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1.Title   [What Marketers Misunderstand About Online Reviews.](#)

Author   Simonson, Itamar | Rosen, Emanuel

Journal   Harvard Business Review. Jan/Feb2014, Vol. 92 Issue 1/2

Abstract   The article discusses the effect that user-generated online reviews and peer-to-peer information exchange through social media has on consumer behavior as of 2014, and recommends marketing strategies based on how consumers obtain and process product information. According to the article, managers must understand the influences that affect customers' purchase decisions, including their prior preferences, beliefs, experiences, and input from others, which the article calls the "O continuum." Competitive position, communication, market research, and product segmentation are also mentioned. INSET: Upending the "Compromise Effect"

Database   Bussiness Source Complete

2.Title   [The New Patterns of Innovation.](#)

Author   Parmar, Rashik | Mackenzie, Ian | Cohn, David | Gann, David

Journal   Harvard Business Review. Jan/Feb2014, Vol. 92 Issue 1/2

Abstract   The search for new business ideas--and models--is hit-or-miss at most firms. Tackling the problem systematically, of course, will improve your odds of success. Traditional ways of framing this search examine competencies, customer needs, and shifts in the landscape. This article proposes adding a new IT-based framework. It involves asking, How can data and analytic tools be used to create new value? The authors have explored that question with many clients. In their work, they've seen IT create new value in five patterns: using data from sensors in objects to improve offerings (think smart energy meters); digitizing physical assets (such as health records); combining data within and across industries (to, say, coordinate supply chains); trading data (as mobile providers do with information on users' whereabouts); and codifying best-in-class capabilities (such as online expense management) as services. Drawing on examples from their own experience and their clients', the authors walk readers through each of the five patterns and how to apply them. They also provide advice and questions that will help executives get started on their own searches. INSETS: Idea in Brief;Why Are These Patterns Emerging Now?

3.Title   [Retail tours in China for overseas Chinese: Soft power or hard sell?](#)

Author   Anna Kwek | Ying Wang | David B. Weaver

Journal   Annals of Tourism Research Volume 44, January 2014

Abstract   We used analytical auto-ethnography to explore the package tour experience of overseas Chinese in China. Soft power and hard sell both emerge as integral aspects of this sellscape. Soft power capitalizes on participant motivations of cost, culture, curiosity and consumerism and is manifest in high quality and low cost facilities and services. Hard sell occurs in shopping venues and is characterized by aggressive sales tactics and captive settings. Dissatisfaction with hard sell, however, is 'negotiated' and does not outweigh overall satisfaction, suggesting that tours contribute positively to the geopolitical sustainability of the Chinese state. Optimal mobilization, however, is more likely through more explicit government involvement.

Database   ScienceDirect

4.Title   [Ecotourism, gender and development in northern Vietnam](#)

Author   Linh Tran | Pierre Walter

Journal   Annals of Tourism Research Volume 44, January 2014

Abstract   Community-based Ecotourism is increasingly recognized as a form of sustainable development designed to promote local livelihood, environmental conservation and culture. However, like all development projects, participation and benefits accrued are complicated by contextual factors and social structures, including gender. Using gender analysis tools commonly employed in Gender and Development research, this study investigates women's participation in a community-based ecotourism project in northern Vietnam. Applying Longwe's empowerment framework reveals a more equitable division of labor, increased income, self-confidence and community involvement, and new leadership roles for women. However, inequities of social class, childcare, and violence against women remained outstanding. The study concludes with recommendations for research and practice in community-based ecotourism from a gender perspective.

Database   ScienceDirect

5.Title [Canadian university students in wireless classrooms: What do they do on their laptops and does it really matter?](#)

Author Patrick Gaudreau | Dave Miranda | Alexandre Gareau

Journal Computers & Education Volume 70, January 2014

Abstract Two studies were conducted to examine what undergraduate students do on their laptops during class time and the extent to which laptop usage behaviors are associated with academic success. In Study 1, a sample of 1129 students from a Canadian university completed a survey measuring prototypical behaviors emitted on laptops during class time. Results of factor analyses indicated that laptop behaviors can be regrouped in two dimensions: School related and school unrelated laptop utilization. School unrelated laptop behaviors were significantly associated with lower levels of self-reported academic achievement and satisfaction. School related laptop behaviors were positively associated with academic satisfaction. These results were invariant across different faculties on campus. In Study 2, another sample of 88 students was recruited to examine the longitudinal association between laptop behaviors and semester grade point average obtained at the end of the semester. Results of Study 2 showed that school unrelated laptop behaviors were prospectively associated with lower semester grade point average, even after controlling for a series of potentially confounding influences (i.e., self-regulation failure, motivational deficit, disorganized learning, internet addiction, and school disenchantment). Overall, these results provide theoretically important support to suggest that in-class laptop utilization is a unique and contemporary mode of learning that should not be treated as an epiphenomenon merely accountable and reducible to other sources of psychological influences.

