

กุมภาพันธ์ 2556

ScienceDirect

1.Title [HTTP 404-page \(not\) found: Recovery of decayed URL citations](#)

Author Alexander Serenko | Nick Bontis

Journal Journal of Informetrics Volume 7, Issue 1, January 2013

Abstract The purpose of this study is to test for the presence of order-effect bias in journal ranking surveys. Data were obtained from 379 active knowledge management and intellectual capital researchers who rated 25 journals on a 7-point scale. Five different versions of the survey instrument were utilized. Consistent with the cognitive elaboration model, the satisficing theory, and the Gricean maxim of orderliness, order-effect bias was observed in journal ranking surveys. Journals that appear in the beginning of the ranking list delivered to survey respondents consistently receive higher scores than journals at the end of the list. Overall, the position of the journal in the list explains over 10% of its score. Therefore, authors of journal ranking studies are recommended to use multiple versions of the survey instrument with randomized journal orders.

2.Title [Low-cost evaluation techniques for information retrieval systems: A review](#)

Author Shiva Imani Moghadasi | Sri Devi Ravana | Sudharshan N. Raman

Journal Journal of Informetrics Volume 7, Issue 2, April 2013

Abstract For a system-based information retrieval evaluation, test collection model still remains as a costly task. Producing relevance judgments is an expensive, time consuming task which has to be performed by human assessors. It is not viable to assess the relevancy of every single document in a corpus against each topic for a large collection. In an experimental-based environment, partial judgment on the basis of a pooling method is created to substitute a complete assessment of documents for relevancy. Due to the increasing number of documents, topics, and retrieval systems, the need to perform low-cost evaluations while obtaining reliable results is essential. Researchers are seeking techniques to reduce the costs of experimental IR evaluation process by the means of reducing the number of relevance judgments to be performed or even eliminating them while still obtaining reliable results. In this paper, various state-of-the-art approaches in performing low-cost retrieval evaluation are discussed under each of the following categories; selecting the best sets of documents to be judged; calculating evaluation measures, both, robust to incomplete judgments; statistical inference of evaluation metrics; inference of judgments on relevance, query selection; techniques to test the reliability of the evaluation and reusability of the constructed collections; and other alternative methods to pooling. This paper is intended to link the reader to the corpus of 'must read' papers in the area of low-cost evaluation of IR systems.

3.Title [Mobile learning technology based on iOS devices to support students with special education needs](#)

Author Álvaro Fernández-López | María José Rodríguez-Fórtiz | María Luisa Rodríguez-Almendros | María José Martínez-Segura

Journal Computers & Education Volume 61, February 2013

Abstract Students with special education have difficulties to develop cognitive abilities and acquire new knowledge. They could also need to improve their behavior, communication and relationships with their environment. The development of customizable and adaptable applications tailored to them provides many benefits as it helps mold the learning process to different cognitive, sensorial or mobility impairments. We have devised a mobile platform (based on iPad and iPod touch devices), called Picaa and designed to cover the main phases of the learning process: preparation, use and evaluation. It includes four kinds of educational activities (Exploration, Association, Puzzle and Sorting), which can be personalized by educators at content and user interface levels through a design mainly centered on student requirements, whose user profiles can also be adapted. We have performed a pre-experimental study about the use of Picaa by 39 students with special education needs from Spain, including an evaluation based on pre/post testing. The use of the learning platform Picaa is associated with positive effects in the development of learning skills for children who have special educational needs, observing that the basic skills (language, math, environmental awareness, autonomy and social) have been improved. Besides, in many cases they have the opportunity to perform activities that previously were not accessible to them, because of the interface and contents of the activities have been adapted specifically to them. The study also suggests that the repertoire of types of activities provided is suitable for learning purposes with students with impairments. Finally, the use of electronic devices and multimedia contents increases their interest in learning and attention.

