

# A 3D SIMULATION GAME TO PRESENT BUILDING CONSTRUCTION CLASS IN ARCHITECTURAL EDUCATION

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## ABSTRACT

The computer aided simulation concept gets in to human life with evolution of computer technology, has been an inspirational resource to several projects and studies. Because of improvement of computer technology day by day, simulation had been started to efficiently use in architecture, sport, medicine, arts, entertainment and education.

Adapting various systems and phenomenons concerning the real world to virtual world via computer technology becomes a revolutionary method to simulation which aims to gather achievements about these systems and phenomenons. Therefore it begins computer aided virtual reality methods take place of classic methods in simulation projects.

Computer aided simulation is widely used in various disciplines to improve empirical education and training. Also it has really great potential in architectural education, it seems there are still not enough works about usage of simulation in this discipline. In building construction class supporting lecturing with simulation games can be used to improve learning and teaching experiences of students and lecturers. In this context a 3D simulation game had been created to use in building construction class.

The aim of this study is to evaluate usability of simulation game application developed to get building construction class more interesting and funny in architectural education. Therefore in construction building class, after a subject was presented trough simulation game, a survey had been performed to students to gather feedbacks which improve usability and quality of game application. As a result of survey study, it was observed that the simulation game increases clearness and attraction of subject and active participation of students to course.

**Keywords:** Simulation, Game, Architecture, Education

# OUTSOURCING TEACHER' BELIEFS: A CASE STUDY OF AN AMERICAN TEACHER IN THE MIDDLE EAST

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## ABSTRACT

This case study investigates the ways ideologies of language and teaching shape a second-language English teacher's interpretations of formal written curriculum guidelines. When teachers interpret their school's curriculum—those documents and statements representing the mandates of the state concerning the nature and activity of education in public schools—they do so within the context of their immediate and long-term interests, interests related to their individual beliefs (Nespor, 1987; Shkedi, 2009). However, in doing so, teachers (often unknowingly) function as “policy actors” (Brown, 2010, p. 198) in that they appropriate the curriculum for their own purposes, sometimes creating it anew in the process (Shkedi, 2009). In this paper, I examine these interpretations as ideological statements expressed through an American second-language English teacher's narratives of experience. This study is carried out in a small suburban high school in the United Arab Emirates, where native-English-speaking teachers work alongside bilingual, native-Arabic-speaking teachers to implement a new English language curriculum. The case study is comprised of interviews and participant observation of a native-English-speaking teacher over a period of three semesters. Narrative and schema analysis are used to code and interpret the data, revealing how specific cultural frameworks and language ideologies mediate and are mediated by this teacher's unique personal experiences. The findings reveal the complex ways teachers' beliefs impact the realization of official curriculum policies. Ultimately, recommendations are made to establish open dialogue between second-language English teachers and administrators to encourage reflection on the spirit of the formal written curriculum.

# A 'MISSING LINK' PERSPECTIVE ON UTOPIAN OR COMPROMISED REALITY

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## ABSTRACT

Since its inception in the early 1980s digital technology, in its current format, is now considered to be at the heart of contemporary education in the developed world, supported by national ICT strategies and exponentially rising levels of public funding. (£600 million in the UK by 2014 despite frozen budgets in overall school expenditure). Yet the promised educational transformation, as measured by learning outcomes, has arguably failed to materialise while developing countries continue to emulate such unproven digital educational programmes. A substantial body of empirical research, conducted by policy makers, business and educators over the past forty years has consistently found sustained and tangible beneficial evidence elusive.

This qualitative-based study seeks to explore this dichotomy by critically investigating what is actually happening when digital technology meets education in UK secondary schools as opposed to what is often envisaged as 'should' or 'might' be happening, by moving the debate beyond the deterministic view of education and technology and the simplistic 'cause and effect', impact which focuses on explaining why technology is not solving problems which is outside technologies' remit to address, to one which makes greater sense of educational phenomenon by reference to the broader context of the social, political, historical and cultural conditions that influence all educational practices and which recognises the mutual social-shaping nature of the relationship.

Consequently, this investigation utilises in depth life-history interviews in a descriptive framework to explore how secondary school Heads of Department have responded to the introduction of ICT from the 1980s to the current day, exploring both continuity and change over time, structure and agency and seeking to understand within this context why (often unforeseen) developments have occurred, how they are perceived by teachers, how they have evolved and with what consequences for the profession and the structure of bureaucratic educational institutions.

By giving those with a long term understanding of the processes, namely educational middle managers, (at the crucial intersection of organisational structures) a hitherto denied voice in explaining their perspectives, experiences and behaviours in their own words, it is proposed that the 'missing link' in this debate will be addressed and that a unique contribution to the advancement of knowledge and understanding of educational technology will be made.

