Gómez-Moreno, J.M. Palomar-Carnicer, F. Cruz-Peragón

EMOCIONATEST: AN APP FOR THE ASSESSMENT OF EMOTIONAL UNDERSTANDING FOR CHILDREN WITH DEVELOPMENTAL DISORDERS
C. Andres, F. Ramos, E. Breso, I. Benedito, E. Soria

NEW APPROACH FOR MEASURING ACADEMIC TEACHING EXCELLENCE IN UNIVERSITY RANKINGS
I. Madhoun, A.M. Hamouda

PERFORMANCE APPRAISAL FOR SME’S EMPLOYEES IN ROMANIA – FACTS AND NECESSITIES
R.E. Teodoroiu, O.M. Dragomir

GOING BACK FROM VIRTUALISATION TO REAL HARDWARE - WHY ONE STEP BACK IS NOT ALWAYS BAD
M. Brickmann, M. Knoll

USING PROFILING FOR HELPING THE TEACHING OF PORTUGUESE WITH AN ARTIFICIAL TUTOR
A.F. Costa, O. Belo

SELF-LEARNING OF ECONOMETRIC WITH FREE SOFTWARE
R. Salmerón, C. García, M.M. Martín

AN EVALUATION OF THE SOCRATIVE (PERSONAL RESPONSE SYSTEM) APP FOR INCREASING STUDENT ENGAGEMENT AND LEARNING IN AN UNDERGRADUATE PSYCHOLOGY CURRICULUM
P. Wilson

IMPROVING STUDENTS SOCIAL SKILLS BY USING GAMES IN ADULT ONLINE EDUCATION
M. Brickmann, M. Knoll
THE ACQUISITION OF INTERCULTURAL COMMUNICATION IN A MILITARY HIGHER EDUCATION CONTEXT
C. Orna-Montesinos

ASSESSING DIFFERENT ASPECTS OF SOCIAL COMMUNICATION AND PRAGMATICS THROUGH AN APP
C. Andres, R. Flores, A. Gorriz, I. Benedeto, E. Soria, J.E. Adrian, F. Ramos

ADVANCED WEB3D INFORMATION VISUALIZATION TECHNOLOGY SUPPORTING LEARNING BY DOING AND TRANSDISCIPLINARY THINKING AT K-12 EDUCATION: ANALYZING A USE CASE WORKSHOP
J. Franco

EXPLORING THE BENEFITS OF VISUAL CODING STRATEGIES FOR L2, ENGLISH LANGUAGE LEARNERS WITH SPELLING DELAYS
A. van Staden, A. Tolmie, E. Vorster

SUPPORTING THE NUMERICAL DEVELOPMENT OF CP CHILDREN WITH DELAYED LANGUAGE DEVELOPMENT: A PILOT STUDY AMONGST GRADE 4, CP LEARNERS IN SOUTH AFRICA
A. van Staden, A. Tolmie

CONDUCTING NORM-REFERENCED EVALUATION IN VARIOUS MEASUREMENT CONTEXTS
G. Iskifoglu

CONTENT ANALYSIS OF PERCEPTION OF INTERCULTURALITY: A CASE OF LITHUANIAN 11TH-12TH FORMS PUPILS’ OPINION
I. Bilbokaitė

MOBILE LEARNING IN TRADITIONAL FACE TO FACE COURSES IN COMPUTER SCIENCE EDUCATION
R. Pscher, G. Hofweg, B. Salzbrunn, C. Kollmitzer

PERSISTENT PROFESSIONAL DEVELOPMENT AND ELUSIVE FACULTY
J. Anchan

DESIGN OF A COMPACT ACADEMIC COURSE FOR SATELLITE NAVIGATION AND CONTROL WITH A REAL-TIME OPERATING SYSTEM
M. Faisal, A. Redah, S. Montenegro

MODELLING OF EMERGENCY DISPATCH TRAINING AS BUSINESS GAMES FOR STUDENTS
N. Batseva, N. Fix, A. Pankratov, V. Troshchinskiy, G. Petrova

GAMIFIED OPEN Q&A FORUM MODEL AS A PLATFORM FOR A CMOOCS
O. Borras-Gene, M. Martinez-Nuñez, A. Blázquez-Sevilla

EXPRESSION OF INTERCULTURALITY IN EDUCATIONAL PRACTICE FROM PUPILS’ PERSPECTIVE
I. Bilbokaitė

PRAGMATIC COMPETENCE IN EFL: POLITENESS AND IMPOLITENESS IN (DIS)AGREEMENT SEQUENCES
M.D. García-Pastor

TOWARDS INTERNATIONALISATION AND INTERDISCIPLINARITY OF HIGHER EDUCATION – THE MADEM PROJECT CASE STUDY
M. Dzieńkowska, M. Miłosz, M. Plechawska-Wójcik, H. Stryczewska

MOBILE APPLICATION DEVELOPMENT FOR ENVIRONMENT MONITORING – A NEW PROGRAMME OF MASTER STUDIES IN ENGLISH
M. Dzieńkowska, M. Plechawska-Wójcik, M. Miłosz, H. Stryczewska

THE CENTER FOR COLLABORATIVE BRAIN RESEARCH: A PARTNERSHIP AMONG A UNIVERSITY, HOSPITAL AND NEUROLOGICAL INSTITUTE
L. Russell-Chapin

ENHANCING UNDERGRADUATE MATHEMATICS LEARNING EXPERIENCE: FLIPPED LESSONS WITH INTEGRATED VIDEO
M.T. Gastardo

VISUALIZATION IN LEGAL TRANSLATION: A TOOL FOR KNOWLEDGE REPRESENTATION AND INTERPRETATION
A. Atabekova

MULTILINGUALISM IN HIGHER EDUCATION: PROS AND CONS ACCORDING TO UNIVERSITY STUDENTS
A. Atabekova

PRINCIPLES OF TEACHING LINGUISTIC MEDIATION
N. Belenkova
MODERN EDUCATIONAL TECHNOLOGIES IN TRAINING LINGUISTIC MEDIATORS FOR SPECIFIC SETTING
N. Belenkova, I. Kruse

NETWORK ENCULTURATION PROCESSES IN TEACHING LSP TO LAW STUDENTS
N. Udina

SYSTEM CHALLENGES OF LEGAL EDUCATION IN THE WORLD
N. Udina

A STUDY FOR DEVELOPING THE TEST OF EARLY LITERACY FOR TURKISH KINDERGARTEN CHILDREN
T. Kargin, C. Ergül, S. Buyukozturk, B. Guldeneroğlu

NINE YEAR SCHOOLING IN MAURITIUS - POLICY ANALYSIS AND IMPLEMENTATION
A. Goodoory, K. Goodoory

TEACHING OF COMPUTER SCIENCE IN MAURITIUS: A COMPARATIVE STUDY OF FOUR INSTRUCTIONAL DESIGN MODELS
K. Goodoory

FACING UP THE CHALLENGE: WHY IS IT SO HARD TO ASSESS GRADUATE ATTRIBUTES WITHIN THE EGYPTIAN UNIVERSITY SECTOR?
I. Nassef

REMODULARISING TECHNICAL INSTITUTIONS TOWARDS QUALITY MANPOWER DELIVERY IN CONSTRUCTION SECTOR IN NIGERIA

BUILDING EDUCATIONAL PARTNERSHIPS OF PARTICIPATION AND DEMOCRACY WITH MEDIA LITERACY AND A SYSTEM OF COMMUNITY INFORMATICS
M. Caton-Rosser, T.H. Hopewell, C. Garza, S. Kirshenmann

THE ROLE OF PEDAGOGY, MEDIA AND STUDENTS' PERSONALITY IN SYNCHRONOUS LEARNING: COMPARING FACE-TO-FACE AND VIDEOCONFERENCING PARTICIPATION
O. Weiser, I. Blau, Y. Eshet

DEVELOPMENT OF SCIENTIFIC EDUCATIONAL INITIATIVES TO PROMOTE CREATIVITY AND INNOVATION WITHIN THE MICROENTERPRISE TISSUE OF RURAL MOUNTAIN AREAS
V. Fernández Bendito, M. Valiente López, A. Romero Montero, P. Vacas Moreno, C. González Enguita

WELCOME TO THE WORLD: VIRTUAL REALITY EXPERIENCES TO TRANSPORT STUDENTS TO THE REST OF THE WORLD
W. Gorton

CORPUS-BASED APPROACHES IN TEACHING TECHNICAL ENGLISH VOCABULARY
L. Sakaeva, D. Khakimzyanova, E. Shamsutdinova

COLLABORATION BETWEEN A LECTURER AND A LEARNING TECHNOLOGIST TO SUPPORT STUDENT TRANSITION TO AND ENGAGEMENT AND LEARNING IN THE SYNCHRONOUS ONLINE CLASSROOM: HAVING THE BEST OF BOTH WORLDS
A. Logan, S. Stone

EDUCATION OF ROMA MINORITY IN ALBANIA. NEW CHALLENGES
G. Bardeli, E. Golenti

GENDER-BASED COMPETITIVE PERFORMANCE IN BUILT ENVIRONMENT TECHNICAL RELATED COURSES IN A TERTIARY INSTITUTION: COVENANT UNIVERSITY CASE STUDY

IMPLEMENTATION OF EMI (ENGLISH AS MEDIUM OF INSTRUCTION) IN TOMSK POLYTECHNIC UNIVERSITY
O. Solodovnikova, Y. Zaremskaya, E. Zhiltsova

DESIGNING AND IMPLEMENTING AN EFFECTIVE AND RIGOROUS ONLINE SPANISH COURSE: LESSONS LEARNED FROM BEING A TRADITIONAL STUDENT AND BECOMING A FULLY ONLINE INSTRUCTOR
A. Parrado-Ortiz

THE INTERFERENCE OF LIGHT WAVES FOR THE COURSE OF PHYSICAL OPTICS
E. Sklyarova, L. Semkina, A. Lider, V. Kudiyarova, E. Chudinova, T. Smekalina, L. Nemirovich-Danchenko

WIDENING ACCESS TO HIGHER EDUCATION FOR STUDENTS ON THE AUTISM SPECTRUM - THE EUROPEAN AUTISM&UNI PROJECT
AN EDUCATIONAL SOFTWARE FOR REMOTE SENSING
F.J. García-Haro, B. Martínez, M.A. Gilabert

THE EFFECT OF RELATIONAL COORDINATION IN ONLINE EDUCATION: A CASE OF SUCCESS
C. De Pablos-Herederó, J. Cordón-Calderón

A PILOT STUDY TO ASSESS THE EFFECTIVENESS OF CLINICAL SCENARIO BASED DELIVERY OF HISTOPATHOLOGY MODULES COMPARED TO ONLINE AND VIRTUAL MICROSCOPY GUIDED SESSIONS
V. Gopalan, S. Pillai, N. Saremi, D. Olveda, A. Lam

NEW TRENDS AND CHALLENGES IN PROMOTING PHYSICAL EDUCATION
A. Colibaba, I. Gheorghiu, S. Colibaba, O. Ursa

VIRTUAL WORLDS FOR STRESS REDUCTION, MINDFULNESS TRAINING AND HUMAN CONNECTEDNESS- FROM NASA AND SPACE FAMILIES TO THE SACRED SITES OF IRELAND
J. Morie

SALAD DRESSING, PENDULA, NAVELS, SCRAPED KNEES AND FUTURE-PROOF LEARNING
J. Treviranus, E. de Lera

THE PRACTICUM, A CAREER ORIENTED PROPOSAL THROUGH A BLENDED LEARNING METHODOLOGY AT THE ULPGC
D. Freire-Obregón, L. Pérez Martín

SOCIAL ROBOTICS, ANTHROPOMORPHISM AND VIDEO MODELING FOR PEOPLE WITH AUTISTIC SPECTRUM DISORDER - COMPARATIVE APPROACHES TO INTERVENTION
K. Kerr, K. Zawieska, B. Duffy, L. Goodman

MOBILE AND WEARABLE INTERFACES FOR NONVERBAL COMMUNICATION AND EXPRESSION
C. Baker

INNOVATIVE ROBOTICS TOOLS FOR TEACHING STEM AT THE EARLY STAGE OF EDUCATION
D. Scaraduzzi, P. Pachla, L. Screpanti, D. Costa, B. Berzano, M. Valzano

PEACE EDUCATION THROUGH EMOTIONAL INTELLIGENCE FOR EFFECTIVE LEADERSHIP
G. Sart

LEADERSHIP MODEL FOR SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS (STEM) EDUCATION AT HIGH SCHOOLS
G. Sart

THE LEARNING EXPERIENCES OF STUDENTS WITH HEARING IMPAIRMENT IN HIGHER EDUCATION. A CASE STUDY OF A SOUTH AFRICAN UNIVERSITY
D. Bell

WHAT IF LMSES AND AN OPEN STANDARD COULD MAKE THE WAY PEOPLE STUDY MORE FLEXIBLE AND EASIER TO VERIFY? OPENBADGES IS NOW INTEGRATED INTO CHAMILO, ONE OF THE TOP 3 MOST POPULAR OPEN SOURCE LMS
N. Ducoulombier

IF YOU CAN’T TEACH AN OLD DOG NEW TRICKS, THEN LET’S TRAIN RESEARCHERS WHILE THEY'RE STILL PUPS: EXPLORING THE PROCESS AND OUTCOME OF TEACHING QUALITATIVE RESEARCH TO UNDERGRADUATE STUDENTS
N. Kalpokaite, I. Radivojevic

DRONES AS ENABLING DEVICES: MOBILE ROBOTICS FOR EXTREME USER ACCESS
J. Eyerman, L. Goodman, E. Mangina

ORACLE ACADEMY, TAKE THE FUTURE IN YOUR OWN HANDS
D. Gooris

ORACLE ACADEMY, COMPUTER SCIENCE FOR YOUR FUTURE CAREER ORACLE ACADEMY, ARE YOU JOB READY?
D. Gooris

ASSUMPTIONS AND LIMITATIONS OF USING HIGH Fidelity SIMULATOR IN CLINICAL CASE SCENARIOS
Z. Almsherqi

GAMIFICATION AND GAME THEORY TO INCREASE MATH ENGAGEMENT
D. Perdue
NEW AGE ACADEMIC CHEATING
A. Parokha

WORLD CASES: CONSEQUENCES OF PLAGIARISM
A. Parokha

ROLE OF A NON-STATE PLAYER IN IMPROVING PUBLIC EDUCATION
S. Husain

TRANSFORMATIONAL SIX
A. November

HIGHER EDUCATION FOR TOURISM INDUSTRY: TRADITIONS AND INNOVATIONS
O.A. Burukina, A.N. Yandovsky

PORTAL AND MOBILE, A COMBINED STRATEGY TO IMPROVE STUDENT EXPERIENCE
J. Dean

LOCUS OF CONTROL
H. AlFalahi

NEW CLASSROOMS FOR TODAY’S LEARNERS; BLENDING THE BEST OF ONLINE AND FACE-TO-FACE APPROACHES
G. Saunders, F. Oradini, T. Moore, M. Clements, D. Haylor, S. Yotov, P. Hartley, S. Enright

MOBILE LEARNING STAFF DEVELOPMENT; PROVIDING MANAGEABLE WORKSHOPS THAT BUILD AND SUSTAIN A COMMUNITY OF PRACTICE
G. Saunders, F. Oradini, M. Clements

THE EFFECT OF PROFESSIONAL GROWTH PROGRAMS ON UNIVERSITY PROFESSORS TEACHING CONCEPTIONS
W. Al Chibani

THE STUDIO DESIGN REVIEW: SELECTION CRITERIA FOR THE CRIT’S INVITED JURY
D. Bender

PROFESSIONAL WORK OF COMPUTER SCIENCE STUDENTS AND ITS IMPACT ON THEIR ENGAGEMENT AND ACADEMIC ACHIEVEMENT
M. Milosz, E. Milosz

UNDERSTANDING PRACTICES ON THE NETWORK OF THE UNIVERSITY STUDENTS AND THEIR IMPACT IN HIGH EDUCATION
M. López Costa

EXPERIENCES OF TEACHING ENGLISH IN COLLABORATION
U. Paatola, A. Perälampi

EFFECTIVE EXECUTIVE EDUCATION: THE KEY COMPONENTS AND CHALLENGES
P. Hind, V. Holton

SHARE IT! HOW TO DEVELOP A REAL FLIPPED TEACHING EXPERIENCE
P. Mora

FLIPPED CLASSROOM: AN EXPERIENCE OF INNOVATION IN THE UNIVERSITY TRAINING
O. Flores Alarcia, I. Del Arco Bravo, R. Camats, P. Silva García

FINAL YEAR PROJECT (FYP) BASED ENTREPRENEURSHIP. THE CASE OF TEACHER TRAINING AT UNIVERSITY OF LLEIDA
I. Del Arco Bravo, P. Silva García, F. Alaminos, J. Segura

USING OF TECHNOLOGIES: IMPLEMENTATION OF EDUCATION IN A REAL CASE OF THE OFFICIAL BILINGUAL PROGRAM IN MURCIA
M.E. Lopez Peinado

SERVICE DESIGN WITH COMMUNITIES IN AFRICA: THE CASE OF UFISA
S. Miettinen, V. du Preez, J. van Dugteren, R. Moalosi, S. Molokwane, S. Luoju

CREATION OF A DIGITAL TRAINING PACKAGE FOR CANINE NEUROANATOMY FOR THE UNDERGRADUATE VETERINARY CURRICULUM
H. Raffan, J. Guevar, M. Poyade, P.M. Rea

