กันยายน 2558

1.Title WHY SOME VIDEOS GO VIRAL.

Journal Harvard Business Review. Sep2015, Vol. 93 Issue 9

Abstract The article looks at Internet videos in marketing, discussing a study by marketing technology firm Unruly of the characteristics of viral videos, or videos shared a very high number of times through online social media. It summarizes the study's findings, including the importance of the intensity of the emotions evoked by a video in a viewer's decision to share it, and as an example analyzes a marketing video for Purina brand dog food entitled "Puppyhood." Graphs are included with study results on topics including the different motivations leading people to share such videos, the fraction of sharing carried out by super-sharers, or people who share videos once a week or more, and the trend in the volume of sharing over the several days after a video is first posted.

Database Business Source Complete

2.Title Design Thinking Comes of Age.

Author Kolko, Jon

Journal Harvard Business Review. Sep2015, Vol. 93 Issue 9

Abstract In large organizations, design is moving closer to the center of the enterprise. This shift isn't about aesthetics and product development, however. It's about imparting the principles of design—collectively known as design thinking—throughout the organization. The approach is in large part a response to the complexity of many products, services, and processes. People need help—they need their interactions with technologies and other complicated systems to be intuitive and pleasurable. Design thinking is an essential tool for simplifying and humanizing. The principles include a focus on users' experiences, especially their emotional ones; the creation of physical models, such as diagrams and sketches, to explore problems; the use of prototypes to experiment with solutions; a tolerance for failure; and thoughtful restraint in product features so that even a complex piece of technology can be easy to use. Creating a design-centric culture requires understanding that the returns on an investment in design are difficult to quantify, allowing people to take chances, and appreciating what design can and cannot achieve. Design helps people and organizations cut through complexity and imagine the future, but it doesn't solve all problems.

Database Business Source Complete

3.Title   [How Samsung Became a Design Powerhouse.](#)

Author   Yoo, Youngjin | Kim, Kyungmook

Journal   Harvard Business Review. Sep2015, Vol. 93 Issue 9

Abstract   Until 20 years ago, South Korea's Samsung Electronics manufactured inexpensive, imitative electronics for other companies. Its leaders valued speed, scale, and reliability above all. The few designers working for the company were dispersed in engineering and new-product units, and they had little status in an organization that emphasized efficiency and engineering rigor. Then, in 1996, Lee Kun-Hee, the chair of Samsung Group, grew frustrated by the company's lack of innovation and concluded that in order to become a top brand, Samsung needed expertise in design, which he believed would become "the ultimate battleground for global competition in the 21st century." He set out to create a design-focused culture that would support world-class innovation. But shifting to an innovation-focused culture without losing an engineering edge is not a simple matter. It involves managing a number of very real tensions. Samsung's success in making this shift stems from a single early decision—to build design competency in-house rather than import it. The authors describe how the company created a committed, resourceful corps of designers who overcame internal resistance by deploying the same tools they use in pursuing innovation: empathy, visualization, and experimentation in the marketplace.

Database   Business Source Complete

4.Title   [Technological Pedagogical Content Knowledge (TPACK) and Design Thinking: A Framework to Support ICT Lesson Design for 21st Century Learning](#)

Author   Joyce Hwee Ling Koh | Ching Sing Chai | Wong Benjamin | Huang-Yao Hong

Journal   The Asia-Pacific Education Researcher September 2015, Volume 24, Issue 3

Abstract   This conceptual paper argues that to develop students' twenty first century competencies, teachers need to consider how technological pedagogical content knowledge (TPACK) can be applied through design thinking processes. It proposes a conceptual framework articulating various TPACK considerations and how these various forms of TPACK can be used as epistemic resources to support design thinking for developing ICT-integrated lessons targeted at twenty first century learning. This framework provides an initial vocabulary for describing how teachers create TPACK through design, which is a critical gap in extant TPACK research. Implications for teachers' design of ICT-integrated lessons as well as future directions of research are discussed.

Database   SpringerLink

5.Title   [Distributed collaborative homework activities in a problem-based usability engineering course](#)

Author   John M. Carroll | Hao Jiang | Marcela Borge

Abstract   Teams of students in an upper-division undergraduate Usability Engineering course used a collaborative environment to carry out a series of three distributed collaborative homework assignments. Assignments were case-based analyses structured using a jigsaw design; students were provided a collaborative software environment and introduced to a simple model of collaboration. We found that students were able to use the collaboration model, though the quality of their collaboration was poor both before and after training. We found that students were able to carry out the distributed collaborative homework activities using our collaborative software environment, though they often used, and sometimes relied on face-to-face interactions. The use of chat to maintain team awareness, and coordinate the development of shared documents, was particularly notable as a practice of our most successful teams. Students reported a great variety of benefits and challenges in carrying out the distributed collaborative homework activities. We speculate on future directions for teaching collaboration skills, and for better supporting team awareness and workflows in distributed collaborative homework activities.