# FAILURE TEACHES SUCCESS? OR SUCCESS TEACHES SUCCESS?

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## ABSTRACT

This study attempts to investigate the roles of adolescents' perceived academic pressure and academic success on their later academic performance and psychological adjustment. The data used in this study are derived from the panel study-Taiwan Youth Project conducted by the Institute of Sociology, Academia Sinica, Taiwan from 2000 to 2006. The analysis sample consists of 2,686 9th graders at the time of 2000. The following data were taken into account: the self-rated academic pressure (high vs. low), the self-rated academic success (success vs. failure), perception about parental pressures, epistemological beliefs (including enthusiasm for learning, effort beliefs and internal control), psychological health (including self-esteem and happiness), and maladjusted behaviors (including their cheating behaviors and the give-up tendency under uncertainty). To understand the lasting impact of these ratings in the 9th grades, longitudinal data for students' psychological health were also collected in their 9th and 12th grades consecutively. Moreover, the scores from two rigorous exams in Taiwan for the entrance of senior high schools ("the Basic Competence Test for Junior High School Students", BCT) and the entrance of colleges ("General Scholastic Ability Test", GSAT) were collected as their actual academic performance. The results indicated that, compared to the low academic pressure group, those perceived with high academic pressure indeed increased the adolescents' likelihood of cheating and giving-up behaviors. They also had lower ratings in psychological health and higher parental pressure. However, they did endorse higher ratings in epistemological beliefs, and obtain higher BCT scores (but not GSAT). Therefore, it shows that academic pressure per se should not be simply considered harmful in Taiwan. In essence, it may push oneself to pursue higher learning goals with effort and therefore help oneself to perform well in the near future (i.e., the score in BCT). In terms of academic success, compared to the success group, those who perceived themselves as academically left behind (the Failure group) in their 9th grades actually performed worse in BCT and GSAT. Moreover, those who perceived failures in their early adolescent stage also rated themselves as low psychological health persistently throughout their 9th and 10th grades, with one exception when they were in their 9th grades. Although at present the inconsistent result shown in their 9th grades remains unclear, it is worth noting that the young adolescents' perception on their academic failure plays a key role in their later learning path. This cruel fact implies that if the remedial education is not timely implemented, the adolescents' perceived failures in early stage would in fact lead them into the predicament later on. To understand how to break this vicious circle, the researcher suggests that further exploration on the mediation role of those young adolescents' belief system (e.g., their epistemological beliefs) is needed.

**Keywords:** perceived academic pressure, perceived academic success, Taiwan Youth Project, epistemological beliefs

# TEACHERS'S PORTABLE KNOWLEDGE: LESSONS FROM SHANGHAI AND THE U.K.

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## ABSTRACT

The author, who was an English language teacher from Shanghai, China, is currently completing her PhD at the University of Hull in England, where she also did her Masters degree. Her PhD research adopts an international perspective on studying the ways in which school teachers, in both Shanghai and the U.K., use educational research in order to construct their own useful knowledge.

The respective cultural contexts of the studies in each city provide interesting comparisons and contrasts. Shanghai is an autonomous city with regards to its educational system, which has gone through significant curriculum reform that affects the kinds of knowledge teachers create under the new regime. In the UK major shifts in the governance and organization of schools has had important effects on the ways in which teachers are required to collaborate.

This paper reports the preliminary research findings of the case studies on how teachers view and use different kinds of knowledge, and different ways of knowing. It draws on, brings together yet challenges and goes beyond, key concepts: Tripp's practical problematic; Lave and Wenger's communities of practice; Polanyi's tacit and explicit knowledge, as subsequently developed by Nonaka & Takeuchi; and notions of evidence-based practice.

The initial findings suggest that teachers modulate the demands upon them for knowledge production so as to give themselves a sense of agency and control, revaluing different kinds of knowledge in ways that do not always align with policy requirements, though not by undermining them. Teachers in both countries tend not to challenge or change procedures or context, but they do not see themselves as simply implementing something that the authorities decide for them, even though they accept the limits given by that external authority. These negotiated behaviours themselves challenge established views that teachers do not use published research because of a lack of dissemination or of its practical irrelevance.

The paper concludes by considering the implications of the different cultural values ascribed by teachers to types of knowledge, within a professional context, which inflects the dominant valorization of codified, research-informed knowledge. The issues of how teachers' knowledge may become transcultural, facilitating professional knowledge across borders, are shown to have important implications teacher education and professional development in an increasingly globalized world of policy migration.

# BRAZILIAN “CHORO” MUSIC: A JOURNEY FOR BRAZIL’S HUMANITY

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## ABSTRACT

The Brazilian “choro” (to cry), the national music of Brazil, emerged in the late 1800s in Rio de Janeiro. The music is a fusion of African-based rhythms and European forms and it came to represent social and racial diversity in Brazil. Traversing from the rice plantations to the big city, through upper and lower class societies, the “choro” came to represent the music of the people. Both male and female composers and musicians suffered discrimination even amongst their own countrymen just to express what was to become the country’s national music. The music can be described as a true representation of Brazilian spirit and daily life. The most significant composer, Pixinguinha, who will be featured in this lecture, paved the way through discrimination by breaking social and racial barriers in his performances for both upper and lower class societies. This talk will include a 15 minute power point presentation along with a CD performance of some historically significant “choros” by this author and Michele Ramo on guitar. CD: “Te Amo Brazil”, [cdbaby.com](http://cdbaby.com)

Bio: Maurita Murphy Marx, Professor of Clarinet, University of Iowa, is one of the world’s leading clarinetists as both a performer and teacher. She has been specializing in the Brazilian “choro” for nineteen years. Her two compact discs with Brazilian pianist Rafael Dos Santos, titled “Over the Fence” and “Red Hot & Brazilian”, have received high international acclaim “with verve, accomplished clarinet playing, intensity and polished technique”, (Eurocass). Her most recent CD titled “Te Amo Brazil” with guitarist Michele Ramo, is available at [cdbaby.com](http://cdbaby.com). Dr. Murphy Marx is the recipient of the Collegiate Teaching Award, for achieving the highest success in teaching. In turn, her students have won first prizes exclusively in international clarinet competitions. Her service to the clarinet profession includes six years as Executive Secretary of the International Clarinet Association. Her degrees are from Eastman School of Music with the Performer’s Certificate, and Michigan State University.

# USING PBL TO PROMOTE EMIRATI BUSINESS STUDENTS' PERCEPTIONS OF SUCCESS

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## ABSTRACT

Project-based learning has proven a robust pedagogical strategy in many parts of the world, in particular with western students and cultures. However, little systematic research has been conducted in the Middle-East region, particularly in the Gulf region. This project systematically inquires into the efficacy of project-based learning with a representative group of 116 Emirati students across six sections of a first year Business Communication course. Students were asked to use their Business Communication skills to engage in community service learning projects. Preliminary analysis of quantitative and qualitative data shows students' perceptions of learning increases through PBL. As well, there are indications of increased depth of understanding and transfer of skills.