PUBLIC-PRIVATE PARTNERSHIP: SUCCESSFUL DEVELOPMENT OF A SOCIAL MARKETING COURSE
M. Ryan-Harshman, E. Vogel, B. Atkins, J. McLean, C. Myco, H. Jones Taggart

LEAN HIGHER EDUCATION: OPPORTUNITIES AND LIMITATIONS
R. Pikauskiene-Valickiene, A. Valickas

EDUCATION FOR EMPLOYMENT: A CAREER GUIDANCE SYSTEM BASED ON LABOUR MARKET INFORMATION
E. Khorshid, M. Alatavy
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEENAGERS IN THE NETHERLANDS AND THEIR USE OF ELECTRONIC MEDIA FOR</td>
<td>5291</td>
</tr>
<tr>
<td>SCHOOL; THE NEED FOR MEDIA-LITERACY AMONG TEACHERS IN SECONDARY</td>
<td></td>
</tr>
<tr>
<td>EDUCATION</td>
<td></td>
</tr>
<tr>
<td>P. Nikken</td>
<td></td>
</tr>
<tr>
<td>FIXED PEER TUTORING IN MATHEMATICS: KEY ELEMENTS FOR ITS</td>
<td>5292</td>
</tr>
<tr>
<td>IMPLEMENTATION IN SECONDARY EDUCATION</td>
<td></td>
</tr>
<tr>
<td>F. Alegre, L. Moliner</td>
<td></td>
</tr>
<tr>
<td>DYSLEXIA: ANALYSIS OF TECHNOLOGICAL RESOURCES (MOBILE APPLICATIONS,</td>
<td>5297</td>
</tr>
<tr>
<td>PC APPLICATIONS, WEBSITES) IN MEXICAN SPANISH TO SUPPORT ITS</td>
<td></td>
</tr>
<tr>
<td>THERAPEUTIC IN BASIC EDUCATION</td>
<td></td>
</tr>
<tr>
<td>A.M. Jimenez-Porta, E. Díez-Martínez</td>
<td></td>
</tr>
<tr>
<td>FACE TO FACE, VIRTUAL CLASSROOM, B-LEARNING AND E-LEARNING: HOW TO</td>
<td>5306</td>
</tr>
<tr>
<td>CHOOSE</td>
<td></td>
</tr>
<tr>
<td>P. Peres, L. Oliveira, A. Jesus, A. Silva</td>
<td></td>
</tr>
<tr>
<td>EXHIBITION STRUCTURAL POINT: STRUCTURES CONSTRUCTION MOCK-UPS</td>
<td>5312</td>
</tr>
<tr>
<td>B. Piedecausa-García, J.C. Pérez-Sánchez, J.M. Mateo-Vicente, P.</td>
<td></td>
</tr>
<tr>
<td>Palma-Sellés</td>
<td></td>
</tr>
<tr>
<td>BUILDING INFORMATION MODELING: A NEW TOOL TO USE IN THE CONSTRUCTION</td>
<td>5319</td>
</tr>
<tr>
<td>FIELD</td>
<td></td>
</tr>
<tr>
<td>B. Piedecausa-García, J.M. Mateo-Vicente, J.C. Pérez-Sánchez</td>
<td></td>
</tr>
<tr>
<td>EFFECTIVENESS OF PLACEMENT PROCESSES OF STUDENTS OF BASIC EDUCATION</td>
<td>5326</td>
</tr>
<tr>
<td>ON TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING IN SOUTH-</td>
<td></td>
</tr>
<tr>
<td>SOUTH NIGERIA</td>
<td></td>
</tr>
<tr>
<td>M. Achigbe</td>
<td></td>
</tr>
<tr>
<td>FROM PENCIL TO COMPUTER IN MATH EDUCATION</td>
<td>5334</td>
</tr>
<tr>
<td>J.J. Prieto-Valdés</td>
<td></td>
</tr>
<tr>
<td>AN EMPIRICAL STUDY ON THE EFFECT OF CLASSROOM INTERACTION USING A</td>
<td>5340</td>
</tr>
<tr>
<td>SELF-DEVELOPED CLASSROOM INTERACTIVE SUPPORT SYSTEM</td>
<td></td>
</tr>
<tr>
<td>G. Zhang, Y. Hu, M. Wang</td>
<td></td>
</tr>
<tr>
<td>A SEMANTIC REPRESENTATION OF ADULT LEARNERS' DEVELOPING CONCEPTIONS</td>
<td>5348</td>
</tr>
<tr>
<td>OF SELF REALISATION THROUGH LEARNING PROCESS</td>
<td></td>
</tr>
<tr>
<td>F. Badic</td>
<td></td>
</tr>
<tr>
<td>CHILDREN AS CO-CONSTRUCTORS OF MULTICULTURAL PICTUREBOOKS</td>
<td>5354</td>
</tr>
<tr>
<td>F.A. Mohd Radzi, T. McCarthy</td>
<td></td>
</tr>
<tr>
<td>STEREOSCOPIC VISUALIZATION THROUGH IMMERSIVE SYSTEMS USING VIRTUAL</td>
<td>5365</td>
</tr>
<tr>
<td>REALITY GLASSES IN MEDICAL TRAINING</td>
<td></td>
</tr>
<tr>
<td>J.A. Juanes Méndez, J. Gómez-Lagándara, P.D. Pequero Núñez, P.</td>
<td></td>
</tr>
<tr>
<td>Ruisoto Palomera, J.J. Gómez Borrallo</td>
<td></td>
</tr>
<tr>
<td>THREE-DIMENSIONAL IMPRESSION TECHNOLOGY APPLICATIONS IN MEDICAL</td>
<td>5370</td>
</tr>
<tr>
<td>TRAINING</td>
<td></td>
</tr>
<tr>
<td>J.A. Juanes Méndez, F. Blaya Haro, J. Gómez-Lagándara, P. Ruisoto</td>
<td></td>
</tr>
<tr>
<td>Palomera, J.J. Gómez Borrallo</td>
<td></td>
</tr>
<tr>
<td>INTERDISCIPLINARY STRATEGIES TEACHING FIRST GRADE OF TECHNICAL</td>
<td>5376</td>
</tr>
<tr>
<td>ARCHITECTURE</td>
<td></td>
</tr>
<tr>
<td>Q. Angulo-Ibáñez, M. Pons-Morera, J.M. Boquera-Nasarrete</td>
<td></td>
</tr>
<tr>
<td>ICONS AND ICONS: DECISION SUPPORT USING COACHING AND EXPERT SYSTEMS</td>
<td>5383</td>
</tr>
<tr>
<td>J. Velencei, Z. Baraczkai, V. Dörfler</td>
<td></td>
</tr>
<tr>
<td>FLIPPED TEACHING AND LEARNING IN ENGLISH LANGUAGE PROGRAMMES IN</td>
<td>5387</td>
</tr>
<tr>
<td>HIGHER EDUCATION</td>
<td></td>
</tr>
<tr>
<td>S. Fahim, R. Khalil</td>
<td></td>
</tr>
<tr>
<td>COMPARISON OF THE COURSE SYLLABUS OF THE THEORY SUBJECT &quot;CHEMISTRY&quot;</td>
<td>5398</td>
</tr>
<tr>
<td>IN CHEMISTRY GRADE AND IN ENGINEERING STUDIES</td>
<td></td>
</tr>
<tr>
<td>J. Esteve-Romero, J. Peris-Vicente, J. Albial-Chiva, S. Carda-Broch,</td>
<td></td>
</tr>
<tr>
<td>M.J. Ruiz-Ángel, M. Esteve-Amorós</td>
<td></td>
</tr>
<tr>
<td>PROMOTING STUDENT ENGAGEMENT IN ONLINE LEARNING</td>
<td>5406</td>
</tr>
<tr>
<td>A. Grant</td>
<td></td>
</tr>
<tr>
<td>TECHNOLOGY &amp; TRANSFORMATIVE LEARNING: RECREATING SCHOOL -</td>
<td>5414</td>
</tr>
<tr>
<td>COMMUNITY SPACES FOR INNOVATION</td>
<td></td>
</tr>
<tr>
<td>A. Gitlin</td>
<td></td>
</tr>
<tr>
<td>APPLICATION OF THE GOOD LABORATORY PRACTICE TO THE CHEMISTRY</td>
<td>5415</td>
</tr>
<tr>
<td>LABORATORY IN ENGINEERING GRADES</td>
<td></td>
</tr>
<tr>
<td>J. Esteve-Romero, J. Peris-Vicente, S. Carda-Broch, M.J. Ruiz-Ángel,</td>
<td></td>
</tr>
<tr>
<td>Albial-Chiva, M. Esteve-Amorós</td>
<td></td>
</tr>
<tr>
<td>APPLICATION DEVELOPMENT FOR FUTURE TEACHERS IN THE PROGRAMMING</td>
<td>5420</td>
</tr>
<tr>
<td>ENVIRONMENT IMAGINE</td>
<td></td>
</tr>
<tr>
<td>I. Székől</td>
<td></td>
</tr>
</tbody>
</table>
THE HUMAN FACTOR IN THE TEACHING PROCESS
I. Szőkől, K. Horváthová, B. Dobay 5425

DEVELOPING AND ASSESSING INNOVATION COMPETENCES IN UNIVERSITY-COMPANY CO-OPERATION
T. Penttilä, L. Kairisto-Mertanen 5429

DEVELOPMENT OF ASSESSMENT OF TRANSVERSAL SKILLS IN EUROPEAN COLLABORATION. DIFFERENCES IN TEACHING AND LEARNING ENVIRONMENTS
A. Guilland 5436

BULLYING AND ETHICS IN PREPARING SPECIALISTS IN HIGHER EDUCATION. QUO VADIS?
J. Vveinhardt, R. Minkute-Henrickson, R.R. Ahmed 5444

EVALUATION OF EDUCATION PROGRAMS AND EDUCATIONAL OUTCOMES - RESULTS OF THE PILOT GRADUATES SURVEY
A. Januszewski 5451

ANALYSING THE USE OF THE PERSONAL RESPONSES SYSTEM THROUGH ACTIVITY THEORY LENSES
B. Alzahrani 5459

ENVIRONMENTAL ATTITUDES OF PRESCHOOL CHILDREN AND THEIR PARENTS
R. Kroufek, J. Janovec, V. Chytrý, V. Simonová 5469

QUALITATIVE VIEW ON ENVIRONMENTAL AND TECHNOLOGICAL LITERACY OF PRE-SERVICE PRIMARY TEACHERS
J. Janovec, R. Kroufek, V. Chytrý, J. Dolejšková 5474

INTERNATIONAL EDUCATION IN JAPAN: CAN MEANINGFUL INTERCULTURAL COMMUNICATION BE ACHIEVED?
J. Aleles 5481

TRANSFORMING THE FAMILIAR
W. Heintz 5485

DIGITIZATION OF SURGICAL INSTRUMENTS FROM THE ROYAL COLLEGE OF PHYSICIANS AND SURGEONS OF GLASGOW HISTORICAL COLLECTION TO SUPPORT AN ONLINE LEARNING MODULE
K. Earley, D. Livingstone, P.M. Rea 5491

THE FULL CIRCLE: ENHANCING FEEDBACK TO STUDENTS
S. Bamforth, G. Perkin, G. Sander 5501

IMPROVING COLLABORATIVE LEARNING WITH VIDEO LECTURES
M. Bauer, M. Malchow, T. Staubitz, C. Meinel 5511

SUPPORTS TO IMPROVE STUDENT OUTCOMES IN AN ONLINE LEARNING ENVIRONMENT
C. Todd, M. Powers, R. Manning, E. Omann 5518

INVESTIGATING EFL FEMALE STUDENTS ATTITUDES TOWARDS THE USE OF MOBILE APPLICATIONS IN SAUDI ARABIA FRESHMAN YEAR
D. Mousawu, T. Elyas 5523

A MODEL THAT ALLOWS TEACHERS TO REFLECT ON THEIR ICT APPROACHES: THE CONVERGENT LEARNING SPACE
L.P. Kjeldsen, H.W. Kjaergaard 5524

LEARNING ADVERTISING AND PUBLIC RELATIONS: A METHODOLOGICAL CASE STUDY IN CATALONIA
J.F. Fonderquila-Gascón, E. Santana-López, J. Rom-Rodríguez, P. Mir-Bernal, L. Feliu-Roé 5534

THE IMPACT OF WORKING CONDITIONS ON FEMALE TEACHERS’ PERFORMANCE IN PRIVATE UNIVERSITIES OF KARACHI
R.R. Ahmed, J. Vveinhardt, N. Ahmad, H. Sadiq 5543

STUDENTS BECOME EXPERTS: CHANGING THE ROLES IN THE LEARNING PROCESS
K. Tolkacheva 5553

LOCAL ONLINE COURSE VERSUS MOOC – WORK IN PROGRESS
N. Sabag, D. Pundak, E. Trotskovsky 5559

BRAND CAPITAL IN HIGHER EDUCATION: THE EXTERNAL CUSTOMER, PUBLIC VERSUS PRIVATE
J. Casanoves-Boix, I. Küster-Boluda, N. Vila-Lopez 5565

SMARTSET: VIRTUAL STUDIO TECHNOLOGIES FOR ADVANCED IMMERSIVE TEACHING
F. Ibanez, R. Montesa, J. Montesa 5571
ATMAE ACCREDITATION CASE STUDY: MEETING THE PROGRAM OUTCOME CRITERIA
M. Djassemi

AN EXPLORATION OF THE VARIOUS STRATEGIES ADOPTED FOR INTERNATIONALISING A SPECIAL EDUCATIONAL TECHNOLOGY MODULE FOR PRIMARY SCHOOL LEARNING SUPPORT AND RESOURCE TEACHERS
J. Phayer

IMPLEMENTATION OF A BLENDED LEARNING METHOD BY AN E LEARNING COMPONENT IN PATHOPHYSIOLOGY LABORATORY BASED CLASSES VIA THE UCM VIRTUAL CAMPUS

SCREENCASTS FOR SUCCESS
L. Oakley, O. McCabe

A CONCEPTUAL MAP ABOUT ALTERATING CURRENT CIRCUITS

LEARNING PHYSICS WITH WOLFRAM ALPHA

AN INNOVATIVE 3-STEP METHOD OF TEACHING THE BASICS OF PROGRAMMING TO YOUNG PRIMARY SCHOOL STUDENTS
A. Mavridis, E. Sirivianou, V. Alexiouanopoulou

ENHANCING SUPPORTING BEHAVIOUR THROUGH ICT: EVIDENCE FOR SPAIN
C. Vilaplana-Prieto

IMPACT OF A WEB SYSTEM FOR THE PROCESS OF LEARNING ON MATHEMATICS. A CASE STUDY ON APPLICATIONS OF SEQUENCES AND SERIES
R.A. Salas Rueda, J.J. Vázquez Estupiñán, C.A. Tenopala Granados

RESPONDING TO REFLECTION
L. Oakley, O. McCabe

BUILDING INTERNATIONAL PARTNERSHIP VIA PROJECT BASED LEARNING (PBL): A CASE STUDY
D. Sturge

INVESTIGATING THE EFFECTS OF USING MOBILE TECHNOLOGY DURING THE FIELD TRIPS
R. Altunhan, S. Cobb, T. Brailsford

EXPERIENCES IN HIGHER EDUCATION – LESSONS LEARNED FROM A TUTORIAL PROGRAM
D. Simões, M.M. Pinheiro, G. Moreira

ANALYSIS OF CONTINUOUS ASSESSMENTS MARKS OBTAINED BY STUDENTS IN “MATERIALS I” SUBJECT FOR 2013-2014 YEAR
J. Gadea, V. Calderón, A. Rodríguez, C. Junco, S. Gutiérrez

A NEW TOOL TO CONNECT THE CONCEPTS OF LEADERSHIP AND MEMBERSHIP IN A MATERIALS SCIENCE RESEARCH GROUP: INCREASING THE SENSE OF BELONGING IN DOCTORATES
G. Barandika, B. Bazán, M.K. Urtiaga, M. Arriortua

PROCESS FOR THE DEVELOPMENT OF TALENT IN A RESEARCH GROUP: CONNECTIONS TO THE KEY PROCESS “FORMATION OF DOCTORATES”
G. Barandika, B. Bazán, M.K. Urtiaga, M. Arriortua

HELP ME - AN E-LEARNING PLATFORM FOR MATHEMATICAL EDUCATION USING JUPYTER NOTEBOOKS
B. Küppers

STUDENTS COMPETENCES IN BUSINESS ADMINISTRATION SUBJECTS BY TEACHER’S PERSPECTIVE
A. Núñez-Carballallos, L. Gutihart-Tarrés, P. Miravitlles, F. Ayclacoucaou, C. Cruz-Cázares, N. Jarúa-Chacón

CREATING VIRTUAL, SYNCHRONOUS LEARNING COMMUNITIES FROM A DISTANCE
R. Palmer, J. Checa, J. Taylor

FOSTERING BUSINESS STUDENTS’ CREATIVITY: USING ARTS BASED EDUCATION IN AN INTERDISCIPLINARY APPROACH
V. Skudiene, V. Auraskeviciene, J. Reardon
CONCEPTIONS AND CAUSES OF PLAGIARISM AMONG UNIVERSITY STUDENTS OF THE DEGREE IN INFANT AND PRIMARY EDUCATION

CURRICULUM DESIGN AND INNOVATION IN A COMPUTER TOOLS FOR COMMUNICATORS COURSE
R. Chalmeta, M. Mollar, J. Huerta Gaijarro, D.M. Llidó Escrivá