Database ScienceDirect

6.Title [Effects of type of multimedia strategy on learning of Chinese characters for non-native novices](#)

Author Ming-Puu Chen | Li-Chun Wang | Hsiu-Ju Chen | Yu-Chu Chen

Journal Computers & Education Volume 70, January 2014

Abstract he purpose of this study was to examine the effects of multimedia strategies for instructional techniques and practice on non-native novices' Chinese character learning performance and cognitive load. Two types of multimedia instructional presentations – radical-highlighted and stroke-pronunciation – and two types of practice – visual cue and voice cue – were implemented. Participants were 81 non-native novices randomly assigned to one of the four experimental groups, namely radical-highlighted visual-cue, radical-highlighted voice-cue,

stroke-pronunciation visual-cue and stroke-pronunciation voice-cue. An Internet-based e-learning course on the basis of Chinese characters was implemented and delivered as experimental instruction using a Moodle platform. The results show that, for non-native novices, the stroke-pronunciation (SP) strategy of showing strokes with pronunciations is better than the radical-highlighted (RH) strategy, enabling the novices to achieve better performance in identifying Chinese radicals. The significant two-way interactions suggest that (1) the SP presentation should be delivered with the voice-cue (VoC) practice to elicit better performance in writing and in identifying characters and strokes, and (2) the RH presentation should be delivered with visual-cue (ViC) practice to elicit better performance in character writing. Furthermore, participants showed similar levels of perceived cognitive load toward the stroke-based task and the radical-based task. However, when the SP presentation was delivered with the VoC practice, participants revealed lower perceived cognitive load toward the writing task.

Database   ScienceDirect

7.Title   What 5 Tech Experts Expect in 2014

Author   Megan O'Neil

Journal   The Chronicle of Higher Education January 6, 2014

Abstract   Education technology enjoyed a headline-grabbing year in 2013. Debate about the potential, and the limitations, of massive open online courses reached a fevered pitch. Technology-enabled, competency-based degrees got a green light from the U.S. Department of Education. And data analytics proved to be an increasingly important reference point in campus operations. The momentum shows little sign of abating in 2014. New tools are shaping everything from in-classroom instruction to White House policy making. The Chronicle asked five education-technology experts to think about the year ahead and identify major themes at the intersection of education technology and higher education.

Database   The Chronicle of Higher Education

8.Title   Ten Tips for Tweeting at Conferences

Author   Brian Croxall

Journal   The Chronicle of Higher Education January 6, 2014

Abstract   It's no surprise that we here at ProfHacker like Twitter. We've covered how to start tweeting (and why you might want to) and practical advice for teaching with Twitter. I've found Twitter to be a tremendous boon to developing my professional networks and helping me stay on top of

what's happening in my fields of scholarship. But there's one place where where Twitter perhaps ends up being more valuable for me than other place: at conferences.

Tweeting at conferences is a great way to share what you're learning in a session with your followers and the wider world. It's also a great way to be in two places at once, as you can read tweets from other sessions that you weren't able to attend. You can read those tweets as they come in or—if you'd rather not fracture your attention—read them after the fact using a Twitter search. I personally find tweeting during conference sessions to be a great way for me to take notes; it helps me pay closer attention to what someone is saying than if I were simply working with pen and paper. It can even turn into something of a competition. .

Database   The Chronicle of Higher Education

9.Title   Empowering Digital Interactions with Real World Conversation

Author   Michael Tscholl | Robb Lindgren

Journal   TechTrends January 2014, Volume 58, Issue 1

Abstract   The potential of augmented reality technologies (AR) for learning in a social and informal setting has been recognized, but little is yet known about the kinds of learning interactions it promotes and supports. In this paper, we describe initial findings from a study where an interactive, immersive, full-body simulation was deployed in a science center. Children complete a series of simulation tasks by making themselves mobile, and using their bodies to enact their understanding of a scientific system. Parents and siblings are able to support these activities by engaging the child in conversations about their actions and subsequent outcomes. Our analysis shows that parents primarily support the child's learning by prompting her to reflect and plan, countering a child's tendency to engage with the simulation in an unsystematic way. The analysis suggests that, unlike traditional learning technologies, these kinds of immersive, visible, and physical technology platforms are able to support productive forms of social interaction, creating a space for reflection and engagement with critical concepts that benefits processes for learning.

Database   SpringerLink

10.Title   Southeast Asia in the US Rebalance: Perceptions from a Divided Region.

Author   GRAHAM, EUAN

Journal   Contemporary Southeast Asia: A Journal of International & Strategic Affairs. Dec2013, Vol. 35

Issue 3,

Abstract   This article explores perceptions and reactions across Southeast Asia towards the Obama administration's "pivot" or "rebalance" to Asia. The US approach has been dismissed as more rhetorical than substantive grand strategy, its credibility under renewed scrutiny following President Obama's cancelled visit to Southeast Asia in October 2013. Nonetheless, the rebalance has expanded from its origins in 2010-11, acquiring diplomatic and economic "prongs" with a particular focus on Southeast Asia, broadening the bandwidth of US engagement beyond military diplomacy and force realignment. However, the US "pivot" has had to contend with entrenched narratives of the US role in the region oscillating between extremes of neglect or over-militarization. The US-China strategic dynamic weighing over the region, itself central to Washington's strategic calculus across Asia, has also coloured the lens through which Southeast Asians have viewed the re-balance. Varied reactions to the US rebalance at the national level in Southeast Asia are further suggestive of a sub-regional divide between "continental" and "maritime" states that to some extent predisposes their perspectives and orientation towards the Great Powers.

Database   Academic Search Complete