# ESTABLISHMENT OF DIGITAL DATABASE FOR KOREAN CLASSICS

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## ABSTRACT

Pre-modern Korea, standing on the basis of Confucianism, considered reading and writing as the most essential parts of scholarly activities. Accordingly, the elite as well as the crown bequeathed great volumes of literary works which are considered as priceless legacy, including 'The Annals of the Joseon Dynasty' (朝鮮王朝實錄) and collections of writings by highly respected scholars. Back in the 1980s, researchers themselves had to read the collections all, in order to find information needed for their research. Since the 1990s in which databases of Korean classical books and materials started to be established, the research environment for Korean studies has been significantly improved. Now, the necessary information can be brought by only simple searching actions on the web. For example, looking for the records of Du Fu (杜甫) in 'The Annals of the Joseon Dynasty' (朝鮮王朝實錄), researchers necessarily used to look through all the 1,893 volumes in the past. Now they simply visit the website (<http://sillok.history.go.kr/>) and enter the term '杜甫' in the search bar. Then, all the information which is around 32 records about Du Fu will be revealed instantly. The paper will explore and discuss the current state of the digital resources for the study of Korean classics and their use by the researchers. It will also discuss its problems and suggest some plans for the solution.



# **AZAWAN: THE RETENTION OF PRE-COLONIAL MUSICAL CULTURE AND SAHARAWI NATIONALISM IN THE REFUGEE CAMPS OF THE HAMADA DESERT IN ALGERIA**

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## **ABSTRACT**

Since 1975, more than half of the Saharawi population have been living in refugee camps in Algeria (Fynn, 2011: 40). This paper analyses Saharawi music as performed for the refugee community in the camps. I argue that the construction and evolution of Saharawi music in the camps is divided into two main areas: nationalism in relation to the decolonisation of Western Sahara; and cultural values in Saharawi music with reference to the historical retention of the *Haul* modal system originating in pre-colonial Saharawi culture. Local audiences define the combination of nationalist sentiments and their precolonial musical culture in Saharawi music as *azawan*.

This paper is based on my research in Saharawi music since November 2004. The data collected during this research in the camps and used for this paper includes: interviews with poets and musicians; and musical transcription based on the study of the scales and rhythms used in Saharawi music. In addition, this paper reveals data from my participant experiences in Saharawi music by performing internationally with Mariem Hassan and playing in social events such as weddings.

**Keywords:** Western Sahara, *Haul* music, Maghreb, North Africa, Arab Spring

# **A FRAMEWORK FOR BRIDGING THE GAP BETWEEN TEACHER AND LEARNER AUTONOMY**

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## **ABSTRACT**

In many contexts teacher and learner autonomy are thought together since in order to teach in an autonomous manner and to give self-directed learning principles to students, the teachers have to know the development process themselves. Teacher and students have to be harmonious in every step of the education programme. Just like the way teachers plan their own teaching and learning and compare it to students' learning, the students need to see examples of learning management and become empowered with reflective teaching. In this connected teaching example, "teaching becomes sort of research and research becomes a way of teaching"(Vieira,1997). The most important factors to achieve this kind of teaching are motivation, learning environment, the perception of students' success and failure reasons, self-directed learning and metacognitive awareness.

According to Black and Deci (2000), autonomy supportive environments gives better results on students' creativity and grasp of content. The principles of self-directed learning causes the students to become at least partially autonomous in nature. This study aims to connect teacher behaviours with student behaviours in autonomy supportive environments and develop and modify the framework developed by Kim(2013) for self directed learning with references from related literature for the benefit of teachers and students. This framework will use a continuum where self-directed learning and teacher-directed learning support each other.

# ORAL CODE SWITCHING IN TURKISH-ENGLISH BILINGUAL SPEAKERS IN NEW YORK CITY

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## ABSTRACT

This study is an exploratory study in which the views of first and second generation Turkish-English bilingual speakers in New York City (NYC) were analyzed with the purpose of finding out their reasons for and attitudes towards code-switching (CS). CS is a frequently used linguistic activity in bilingual settings and consists of mixing of two or more languages within the discourse at the word or clause level. It is an important area in bilingual studies as it sheds light on how bilingual speakers actually perceive their own speech production and others. To date, little work has investigated the CS behavior of Turkish speakers living in NYC. Data for this study were mainly obtained through a questionnaire completed by 35 first and second generation speakers living in NYC. Speakers were asked to respond to a variety of statements regarding their motivations for and perceptions of Turkish and English CS in discourse. The questionnaire provided quantitative data which were then analyzed to evaluate speakers' responses regarding concepts such as identity and language maintenance.  
Key words: Language attitude, CS, bilingualism.

# **SERIOUSLY GOOD HELP-USING EDUCATIONAL GAMES FOR TOURISM AND HOSPITALITY TRAINING**

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## **ABSTRACT**

Novel and innovative digital applications are growing in popularity within the tourism and hospitality sector through various services, applications and sites such as heritage areas and urban environments, which offer some manner of digital experience largely through augmented reality. A hitherto under-utilised area for development in the area of tourism and hospitality however, are digital games, which are shown to offer significant potential for facilitating both formal and informal learning due to their implicit educational merits (Bogost, 2007; Connolly et al., 2006; De Freitas, 2006; Gee, 2005).

Traditional existing educational and non-educational games based in the area of tourism and hospitality have broadly focused on areas such as management and language skills. These games often include methods of in-game assessment but with little thought given to their integration with or dependence on player actions, thus reducing the effectiveness of the game in terms of knowledge acquisition and transfer. While this body of digital games dealing with tourism and hospitality is certainly growing, there is a lack of games offering practical information in specific areas of tourism and hospitality.

This paper offers a qualitative review of the types of learning that digital games have been shown to support and goes on to focus in on games which are aimed at fostering specific knowledge and skills related to tourism and hospitality. These games, while providing relevant and often curriculum-aligned information can also provide opportunities for cultivating a range of important generic metacognitive and 21st century skills. The authors identify how games can be used to help support learning in specific areas related to tourism and hospitality education through the facilitation of conventional skills and knowledge while also discussing the use of games to help promote a shift in fundamental attitudinal dimensions by constituting a form of procedural rhetoric (Bogost, 2007) based around the learner experiences of rule-governed variables related to these topics.