WHAT LIES AHEAD IN HIGHER EDUCATION?
J. Oliver

BIOLOGY AND CREATIONISM FACE TO FACE
J. Oliver

NURSING STUDENTS PERCEPTION ABOUT HEALTH DATA INFORMATION INTEGRATED

TRAINING OF NURSES AT UNIVERSITY: A KEY ELEMENT TO GUARANTEE AN INTEGRATED CARE

ASSESSING STUDENTS USING COLLABORATIVE AND NON-COLLABORATIVE ACTIVITIES IN AN INTRODUCTORY STATISTICS COURSE
C. Capilla

TEACHING BINOMIAL AND POISSON DISTRIBUTIONS IN AN UNDERGRADUATE ENGINEERING COURSE
C. Capilla

IMPROVING FINANCIAL LITERACY IN EUROPE: CONTRIBUTIONS OF THE EFINLIT PROJECT
A. Mesquita, P. Peres, L. Oliveira

USE OF IPYTHON NOTEBOOKS AS FORMATIVE PILLS OF ACADEMIC DISCIPLINES OF SCIENCE
A. Suárez-García, M.E. Arce, M.A. Álvarez, G. Rey

CONTRIBUTION OF TEACHING METHODS ON COGNITIVE CONSUMER BEHAVIOR IN INTELLECTUAL PROPERTY COURSES CURRICULA FOR THE DEVELOPMENT OF EFFECTIVE MARKETING STRATEGIES
G. Naumovski, G. Rafaílovski, L. Stefanoski

EXPERIENCE IN THE DEVELOPMENT OF A COURSE IN CYBERSECURITY AND CYBERCRIME
M. Mollar, R. Chalmeta

DESIGNING LABORATORY SESSIONS USING IPYTHON
A. Suárez-García, V. Alfonsín, R. Maceiras, J.M. Núñez

SAVING OF STUDENTS’ HEALTH AS AN ACADEMIC STAFF COMPETENCE
S. Serikov, G. Serikov, E. Orekhov

RESEARCH OF THE IMPACT OF INTERACTIVE EDUCATIONAL MULTIMEDIA ON STUDENT’S MOTIVATION TO STUDY DIFFERENT INFORMATICS DISCIPLINES
S. Tsankov, V. Voinohosavska, G. Dimitrov

ENTREPRENEURIAL SKILLS ACQUISITION OF LIBRARY AND INFORMATION SCIENCE STUDENTS IN NIGERIA: CHALLENGES AND PROSPECTS
H. Ilorah, F. Nwofor, O. Onwudanjo

DEVELOPMENT AND INNOVATION OF TECHNICAL EDUCATION IN CZECH REPUBLIC AND ITS IMPLEMENTATION AT THE UNIVERSITY OF WEST BOHEMIA
T. Keckstein, P. Votápek, J. Jiříško, S. Pušman

RENOVATION OF A PRESS FOR EDUCATIONAL AND EXPERIMENTAL PURPOSES
J. Jiříško, M. Hynek, T. Keckstein

SAFETY CULTURED INDUSTRY THROUGH THE INTEGRATION OF OCCUPATIONAL HEALTH AND SAFETY (OHS) COURSES IN THE BUILT ENVIRONMENT CURRICULUM
A. Afolabi, P. Tunji-Oluweni, L. Amusan, I. Omuih, R. Ojelabi, O. Oyejipo

TECHNOLOGY INTEGRATION IN EFL CLASSROOMS: A STUDY OF QATARI INDEPENDENT SCHOOLS
Y. Chaaban, M. Ellili-Cherif

FLIPPING THE CLASSROOM: THE GAINTIME PROJECT
P. Peres, A. Mesquita
MOBILE FACEBOOK IN EDUCATION: HOW FAR CAN IT BE IMPLEMENTED IN MALAYSIAN SECONDARY SCHOOLS?
M. Mohamad, S.K. Shafie, L.F. Phung

MIND THE GAP OF LEADERSHIP: THE GENDER MENTORING PROGRAM OF THE BUILDING ENGINEERING SCHOOL
M. del Río Merino, P. Villoria Saez, R. Santos Jiménez

HIGHER EDUCATION AFFIRMATIVE PROGRAM FOR CITIZENS FROM EASTERN PART OF INDONESIA: PROSPECT AND CHALLENGES
H. Soetanto

FEDERAL PORTAL "RUSSIAN EDUCATION" AS MEANS OF AGGREGATION OF EDUCATIONAL INFORMATION RESOURCES
M. Bulakina, A. Ivaninikov, A. Romanov

A VIRTUAL LEARNING COMMUNITY SUPPORTING THE EMOTIONAL COMPETENCE PROGRAM IN HIGHER EDUCATION
T. Pozo-Rico, R. Gilar, J.L. Castejón

THE USE OF COMSOL MULTIPHYSICS IN TEACHING NANOPHOTONICS
M. Naserpour, C.J. Zapata-Rodríguez, C. Díaz Aviñó, M. Hashemi, J.J. Miret

NANOPHOTONICS LABORATORY TEACHING EXPERIMENTS OPEN TO SENIOR UNDERGRADUATE STUDENTS AND GRADUATE STUDENTS
I. Suárez, M. Naserpour, C.J. Zapata-Rodríguez, J.J. Miret, J.P. Martínez-Pastor

A NEW TOOL TO FACILITATE THE UNIVERSITY STUDENTS IN SELECTING SUBJECTS OF THE MARINE ENGINEERING STUDIES
R. Perez Fernandez, T.J. Leo Men, D. Díaz Gutierrez, J.L. Morán, M.A. Herreros Sierra

A COMPARATIVE STUDY OF TWO AUTOMATED WORKGROUP COMPOSITION STRATEGIES
C. Calafate, S. Martínez, J. Arlandis

DIGITAL CLASSROOM AND EDUCATIONAL INNOVATION
F. Falcinelli, C. Gaggioli

LEARNING COMPUTATIONAL THINKING WITH ROBOTICS IN MIDDLE SCHOOL ASSISTED WITH AUGMENTED REALITY AND MOBILE DEVICES
M.A. Cifredo-Chacón, M. Figueiredo, V. Gonçalves

ACTIVE LEARNING IN CURRICULUM MANAGEMENT: A CROSS-CURRICULAR APPROACH FOR THE "PERIOD FOR INTEGRATED STUDIES"
H. Yoshida

ANXIETY IN FLIPPED LEARNING: WITH FOCUS ON INSTRUCTIONAL DESIGN FOR ELEMENTARY AND SECONDARY EDUCATION
H. Yoshida

COLLABORATIVE VIRTUAL ENVIRONMENTS USING ERP AND CLOUD TOOLS
N.L. Carutasu, G. Carutasu

USING ANIMATION SOFTWARE TO TEACH SCHOOL INFORMATICS: TECHNICAL AND PEDAGOGICAL EVALUATION
S. Hadjerrouit

DISCOVERING SIMILAR ORGANIZATIONAL SOCIAL MEDIA STRATEGIES USING CLASSIFICATION AND CLUSTERING
A. Figueira, L. Oliveira

INDEPENDENT LIVING AND INTERPERSONAL RELATIONSHIPS OF INDIVIDUALS WITH INTELLECTUAL DISABILITY: THE PERSPECTIVE OF INDIVIDUALS WITH INTELLECTUAL DISABILITY IN GREECE
I. Dimitriadou, E. Pavlidou, L. Kartasidou

MEDICALLY ACCURATE FOUR-DIMENSIONAL DIGITAL ORGAN MODELS FOR EDUCATION: A WORKFLOW AND VISUALISATION PIPELINE FOR MODELLING THE HEART
S. Rauhalammi, P.M. Rea, M. Poyade, A. Radjenovic

RESEARCH ON TEACHERS’ OPINION REGARDING THE USE OF INNOVATIVE METHODS AND TECHNOLOGICAL TOOLS FOR STUDENTS’ COMPETENCIES ASSESSMENT
V. Voynovskaya, E. Popandonova-Zhelyazova, S. Tsankov

PHOTOGRAHAMETRIC DIGITISATION OF A SELECTION OF PATHOLOGICAL SPECIMENS OF DR WILLIAM HUNTER
C. Osnes, D. Livingstone, P.M. Rea

TEACHER'S ROLES IN THE INTERACTIVE PHASE OF COLLABORATIVE WORK
N. Hernández Sellés, P.C. Muñoz-Carril, M. González-Sanmamed
COMPUTER SUPPORTED COLLABORATIVE LEARNING (CSCL): THE GROUP FORMATION PROCESS AS A KEY TO STRUCTURE INTERACTION
N. Hernández Sellés, P.C. Muñoz-Carril, M. González-Sanmamed

EXPLORING THE EXPERIENCES OF FEMALE STUDENTS IN ARCHITECTURE AND BUILDING PROGRAMMES
P. Tunji-Olaoyeni, L. Amusan, I. Omuh, R. Ojelabi, A. Afolabi

LEARNING DIFFICULTIES IN BUILDING MEASUREMENT
P. Tunji-Olaoyeni, L. Amusan, I. Omuh, A. Afolabi, R. Ojelabi

CHEMICAL TOXICITY. HOW STUDENTS CAN FIND RELIABLE DATA IN TOXICOLOGICAL DATA BASES
C.A. Rius-Alonso, Y. González-Quezada

THINKING TOGETHER. ONLINE COLLABORATIVE LEARNING AMONG SWEDISH ART TEACHERS
I. Forsler

WOMEN'S HIGHER EDUCATION: THE TRANSFORMATION OF IRANIAN SOCIETY
N. Husseini

CHILDREN AND MOBILE APPLICATIONS: HOW TO EFFECTIVELY DESIGN AND CREATE A CONCEPT MOBILE APPLICATION TO AID IN THE MANAGEMENT OF TYPE 1 DIABETES IN ADOLESCENTS
V. McCulloch, S. Hape, B. Loranger, P.M. Rea

APPLYING THE PROJECT-BASED LEARNING APPROACH IN THE INTEGRATION OF THE SCIENTIFIC METHOD ROADMAP INTO THE MEDICINE DEGREE AT THE UNIVERSITAT JAUME I (SPAIN)
O. Coltell, M.L. Rebagliato, R. Tosca, X. Granell, P. Latorre, M.V. Ibáñez, J.S. Sánchez, L.V. Lizán, C. Martínez-Cadenas

HOW FAR WE CAN UNDERSTAND THE SELF-ASSEMBLY OF MOLECULES
C.A. Rius-Alonso, Y. González-Quezada

APPLYING THE PROJECT-BASED LEARNING APPROACH IN THE DEGREE IN PUBLIC MANAGEMENT AND ADMINISTRATION AT THE UNIVERSITY JAUME I (SPAIN): A PILOT DESIGN OF DEGREE-BASED INTEGRATIVE PROJECT
O. Coltell, C. Pauner-Chulvi, V. Budi-Orduña, M.T. Balaquer-Coll, A. Arnaud-Paradís, M. Fabra-Valls, M. Oller-Rubert

KHAN ACADEMY AS AN OPEN EDUCATIONAL RESOURCE
G. Laigo

FOREIGN LANGUAGE PROFICIENCY & CERTIFICATION - AN EVALUATION
M. Pace

WEARABLE DEVICES IN EDUCATION: TRENDS AND CHALLENGES
F. Moreira, L. Oliveira

DIGITAL Divide AND ACCESS TO INTERNET
D. Galloway

DIGITAL TECHNIQUES, DESIGN AND PRODUCTION IN ARCHITECTURAL EDUCATION
V. Stojakovic, B. Tepavcevic, V. Malbasa

THE IMPACT OF EMBEDDED MULTIMEDIA VIDEO LEARNING OF BUILDING CONSTRUCTION PRACTICE ON CONSTRUCTION STUDENTS
A. Afolabi, R. Ojelabi, L. Amusan, P. Tunji-Olaoyeni, I. Omuh, I. Emeghe

STUDENT EXPERIENCE OF UNIVERSITY EMAIL COMMUNICATION
L. Robson, L. Cook, N. Habgood

A LEXICAL COMPARISON OF ENGLISH AND TURKISH CORPORA
M. Bardakçi, A. Çakir, I. Ünaldi

THE EMOTIONAL EXPERIENCE OF NURSING STUDENTS AS CARE PROVIDERS
L. Sarnadas

TOWARDS A HYBRID UNIVERSITY EDUCATION, INTEGRATION OF MOOCs IN INITIAL TRAINING PROGRAMS: A CASE OF A BIG PRIVATE EDUCATION STRUCTURE IN MOROCCO
B. Riyami, K. Mansouri, F. Poirier