4.Title [User acceptance of YouTube for procedural learning: An extension of the Technology Acceptance Model](#)

Author Doo Young Leea | Mark R. Lehto

Journal Computers & Education Volume 61, February 2013

Abstract The present study was framed using the Technology Acceptance Model (TAM) to identify determinants affecting behavioral intention to use YouTube. Most importantly, this research emphasizes the motives for using YouTube, which is notable given its extrinsic task goal of being used for procedural learning tasks. Our conceptual framework included two proximal antecedents of behavioral intention as proposed by the TAM – perceived usefulness and perceived ease of use. Additionally, the four first-order constructs of user satisfaction, content richness, vividness, and YouTube self-efficacy, as well as one second-order construct of content richness, were additionally incorporated into the framework by elaborating the theoretical structure. Sample data was collected from 432 respondents who were given the opportunity to engage in procedural learning through YouTube in a lab setting. The results derived from fitting the structural equation model on the sample indicated that behavioral intention was significantly influenced by both perceived usefulness and user satisfaction. Moreover, task-technology fit, content richness, vividness, and YouTube self-efficacy emerged as significant predictors of perceived usefulness. However, perceived ease of use was not significantly predictive of either perceived usefulness or behavioral intention. Our proposed model explained 43.8% of the variance in behavioral intention. Overall findings suggest that YouTube may augment its function as a common channel for procedural learning and instruction.

SpringerLink

5.Title [Is Social Media Too Social for Class? A Case Study of Twitter Use](#)

Author Meng-Fen Grace Lin, Ellen S. Hoffman, Claire Borengasser

Journal TechTrends February 2013, Volume 57, Issue 2

Abstract This qualitative case study examined Twitter use by undergraduate and graduate students in three classes. Previous studies have shown that while some faculty use Twitter, few are incorporating it into classes despite many recommendations for such use. This study examined how students perceived Twitter as a classroom tool. As an optional activity, many started with Twitter but fewer continued through the semester. The study reports on content and counts of tweets as well as student self-reports on usage and interest. The researchers found students enjoyed being consumers of tweets but seldom retweeted or replied. Incorporating Twitter in courses will require careful consideration of scaffolding, modeling, privacy and course design. Questions remain as to whether the informal social focus of Twitter may overwhelm attempts to use it in more structured educational settings.

6.Title [Keynotes and Presidential Sessions Highlight AECT International Convention](#)

Author Donovan R. Walling

Journal TechTrends February 2013, Volume 57, Issue 2

Abstract cutting-edge information from a mind-boggling array of sessions and the happy, productive, often international babble of collegial networking were hallmarks of the 2012 AECT International Convention. The gathering was set in Louisville's twintowered Galt House, that grand dame on the Ohio River, complete with a classic riverboat moored out the back door. There was a new feature this year. When colleagues met, they didn't have to exchange paper business cards. Every attendee received a free Poken device, a kind of electronic business card. Just touch Pokens and the information exchange was made. (Novice Poken users—including me—could learn about this cool new tool at www.poken.com.) Highlighting the many and varied sessions described in the convention program—nearly 200 pages long—were three keynotes, one each day on Wednesday, Thursday, and Friday of the convention. Additionally, there were 18 presidential sessions scattered across these same three days. What follows is an attempt to capture the flavor of these two strands.

7.Title [A new perspective to explore the technology transfer efficiencies in US universities](#)

Author Mei Hsiu-Ching Ho, John S. Liu, Wen-Min Lu, Chien-Cheng Huang

Journal The Journal of Technology Transfer
February 2013

Abstract Universities play a critical role in the complex technology transfer process that facilitates technology transformation from pure research activities to commercialization. The literature has recently focused on whether universities are efficient in this process. With a two-stage perspective, this study explores the required capabilities for universities to be efficient in technology transfer process. To explore the efficiencies in different stages of technology transfer, we apply a 2-stage process DEA method. The model considers 2 inputs, 2 intermediate variables, and 3 output variables from the Association of University Technology Management database. These variables represent funding resource, patenting activities, and licensing and entrepreneurships. Technology transfer in the 2-stage perspective includes the research innovation stage and the value creation stage. The results show that achieving efficiency in the 2 technology-transfer stages requires many different innovation capabilities; thus, most efficient universities only perform efficiently in one of the two stages. When mapping the relative site of universities in the reference network, we found that efficient universities in the research innovation stage are in a more centralized location than those in the value creation stage. By contrast, in the value creation stage, efficient universities can be identified as different reference groups for specific inefficient universities. The network visualization also helps to explain that universities must consider their relative advantages and capabilities to reach efficiency goals in different stages. The comparison between the large-scale group and the small-scale group also showed that a resource scale is critical for universities to accumulate different required capabilities for efficiencies in both stages.