A variety of games, from existing commercial and educational games across a wide range of genres, are discussed with a particular focus on outlining their potential for educating people in specific areas of tourism and hospitality. In addition, the authors provide a case study of a new tablet-based game designed to utilise a game-based-learning approach to facilitate learning and attitudinal change with regard to sustainable development education and endorsement of relevant environmental values. The manner in which the game facilitates these learning goals is offered with particular attention given to the utilisation of gameplay mechanics from hugely successful “freemium” games.

Concluding remarks are offered with regard to the use and development of educational games for the tourism and hospitality sector as well as their potential as research environments for further investigation

# COMPUTER HARDWARE, GRAPHICS AND GRAPHIC CARD CPU, AN IMPORTANT AND APPLIED CASE STUDY

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## ABSTRACT

Central Processing Unit (CPU), memory, and peripheral device controllers. These components all plug into a "Bus". The bus is essentially a communications highway; all the other components work together by transferring data over the bus. The active part of the computer, the part that does calculations and controls all the other parts is the "Central Processing Unit" (CPU). The Central Processing Unit (CPU) contains electronic clocks that control the timing of all operations; electronic circuits that carry out arithmetic operations like addition and multiplication; circuits that identify and execute the instructions that make up a program; and circuits that fetch the data from memory. To better understand how a graphics card physically functions, it is beneficial have an understanding of the hardware that makes-up a video card. A graphics card only has a handful of individually critical pieces, although there is hundreds of subcomponents that make-up a video card. Below is an image of a simple graphics card. The most important piece of graphics hardware is the graphics card, which is the piece of equipment that renders out all images and sends them to a display. There are two types of graphics cards:<sup>[1]</sup> integrated and dedicated. An integrated graphics card, usually by Intel for use in their computers, is bound to the motherboard and shares RAM (Random Access Memory) with the CPU, reducing the total amount of RAM available. This is undesirable for running programs and applications that use a large amount of video memory. A dedicated graphics card has its own RAM and Processor for generating its images, and does not slow down the computer. Dedicated graphics cards also have higher performance than integrated graphics cards. It is possible to have both<sup>[2]</sup> dedicated and integrated graphics, however once a dedicated graphics card is installed, the integrated card will no longer function until the dedicated card is removed.

**Keywords:** Computer, Hardware, CPU, Graphicd.

# ENGLISH LANGUAGE TEACHERS' VIEWS ON THE NEW NATIONAL CURRICULUM FOR 2<sup>nd</sup> GRADERS

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## ABSTRACT

Prior to the 2014-2015 school year, English language courses started at the fourth grade in Turkish primary schools. Starting in the 2014-2015 school year, second graders (6 to 7 year-old learners) in Turkish primary schools started to take English language courses with the implementation of the new national curriculum for primary schools grades 2 to 8. What made this curriculum different from previous ones was its insistence on curricular gains that were designed in consideration of communicative language teaching and the Common European Framework of Reference for Languages: Learning, teaching, assessment (CEFR). So far, little research has been produced collecting teachers' views on this new curriculum in practice. Hence, in this study, the views of 20 primary school English language teachers currently teaching second graders were collected and analyzed to understand the perceived strengths and weaknesses of the new curriculum and the educational appropriateness of the curricular gains set for that specific level (2<sup>nd</sup> grades). Secondly, theoretical concerns and practical challenges associated with the implementation of the new curriculum are studied. Results showed that majority of these teachers had positive views on the new curriculum with its curricular gains although classroom materials and teaching hours remain problematic for them.

# MYRIAD PROBLEMS OF TEACHERS AND ITS IMPLICATIONS ON QUALITY EDUCATION IN NIGERIA

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## ABSTRACT

In Nigeria, the teaching force is demoralized and divided. Teachers previously benefiting from considerable public respect and reasonable financial reward, their status is today in exponential decay. The crises in the teaching profession are threatening the ability of Nigeria to reach internationally agreed targets to expand and improve education. To this regard, this paper focuses on the situation of teachers in Nigeria today, the myriad problems they are facing and the detrimental effect these problems are having on children's ability to have quality education. The paper argues that the survival of Nigeria as a viable society will depend on the health of her educational institutions, more especially, on how well the teachers that are the backbone of quality education are treated. In an attempt to identify and find solution to the problems, the paper used participatory advocacy research methodology to explore teachers' views of their profession. What actually motivates teachers? What affects their morale? And what will help them perform well? The problems and prospects gathered from the voices of teachers and educationists came out with holistic recommendations on how teachers' motivation and morale could be improved, in order to have a virile and quality education in Nigeria. It is expected that the outcomes of the study may benefit the overall population of Nigerians, with special reference to education policy formulators and implementers. It is also hope that an efficient education policy that will address the myriad problems of teachers will have a positive impact on the overall development of socio-economic and political aspects of the entire country.

# EMOTIONAL AUTONOMY AND PARENTAL STYLES AS A PREDICTOR OF POSITIVE IDENTITY

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## ABSTRACT

For adolescent proceeding at the road to identity formation is a major challenge they must negotiate. The role that emotional autonomy and parental styles may play in establishing identity styles was investigated. A sample of 237 males and females students of age group 15-17 $\frac{1}{2}$  years was drawn from public high school in Shiraz city. These students responded emotional autonomy, parental styles and identity styles questioners. Preliminary results indicated that positive identity was positively correlated with authoritative parental style and emotional autonomy and negatively with authoritarian. Regression analyses confirmed that parental styles and emotional autonomy predict positive identity. The results indicated that emotional autonomy and parental styles variables combined accounted for %46 of the variation in strength of positive identity. The findings are consistent with the view that emotional autonomy may contribute to the way in which middle adolescents negotiate the task of constructing a sense of identity. Hence, identity style may represent one mechanism by which the cumulative effects of emotional autonomy affect psychosocial outcomes among young adults. Alternative explanations of the findings are considered.