PROBLEM BASED LEARNING: A TOOL TO IMPROVE MARITIME SAFETY LEARNING IN THE MERCHANT MARITIME UNIVERSITY DEGREES
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE ANATOMY OF E-LEARNING TOOLS: ARE MODERN E-LEARNING TOOLS A</td>
<td>6151</td>
</tr>
<tr>
<td>SUITABLE REPLACEMENT FOR TRADITIONAL LEARNING METHODS?</td>
<td>K. Rogers, S. Van Nuland</td>
</tr>
<tr>
<td>BUILDING DYNAMIC MODELS OF TECHNICAL-ECONOMIC SYSTEMS USING</td>
<td>6152</td>
</tr>
<tr>
<td>CAUSAL DIAGRAMS</td>
<td>M. Miłosz, A. Kozhanova</td>
</tr>
<tr>
<td>IMPROVING THE LEARNING PROCESS IN THE SUBJECT OF BASIC MARITIME</td>
<td>6161</td>
</tr>
<tr>
<td>TRAINING USING GPS AND GOOGLE EARTH AS USEFUL TOOLS</td>
<td>B. Jigena, A. de Gil, J. Walliser, J. Vidal, J.J. Muñoz-Perez, L. Pozo, J. Lebrato</td>
</tr>
<tr>
<td>BUILDING AN OPEN SERVICE INNOVATION PLATFORM FOR A CITY’S NEEDS:</td>
<td>6172</td>
</tr>
<tr>
<td>AN EMPIRICAL STUDY ON SMART CITIES</td>
<td>J. Ojasalo</td>
</tr>
<tr>
<td>DILEMMAS AND CHALLENGES FOR GOVERNMENTS, UNIVERSITIES, AND ACCREDITORS IN IMPLEMENTING AND EVALUATING THE CREDIT HOUR SYSTEM IN THE U.S. AND JAPAN</td>
<td>6182</td>
</tr>
<tr>
<td>A. Noda</td>
<td></td>
</tr>
<tr>
<td>THE TEXT UNDER CONSTRUCTION: THE DECISIONS AND ARGUMENTS OF WRITERS AS THE TEXT’S FIRST READERS IN A COLLABORATIVE WRITING TASK</td>
<td>6191</td>
</tr>
<tr>
<td>L. Barbeiro</td>
<td></td>
</tr>
<tr>
<td>IMPACT OF SCHOOL SYSTEM, TEACHING AND ASSESSMENT ON GIRL STUDENTS’ DROPOUT IN NEPAL: A SYSTEMATIC REVIEW</td>
<td>6202</td>
</tr>
<tr>
<td>T. Dahl</td>
<td></td>
</tr>
<tr>
<td>EXPANDING INTERCULTURAL COMMUNICATION: A CASE STUDY IN SHORT-TERM INTERNATIONAL SERVICE LEARNING</td>
<td>6213</td>
</tr>
<tr>
<td>K. Gaugler, C. Mathews, J. Barry, S. Morrison</td>
<td></td>
</tr>
<tr>
<td>THE IMPORTANCE OF TUTORING IN THE INTEGRATED AND FLEXIBLE EDUCATIONAL MODEL</td>
<td>6221</td>
</tr>
<tr>
<td>S. Flores, G. Capetillo, L. Tiburcio, F. Legea, E. Torres, M. Arroyo, I. Ortiz Betancourt</td>
<td></td>
</tr>
<tr>
<td>STUDENTS’ BACKGROUND KNOWLEDGE OF INFORMATICS</td>
<td>6225</td>
</tr>
<tr>
<td>P. Oreski, M. Varga</td>
<td></td>
</tr>
<tr>
<td>INSTRUCTIONAL APPROACHES USING EDUCATIONAL DIGITAL STORIES IN THE NUTRITION AND HEALTH EDUCATION CLASSROOMS: THE NUTRITIONAL FOOD LABELLING EXAMPLE</td>
<td>6235</td>
</tr>
<tr>
<td>M. Kordaki, A. Gousiou</td>
<td></td>
</tr>
<tr>
<td>A TECHNOLOGICALLY SUPPORTED TEACHING SCENARIO FOR THE LEARNING OF THE ROLE OF NUTRIENTS BY PRIMARY LEVEL EDUCATION PUPILS</td>
<td>6245</td>
</tr>
<tr>
<td>M. Kordaki, A. Gousiou</td>
<td></td>
</tr>
<tr>
<td>AN E-LAB ENVIRONMENT FOR EXPERIENTIAL LEARNING IN INTERCULTURAL EDUCATION</td>
<td>6254</td>
</tr>
<tr>
<td>B. De Canale, A. Perucca, G.C. De Simone, M.G. Simone, G. Marselli, E. Palomba</td>
<td></td>
</tr>
<tr>
<td>THE NET: FORCE! SNIPPET TOOLBOX - A HANDS-ON APPROACH TO LOW LEVEL NETWORK PROGRAMMING</td>
<td>6262</td>
</tr>
<tr>
<td>D. Auer, P. Brandl, G. Mittenecker</td>
<td></td>
</tr>
<tr>
<td>STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS - SWOT- ANALYSIS IN ROMAN LAW SUBJECT</td>
<td>6272</td>
</tr>
<tr>
<td>C. Lázaro Guillamón, P. Panero Oria, A. Montañana Casañí</td>
<td></td>
</tr>
<tr>
<td>VIDEO-CONTENTS AS A MEANS OF STUDENTS’ SOCIO-CULTURAL COMPETENCE DEVELOPMENT</td>
<td>6276</td>
</tr>
<tr>
<td>R. Dabyltayeva, A. Sadykova, A. Aushakhman</td>
<td></td>
</tr>
<tr>
<td>AN EXPERIENCE WITH GOOGLE DRIVE IN SECONDARY EDUCATION: THE DIGITAL NEWSPAPER</td>
<td>6285</td>
</tr>
<tr>
<td>A. Blanco Martínez</td>
<td></td>
</tr>
<tr>
<td>INSTAGRAM AS A SOCIAL MEDIA TOOL TO LEARN SPANISH POETRY: AN EXPERIENCE WITH STUDENTS OF A LEVEL</td>
<td>6292</td>
</tr>
<tr>
<td>A. Blanco Martínez</td>
<td></td>
</tr>
<tr>
<td>MOOCs AND ONLINE LEARNING: THE CONTRIBUTION OF EUROPEANA TO EDUCATION</td>
<td>6298</td>
</tr>
<tr>
<td>F. Truyen</td>
<td></td>
</tr>
<tr>
<td>OPTIMISATION OF COLLABORATIVE KNOWLEDGE-BUILDING IN THE COMMUNITY OF SCIENTISTS BY THE DEVELOPMENT OF A COMMUNITY OF PRACTICE IN THE DOMAIN OF ANALYTICAL CHEMISTRY</td>
<td>6305</td>
</tr>
<tr>
<td>J. Jesionkowska, B. Denis</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>EVALUATION OF PREDICTIVE DATA MINING ALGORITHMS IN STUDENT ACADEMIC PERFORMANCE</td>
<td>6314</td>
</tr>
<tr>
<td>R. Jidagam, N. Rizk</td>
<td></td>
</tr>
<tr>
<td>MATURITY OF THE ACADEMIC STAFF AS A MOTIVATIONAL FACTOR TO DEVELOP THEIR PROFICIENCY IN ENGLISH</td>
<td>6325</td>
</tr>
<tr>
<td>K. Volchenkova, S. Alikov, I. Koltyarova</td>
<td></td>
</tr>
<tr>
<td>USE OF TABLETS IN BIOLOGY LESSONS AT PRIMARY SCHOOLS AND THEIR IMPACT ON STUDENTS’ PERFORMANCE</td>
<td>6336</td>
</tr>
<tr>
<td>L. Benediktová</td>
<td></td>
</tr>
<tr>
<td>TOPMOST: A NEW TOOL BASED ON LEARNING OUTCOMES FOR THE ACADEMIC MOBILITY OF VOCATIONAL STUDENTS</td>
<td>6342</td>
</tr>
<tr>
<td>I. Ferrer, M. Cervantes, M. Lázaro Navarro</td>
<td></td>
</tr>
<tr>
<td>FROM VIDEO MODELING TO TUTORIALS IN SCHOLASTIC LEARNING PROCESSES</td>
<td>6352</td>
</tr>
<tr>
<td>E. Cren</td>
<td></td>
</tr>
<tr>
<td>AN INVESTIGATION ON THE USAGE OF ABSTRACT NOUN IN CHINESE EFL LEARNERS</td>
<td>6362</td>
</tr>
<tr>
<td>P.Y. Ning</td>
<td></td>
</tr>
<tr>
<td>IEDUCARTS: EDUCATIONAL INNOVATION PROJECT TO DELVE INTO RENOVATION OF TEACHING METHODOLOGIES</td>
<td>6370</td>
</tr>
<tr>
<td>A.M. Botella Nicolás, R. Fernández Maximiano, S. Martínez Gallego, S. Ramos Abijado, A. Hurtado Soler</td>
<td></td>
</tr>
<tr>
<td>PRE-SERVICE TEACHER EXPERIENCE WITH INQUIRY-BASED SCIENCE EDUCATION</td>
<td>6375</td>
</tr>
<tr>
<td>J. Trna, E. Trnova</td>
<td></td>
</tr>
<tr>
<td>TEACHING AND LEARNING OF STATISTICS FOR HEALTH STUDIES. AN EDUCATIONAL EXPERIENCE</td>
<td>6382</td>
</tr>
<tr>
<td>A.V. García Luengo</td>
<td></td>
</tr>
<tr>
<td>ONLINE TEACHING: THE IMPORTANCE OF PEDAGOGY, PLACE AND PRESENCE</td>
<td>6386</td>
</tr>
<tr>
<td>L. Corbin, L. Bugden</td>
<td></td>
</tr>
<tr>
<td>GROWING ENVIRONMENTAL EDUCATION AND LITERACY</td>
<td>6387</td>
</tr>
<tr>
<td>M. Lawrence, J. Harrison</td>
<td></td>
</tr>
<tr>
<td>COMPARATIVE EFFECTS OF INDIVIDUAL AND GROUP STUDENTS – CENTRED LABORATORY INSTRUCTION ON STUDENTS’ CONCEPTUAL UNDERSTANDING IN BIOLOGY IN JIGAWA STATE, NIGERIA</td>
<td>6395</td>
</tr>
<tr>
<td>M. Maibeni</td>
<td></td>
</tr>
<tr>
<td>VIVA@MATEMÁTICA PROJECT – A DIFFERENT WAY TO SEE MATH</td>
<td>6399</td>
</tr>
<tr>
<td>F. Soares, M.P. Nunes, I.C. Lopes, A. Correia</td>
<td></td>
</tr>
<tr>
<td>USAGE OF FOUNDER SHOW FORMATS AS A DIDACTICAL METHOD IN ENTREPRENEURIAL EDUCATION</td>
<td>6406</td>
</tr>
<tr>
<td>G. Winterfeld, R. Studt</td>
<td></td>
</tr>
<tr>
<td>I’M A DATA ANALYSIS REPEATER. IF I PERSIST, WILL MY ACADEMIC PERFORMANCE BE IMPROVED?</td>
<td>6414</td>
</tr>
<tr>
<td>M.P. Jara Jiménez, F. Herrero Machancoses, J.F. Rosel Remírez, O. Ventura Ribes, P. Flor Arasil</td>
<td></td>
</tr>
<tr>
<td>ENHANCING THE INTERDEPENDENCE OF ACTIVITIES BETWEEN UNIVERSITIES AND THE REAL-LIFE PRACTICE – A NEW CHALLENGE IN THE FIELD OF HIGHER EDUCATION IN THE CZECH REPUBLIC</td>
<td>6420</td>
</tr>
<tr>
<td>M. Göttlichová</td>
<td></td>
</tr>
<tr>
<td>PROCESS SAFETY EDUCATION AND TRAINING ACADEMIC EDUCATION AS A FOUNDATION FOR OTHER PROCESS SAFETY INITIATIVES ON EDUCATION</td>
<td>6430</td>
</tr>
<tr>
<td>G. Boogaerts, J. Degreve, G. Vercruysse</td>
<td></td>
</tr>
<tr>
<td>LINKING NATIONS THROUGH E-GOVERNMENT: PERSPECTIVES AND IMPLICATIONS</td>
<td>6441</td>
</tr>
<tr>
<td>E. Ahiabuik</td>
<td></td>
</tr>
<tr>
<td>LEVELLING UP TEACHERS’ ICT COMPETENCIES: A DEPARTMENT’S APPROACH TO ICT INTEGRATION</td>
<td>6449</td>
</tr>
<tr>
<td>K.F. Lin, S.L. Tan</td>
<td></td>
</tr>
<tr>
<td>RACIAL COMPOSITION OF COMMUNITIES AND PARTICIPATION OF ADOLESCENTS</td>
<td>6459</td>
</tr>
<tr>
<td>G. Balczak</td>
<td></td>
</tr>
<tr>
<td>TECHNOLOGY IN THE AID OF DIFFERENTIATED INSTRUCTION: THE CASE OF LWIS-CITY INTERNATIONAL SCHOOL-DOWNTOWN LEBANON</td>
<td>6465</td>
</tr>
<tr>
<td>M. Alameddine</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>THE LWIS-CITY INTERNATIONAL SCHOOL-DT MODEL FOR THE EDUCATION OF</td>
<td>6471</td>
</tr>
<tr>
<td>THE GIFTED AND TALENTED</td>
<td></td>
</tr>
<tr>
<td>M. Alameddine</td>
<td></td>
</tr>
<tr>
<td>LEGO ROBOTIC BUILDING KIT AS A MEANS OF INFLUENCING THE STRUCTURE OF</td>
<td>6477</td>
</tr>
<tr>
<td>COGNITIVE ABILITIES AMONG PRIMARY SCHOOL PUPILS</td>
<td></td>
</tr>
<tr>
<td>J. Baňko</td>
<td></td>
</tr>
<tr>
<td>PRE-SERVICE LANGUAGE TEACHERS’ PERCEPTIONS OF THEIR SKILLS</td>
<td>6484</td>
</tr>
<tr>
<td>M.G. Méndez López</td>
<td></td>
</tr>
<tr>
<td>EMOTIONS OF MEXICAN LANGUAGE TEACHERS IN TERTIARY INSTITUTIONS</td>
<td>6485</td>
</tr>
<tr>
<td>M.G. Méndez López</td>
<td></td>
</tr>
<tr>
<td>A COMPARATIVE STUDY OF SERVICE DESIGN PROGRAMS IN HIGHER EDUCATION</td>
<td>6490</td>
</tr>
<tr>
<td>M. Ferruzca, P. Tossavainen, V. Kaartti, T. Santonen</td>
<td></td>
</tr>
<tr>
<td>HIGHEST ACADEMIC EDUCATIONAL EXPERTISE AND WORKING CAREERS</td>
<td>6499</td>
</tr>
<tr>
<td>M. Maunula</td>
<td></td>
</tr>
<tr>
<td>ON WOMEN’S POLITICAL BYNAMES (BASED ON SPANISH, FRENCH, RUSSIAN AND</td>
<td>6505</td>
</tr>
<tr>
<td>UKRAINIAN MEDIA AND ONLINE SOURCES</td>
<td></td>
</tr>
<tr>
<td>K. Chilingaryan, E. Zvereva</td>
<td></td>
</tr>
<tr>
<td>DESIGN OF REST CLIENT ARCHITECTURE FOR COURSE RESOURCES DOWNLOAD AND</td>
<td>6513</td>
</tr>
<tr>
<td>PACKAGE</td>
<td></td>
</tr>
<tr>
<td>M. Petrov, A. Aleksiieva-Petrova</td>
<td></td>
</tr>
<tr>
<td>THE DEVELOPMENT AND IMPLEMENTATION OF MATH PROJECTS IN A HE –</td>
<td>6522</td>
</tr>
<tr>
<td>EXPECTATIONS, OBJECTIVES, EXPERIENCES AND ANALYSIS</td>
<td></td>
</tr>
<tr>
<td>A.P. Lopes, F. Soares</td>
<td></td>
</tr>
<tr>
<td>USING COOPERATIVE LEARNING TO IMPROVE GENERIC SKILLS ACQUISITION IN</td>
<td>6531</td>
</tr>
<tr>
<td>UNIVERSITY STUDENTS</td>
<td></td>
</tr>
<tr>
<td>M.I. Torres, T. Paloneque, G.M. Liebanas, P. Lorite</td>
<td></td>
</tr>
<tr>
<td>A PHASED APPROACH TO MANAGEMENT REFLECTIONS ON TRANSDISCIPLINARY</td>
<td>6535</td>
</tr>
<tr>
<td>WORK INTEGRATED LEARNING IMPLEMENTATION</td>
<td></td>
</tr>
<tr>
<td>C. Govender, K. Modisagac, S. Taylor</td>
<td></td>
</tr>
<tr>
<td>EXPLORATION OF LEARNING GAINED THROUGH CODERDOJO CODING ACTIVITIES</td>
<td>6541</td>
</tr>
<tr>
<td>I. Sheridan, D. Goggin, L. O’ Sullivan</td>
<td></td>
</tr>
<tr>
<td>TURNITIN: DOES IT DETER STUDENTS’ PLAGIARISM?</td>
<td>6549</td>
</tr>
<tr>
<td>N. Saba ‘Ayon</td>
<td></td>
</tr>
<tr>
<td>PRINCIPALS’ UNDERSTANDING OF THEIR ROLE IN CHINESE AND SOUTH</td>
<td>6550</td>
</tr>
<tr>
<td>AFRICAN PUBLIC PRIMARY SCHOOLS – REPORT ON THE PILOT STUDY</td>
<td></td>
</tr>
<tr>
<td>Z. Wang</td>
<td></td>
</tr>
<tr>
<td>BENEFITS FOR STUDENT CAREERS – TRANSDISCIPLINARY WORK INTEGRATED</td>
<td>6551</td>
</tr>
<tr>
<td>LEARNING (WIL) COLLABORATION</td>
<td></td>
</tr>
<tr>
<td>C. Govender, M. Wait</td>
<td></td>
</tr>
<tr>
<td>GUIDING PRINCIPLES FOR COURSE DESIGN</td>
<td>6557</td>
</tr>
<tr>
<td>L. Reneland-Forsman</td>
<td></td>
</tr>
<tr>
<td>ASSESSMENT OF THE EDUCATIONAL METHODOLOGY OF COOPERATIVE</td>
<td>6558</td>
</tr>
<tr>
<td>LEARNING FOR STUDENTS OF HEALTH SCIENCES: A PILOT EXPERIENCE</td>
<td></td>
</tr>
<tr>
<td>M.C. Ruiz-Grao, M. Molina-Alarcón, M. García-Moreno, M.L. Amo-Saus,</td>
<td></td>
</tr>
<tr>
<td>F. García-Sevilla, M. López-Molina, R. Varón-Castellanos</td>
<td></td>
</tr>
<tr>
<td>&quot;SCIENTIFIC CONFERENCE&quot; AS A TOOL FOR ACTIVE LEARNING IN THE SUBJECT</td>
<td>6567</td>
</tr>
<tr>
<td>OF ANALYTICAL CHEMISTRY II IN THE GRADE OF PHARMACY</td>
<td></td>
</tr>
<tr>
<td>E. Rodríguez-Rodriguez, M. Sánchez-Paniagua López, J.P. Hervás Pérez,</td>
<td></td>
</tr>
<tr>
<td>B. López-Ruíz, P. Andrés Carbajales, A.M. López Sobaler, A. Aparicio</td>
<td></td>
</tr>
<tr>
<td>Vizuete, B. Navia Lombán, R.M. Ortega Anta, I. Mateos-Aparicio Cédí</td>
<td></td>
</tr>
<tr>
<td>el, A. Redondo Cuenca, M.D. Tenorio Sanz</td>
<td></td>
</tr>
<tr>
<td>NEW TRENDS REFLECTING BEHAVIOR MOTIVATION CURRICULUM IN EGYPTIAN</td>
<td>6573</td>
</tr>
<tr>
<td>UNIVERSITIES</td>
<td></td>
</tr>
<tr>
<td>S. Khalil, A. Soliman</td>
<td></td>
</tr>
<tr>
<td>A STRUCTURE FOR THE INTEGRATION OF EDUCATIONAL RESOURCES BASED ON</td>
<td>6580</td>
</tr>
<tr>
<td>CLOUD COMPUTING AND INTERNET OF THINGS</td>
<td></td>
</tr>
<tr>
<td>G. Cheng, C.M. Hou, W.A. Yi, Q.M. Xing</td>
<td></td>
</tr>
<tr>
<td>CULTURE CHANGE THEORIES: THE EDUCATION OF THEORIES THAT STILL IMPACT</td>
<td>6585</td>
</tr>
<tr>
<td>THE 21ST CENTURY</td>
<td></td>
</tr>
<tr>
<td>E. Nderu Boddington</td>
<td></td>
</tr>
</tbody>
</table>
PERCEPTIONS OF SUCCESSFUL PUPILS WITH A MIGRATION BACKGROUND ON FACTORS INFLUENCING THEIR ENGLISH ACHIEVEMENT
S. Aydin

RELATIONSHIP BETWEEN TEACHERS’ CLASSROOM PRACTICES AND LEARNING ENGAGEMENT IN PRIMARY SCHOOL
A.M. Näkk, I. Timoštšuk

LIVING LA VIDA LATINA IN THE WASHINGTON METRO AREA
J. Hernandez-Fujigaki

ASSURING QUALITY THROUGH DEVELOPMENT OF EVIDENCE BASED ASSESSMENT PRACTICES: CASE STUDY ON THE VALUE OF APPLYING ASSESSMENT DATA THROUGH QUALITY MATTERS STANDARDS
A. Grant, R. Lun, F. Cornelius

DESIGNING LEARNING PATHS IN THE FIELD OF INTANGIBLE CULTURAL HERITAGE (ICH): A NEW METHODOLOGY
F.M. Dagnino, A. Ceregini, F. Pozzi, M. Tavella

ENHANCEMENT OF AUSTRALIA’S GLOBALLY ENGAGED UNIVERSITY SECTOR: BRIDGING CULTURES AND TRANSFORMING STUDENT LEARNING AND ASSESSMENT IN ACCOUNTING
S. Taylor, M. Ryan, J. Pearce, L. Elphinstone