EBSCOhost

8.Title [Smarter information, Smarter Consumers.](#)

Author Thaler, Richard H. Tucker, Will

Journal Harvard Business Review; Jan/Feb2013, Vol. 91 Issue 1

Abstract A potent mix of modern technology and new government policy is about to transform disclosure-and with it the workings of many parts of the economy, say Richard Thaler of the University of Chicago and Will Tucker of ideas42. Increasingly, government-owned data and private-company disclosures will be made available in machine-readable formats, spurring growth of new services the authors call "choice engines"-technologies that interpret this data. Choice engines have already made significant inroads in revolutionizing markets. Consider the travel industry and websites such as Expedia and Travelocity that allow customers to bypass travel agents and quickly search for and purchase flights and hotels. And travel sites are just the beginning. Not sure whether you should buy a laptop now or wait until prices drop? Go to Decide.com. Worried that an unwanted subscription will automatically renew? Sign up for BillGuard, a service that monitors your bank and credit card statements and sends you alerts about recurring charges. Want to lower your household energy consumption? Check out your personal usage patterns through the industry-led Green Button initiative. Have a family member allergic to gluten? Get a choice engine to use your shopping history to analyze food purchases and highlight items to avoid. If this sounds too good-or scary-to be true, look at the history of GPS, the now ubiquitous global positioning system. When the U.S. government ordered the military to stop scrambling select data from Department of Defense satellites, in 2000, making the data freely available to the public, entrepreneurs quickly took over. GPS innovation has been a disaster for companies that sell maps on paper, but for consumers and the economy as a whole, it's been a boon. According to recent estimates, GPS added \$90 billion in value to the U.S. economy just in 2011. The rise of choice engines, say the authors, will have an even greater, more transformative effect on the economy and on consumers' lives.

9.Title [The Best-Performing CEOs in the World. \(cover story\)](#)

Author Hansen, Morten T. Ibarra, Herminia Peyer, Urs

Journal Harvard Business Review; Jan/Feb2013, Vol. 91 Issue 1

Abstract For years, people have bemoaned executives' zealous focus on short-term results, which often leads CEOs to make moves that undermine their firms' long-term prospects and, some say, act irresponsibly. But all the talk won't change anything if the business world doesn't adopt a new way of measuring performance. Three professors from France's Insead believe they have the answer: an innovative scorecard that evaluates CEOs on the basis of the results they delivered over their entire tenures in office. It incorporates three metrics: industry-adjusted shareholder returns, country-adjusted shareholder returns, and increase in market capitalization over that time frame. Using this scorecard, the authors have studied and objectively ranked the performance of thousands of CEOs of major corporations around the world. In this issue, we reveal who made it into the top 100. This is the second installment of the ranking, which we published for the first time

three years ago. Since then, the authors have expanded the group of CEOs studied, making it even more global. And, recognizing the growing sentiment that great financial performance is no longer enough, they also looked at social and environmental ratings to see which of the top CEOs also did well on those metrics. Accompanying this year's list is an interview with Jeff Bezos, the CEO of Amazon, whose well-known focus on the long term has served his company extremely well-earning him the #2 spot in the ranking. INSETS: Jeffrey P. Bezos;The Legacy Litmus Test;How We Created the Scorecard

10.Title [The World's Top CEO.](#)

Author Ignatius, Adi

Journal Harvard Business Review; Jan/Feb2013, Vol. 91 Issue 1

Abstract An introduction is presented in which the editor discusses two related items in the issue, a data-based evaluation and ranking of corporate chief executive officers (CEOs) and an interview with the top CEO in the ranking, Jeff Bezos of Internet company Amazon.com.