**Keywords:** parental styles, emotional autonomy, positive identity.



# EVALUATING LGBTI MOVEMENT ON THE AXIS OF THIRDSPACE NOTION IN TURKEY

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## ABSTRACT

This study aims to expanding spaces meaning which were became main tool of new social movements on the axis of LGBTI movement in a Muslim country, Turkey. Because of expanding new meanings and spaces, this social movements need new conceptualization. It should be said that not being limited to only physical spaces there are tangible and intangible spaces for new social movement. This article's main aim is Thirdspace conceptualization can be used as an instrument for understanding LGBTI movement and new social movement. It is understood in consequence of committed survey and in deeply interview that society of spectacle and thirdspace conceptualizations can explain not only LGBTI movement but also new social movements.

## EVALUATION OF JAPANESE IMPRESSION TOWARD MASKS OF VENICE

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### ABSTRACT

This paper studied evaluation of sensitivity impression toward Venetian Masks. We surveyed 105 Japanese university students (male; 88, female; 17) about their Japanese impressions toward Venetian Masks using questionnaire. The data was analyzed by means of principal component analysis. Statistical Package for Social Science (SPSS version 22.0) has been used for the statistical analyses. As a result, we extracted three factors in the scale: safety, mystery, humanity. In conclusion, evaluation of sensitivity impression toward Venetian Masks was revealed.

**Keywords**—Venetian Masks, sensitivity impression, principal component analysis, Japan.

# USING YOU TUBE IN THE CLASSROOM FOR STUDENT ENGAGEMENT ON AN INFORMATION SYSTEMS COURSE: AN UNDER-GRADUATE CASE STUDY IN SOUTH AFRICA

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## ABSTRACT

This research paper aims to determine the effect on the engagement of Net Generation learners from using YouTube in the classroom. The education and engagement of the Net Generation learners are a growing challenge among institutions of higher learning. Net Generation arrivals overlaps with the advent of digital technology. Thus, this explains why the learners have dissimilar styles of learning due to their comfort with and use of digital technology. Literature on educating and engaging the Net Generation asserts incorporating the Web 2.0 elements; YouTube inside and/or outside classroom. The target sample includes Net Generation learners in their 1st year at the University of Cape Town in the Commerce faculty enrolled in an Information Systems course. The research instrument used was a questionnaire. Two samples were included, the first consisted of learners currently enrolled in the course and the other, learners previously enrolled in the course. The result shows that the use of YouTube had a positive effect on the engagement of Net Generation learners.

**Keywords:** Student engagement, Under-graduate students, YouTube, Web 2.0, Higher education, Information Systems education, Technology-enhanced learning

# DISTRIBUTED POWER CONSUMPTION METHOD OVER CLUSTER TREE WIRELESS SENSOR NODES

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## ABSTRACT

All Cluster tree wireless sensor networks based on the most used standard which is Zigbee standard use a mixture of cluster tree routing protocol to establish the network and an Ad hoc On Demand Vector (AODV) routing protocol to deliver the data. However, both of these protocols the AODV and the cluster tree routing protocols don't consider the consumption energy of the sensor nodes battery in the routing process and in establishing the cluster tree network among the sensor nodes. Therefore, a new distrusted power consumption method is proposed in this paper to reduce the power consumption speed, and to distribute the responsibilities of routing among the cluster tree wireless sensor nodes. In this paper, we have compared the original routing protocol with our extension approach for the distribution of power consumption. Based on the simulation results, our new distribution method has accomplished better performance results in terms of increasing the lifetime of the cluster tree wireless sensor network.

**Keywords:** Cluster Tree, Routing Protocols, Energy Consumption, Ad hoc On-Demand Distance Vector (AODV), Network Lifetime, Wireless Sensor Networks (WSN).

# AN EVALUATION OF CULTURAL REPRESENTATION IN PEDAGOGICAL TEXTS TO TEACH ENGLISH AS A FOREIGN LANGUAGE

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## ABSTRACT

Culture, which indicates the productions and contributions by a society and its individuals to the world heritage, is often identified as *large/big/capital 'C'* culture. Besides, the 'way of life' gone through in a society is referred to as culture with a *small 'c'*. Since communicative competence and knowledge on target language culture are interrelated issues, the literature on effective teaching of culture puts special emphasis on the importance of culture embedded language instruction. What is more, it is also disputed that the elements of capital 'C' culture and small 'c' culture are to be reflected in foreign language teaching materials in order to raise learners' target culture awareness. Therefore, this study targets to present the quantitative data on the extent of cultural elements presented in a B2 level, nation-wide used coursebook for the teaching of English in Turkey. All the reading texts included in both the student book and workbook were examined via a replicated with improvement control list which was preliminarily developed for a similar-content study. The results indicate that the cultural representation of target community is insufficient and requires betterment to achieve more effective instructional goals on teaching of cultural elements.

# PROMOTING RESILIENCE AT SCHOOLS: THE RESCUR PROJECT

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## ABSTRACT

Resilience can be defined as an interactive phenomenon that can be inferred from findings indicating that some individuals have a relatively good outcome despite having experienced serious stresses or adversities (Rutter, 2013). Several studies refer that children and adolescents that face significant stressors are at greater risk for developing externalizing and internalizing problems, such as substance use, psychopathology across the life span, poor quality of life, and poor academic achievement. As such, the promotion of resilience, namely at schools, seems to be fundamental for all children and especially for the most vulnerable ones.

RESCUR is aimed at developing a resilience curriculum for early and primary education in Europe through the intercultural and transnational collaboration among the partner institutions. The curriculum seeks to promote the academic, emotional and social learning of children who may be at risk early school leaving, absenteeism, school failure, social exclusion and mental health problems amongst others. In this scope, the program themes and main features, session structure and resources will be presented, as well as the results of the pilot implementation conducted in the six partners' countries with almost 3000 children from 3 to 11 years old. Overall impression of the curriculum, both in early years and primary school, was positive. The teachers observed a moderate positive change in the learners', which were highly engaged and participated actively in the activities. In general, teachers consider that the curriculum is useful, interesting, appropriate and feasible.