FOOD INCUBATORS TRANSFORMING REGIONS: INNOVATIVE LEARNING MATERIALS FOR SUSTAINABLE DEVELOPMENT OF REGIONS
Z. Palkova, M. Olejar, V. Cviklovc, O. Lukac

A MOBILE MICRO-LEARNING FORM FOR UNDERGRADUATE SELF-STUDY BASED ON WE THE MEDIA
C.M. Hou, G. Cheng, X.C. Liu

STUDENT ATTITUDES TOWARDS ACTIVE LEARNING METHODS IN A SENIOR-YEAR COMPUTER ENGINEERING COURSE
A.S. Sayyad

THE ENTRE4FUTURE PROJECT: EDUCATE ENTREPRENEURS THROUGH SIMULATION METHODOLOGIES
P. Silva, A. Mesquita, R. Bertuzi

VIRTUAL MUSEUM: AN OPEN DOOR TO DIGITAL COMPETENCE IN PRIMARY EDUCATION
L. Costa Blanco, G. Garcia Fernandez

ONLINE EDUCATION TAXONOMY AND ANALYSIS TO PROMOTE PAKISTANI EDUCATION
A. Gohar Qazi, S. Iqbal

A HOME MADE ROBOTIC PLATFORM BASED ON THEO JANSSEN MECHANISM FOR TEACHING ROBOTICS
A.C. Hernández, C. Gómez, J. Crespo, R. Barber

FACTORS AFFECTING THE USE OF BLENDED LEARNING IN TERTIARY MATHEMATICS CLASSES
G. Laigo, M.A. Zafra

REVIEWING THE MEXICAN CURRICULUM
J. Zorrilla

IMPROVING THE LEARNING PROCESS IN MATERIALS SELECTION: THE ROLE OF CONTEXT IN CHOOSING MATERIAL SOLUTIONS
A. Piselli, M. Simonato, B. Del Curto

DEVELOPMENT OF ATTENTION METRICS AND EVALUATION OF VIRTUAL LEARNING OBJECTS IN A BILINGUAL CONTEXT (BRAZILIAN SIGN LANGUAGE / PORTUGUESE)
B. Velloso, F. Bubniak, S. dos Santos, L. Moraes, D. Kaminski

WAYS OF ENRICHING FOREIGN LANGUAGE COURSES AT THE UNIVERSITY: DIGITAL BADGES AND MOBILE LEARNING
P. Brebера

STUDENTS’ ATTITUDES TOWARDS TEEN DATING VIOLENCE – IMPORTANCE OF EDUCATION FOR GENDER EQUALITY
Ž. Īurlina, R. Petani, M. Karamatič Brčić

IS FORMATIVE ASSESSMENT RELEVANT TO IMPROVE STUDENTS’ LEARNING? A PRACTICAL EXPERIENCE IN MANAGEMENT ACCOUNTING
P. Ibarrondo-Dávila, M.C. Pérez-López
WHAT IS THE BEST TYPE OF MULTIPLE CHOICE QUESTIONS FOR EPIDEMIOLOGY? 6756
J. Ribeiro, L. Miranda, N. Fernandes, R. Vaz, R. Batata, R. Costa, M. Severo

DEAF FILM CLUB: AESTHETICS EXPRESSION AND SUBJECTIVITY IN DEAF FILMS 6760
F. Bubniak, S. Santos, B. Velloso, L. Moraes, D. Kamiński

INTEGRATING SUSTAINABILITY IN THE CHEMICAL ENGINEERING CURRICULUM: METRICS OF A SUSTAINABLE ORGANIC CHEMICAL PROCESSES 6768

YOUNG BUSINESS EXPLORERS: AN INITIATIVE THAT PROMOTES THE ENTREPRENEURIAL SPIRIT 6777
A. Soler-Domínguez, L. Morales, V. Tarkovska

ANALYSIS OF CO-OCCURRENCES OF CATEGORIES IN THE CONTENT ANALYSIS OF THE COMMUNICATION IN A COMMUNITY OF INQUIRY 6782
E. Gutiérrez-Santiuste, M.J. Gallego-Arrufat, V. Gámiz-Sánchez

PREPARING STUDENTS TO BE GLOBALLY COMPETITIVE IN THE 21ST CENTURY: EXPLORING EDUCATIONAL LEADERS’ GLOBAL-MINDEDNESS AND STUDENT ACHIEVEMENT IN NORTH CAROLINA PUBLIC HIGH SCHOOLS 6789
B. Sutherland

PERSONAL-ACADEMIC COACHING PROGRAM FOR ENHANCING STUDENTS’ LEARNING 6799
M. Shacham

VALUES-BASED TRANSFORMATIVE LEARNING 6805
J. Sarno

RATIONAL EMOTIVE SOPHISTICS AS AN APPROACH TO TRANSDIAGNOSTIC PSYCHO-EDUCATION FOR ADULTS AND YOUTH 6814
W.U. Scholz

WHY TENURE IS NECESSARY FOR COLLEGE PROFESSORS, AND HOW FACULTY, INSTITUTIONS, STUDENTS, AND SOCIETY BENEFIT 6824
C. Gibaldi

QUALITY ASSURANCE IN E-LEARNING SYSTEM: LEARNING EFFECTIVENESS AND STUDENT SATISFACTION 6826
S. Rodchua

BUILDING CIVIL SOCIETY THROUGH NON-FORMAL EDUCATION 6827
V. Pestean

“IT DON’T LIKE MATH!” – HOW TO STOP THIS FEELING 6840
A. Caldeira, A. Faria

THE IMPACT ON THE QUALITY AND SATISFACTION OF THE TESTS OF AN UNCUED QUESTION FORMAT VERSUS A SHORT ANSWER QUESTION FORMAT 6846

HOW CAN WE MAKE CITY? PARTICIPATORY STRATEGIES 6852
J.A. Herrera Martín, M.V. de Montes Delgado

EVIDENCED-BASED ACADEMIC INSTRUCTIONAL PRACTICES USED IN JUVENILE CORRECTIONAL FACILITIES: A SYNTHESIS 6862
J. Kelly

HOW TO BUILD A 21ST CENTURY CLASSROOM USING CLOUD BASED VIRTUAL TOOLS 6867
J. Kelly

AGENT-BASED MODELING GAMES USING ICONIC REPRESENTATION IN SCIENCE EDUCATION 6869
N. Simon

HISTORICAL FACTS IN 2015 THAT WILL CHANGE OUR FUTURE: CHALLENGES AND OPPORTUNITIES 6878
J.G. de la Vega Meneses, M.J. Rivero Villar

MESSAGES FOR MANKIND FROM THE VATICAN: GUIDELINES FOR COMMON WELFARE 6886
J.G. de la Vega Meneses, M.J. Rivero Villar
STUDENT LEARNING PREFERENCE: THE IMPACT OF HORIZONTAL ALIGNMENT COMPARING SECOND AND THIRD YEAR COHORTS UNDERTAKING A PHARMACEUTICAL ANALYSIS COURSE IN THE SCHOOL OF PHARMACY, GRIFFITH UNIVERSITY, AUSTRALIA
A. Karaksha, A.K. Davey, A.R. Battle

MULTIMEDIA LEARNING MATERIAL OF REAL-LIFE EXAMPLE FOR LEARNING ALGEBRAIC FRACTIONS
N.A. Mohamed Mokmin, M. Masood

THE APPLICATION OF CONCEPT ATTAINMENT LEARNING STRATEGY FOR ALGEBRA
N.A. Mohamed Mokmin, M. Masood

FLIPPED MODEL OF INSTRUCTION IN ENGLISH AS A SECOND LANGUAGE CLASSROOM: A KAZAKHSTANI PERSPECTIVE
A. Yudintseva

STORIES ON THE JOURNEY TO INDIGENOUS AUSTRALIAN CULTURAL COMPETENCY: AN EVALUATION OF THE PEDAGOGICAL EFFICACY OF THE DIGITAL RESOURCE, CASSIE'S STORY: DYAN NGAL
B. Hill, R. Bacchus, J. Phillip, J. Harris, J. Biles, K. Rose, E. Hull

TEACHING ETHICAL DEVELOPMENT AND INTEGRITY AS A TRANSFERABLE SKILL
J. Mummery, M. Nolton

IMPROVING READING FOR ENGLISH LANGUAGE LEARNERS (ELLS) IN GOVERNMENT SCHOOLS USING A VIRTUAL CLASSROOM PLATFORM-A PUBLIC-PRIVATE PARTNERSHIP MODEL
S. Agarwal, P. Vora

TEACHING WITH GENERAL INSTRUCTION LANGUAGE
P. Valozic, T. Horvat, N. Junčić

EVALUATION OF TEACHERS’ COMPETENCES
Z. Gadusova, B. Hockickova, I. Lomnicky, L. Predanocová, R. Zilova

FACTORs THAT INFLUENCE INFORMATION COMMUNICATION TECHNOLOGY USAGE BY PRIVATE UNIVERSITY INSTRUCTORS IN LEBANON
S. Estepan

DEVELOPMENT OF THE NATIONAL EDUCATION SYSTEM OF REPUBLIC OF KAZAKHSTAN IN CONDITIONS OF GLOBALIZATION
M. Zhangazhinova, A. Maganov, R. Sydykova, A. Saitov, K. Ashekeyeva, S.E. Bekshanov

GRADE OF KNOWLEDGE OF ECOLOGICAL CONSCIOUSNESS AMONG THE TEACHERS OF SECONDARY EDUCATION IN THE NORTHEASTERN OF SPAIN
M. Notari, F. Pardo Fabregat, M.M. Jordán Vidal

INTELLIGENT TUTORING IN ONLINE LEARNING ENVIRONMENT
T. Littunen, I. Autio

WHO AM I IN THE EYES OF THE WORLD? A COMPARATIVE STUDY OF PRE-SERVICE TEACHERS’ PERCEPTIONS OF EARLY CHILDHOOD EDUCATORS’ PROFESSIONAL STATUS IN THEIR COMMUNITY. AUSTRALIAN AND AMERICAN PERSPECTIVES
D. O'Connor, C. McGunnigle, S. Davie, J. Waggoner, T. Treasure, L. Cranley

IMPACT OF HIGH COST OF ARCHITECTURAL EDUCATION ON STUDENTS’ CREATIVE WORKS PRESENTATION IN A TYPICAL NIGERIAN UNIVERSITY
O. Alagbe, P. Adenomu, O. Dare-Abel, G. Alalade, T. Alagbe

THE STUDENTS EXCHANGE ARCHITECTURE PROGRAM FROM INDIA AT THE SCHOOL OF ARCHITECTURE AND BUILDING OF THE POLYTECHNIC UNIVERSITY OF CARTAGENA (UPCT), SPAIN. REFLECTION ON THE STRENGTHS AND OPPORTUNITIES
M. Mestre Martí, M. Salcedo Galera, P. Reus Martínez, J. Blancafort Sanso, M. Rodríguez Martín, M. Ros Sempere, J. Calvo López

INTERNERSHIP DIVERSITY & MOBILITY: FIRST EXPERIENCES ON SPANISH UNIVERSITIES
M.I. Beas-Collado, T. Martínez-Fernández, M. Segarra-Ciprés

THE ECONOMIC ENVIRONMENT AS A DYNAMIC FACTOR IN UNIVERSITY CURRICULUM
M.R. Cotrumbă, M.G. Chitu, O. Cupșa, T. Popa

NAVAL ARCHITECTURE EDUCATIONAL MODERN TOOLS
T. Popa, O. Cupșa, A. Pintilie, M.G. Chitu
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW OIL AND GAS MASTER PROGRAMME BASED ON INSTITUTIONAL COLLABORATION</td>
<td>7051</td>
</tr>
<tr>
<td>O. Cupsa, M.R. Cotrubă, T. Popa, I. Popa</td>
<td></td>
</tr>
<tr>
<td>EDUCATION: A COMPASS TO MEASURABLE SOCIAL DEVELOPMENT IN NIGERIA</td>
<td>7056</td>
</tr>
<tr>
<td>S. Omidiora, E. Abajoye, T. Abajoye, L. Amodu</td>
<td></td>
</tr>
<tr>
<td>ADVANCED SKILLS IN ONCOLOGY RESEARCH THROUGH VIRTUAL LEARNING</td>
<td>7063</td>
</tr>
<tr>
<td>ENVIRONMENT J.L. Lopez-Guerra, B.D. Delgado-León, J. Moreno, A. Moreno, C.L. Parra, A. Martínez, M.J. Ortiz-Gordillo</td>
<td></td>
</tr>
<tr>
<td>FROM ENGINEERING TO MATHEMATICS TEACHING: INITIAL PERCEPTIONS OF</td>
<td>7064</td>
</tr>
<tr>
<td>MATHEMATICS, ENGINEERING AND TEACHING I. Raveh, Y. Furman Shaharabani</td>
<td></td>
</tr>
<tr>
<td>TUTORING PROGRAM IMPACT FOR POSTGRADUATE MEDICAL STUDENTS</td>
<td>7068</td>
</tr>
<tr>
<td>J.L. López-Guerra, B.D. Delgado-León, P. Cabrera, I. Rincón, M.J. Ortiz-Gordillo</td>
<td></td>
</tr>
<tr>
<td>EDUCATION, GENDER AND CHILD-RIGHTS: SALIENT ISSUES IN POST-MDG YEARS</td>
<td>7069</td>
</tr>
<tr>
<td>ENVIRONMENTAL EDUCATION AND MEANINGFUL LEARNING: DIDACTIC</td>
<td>7079</td>
</tr>
<tr>
<td>APPLICATIONS IN THE NATURAL SCIENCES MUSEUM OF THE UNIVERSITY OF</td>
<td></td>
</tr>
<tr>
<td>NAVARRA F. Echarri, J. Puig</td>
<td></td>
</tr>
<tr>
<td>WRITING POETRY IN PRIMARY SCHOOLS: A TEACHING EXPERIENCE</td>
<td>7088</td>
</tr>
<tr>
<td>P. Carriere, C. Giazzi, S. Quadrelli, M. Maiocchi</td>
<td></td>
</tr>
<tr>
<td>A REVIEW OF A STUDENT-TEACHER INTERACTION IN ONLINE LEARNING IN</td>
<td>7096</td>
</tr>
<tr>
<td>HIGHER EDUCATION S. Uotinen, H. Tzvetkova, L. Valkonen</td>
<td></td>
</tr>
<tr>
<td>FIVE YEARS OF EXPERIENCE OF TEACHING INNOVATION IN THE SUBJECTS OF</td>
<td>7097</td>
</tr>
<tr>
<td>ORGANIC CHEMISTRY AND MEDICINAL CHEMISTRY, USING SCIFINDER AS A</td>
<td></td>
</tr>
<tr>
<td>DIDACTIC COMPLEMENT M.C. Núñez-Carretero, E. García-Rubiño, A. Conejo-García, O. Cruz-López</td>
<td></td>
</tr>
<tr>
<td>POSSIBILITIES FOR COLLABORATIVE WORK: SEVERAL TEACHERS SHARING</td>
<td>7102</td>
</tr>
<tr>
<td>UNDERSTANDING FEMALE PARTICIPATION IN STEM SUBJECTS IN PAKISTAN</td>
<td>7110</td>
</tr>
<tr>
<td>S. Hollows, C.E. Schulze, M. Rab</td>
<td></td>
</tr>
<tr>
<td>THE DEVELOPMENT OF SYNTACTIC PROCESSING SKILLS IN DEAF PUPILS:</td>
<td>7119</td>
</tr>
<tr>
<td>VISUALIZATION OF SYNTACTIC STRUCTURES WITHIN A COMPUTERIZED</td>
<td></td>
</tr>
<tr>
<td>LEARNING ENVIRONMENT P. Müller, L. Habib-Najjar</td>
<td></td>
</tr>
<tr>
<td>EMPLOYMENT OF TECHNOLOGY ACCEPTANCE MODEL (TAM) TO ADOPT</td>
<td>7120</td>
</tr>
<tr>
<td>LEARNING MANAGEMENT SYSTEM (LMS) IN IRAQI UNIVERSITIES</td>
<td></td>
</tr>
<tr>
<td>M. Radif, I.S. Fan, P. McLaughlin</td>
<td></td>
</tr>
<tr>
<td>TRANSFORMING LEARNING WITH MOBILE TECHNOLOGY: LESSONS LEARNT</td>
<td>7131</td>
</tr>
<tr>
<td>FROM A FACULTY WIDE PROJECT L. Boubert, M. Clements, T. Delattre, M. Purdue, J. Lewis</td>
<td></td>
</tr>
<tr>
<td>DEVELOPING ONLINE TRAINING FOR FAMILY CARERS OF PEOPLE WITH</td>
<td>7132</td>
</tr>
<tr>
<td>DEMENTIA — THE CHALLENGES AND EXPERIENCES OF DEVELOPING AND</td>
<td></td>
</tr>
<tr>
<td>IMPLEMENTING A PAN-EUROPEAN PROJECT F. Timmons, K. Olstad, E. Vans, F. Timmons, K. Olstad, E. Vansteenwinkel</td>
<td></td>
</tr>
<tr>
<td>IMPLICATIONS OF UNIVERSAL DESIGN FOR LEARNING ON STUDENT ENGAGEMENT</td>
<td>7142</td>
</tr>
<tr>
<td>IN HIGHER EDUCATION AND ITS COMPARATIVE ANALYSIS A. Khan, M. Mahmood, M. Maqbool</td>
<td></td>
</tr>
<tr>
<td>‘NEVER LET THE FACTS GET IN THE WAY OF A GOOD STORY’: EXPLORING</td>
<td>7152</td>
</tr>
<tr>
<td>PREVALENT DISCOURSES IN THE REPORTING OF THE OECD STUDENTS,</td>
<td></td>
</tr>
<tr>
<td>COMPUTERS AND LEARNING STUDY IN THE NATIONAL MEDIA IN IRELAND O. McGarr, K. Johnston</td>
<td></td>
</tr>
<tr>
<td>SIMPROGRAMMING: THE DEVELOPMENT OF AN INTEGRATED TEACHING APPROACH</td>
<td>7162</td>
</tr>
</tbody>
</table>
INTERNET PORTALS AS INTEGRATION MEANS OF ACCESS TO EDUCATIONAL RESOURCES
A. Ivannikov, S. Tumkovskiy