Database   SpringerLink

6.Title   [How digital native learners describe themselves](#)

Author   Penny Thompson

Abstract   Eight university students from the 'digital native' generation were interviewed about the connections they saw between technology use and learning, and also their reactions to the popular press claims about their generation. Themes that emerged from the interviews were coded to show patterns in how digital natives describe themselves. Participants in this study agreed with some of the claims on a surface level but also described a deliberate and strategic approach to managing the distractions of technology in order to pursue their educational goals. This qualitative view of digital native students, as expressed in their own words, adds detail and additional nuance to the growing body of quantitative data that challenges the popular conception of the digital natives as a homogeneous generation with a common learning style.

Database   SpringerLink

7.Title   [Evaluating the effectiveness of e-learning in teacher preparation](#)

Author   Robin Chiero | Paul Beare | James Marshall | Colleen Torgerson

Journal   Educational Media International

Abstract   Teacher education struggles with the challenge of preparing and retaining high-quality teachers who can work effectively with all students. While educator preparation is a strong correlate of student achievement, traditional university-based programmes are not available to all potential teachers. This manuscript describes CalStateTEACH, an online teaching credential programme operated by the California State University system, and reports data on its efficacy as compared to traditional, campus-based programmes. The independent variable was the pathway used by each teacher, and the dependent variables were the ratings of preparation by programme graduates at the end of their first year of professional teaching and those of their employment supervisors. Mean ratings by CalStateTEACH graduates were significantly higher on 16 of the 17 scales. There were differences in supervisor ratings but none was significant. Results add to the knowledge base of effective e-learning in higher education and suggestions for practice are presented.

Database   Taylor & Francis

8.Title   [SCOOP: A measurement and database of student online search behavior and performance](#)

Author   Mingming Zhou

Journal   British Journal of Educational Technology Vol 46 Issue 5

Abstract   The ability to access and process massive amounts of online information is required in many learning situations. In order to develop a better understanding of student online search process especially in academic contexts, an online tool (SCOOP) is developed for tracking mouse behavior on the web to build a more extensive account of student web search processes. Over 100 university students' search activities with SCOOP were recorded as they searched for answers to assigned questions. The primary use of the SCOOP dataset is thus to provide the raw data for the development of online information search models. Further complications will arise because other personal and contextual factors affect the search process for different students with different personalities, learning styles or types of tasks. Hence, the dataset is also for testing the relationship between other factors and online search processes.

Database   Wiley Online Library

9.Title   How the young generation uses digital textbooks via mobile learning terminals: Measurement of elementary school students in China

Author   Zhong Sun | Yuzhen Jiang

Journal   British Journal of Educational Technology Vol 46 Issue 5

Abstract   Digital textbooks that offer multimedia features, interactive controls, e-annotation and learning process tracking are gaining increasing attention in today's mobile learning era, particularly with the rapid development of mobile learning terminals such as Apple's iPad series and Android-based models. Accordingly, this study explores how elementary school students use digital textbooks via mobile learning terminals such as the iPad by mainly assessing relevant data resources. The participants of this study included 6211 students from 74 elementary schools in China. Several themes, such as demographic characteristics, self-efficacy, technology acceptance model, learning process, behavior attention and attitude with regard to their usage of digital textbooks, were analyzed. The data of this study would aid policy makers and educators in conducting further research on the implementation of the K-12 educational technology reform with digital textbooks via mobile learning terminals in formal school settings.

Database   Wiley Online Library

10.Title   New ways of learning: Comparing the effectiveness of interactive online media in distance education with the European textbook tradition

Author   Bernd J. Krämer | Jonas Neugebauer | Johannes Magenheim | Helga Huppertz

Journal   British Journal of Educational Technology Vol 46 Issue 5

Abstract   Although many innovations exploiting web technologies have been suggested in distance higher education, very little original research exists investigating the impact of web-based learning environments on distance students' learning processes and outcomes. To close this gap, four sets of data have been collected in a distance-learning course: behaviour and usage data derived from the log files of an online learning environment; responses from a competence pre- and posttest that measures the competence gain of online and offline students; technology assessment data from the online students capturing their perception of the learning environment; and formal assessment data acquired from a written examination test. By analysing these data, insight into the effectiveness of online learning material compared with custom-designed textbooks for self-controlled distance study can be gained. Distance educators and open or distance universities may take the analysis results as a basis for the decision whether to migrate from textbooks to online learning materials.

Database   Wiley Online Library