The results show that a resilience curriculum in early and primary education in Europe, to be implemented at schools by teachers, can be an important strategy to help children to deal with the disadvantages, obstacles and challenges they face by providing them with the key tools to overcome them across their life's, whilst making use of their strengths, and this way having a more positive development.

# **SLOW PACE TOWARDS TEACHING MATHEMATICAL SCIENCE IN NEPAL: A HISTORICAL PERSPECTIVE**

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## **ABSTRACT**

Mathematics teaching begins with human civilization. The ruler used to choose mathematician as prime adviser in many tribes and country. Mathematics was powerful tool for understanding economical situation and strength of ruler. In ancient Nepal teaching of mathematics starts with informal education provided by religious leaders thereafter in modern education system seems to follow the world's educational system. The aim of this paper is to present a brief historical background of the Nepalese mathematicians up to nineteenth century and highlight the transformation in mathematical science in the line with modern world. Secondary data and formal papers and informal publications were studied to explore the present situation of education. The study concluded that there is remarkable change in quality of education and there are sufficient human powers in the mathematical sciences in Nepal.

**Keywords :** Human development, Mathematics, Nepal, Science, Traditional

# **EMERGING TECHNOLOGIES IN THE SERVICE OF SOCIAL JUSTICE- BROADENING PARTICIPATION**

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## **ABSTRACT**

Social justice is a useful framework to understand the importance of flexible engagement and innovative provision in Student Affairs in Higher Education. Given the paucity of a meta-framework for Student Affairs in Africa and South Africa, three conceptual models, namely participatory parity, universal design for learning and engagement are discussed. It is highlighted how each one guides Student Affairs practice in unique ways to employ emerging technologies, innovative practices and flexible provisions in the pursuit of promoting social justice as one goal of student affairs within and beyond university contexts. Current examples of the life-wide curriculum, of online media to support students, and innovative engagement practices are discussed.

The paper concludes with emphasising the role of emerging technologies within Student Affairs, as contributor in facilitating Social Justice.



# THE ACADEMIC PERFORMANCE OF THE RETURNED ALBANIAN EMIGRANT'S CHILDREN

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## ABSTRACT

The second generation of Albanian emigrants recently returned to their homeland, are feeling more and more the difficulties of a tiring integration. For them this is a more difficult integration than he initially was In the host countries. Among dilemma to stay in Albania or to return in host countries, these children and their parents see in Albanian schools academic results that do not satisfy compared with the academic results obtained in the host countries. The urgent need of integration of these children in the school, did not causes the identification of problems in our schools, in order to facilitate the difficulties these children face every day. It is absurd to think that the academic performance of these children at homeland are significantly lower than the academic performance obtained across the border. Significant language difficulties are extended their influence in all the disciplines that they study. The Impact, of course, results in low academic performance and other integration problems within a society and culture of origin, but in fact that results more foreign that that the culture they left in host countries. This study is a qualitative research, based on in-depth interviews. Snowball is the technique used to gather data, because of the difficulties to find participants that meet the criteria of the sample. The survey results are not permanent, since the research is on process.

**Keywords:** immigrant returnees, academic performance, integration difficulties

# HARDSURFACE LAYER OF TiC EMBEDDED ALLOY STEEL BY TORCH TECHNIQUE

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## ABSTRACT

Hardsurface layer was developed by tungsten inert gas (TIG) surface melting on AISI 4340 alloy steel with pre-placed TiC powder and energy input of 1344 J/mm in an argon gas environment. The composite coating layer was produced using an 80 A current, 35 volts potential difference and with a traversing speed reaching 1 mm /sec. The developed hardsurface was characterized in terms of surface condition, microstructure and hardness. The tribological behavior of the composite coating in *Jatropha Curcas* biodiesel was evaluated using pin on disc tribometer. The surface appearance of treated layer was found to be free from any obvious defect. The TIG hardfacing layer produced dendritic structure due to dissolution of preplaced powder in the steel melt. The generated coating layer has a depth of 905  $\mu\text{m}$  and 3.22 mm is the width of the track. The microhardness of the composite coating was measured across the hemispherical melt pool. The Scanning Electron Microscope (SEM) analysis of the melt tracks reveals two common types of TiC, dendritic and cubic, precipitated in the steel matrix. The results showed that the incorporation of TiC particulate in the steel matrix increases the hardness and wear resistance of the steel substrate by a factor of 3 and 2, respectively. The morphology of the wear tracks showed that the TiC particulates are strongly bonded to the substrate material giving the treated surface increased resistance to plastic deformation related to wear. The uncoated samples showed severe plastic deformation, micro-cracks, flake debris, and the presence of pitting corrosion due to the corrosive nature of biodiesel. Therefore, hardsurface development on AISI 4340 steel with particulate TiC in the presence of TIG torch is an effective method for reducing corrosive wear in biodiesel environment.

**Keywords:** TiC; AISI 4340 steel; hardsurfacing; TIG torch surface melting; wear; hardness

# ROMANIAN SANITARY SYSTEM SEEN THROUGH LEAN METHOD

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## ABSTRACT

A country without a solid sanitary system is a loss both for patients and for employees who work in medical institutions. On the one hand, Romania is privileged to have well trained doctors as well as competent medical staff, who are always willing to help a patient in need; on the other side, Romania has also a poor health care system, that damages not only the clinics and hospitals, but also the desire of both patients and doctors to be treated and work in Romania.

During times, an innovative method, a philosophy, was able to help and change industries in need, providing them with tools for perfecting their operating system, motivating the employees and concentrating on customer's needs.

That method will be represented by Lean system and will be able to eliminate the waste starting with waste of time and medicines-the 2 most important priorities in the health industry.