ON-LINE LESSONS OF A PHYSIOTHERAPY DEGREE SUBJECT: OPEN COURSEWARE APPLIED TO PUBLIC HEALTH
E. Marques-Sule, N. Sempere-Rubio, R. Faubel-Cava, S. Cortés-Amador, M. Aguilar-Rodríguez

DIAGNOSTIC ASSESSMENT FOR FIRST YEAR STUDENTS IN HIGHER EDUCATION
I. Franquet, M. Abrath

INNOVATIVE TEACHING METHODS: BLENDED-LEARNING IN COMMUNITY PHYSICAL THERAPY
E. Marques-Sule, R. Faubel-Cava, S. Cortés-Amador, N. Sempere-Rubio, M. Aguilar-Rodríguez

MEANING EQUIVALENCE: A METHODOLOGICAL TOOL FOR ASSESSING DEEP UNDERSTANDING
O. Robutti, F. Arzarello, P. Carante, R. Kenett, T. Prodromou, U. Shafrir

NEED VS DEMAND: INTERNATIONAL PHD STUDENTS AND THEIR DESIRE FOR EXPLICIT PRONUNCIATION INSTRUCTION
D. Clingwall

CATCHING PLAGIARISTS: DETECTING PLAGIARISM IN STUDENT SOURCE CODE ASSIGNMENTS IN A VIRTUAL LEARNING ENVIRONMENT
G. Obaido, P. Ranchod, R. Klein

EXPECTED BEHAVIOR OF HIGH LEVEL STUDENTS OF LEIRIA (PORTUGAL) TO EARTHQUAKES
S. Monteiro, M. Heleno, M. Ribeiro

SAFETY PICTOGRAMS PERCEPTION ANALYSIS
S. Monteiro, M. Heleno, K. Ispolnov, M. Ribeiro

LOTS OF CHATTER ABOUT DIGITAL BADGES AND OPEN BADGES: AN EXAMINATION OF THE EMERGENT LITERATURE IN HIGHER EDUCATION
N. Haughton, P. Singh

PROBLEMS OF TERTIARY EDUCATION IN NIGERIA: AN IMPEDIMENT TO EFFECTIVE MANAGEMENT IN THE 21ST CENTURY
R. Evans-Obinna

DEVELOPMENT OF THE ACADEMIC STAFF CORPORATE ETHICS
I. Kotlyarova, I. Voloshina, M. Prohazka

DIFFERENTIATING THE FLIPPED CLASSROOM: USING DIGITAL LEARNING TO MEET THE NEEDS OF DIVERSE LEARNERS
E. Carbaugh, K. Doubet

CHILDREN’S CONCEPTS OF THE FAMILY IN PRE-SCHOOL AGE
J. Petrová, Š. Chudý, P. Neumeister

BUILDING TRACEABILITY INDICATORS IN COLLABORATIVE PROCESSES USING DIGITAL TECHNOLOGY IN EDUCATIONAL SETTINGS. PRESENTATION AND COMPARISON OF EDUCATIONAL AND TECHNOLOGICAL PERSPECTIVES
M. Zangara, C. Sanz

DO FLIPPED LEARNING CLASSES COMPARE WITH TRADITIONAL CLASSES?
I. Frímannsdóttir

LINKS BETWEEN STRESS COPING SKILLS AND CONTINGENCIES OF SELF-WORTH IN UNIVERSITY STUDENTS
A. Vaiciuliene, A. Ivanauskas

EXPLORING ENGLISH AND AMERICAN LITERATURE IN LINGUISTIC ACADEMIC COURSES
O. Karasik, N. Pomortseva, N. Bobyreva

3D DIGITAL TECHNOLOGIES IN THE PRACTICAL TRAINING OF ARCHAEOLOGISTS
J. Montusiewicz, M. Miłosz, R. Kayumov

THE IMPROVEMENT OF THE INFORMATION TECHNOLOGY TRAINING EFFICIENCY FOR STUDENTS OF HUMANITIES
M. Lukoyanova, A. Khusainova

STUDENTS’ PERCEPTIONS OF THE “DIGITAL ME” SECURITY HAZARDS
M. Juszczyk, E. Milosz

PEER TUTORING ON AN VIRTUAL COLLABORATIVE INTERNATIONAL ENVIRONMENT
L. Pérez-Hernández, A. Iza Erviti
STUDY OF PROGRAMMING PARADIGMS
L. Gorodniaia, T. Andreyeva
7482

BUSINESS SIMULATION COURSES: AN ALTERNATIVE TEACHING METHODOLOGY FOR ACCOUNTANTS AND MANAGERS
P. Silva, R. Bertuzi
7492

INCLUSION IN THE WORKFORCE FOR STUDENTS WITH INTELLECTUAL DISABILITIES: A SPANISH POSTSECONDARY EDUCATION PROGRAM
S. Judge
7501

CONCURRENT DESIGN: THE IMPORTANCE OF THEORETICAL AND PRACTICAL TRAINING
T.A. Hjeltnes, K.A. Strand, M. Storevik, T. Hjeltne
7506

THE EXISTENCE AND INFLUENCE OF PLAYER MOTIVATION IN LEARNING USING GAMIFICATION AMONG RURAL STUDENTS IN SABAH, MALAYSIA
M. Sanmugam, N. Mohd Zaid, H. Mohamed, Z. Abdullah, B. Aris
7514

ASSESSING MANAGEMENT COMPETENCIES FOR QUALITY LEADERSHIP PERFORMANCE: A STUDY IN MALAYSIAN HIGHER EDUCATION CONTEXT
M. Ghasemy, S. Hussin, M.A.K. Megat Daud, S. Ghavifekr, H.B. Kenayathaulla
7521

IDENTIFYING THE FACTORS BUILDING PERSONAL, INTERPERSONAL, AND COGNITIVE CAPABILITIES IN MALAYSIAN HIGHER EDUCATION
M. Ghasemy, S. Hussin, A. Zabidi Abdul Razak, M.J. Maah, M.A.K. Megat Daud
7531

ACHIEVING AUTHENTICITY IN WRITING ASSESSMENT: THE CASE FOR KEEPING ASSESSMENT LOCAL
K. Petchko, J. Elwood, G. O’Neill
7542

PROVOCATION IN THE SOCRATIC METHOD OF QUESTIONING USING ONLINE TECHNOLOGY AND THE RELATIONSHIP WITH STUDENT ACHIEVEMENT
S. Md Suhadi, N. Mohd Zaid, H. Mohamed, Z. Abdullah, B. Aris
7543

THE SECURITY CODEX - MAPPING A RESEARCH DOMAIN
A. Colarik, R. Ball
7551

POPULAR SUPERNOVA PROJECT: A CITIZEN SCIENCE PROGRAM BASED ON AMATEUR ASTRONOMICAL OBSERVATIONS
S. Li, D. Fan, X. Gao, C. Cui
7561

FINANCIAL INVESTIGATION TRAINING AS AN ANTI-CORRUPTION ACTIVITY
J. Budik, O. Schlossberger, V. Ezr
7570

STUDENTS’ PREFERRED STUDY HABITS IN THE DIGITAL AGE
S. Connor
7574

MORE! MEDIA TRANSPARENCY - GAMIFICATION AND ONLINE COLLABORATION
S. Schadenbauer, G. Sprung, P. Salhofer, A. Nischelwitzer, R. Strohmaier
7578

MOBILE DEVICES AS A CLASSROOM RESPONSE SYSTEM: AN IMPROVEMENT OF CLICKER DEVICES
7588

PECULIARITIES OF PARENTAL INVOLVEMENT IN CHILDREN EDUCATION IN LITHUANIA
G. Čiuladienė, A. Valantinas, R. Pilkauskaitė-Valiokienė
7589

COMPETENCE-BASED ASSESSMENT AND TEACHING QUALITY: A STRATEGIC OVERVIEW AT OUR UNIVERSITY
G. Àvila-Martorell, N. Farrús-Prat, M.S. Montserrat-Pera, M. Giralt Batista
7596

PEER OBSERVATION IN HIGHER EDUCATION AS AN AGENT OF CHANGE IN TEACHING AND LEARNING
M. Danko, D. Keržič, Ž. Kotnik
7600

DEVELOPING INTERCULTURAL COMMUNICATION COMPETENCE: HOW TO PUT IT INTO PRACTICE
S. Ibarrola-García
7611

THE SERVICE APPRAISAL AND CAREER MANAGEMENT OF SOLDIERS OF THE ARMY OF THE CZECH REPUBLIC
T. Dolečková, L. Kubínič
7619

ROLE PROGRAM GAMES AS A METHODOLOGY FOR PROFESSIONAL COMPETENCES ACQUISITION
7626
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A SYSTEMS APPROACH TO DESIGNING MULTI-MODALITY EDUCATION IN A MEDICAL RESEARCH SETTING</td>
<td>7627</td>
</tr>
<tr>
<td>FOREIGN STUDENTS A CHALLENGE. CASE STUDY AT &quot;LUCIAN BLAGA&quot; UNIVERSITY OF SIBIU, ROMANIA</td>
<td>7636</td>
</tr>
<tr>
<td>APPLICATIONS FOR MOBILE ASSISTED LANGUAGE LEARNING: A CURRENT FIELD RESEARCH</td>
<td>7645</td>
</tr>
<tr>
<td>GOOD PRACTICE IN LEARNING AND COMPETENCE ASSESSMENT IN HIGHER EDUCATION</td>
<td>7652</td>
</tr>
<tr>
<td>THE NORTH AND THE REST? THE INNOVATION GAP IN THE EUROPEAN UNION</td>
<td>7657</td>
</tr>
<tr>
<td>A REVIEW OF LECTURE CLASS EVALUATION ITEMS IN JAPANESE UNIVERSITIES</td>
<td>7658</td>
</tr>
<tr>
<td>UNDERSTANDING MISCONDUCT. A QUANTITATIVE INQUIRY INTO ACADEMIC DISHONESTY, PEER PRESSURE AND PERCEIVED SELF-EFFICACY</td>
<td>7663</td>
</tr>
<tr>
<td>EDUCATIONAL RESEARCH EXPERIENCES ON POLYMER PHYSICS</td>
<td>7669</td>
</tr>
<tr>
<td>STIMULATING STUDENTS’ CREATIVITY IN ROMANIAN TECHNICAL UNIVERSITIES</td>
<td>7675</td>
</tr>
<tr>
<td>THE INFLUENCES OF CAPITAL DEVELOPMENT STRATEGIES CHOICE ON INTERNATIONAL MANAGEMENT STUDENTS’ COLLABORATIVE KNOWLEDGE CREATION: TURKEY AND ECUADOR</td>
<td>7682</td>
</tr>
<tr>
<td>DEVELOPMENT OF ANALYTICAL SKILLS DURING SOCIAL WORK PRACTICE: THE STUDENTS’ APPROACH</td>
<td>7703</td>
</tr>
<tr>
<td>THE FSI – AN EXAMPLE FOR SUCCESSFUL UNIVERSITY-INDUSTRY COLLABORATION</td>
<td>7711</td>
</tr>
<tr>
<td>DELIMITATIONS OF ONLINE LEARNING PROGRESS: BARRIERS TO CURRENT ONLINE LEARNING PROGRESS AND CREATIVITY</td>
<td>7719</td>
</tr>
<tr>
<td>SOCIO-EDUCATIONAL ASSISTANCE TO CHILDREN FROM SOCIAL RISK FAMILIES IN DAY CARE CENTRES</td>
<td>7725</td>
</tr>
<tr>
<td>COLLABORATION AS LEARNING: HOW THE STUDENTS LEARNING OUTCOME INCREASES THROUGH INTERDISCIPLINARY COLLABORATION WITH EXTERNAL CLIENTS</td>
<td>7737</td>
</tr>
<tr>
<td>ADVANCED ANALYTICAL CHEMISTRY: EVALUATION OF A NEW METHODOLOGY TO IMPROVE STUDENTS’ RESULTS</td>
<td>7742</td>
</tr>
<tr>
<td>KAZAKHSTAN IN THE CONTEXT OF THE EUROPEAN HIGHER EDUCATION AREA: OPPORTUNITIES AND PRACTICES</td>
<td>7743</td>
</tr>
<tr>
<td>LEARNING OUTCOMES AND COMPETENCES IN MATHEMATICS AFTER A FOUR YEAR EXPERIENCE IN ENGINEERING DEGREES</td>
<td>7750</td>
</tr>
<tr>
<td>HOW DO 1ST YEAR GRADUATE STUDENTS SEARCH INFORMATION AT SCHOOL OF INDUSTRIAL STUDIES AND MANAGEMENT OF THE POLYTECHNIC INSTITUTE OF PORTO?</td>
<td>7757</td>
</tr>
<tr>
<td>THE EFFECT OF ICT INTEGRATION IN PROMOTING STUDENTS’ SELF DIRECTED LEARNING: A QUANTITATIVE ANALYSIS</td>
<td>7765</td>
</tr>
<tr>
<td>THE INTRODUCTION OF AN ENTERPRISE RESOURCE PLANNING IN THE BUSINESS MANAGEMENT DEGREE</td>
<td>7773</td>
</tr>
</tbody>
</table>
GAMIFICATION AS A STRATEGY TO ENHANCE FLIPPED CLASSROOM
T. Matsumoto

INFORMATION SYSTEMS DEVELOPMENT: A HERMENEUTIC PERSPECTIVE ON STUDENTS’ ZONE OF PROXIMAL DEVELOPMENT
J. Gailis, S. Nordheim

STUDENT’S PERFORMANCE EVALUATION IN CHEMISTRY LABORATORY FROM SEVERAL ENGINEERING DEGREES
S. Carda-Broch, M.J. Ruiz-Ángel, M. Esteve-Amorós, J. Peris-Vicente, J. Esteve-Romero

MOOCS AND MUSEUMS STUDIES EDUCATION: OPPORTUNITIES AND PROSPECTS IN THE DIGITAL ERA
I. Sizova, O. Ulyanova

PREDICTIVE STATISTICS APPLIED TO ATTENDANCE AND OUTCOMES AT THE COURSE LEVEL
V. Malbasa

THE USE OF MOBILE PHONES IN TEACHING AND LEARNING: A CASE STUDY AT THE COLLEGE OF DISTANCE EDUCATION, UNIVERSITY OF CAPE COAST
V. Arkorful, G. Oduro, N. Abaidoo

LANGMOOC – ON ASSESSMENT IN MOOCs. CREATING A TOOLKIT FOR NON-ACADEMIC INSTITUTIONS PROVIDING LANGUAGE MOOCs
T. Talmo

THE CRITICAL AND NON-CRITICAL THINKING AMONG THE HIGH-SCHOOL GRADUATES IN ROMANIA
S. Stanciu-gelu, D. Iacob

MAPPING THE TEACHING CHALLENGES OF USER EXPERIENCE AND INTERFACE DESIGN CLASSES IN PUBLIC ITALIAN UNIVERSITIES
L. Bollini

DEVELOPING SUPPORT STRUCTURES TARGETING THE OCCLUDED DIFFICULTIES FACED BY INTERNATIONAL STUDENTS
G. O’Neill, K. Petchko, J. Elwood

ENHANCE LEARNING OF MATHEMATICS IN SECONDARY SCHOOL WITH PROGRAMMING: SOME EXAMPLES WITH ENVIRONMENT MATCOS
M.G. Frassia

SOCIAL EQUITY AND JUSTICE THROUGH EDUCATION: EXPLORING ONLINE LEARNERS’ PERSONAL AND SOCIO-ECONOMIC HISTORIES
A. Grigoryan

USE OF PHYSIOTHERAPY CLINICAL GUIDELINES AS ELECTRONIC RESOURCES IN PHYSIOTHERAPY DEGREE: SATISFACTION ON LEARNING IMPROVEMENTS

THE APPLICATION OF 3D PRINTING TECHNOLOGY IN ART AND DESIGN TRAINING
I.B. Adenij, I.A. Alemaka

DESIGNING A CHEMICAL REACTOR IN LAB PRACTICES BY INDUSTRIAL ENGINEERING STUDENTS

CASE METHOD TEACHING FOR FOSTERING INDEPENDENT LEARNING IN ENGINEERING COURSES
M.A. Fernández-Zamudio, A. Melian Navarro, R. Galstyan Sargsyan

CRITERIA-BASED ASSESSMENT AS A METHOD OF QUALITATIVE DEVELOPMENT OF TEACHING AND LEARNING PROCESS
Y. Davletkaliyev, B. Muldasheva, N. Kibatayeva, B. Kulbayeva

GUIDELINE TO BEST PRACTICES IN THE MANAGEMENT OF ONLINE POSTGRADUATE SUBJECTS
A. Melian Navarro, R. Galstyan Sargsyan, M.A. Fernández-Zamudio