Due to different approaches of this method, the waste from hospitals and clinics, started to decrease step by step, achieving objectives like patients' and medical staff's satisfaction. Generally, the main target of the project is to find the right way to eliminate in proportion of at least 70% the waste from health industry. This action will be possible by accustoming the entire medical staff with Lean principles and main tools, so that they could turn into a Lean thinking, in order to contribute each of them at the improvement of health care system.

## AIRSOFT AS A WAY OF REUSING POST-MILITARY AREAS

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### ABSTRACT

The paper presents the results of a study on preservation of military facilities conducted in 2013 and 2014 at the Faculty of Architecture at Poznań University of Technology. The study focused on the issue of reusing and preserving former historic military buildings. The objective of the study was to verify the possibilities of adapting military areas located in the Wielkopolskie Voivodeship for the organization of games which more or less employ military tactics. The paper introduces a definition of paramilitary sports, which was created for the purpose of the author's doctoral dissertation. The results of the analysis of current trends in developing land for the purpose of Airsoft games are also presented. The data from the analysis were is an expert method applied to create a theoretical model of paramilitary sports. The model was then used to evaluate the former military facilities with respect to their adaption for Airsoft games. In correlation with the historic value of the analyzed facilities, the results of the evaluation allowed the author to produce a list of sites of military architecture in the Wielkopolskie Voivodeship that present great potential for the above mentioned purposes. The paper concludes that the theoretical model for paramilitary sports centers is an efficient tool for evaluating the suitability of prospective locations for Airsoft games and helps to properly develop the area in terms of its functionality and spacial lay-out. The results of the study proved that the model can be applied to all former military facilities in Poland that remain unadapted. The study also presents the outcome of cooperation of the Faculty with the Military Academy of Land Forces in Poznań, and with the "Poznańczycy Group", which maintains one of the Prussian bomb shelters in Poznań.

# USING ICT FOR PEER FEEDBACK: A CASE STUDY OF A SUB-DEGREE TRANSLATION CLASS

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## ABSTRACT

Recent developments of Information and Communication Technology (ICT) have added new dimensions to modes of peer review. Because both computer-mediated and traditional peer review modes have their own strengths, some researchers have suggested that these two different modes can be used together; however, this combination mode of peer review has not been widely investigated, especially in translation training contexts. This study examines the impact of combining electronic commenting using editing features of word-processor and a course management system (Moodle) with face-to-face interaction as a two-step peer review process. It investigates translation students' perceptions and attitudes toward this blended mode of peer review and examines how medium influenced the types of feedback given.

Adopting a case study approach, both qualitative and quantitative data—students' written texts (Chinese-English translated drafts, peer feedback, and revisions), transcriptions of oral talk, and interviews—were collected from twelve Higher Diploma students in Hong Kong. The results revealed that the translation students appreciated the peer review as a valuable activity that facilitated learning and reflection. They suggested a number of linguistic, cognitive and socio-affective benefits arising from peer comments. The participants generally had positive attitudes toward this combination mode and suggested that it could merge some of the best features of e-feedback and oral talk. In terms of the impact of medium upon feedback provided, it was found that tools adopted served different purposes—oral responses and comments on the Moodle forum focused more on global evaluation and suggestions, while a large amount of e-feedback generated by the editing features were corrections for surface level errors. In addition, this research shows how other individual factors influence the efficacy of peer review, such as relationship between peers and motivation. This study highlights a new form of combination mode, offers insights into joining oral response to online collaboration, and sheds light on the changing roles of the instructor, students and technology in the twenty-first century translation training.

## (UN) COVERING THE BUNKER

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### ABSTRACT

The paper presents the outcome of cooperation between the Faculty of Architecture at the Poznań University of Technology and the Poznańcy Group on a project, which goal was to study military architecture and military engineering, and to popularize architectural education.

“Poznańcy Group” is group of history enthusiasts, who take great interest in European military architecture. In historical reenactments, they recreate Prussian military formations and civilian population from the beginning of the 20th century. In 2014, pursuant to an agreement with the city, the Poznańcy Group came into possession of the J1 VII infantry shelter located at Babimojska Street in Poznań. The shelter is a one of a kind European military architecture site that comes from the Poznań Fortress period (1903-1907). It constitutes an example of adapting a Prussian shelter for a civilian nuclear fallout shelter. For a long time, the shelter was closed for the public, becoming a vandalized, neglected area among high-rise residential apartments.

The combined efforts of the Poznańcy Group and the Faculty of Architecture at the Poznań University of Technology aim to increase the awareness of the local community and the people living in Poznań to the issue of military heritage preservation. In the first stage of the project, first year MA students performed an architectural inventory of the shelter. On the basis of their drawings, first year BA students have designed the spatial lay-out for the shelter. The aim of this task was to create a small exhibition hall, in accordance with the program and the requirements provided by the Poznańcy Group. Thus, the task lead to the rediscovery of the historic site “covered” with layers of earth, and to the adaptation of a modern form into this context. This project also constituted an introduction into the broader issue of reusing sites that lost their original military character.

The best student projects were presented during two cultural events that took place in Poznań. On 20-21 of June, the students’ works were displayed in the shelter during the 3rd Poznań Fortress Days. The exhibition was viewed by over a thousand visitors. The projects were then presented to the participants of the “Wspólne Działanie Nauki Polskiej dla Obronności Kraju” Science and Technology Conference that was held on 29-30 June 2015 in the Lecture and Conference Center of Poznań University of Technology.

# SUSTAINABLE ECONOMY: TOURISM AND DEVELOPMENT OF DELMA ISLAND, ABU DHABI

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## ABSTRACT

This paper examines how Delam Island in Abu Dhabi in United Arab Emirates may be re-developed based on developing tourism facilities to attract tourists and retain residents. This study is based on the results of a survey conducted on 167 participants in Delma Island that examined the concerns related to the lack of development in the island. The results of the analysis of the primary data collected through the questionnaire have highlighted the significance of tourism development in the Island not only to attract tourists but also to retain residents. Residents of the island are increasingly re-locating their homes out of the island because of the lack of any development that may improve their quality of life and prevent them from outmigration.