MASTER IN WATER ENGINEERING A “SEMI-ATTENDANCE” UNIVERSITY-SPECIFIC DEGREE WITH INTERNATIONAL PARTICIPATION

NATURALIZATION: A NEW CONCEPT DEVELOPED AND CARRIED OUT IN THE SUBJECT “ENVIRONMENTAL TECHNOLOGY” OF DEGREE IN INDUSTRIAL ENGINEERING
MANAGEMENT GAME "STRATEGIC CHALLENGE" AND ITS DEVELOPMENT, IMPROVING AND SUITABILITY FOR USING IN EDUCATION PROCESS
L. Jelinkova, J. Fuka, R. Knezackova

EXPERIENCES IN COOPERATIVE GROUPS FOCUSED ON FINAL DEGREE PROJECTS IN SCIENCES
E. Galbis, M.V. de Paz, A. Alcudia

INNOVATIVE APPROACH TO ACID-BASE EQUILIBRIUMS
E. Galbis, M.V. de Paz, A. Alcudia

ATTITUDE OF THE ROMANIAN HIGH-SCHOOL STUDENTS TOWARDS THE VIOLENCE AS AN INSTRUMENT TO SOLVE SOCIAL PROBLEMS
D. Iacob, S. Stanciugelu

TIKONDWE TEACHERS PROJECT: THE EVOLUTION OF MISSION AND REDEFINITION OF ROLES IN A LONG-TERM INTERNATIONAL EDUCATIONAL COLLABORATION
K. Bottomley, J. Snyder, L. Kapenuka, A. Ussi, C. Zinya, T. Kapenuka, E. Barber, A. Potts, C. McNulty

FROM BURNOUT TO WELLBEING IN FOREIGN LANGUAGE TEACHING: STATE OF THE ART IN THEORETICAL AND APPLIED RESEARCH
C. Pérez Valverde, J.R. Guijarro Ojeda, M.J. Cardoso Pulido

DISABILITY LAWS AND LEGAL ISSUES IN HIGHER EDUCATION
P. Roubides

OPTICS AND PHOTONICS INNOVATIVE EDUCATION NETWORKING: SYNERGIES BETWEEN UNIVERSITIES AROUND LEARNING

INTERNAL EVALUATION OF EDUCATIONAL EU PROJECTS
T. Hjeltnes, A. Fox, T.A. Hjeltnes

METHODS IN TEACHING OF MODERN VISUAL LITERATURE
T. Semjan, T. Chigintceva, M. Dvoynishnikova, E. Smyshlyaev

GENDER EQUALITY A MINOR ISSUE AT THE UPV? FIRST STEPS TOWARDS AN UNDERSTANDING
E. Navarro-Astor, A.P. Guardiola-Villora, L. Basset-Salom

INNOVATIVE AND ACTIVE LEARNING STRATEGIES IN HIGHER EDUCATION: BOOSTING SATISFACTION AND LEARNING EFFECTIVENESS
S. Rodchua

A FRAMEWORK FOR MAPPING MULTIMEDIA TO EDUCATIONAL CONCEPTS
C. Onyekaba, R. Campion, A. Atkins

POOR RESULTS OF SMS SURVEY OF 60+ PATIENTS OF ONCOLOGY CENTRE IN BYDGOSZCZ AND THE NEED FOR REVISION OF SENIORS’ TECHNOLOGY EDUCATION
K. Śmiatacz, A. Błachnio

GIRLS AND ICTS ORIENTATION
I. Sobowale, A. Sowunni, T. Ekanem, O. Sowunni

DETERMINANTS OF HEALTH RISK BEHAVIORS AMONG ALBANIAN ADOLESCENTS AND YOUNG ADULTS: IMPLICATIONS FOR TEACHERS’ AND PARENTS’ EDUCATION PROGRAMS
E. Melonashi

KNOWLEDGE TRANSFER IN POLAND – OPPORTUNITIES AND THREATS
K. Śmiatacz, J. Nizioławska, L. Nizioławski, K. Samek

AUTOMATIC WORD QUIZ CONSTRUCTION USING REGULAR AND SIMPLE ENGLISH WIKIPEDIA
R. Rose

ANALYSIS OF LECTURER EVALUATION VS. STUDENT PEER- AND SELF-EVALUATION OF TEAMWORK AND LEADERSHIP IN UNIVERSITY FIRST-YEAR STUDENTS
R.M. Belda, F. Fornes

EXPERIMENTAL PROPOSAL THROUGH PROJECT-BASED LEARNING IN PRIMARY SCHOOL
A. Puche, C. Medina-Perez

INNOVATIVE SURVEYING METHODS IN EDIFICATION
CHEMIE IM KONTEXT: A CONTEXT BASED METHODOLOGY FOR CHEMISTRY TEACHING AND ITS ADAPTATION IN SPAIN AND ARGENTINA
I. Sanchez Diaz, D. Di Fuccia

AN AD HOC FINAL DEGREE PROJECT TO HELP STUDENTS TO GET THE SECOND CYCLE EDUCATIONAL LEVEL (MECES 3)

AN INCREASE IN AVOIDANCE MOTIVATION, THROUGH USING NEGATIVE FEEDBACK IN ONLINE LEARNING TASK, REDUCES STUDENT PROCRASTINATION
M.M. Schodl, A. Raz, A.N. Kliker

METHODOLOGICAL APPROACH IN THE FINAL DEGREE WORK IN HIGHER EDUCATION TECHNOLOGY
Q. Angulo-Ibáñez, R. Zornoza-Zornoza, M. Almenar-Muñoz

BARNELKAR: A COLLABORATIVE UNIVERSITY-INDUSTRY LEARNING EXPERIENCE TO BOOST DIVERSIFICATION STRATEGY IN SMES
J. Ganzarain, J.I. Igartua, N. Errasti

THE RELATIONSHIP BETWEEN THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES AND THE LEVEL OF INTRAPRENEURSHIP CULTURE OF SMES
O. Leon, J.I. Igartua, J. Ganzarain

KIT-VPD: A COLLABORATIVE UNIVERSITY-INDUSTRY EXPERIENCE FOR IMPLEMENTING VALUE PROPOSITION DESIGN TECHNIQUES IN SMES
J.I. Igartua, J. Ganzarain, L. Markuerkiaga

THE GAMIFICATION TREND: A NEW PERSPECTIVE FOR TEACHING AND LEARNING
I.M. Velez Osorio

UNEK+, AN ACADEMIC ENTREPRENEURSHIP MATURITY MODEL FOR HIGHER EDUCATION INSTITUTIONS
L. Markuerkiaga, N. Errasti, N. Zabaleta

THE EVOLUTION OF MOBILE LEARNING AT THE UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY: FROM CENTRALIZATION TO INDIVIDUAL MOBILITY
B. Muirhead

TEACHING DECISION RULES VIA WORKED EXAMPLES
Y. Demiraslan Çevik, Y. Ilützer

AN ONGOING EMPIRICAL ANALYSIS OF STUDENTS’ ACADEMIC PERFORMANCE: ERASMUS VS NON-ERASMUS
P.J. Pérez-Vázquez, C. González-Baizaudi, E.M. Montañés-Brunet

AN APPROACH FOR AUTOMATED EVALUATION OF ESSAY-WRITING IN SECOND LANGUAGE LEARNING
Y. Kishi

MOBILE LEARNING DEVICES TO ASSIST DYSLEXIC STUDENTS TO IMPROVE THEIR ENGLISH READING PROFICIENCY
K. Hamdan, A. Amorri

TIME REQUIREMENTS FOR THE ASSESSMENT OF COMPETENCIES
R. Studt, C. Winterfeldt

MACROECONOMICS IN PRACTICE: USING WIKIS FOR COLLABORATIVE LEARNING
M.A. Martínez, E. Ferrándiz, E. Flores, M.M. Muñoz

CREATING AN XAPI-BASED STRATEGY FOR TRACKING FORMAL AND INFORMAL LEARNING ACTIVITIES
B. Eldridge

COMPARING EFFECTIVENESS OF GESTALT LAWS IN DIGITAL AND PRINTED INFORMATION GRAPHICS USING EYE TRACKING METHODS
A. Majooni, M. Masool, A. Akhavan
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUMANISTIC MANAGEMENT IN PRACTICE OF CREATING NON-FACULTY UNITS OF HEI</td>
<td>8246</td>
</tr>
<tr>
<td>B. Freund, I. Maciejewska</td>
<td></td>
</tr>
<tr>
<td>THE NEW GENERATION OF APPS: CHOOSE YOUR APP APTLY!</td>
<td>8256</td>
</tr>
<tr>
<td>P. Reddy, J. Eppard</td>
<td></td>
</tr>
<tr>
<td>HOW DO PRESCHOOL CHILDREN PERCEIVE THE DIFFERENCE BETWEEN PROCESS AND PRODUCT GOALS?</td>
<td>8257</td>
</tr>
<tr>
<td>A. Tsiakara, N. Digelidis</td>
<td></td>
</tr>
<tr>
<td>QUADROTOR CONTROL SYSTEM FOR EDUCATION AND RESEARCH</td>
<td>8259</td>
</tr>
<tr>
<td>N. Gageik, S. Montenegro</td>
<td></td>
</tr>
<tr>
<td>HOW THE GOAL OF AN ACTIVITY AFFECTS PRESCHOOL CHILDREN’S MOTIVATION TO PARTICIPATE IN IT</td>
<td>8265</td>
</tr>
<tr>
<td>A. Tsiakara, N. Digelidis</td>
<td></td>
</tr>
<tr>
<td>ENTERPRISE CONTENT REFRESH: CURATING 15 YEARS OF E-CONTENT IN THE ERA OF MOORE’S LAW</td>
<td>8267</td>
</tr>
<tr>
<td>B. Eldridge</td>
<td></td>
</tr>
<tr>
<td>EVALUATING EFFECTIVENESS OF MOOCs USING EMPIRICAL TOOLS: LEARNERS PERSPECTIVE</td>
<td>8276</td>
</tr>
<tr>
<td>D. Gamage, I. Perera, S. Fernando</td>
<td></td>
</tr>
<tr>
<td>TECHNICAL EDUCATION IN FOREIGN LANGUAGES, DEMANDS AND OPPORTUNITIES</td>
<td>8285</td>
</tr>
<tr>
<td>I.B. Pavoloiu, A.M. Neagu, S. Rosu, G. Dragoi</td>
<td></td>
</tr>
<tr>
<td>TEACHING SPANISH TO RUSSIAN STUDENTS FROM THE POINT OF VIEW OF A NATIVE SPEAKER</td>
<td>8292</td>
</tr>
<tr>
<td>E. Harkova, I. Martinez, O. Palutina</td>
<td></td>
</tr>
<tr>
<td>DEVELOPING THE CRITICAL THINKING SKILLS OF STUDENTS IN CIVIL AND BUILDING ENGINEERING AT LOUGHBOROUGH UNIVERSITY</td>
<td>8299</td>
</tr>
<tr>
<td>L. Gibbins, G. Perkin, G. Sander</td>
<td></td>
</tr>
<tr>
<td>MOOCs TO PROVIDE 21ST CENTURY SKILLS: LEARNERS PERSPECTIVE</td>
<td>8310</td>
</tr>
<tr>
<td>D. Gamage, I. Perera, S. Fernando</td>
<td></td>
</tr>
<tr>
<td>IMPLEMENTATION OF A MULTIDISCIPLINARY STRATEGY FOR CONTINUOUS FORMATIVE EVALUATION USING ON-LINE TOOLS</td>
<td>8320</td>
</tr>
<tr>
<td>INTEGRATING ELECTRONICS IN PRODUCT DESIGN</td>
<td>8329</td>
</tr>
<tr>
<td>BEYOND THE DIGITAL COMPETENCE: COMPUTATIONAL THINKING</td>
<td>8333</td>
</tr>
<tr>
<td>J. Bilbao, O. García, C. Rebollar, E. Bravo, C. Varela</td>
<td></td>
</tr>
<tr>
<td>COMPUTER SCIENCE FOR A ROBOTICS DEGREE</td>
<td>8339</td>
</tr>
<tr>
<td>M. Cazorla, F. Gomez-Donoso, D. Viejo, J. Martinez-Gomez</td>
<td></td>
</tr>
<tr>
<td>COMPUTER VISION AND ROBOTICS FOR A COMPUTER SCIENCE DEGREE</td>
<td>8343</td>
</tr>
<tr>
<td>M. Cazorla, F. Gomez-Donoso, D. Viejo, J. Martinez-Gomez</td>
<td></td>
</tr>
<tr>
<td>ASSESSING TRANSVERSAL COMPETENCES IN SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL ETHICS. ENVIRONMENTAL SENSITIZATION UNDER REVIEW</td>
<td>8347</td>
</tr>
<tr>
<td>TRAINING DESIGN STUDIES GRADUATES TO DEAL WITH PROFESSIONAL MATTERS: CASE-STUDY OF A COMPETENCY-BASED APPROACH</td>
<td>8353</td>
</tr>
<tr>
<td>E. Gabdrakhmanova, T. Rusakova, T. Morozova</td>
<td></td>
</tr>
<tr>
<td>TEACHERS’ USE AND ATTITUDES OF ICT IN HIGHER EDUCATION: EXPLORING CAMPUSS AND DISTANCE EDUCATION</td>
<td>8361</td>
</tr>
<tr>
<td>L. Svensson, J. Lundin</td>
<td></td>
</tr>
<tr>
<td>EVALUATING THE INTEGRATION OF VALUES IN STEM EDUCATION</td>
<td>8362</td>
</tr>
<tr>
<td>B. Kopp, H. Mandl, S. Niedermeier</td>
<td></td>
</tr>
<tr>
<td>ROLE OF THE SYSTEM OF VALUES OF DESIGN STUDIES GRADUATES IN PREPARATION FOR EDUCATIONAL WORK</td>
<td>8367</td>
</tr>
<tr>
<td>E. Gabdrakhmanova, T. Rusakova, T. Morozova, R. Salahov</td>
<td></td>
</tr>
</tbody>
</table>
FIRST STEPS IN TRANSLATION: REVIEWING TRANSLATION BOTH AS A TEACHING METHOD AND AS AN ASSESSMENT TOOL. RESEARCH IN THE SCHOOLS OF ENGINEERING, PEDAGOGY AND FINE ARTS, UNIVERSITY OF WESTERN MACEDONIA GREECE
S. Christidou, S. Kamaroudis

THE PROBLEM OF TEACHING TECHNICAL TERMS IN THE FIELD OF ENGINEERING AT UNIVERSITY
A. Gainutdinova, R. Mukhametzyanova

DIDACTIC STRATEGIES TO DEVELOP KEY COMPETENCIES C. García-Lozano, J. Las-Heras-Casas, E. Fraile-García, J. Ferreiro-Cabello

COMMERCIAL BANK AND UNIVERSITY: PARTNERSHIP FOR EDUCATION S. Bekareva, E. Meltenisova, M. Dubinin, M. Serova

DEVELOPMENT OF INTERCULTURAL SKILLS IN ENGLISH FOR TOURISM THROUGH FILM-INDUCED LEARNING E.M. Montañés-Brunet

CREATIVELY CONNECTING GLOBAL CLASSROOMS: STRATEGIES TO OVERCOME TECHNOLOGICAL CHALLENGES K. Ingrid, T. Kapenuka

CONTEMPLATING THE MEANING OF NEW PEDAGOGY IN A TECHNOLOGICAL LEARNING ENVIRONMENT WITHIN A PAPERLESS SCHOOL Y. Kashlan, D. Ram, A. Forkosh, H. Ran

FLIPPED ACTION LEARNING FOR HEALTHCARE PROFESSIONALS: PRINCIPLES AND DESIGN M. Rauwenkamp, R. Bakker, N. van Diepen, E. de Vries

EVALUATION AND ESTIMATION IN ENGINEERING EDUCATION: WORK IN PROGRESS E. Trotkovsky, N. Sabag

MEASURING TEACHERS’ USE OF IT IN HIGHER EDUCATION, L. Svensson, J. Landin

THE FORMATION OF INTEREST IN READING IN YOUTH AUDIENCE WHEN STUDYING HISTORIC-LITERARY DISCIPLINES AT THE HIGHER SCHOOL N. Shlemova, E. Kanishcheva

ANALYSING RELEVANT INTERACTIONS BY BRIDGING FACEBOOK AND MOODLE L. Oliveira, A. Figueira

A SURVEY OF FACTORS AFFECTING THE SUCCESSFUL INTEGRATION OF ICT IN EDUCATION N. Karipidis, J. Prentzas

VIRTUALIZATION OF EXPERIMENTAL SETUPS AS A COMPLEMENT TO THE LABORATORY PRACTICES. APPLICATION TO THE METHODS OF TEACHING AND LEARNING OF ELASTICITY AND STRENGTH OF MATERIALS F. Giménez-Palomares, A.J. Jiménez-Mocholi, A. Lapuebla-Ferri, A. Espinós-Capilla, J.A. Monsoría-Serra

VISUALIZATION OF SURFACES THROUGH A VIRTUAL LAB F. Giménez-Palomares, J.F. Giménez-Luján, J.A. Monsoría-Serra

CHILD LANGUAGE BROKERING AND ACADEMIC SUCCESS OF STUDENTS FROM IMMIGRANT FAMILIES IN AUSTRIA B. Friehs

POSSIBILITIES OF APPLICATION OF INQUIRY-BASED LEARNING WHEN DEVELOPING THE THINKING OF PUPILS WITH MILD INTELLECTUAL DISABILITY AND BEHAVIOUR DISORDERS – COMPARATIVE RESEARCH J. Dostál, M. Jani, B. Bal Incebacak, P. Nuangchalerm, J. Stibila

USE IT SMARTLY! COMMUNICATING AND TEACHING PRO-ENVIRONMENTAL BEHAVIOUR TO YOUNG PEOPLE N. Compes, J. Dahmen

KNOWLEDGE OF ACCA QUALIFICATIONS AMONG THE STUDENTS OF THE CERTIFIED “ACCA ACCOUNTING” PROGRAMME A. Szadziewska, J. Kujawski

TEAM TRAINING IN SAFETY AND SECURITY VIA SIMULATION: A PRACTICAL DIMENSION OF MARITIME EDUCATION AND TRAINING M. Baldauf, D. Dalaklis, A. Kataria
THE EFFECT OF CAD ON ARCHITECTURE STUDENTS’ CREATIVITY AND ENTHUSIASM
O. Dare-Abel, O. Uwakonye, A. Opoko

PREDICTIVE VALUE OF AN ONLINE ASSESSMENT TOOL EVALUATING FOREKNOWLEDGE IN MATHEMATICS AND SCIENCES OF ASPIRANT UNIVERSITY COLLEGE STUDENTS
K. Van den Bergh, L. Gießen, M. Mahieu, L. Vanlommel

CASE STUDY AS A RESEARCH METHOD USED IN CONTROLLING AND MANAGERIAL ACCOUNTING EDUCATION
A. Januszeewski, J. Kujawski

LINGUISTIC AXIOLOGICAL COMPONENT OF ACADEMIC INTERPRETER/TRANSLATOR TRAINING
E. Solovjova, D. Sabirova, A. Ageeva

PERCEIVED EFFECTIVENESS OF SOUTH-SOUTH NIGERIAN PUBLIC UNIVERSITIES IN MANAGING ENTREPRENEURSHIP EDUCATION FOR EMPLOYMENT CREATION
B. Akuegwu

EXAMINING SECONDARY SCHOOL STUDENTS’ APPLICATION OF DECISION RULES THROUGH PROCESS TRACING METHODS
Y. İltüzer, Y. Demirraslan Çevik

USING VIDEO CONFERENCING AND VIDEO RECORDINGS FOR UPPER SECONDARY DISTANCE TEACHING: TEACHERS’ VIEW POINTS
M. Vesinenaho, T. Valtonen, A. Wulff, E. Kuittinen

ADDITIONAL TRAININGS OF STUDENTS AS A WAY TO CLOSING THE COMPETENCY GAP
M. Miłosz, E. Lukasik

COMPREHENSIVE MEASUREMENTS OF HUMAN MOTION PARAMETERS IN RESEARCH PROJECTS
M. Skublewska-Paszkowska, E. Lukasik, J. Smolka, M. Miłosz, M. Plechawska-Wójcik, M. Borys, M. Dzienkowski

BEHAVIORAL INDICATORS OF INNOVATION COMPETENCE

OPEN ACTIVE INTERACTIVE TEXTS: THE FUTURE OF HIGHER EDUCATION
A. Mortabit

TEACHER VARIABLES AND THE SKILL OF EXAMINATION ADMINISTRATION AMONG SECONDARY SCHOOL TEACHERS IN CROSS RIVER STATE, NIGERIA
G. Anagbogu, O. Achigbe
THE ROLE OF ACADEMIC SOCIAL NETWORKING IN THE DISSEMINATION OF THE SOCIAL REPRESENTATIONS LITERATURE

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Abstract

In this research contribution we examine the role of Academic Social Networks in the dissemination of the Social Representations literature. In particular we take into account 9414 entries filed in the specialised SoReCom "AS de Rosa" @-library. Each entry was assessed concerning the presence of any item in the three academic social networks (Academia.edu, ResearchGate and Mendeley), coming so to compose a database of 2956 total entries. Out of 9414 of selected articles in fact, 6458 were not found in none of the three academic social networks examined, while the remaining 2956 articles have been listed in at least one academic social networks. In particular, the presence of references related to social representations on the ResearchGate equaled 2657 items -almost 90% of the total-, coming to constitute ResearchGate as the most comprehensive among academic social networks analysed. The publications on social representations found in academic social networks have undergone some of the comparative analyses based on “big data” and “meta-data” filed in the SoReCom “A.S. de Rosa” @-library repositories, concerning authors’ countries and institutional affiliations, years of publication by year, type of publication, journal, language of publication, etc. This allows presenting the geo-mapping of the wider scientific production in Social Representations and comparative results with different types of publications. The trends concerning geo-cultural setting of authors who disseminate their publications via academic social networks resemble those of the social representations literature in general, with the prominent place of Europe (62.79%), Latin America (20.16%) seen as a fertilized field, followed by North America and the rest of the world, with the three top countries of France (17.49%), United Kingdom (15.46%) and Brazil (13.18%). In conclusion, we can say that academic social networks constitute excellent allies in spreading knowledge and though still relatively modest use - at least in the field of Social Representations - is given to imagine what they will know in time as a progressive, comprehensive and very useful development.

Keywords: academic social networks, social representations, bibliometrics, geomapping.

1 INTRODUCTION

Academic social networks are forms of Internet service, which facilitate the management of relations among scientists, sharing resources for publications, and in some case data, research results and multimedia sources. The first social network SixDegrees.com, born in 1997, allowed users to create profiles as lists of their friends, but it was closed in 2000 due to the inability to convert it into sustainable business. If the personal Social Networks (Facebook, Twitter, Yahoo! Answers, Linkedin among many others) have become exponentially popular among lay people by sharing personal information, snapshots on private life, CV, or even for institutions and companies aimed at their web-marketing; turning to a scholars and researchers target, the academic social networks, born in 2008, have quickly become a fundamental tool to manage, read, share, annotate and cite research papers, among tens of millions of connected users. In the era of bibliometric culture, the academic social networks – moving from the first collaborative aim of global knowledge sharing and co-producing - have also become a tool for the author’s popularity. Therefore they have contributed to originate a new disciplinary field called Altermetrics (De Bellis, 2009 [1], 2014 [2]), aimed at identifying new indicators for measuring their scientific impact.

2 METHODOLOGY

The aim of this paper is to use data and meta-data collected by a research tool - the Grid for theorical Meta-Analysis of Social Representation Literature - and included in bibliographic repertories of the online SoReCom "A.S. de Rosa" @-Library (de Rosa, 2013a [3], 2013b [4]) in order to create a global
mapping of the dissemination and development of the study on social representations in different geographical contexts, including consideration of the institutions the authors belong to and the type of production, among numerous variables considered in the grid.

The grid analysis of the literature is organized at two levels and may be used for analysis of different complexity:

1. The first is aimed to review the literature at a purely descriptive level under a traditional bibliographic approach. Its aim is to organise information related to authors and their institution country, the years of publication, journal or book, the language of the publication, the type of paper (theoretical, empirical). This kind of information is commonly used to develop a sort of epidemiology of diffusion of knowledge and its development over time and cultural context.

2. At a more specifically meta-theoretical level of analysis, the grid is organised in 5 main areas:
   - the first "THEORETICAL REFERENCE TO S.R. CONSTRUCTS" aims to monitor whether the publication refers to S.R. theory in a very generic way, without addressing any specific paradigmatic element, the dimensional elements of the theory to which the contribution refers with respect to the genesis, processes, functions, structure, transmission, transformation of S.R. or whether the contribution refers to the theory itself as an object of critical analysis (meta-theory)
   - the second part "THEORETICAL REFERENCE TO OTHER CONSTRUCTS AND THEORIES" aims to identify whether the publication refers to other constructs, concepts, and theories in relation to S.R. and which is the aim of this reference: integration, differentiation, both, comparison, substitution;
   - the third part "Thematic Analysis" aims to categorise the contents of the empirical contributions according to a purely thematic criteria, by identifying the general thematic areas (i.e. health or environment) and the specific object of each study (i.e. AIDS or pollution), also in relation to the specific typology of S.R. (closed, open, polemic);
   - the fourth and fifth parts aim to identify respectively:
     - the "METHODOLOGICAL PROFILE" of each study (its research design and location, its nature, instruments for data collection, channel used as a source of information, techniques for data analysis)
     - the "CHARACTERISTICS OF THE SELECTED POPULATION" (size of sample, variables considered, unit of analysis).

In particular, this research is part of the project of prof. A.S. de Rosa dedicated to the investigation of the spread of the Theory of Social Representations (Moscovici, 1961/1976 [5], 1988 [6], 2000 [7]) in online contexts, specifically in Academic Social Networks, taking into consideration the most important ones: Academia.edu, Research Gate and Mendeley. A specific section has been added to the grid, recording each publication's presence/absence in each of the three Academic Social Networks.

Academia.edu (Fig. 1) was founded in September 2008 by Richard Price, who did a PhD at Oxford in philosophy. After finishing his PhD, he founded Academia.edu, which is a platform for academics around the world to connect and share research, which in January 2016 had more than 30 million members. He spotted the need for the platform when doing his PhD. Once freely registered, a user can set his or her profile and fill in their publication list, upload papers and enlist field(s) of interest, finding at the same time researchers with a matching profile. Then, it is possible to follow what academics in the field are working on, i.e. the latest papers they are publishing, the talks they are giving or the blog posts and status updates they are writing. An important tool that Academia.edu offers is the statistic of one's downloads and page views; it also allows the researcher to know what keywords people use to search for them on Google (Giglia, 2011 [8]).

Fig. 1 Academia.edu
Research Gate (Fig. 2), founded in 2008 by physicians Dr. Ijad Madisch (Boston) and Dr. Sören Hofmayer (Berlin), and computer scientist Horst Fickenscher (Berlin), is aimed at creating a working and discovering network among scientists, “Discover”, “Communicate” and “Collaborate” are its main purposes (Giglia, 2011 [8]). In January 2016 it had more than 8 million members.

![ResearchGate](image1)

Fig. 2 ResearchGate.net

London-based Mendeley (Fig. 3), founded in 2007 by three German PhD students (Victor Henning, Jan Reichelt and Paul Föckler), in January 2016 was used by around 2 million researchers worldwide to discover, share and annotate research papers (as a reference manager), and to network and collaborate with other academics (Giglia, 2011 [8]).

![Mendeley](image2)

Fig. 3 Mendeley.com

While reference-sharing sites focus on readers, helping users to share and find relevant references for their work, Academia.edu and Research Gate focus more on the producers of research. For example, one difference still existing in January 2016 was that Academia.edu users can post their own papers but Mendeley users can also share others’ papers in their My Library section (Thelwall & Kousha, 2014 [9]).

3 RESULTS

The research was conducted in November 2015. Of 9414 articles analyzed, 6458 were not found in any of the three Academic Social Networks examined, while it has been found the presence of the remaining 2956 articles in at least one or more of them (Fig. 4).

![Pie Chart](chart)

Fig. 4 The frequencies distribution of 9414 items from SoReCom “A. de Rosa” @-library related to Social Representations on Academic Social Networks

Concerning the distribution of the sources in the three Academic Social Networks, the most numerous contributions were found in Research Gate, followed by Mendeley and Academia. Different combinations are presented in Fig. 5.
The analysis of the years of publication of literature in Social Representations is organized in decades: from 1952, the date of the article by Moscovici (1952 [10]) which can be considered a sign of the embryo-genesis of the theory of social representations, to the date of this empirical investigation, in November 2015. It consists of 6 decades, through which there is a progressive and increasingly widespread use of the theory of social representations:

- 1952-1961
- 1962-1971
- 1972-1981
- 1982-1991
- 1992-2001
- 2002-2011
- 2011-2013

In the graphical representation in Fig. 6, there seems to be a sharp decline of production in the timeframe 2012-2015, due quite surely to the fact that the amount of time taken into account is limited to four years, and not ten as it is instead for other time periods.
Another criterion that has been adopted to analyze the sample was the language, framing the theory of Social Representations as a multi-cultural, multi-generational and multi-linguistic scientific field. As it was plausible to imagine, English (f=1614, 54.60%) is always the predominant language, maintaining this role in all samples analyzed - the set of 2956 items and specific items in each Academic Social Network. It seems to be the hegemonic language of the web. Moreover, English has become over the years the main vehicle of scientific communication, means of shared communication, beyond the country of publication of the native language of the scientists. Follows the order in French (f=497, 16.81%), the native language of the theory, born and developed in France, and Spanish (f=406, 13.73%) and Portuguese (f=354, 11.98%), incontrovertible sign that sees Latin America as the most fertilized scenario, as can be seem in Fig. 7.

Fig. 7 The frequencies distribution of 2956 items related to Social Representations in Academic Social Networks by the language.

The classification according to the Resource Type encompasses multiple sources from which the extracted contributions that draw on the paradigm of social representations, are distinguished according to the type of publication, as shown in Fig. 8. Various types of publications have been found in the Academic Social Networks, with the overwhelming majority of articles in scientific journals (f=2307, 78.04%), followed by book chapters (f=282, 9.54%), conference presentations (f=224, 7.58%) and books (f=68, 2.30%).

Fig. 8 The frequencies distribution of 2956 items related to Social Representations in Academic Social Network by the Resource Type.
Mapping the expansion of the theory and its different spread within Academic Social Networks has always been one of the main goals of the “A.S. de Rosa” @-Library, as well as evaluating its various applications, identifying precise geographical boundaries. Fig. 9 allows us to first take a macroscopic look at the continents represented. Europe (f=1856, 62.79%) tends to be always the most dynamic area in the production and dissemination of scientific literature on Social Representations, followed by Latin America (f=706, 23.88%) and North America (f=232, 7.85%), when considering the institutions of the authors of publications on social representations that can be found in the Academic Social Networks. Latin America’s importance is in line with the overall trends of literature production in this field, where in particular Brazilian authors are starting to replace authors from European institutions as leaders (Wachelke, Matos, Ferreira, & Costa, 2015 [11]).

In a more specific manner, we examine the country of origin from which the major contributions are present in Academic Social Networks. Through the use of Tableau software, it was possible to create a graphical representation that would take into account the diffusion of the Theory of Social Representations in Academic Social Networks from a geographical point of view, for nations and continents. Fig. 10 shows how it is always the France (f=517, 17.49%) that occupies the undisputed first place of the greatest visibility in the Academic Social Networks of the literature inspired by the theory of social representations, followed by the United Kingdom (f=456, 15.43%), Brazil (f=390, 13.19%) and Italy (f=198, 6.70%).
The following continent, Latin America (f=706, 23.88%), presented in Fig. 11 represents as the most prominent countries of author’s institutions Brazil (f=390, 13.19%), Mexico (f=102, 3.45%) and Argentina (f=67, 2.27%), followed by others in this geo-cultural scenario fertilised by the theory of social representations, considering publications posted in Academic Social Networks. According to Wachelke, Matos, Ferreira and Costa (2015 [11]), there is a contrast between applied studies in the health area involving related groups and objects, more typical for Latin America (in particular Brazil) and psychosocial research linked to the psychology field and carried out mostly by European researchers.

![Fig. 11 The graphic representation of frequencies distribution of 706 from 2956 items related to Social Representations present in Academic Social Networks by the Authors’ Institution Continent – Latin America](image)

In the remaining continents, the numbers of publications present in Academic Social Networks are progressively lower, which confirms earlier results of geo-mapping the global scenario of social representations publications (de Rosa, 2014 [12], forthcoming [13], de Rosa & Dryjanska, 2015 forthcoming [14]). Fig. 12 groups these new emerging scenarios. Among them, authors belonging to institutions in North America (f=232, 7.85%), Australia and Oceania (f=78, 2.64%), Asia (f=71, 2.40%) and Africa (f=13, 0.44%) have included their publications inspired by the theory of social representations in the Academic Social Networks.
Due to space limitations, it is not possible to go into detail for each of the three Academic Social Networks, where the numerical values differ for each country, but in proportion the trends tend to be the same, positioning Europe (f=1856, 62.79%) as the main continent of the institutional affiliation of the authors who post their papers that refer to the theory of social representations, followed by Latin America (f=706, 23.88%) and other scenarios. Certainly, international conferences play a crucial role in the dissemination of the theory (de Rosa, & d’Ambrosio, 2008 [15]), although conference presentations are not that frequently posted in the Academic Social Networks.

4 CONCLUSION

In conclusion, we may state that this research has shed some more light on the diffusion of the Theory of Social Representations, the origin of a number of works and debates in social psychology, which tends to occupy a central position in the social sciences and that, as now established, meets an interest growing in different countries, in Europe and across the Atlantic. The Academic Social Networks constitute excellent allies in spreading knowledge and - though they still relatively modestly refer to the field of Social Representations - in time we may expect a progressive, comprehensive and very useful dissemination of scientific production using these channels. The hard work done by the team of the European/International Joint Ph.D. on Social Representations and Communication Research Centre and Multimedia Lab, founded and directed by Annamaria Silvana de Rosa (2009 [16], 2010a [17], 2010b [18]), has allowed generations of students and early stage researchers to work on a large sample of items relating to social representations.

The impressive number of contributions from French, English, Brazilian and Italian institutions demonstrates that both European and non-European researchers engaged in the dissemination of the theory are succeeding in efforts to spread it using the Academic Social Networks, identifying a microcosm that mirrors a much larger universe. However, “emerging scenarios” also deserve our attention, because it is very interesting if and how the data described in this paper (combined in Fig. 13) will undergo continuous evolution compared with the set of data gathered in different times through follow-up investigations.
Fig. 13 Graphic representations of 2956 items related to Social Representations in Academic Social Networks

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