A map was created that represented the different types of development and land uses proposed by the participants. Comparison was made between the present plan developed by the Abu Dhabi Urban Planning Council UPC (UPC) and the proposed plan suggested by residents of Delma Island.

**Keyword** : Sustainable Economy, Tourism Development

# **TRAVELING THE COLLABORATIVE PATH: WHY ACADEMICS AND BUSINESS SHOULD ENGAGE**

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## **ABSTRACT**

Service learning and community engagement partnerships are a benefit to all students, faculty, institutions, and community partners, in the United States and around the world. Creating academic projects designed to engage students in the community as a part of the educational experience provides valued benefits to both academic and business sectors, specifically in the culture and travel industries. Benefits of creating such relationships – known as community engagement in some circles, and in other circles as ‘service learning’ – leads to financial benefits, enhances the prestige and visibility of the organization, and strengthens democratic values by reinforcing civic responsibility in students. Additionally, these relationships provide well-qualified applicants to the business world. This paper highlights the mutual benefits that stem from expanding the collaborative relationship between a local college or university and the hospitality, travel and tourism industry with the hopes that educators and professionals will be persuaded undertake their own initiatives.

**Keywords:** Service Learning, Community Engagement, Public Relations, Tourism Studies



# IMPLEMENTATION OF MATHEMATICS ASSESSMENT SYSTEM BASED E-LEARNING IN HIGHER EDUCATION

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## ABSTRACT

National Council of Teachers of Mathematics (2000) states that students should learn mathematics through understanding, and actively building new knowledge from experience and prior knowledge. It is covered in how the achievement of mathematical power by learners. UNESCO (2011) states that the integration of telecommunications and information technology (ICT) into the learning can build a knowledge-based society habits; develop skills in using technology (ICT literacy); and improve the effectiveness and efficiency of the learning process. Based on the research about the implementation of e-learning mathematics, among other: the mathematical power of students are still not optimal yet; and there are deficiencies in the e-learning system used, both in content and facilities (Yaniawati, 2010). The purpose of this research is to implement an assessment system based on e-learning in mathematics, so as to encourage learning becomes more effective and innovative. It is possible effect on the improvement of mathematical power of students. This research method is the Research and Development (R & D). Instruments: self-test of capabilities of the computer and the Internet, test the ability of prior knowledge, and test of mathematical power. The subjects were students of candidate of mathematics education teachers at the University of Pasundan, Bandung, Indonesia. The results of this study are: assessment system based e-learning in the course of capita selecta of mathematics; mathematical power of students who use e-learning is increase, and self-regulated learning of students is increase.

**Keywords:** mathematical power, assessment, e-learning, self-regulated learning

# ENHANCING TOURISM INDUSTRY THROUGH EXPATRIATES COMMUNITY

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## ABSTRACT

The tourism industry in Malaysia has been growing steadily over the years and placed as an important agenda for economic growth of the country. Labuan, a gazetted *offshore* island, situated a few miles off the northern coast of North Borneo in Malaysia is no exception where financial service and tourism taking prominence over the main contributors of the island's economy, which are oil and gas exploration and their supporting industries. The growth of oil and gas with financial service and tourism indicate the increase of incoming expatriates to the island. Expatriates are considered as one of the main contributors to the tourism industry in Labuan. The objective of the study is to identify the general demand of the expatriates specifically on their purchasing pattern and behaviour while staying in Labuan. The methodology approach used is qualitative where survey is chosen as the data collection method on the suitability of the study's objectives and delimitation. The survey used snowball sampling and the SPSS (Statistical Packages for Social Science) is used for data analysis. The results of the study are 1) there is a disconnection between demand and supply for commercial goods, services and public goods; and 2) there is a need to enhance the adaptability of expatriates in Labuan. These two results tied very much to the tourism industry and the study recommended for Labuan to transform and upgrade their existing commercial and public goods offerings and create more independent retailers in the island.

Keywords: tourism, expatriates, purchasing behaviour, offshore island, Labuan

# NO PROFIT FOR THE PROPHET: A STUDY OF REVENUE GENERATION AT TOURISTIC SACRED SITES

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## ABSTRACT

As an industry, tourism strives to generate economic development and growth. It utilizes a generally sustainable and renewable resource (scenery, entertainment, culture) to draw visitors and promote spending. Thus, destinations and attractions export touristic experiences and receive exogenous funds in return. The industry promotes and encourages as much visitor spending as possible and measures its success in terms of sales volume, employment generation, and tax income.

There is, however, a segment of the industry that is devoted to attracting visits by tourists, but does not measure its success in financial terms. Some aspects of success are financial, but the main purpose of attracting tourists is to engage in some level of spiritual or cultural seduction. Sacred sites exist because of something very special that occurred or occurs there. They are sites that are interesting because of how they make people feel when they visit. They are sites that are uncommon, set apart, and are maintained to facilitate the veneration of deity or other supreme power. Sacred sites are an important line in the total tourism product offering, yet they are not developed with an economic motive.

Even so, some sacred sites are so attractive to tourists that the associated visitor support system is a major regional economic driver. Some touristic sacred sites engage directly in revenue production and may become profitable enterprises for the site managers or sponsors. The majority of sacred sites, however, just try to recover from tourist visitors enough revenue to sustain the site and provide appropriate visitor services.

This paper examines fee structures, financial goals and outcomes, and the local economic impact of touristic sacred sites. It explores the relationship of spiritual objectives and financial practicalities, and considers the impacts of revenue production activities on the personal, spiritual experience of those who visit sacred sites as tourists and of those who visit as pilgrims.

Sacred sites are important to tourism and to the tourism industry. They play a unique role in the human experience, but can also provide significant support to economic and business development.

**Keywords :** Touristic Sacred sites

# COGNITIVE AND AFFECTIVE DETERMINANTS OF FAIR TRADE PRODUCTS CONSUMPTION

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## ABSTRACT

Over the last two decades, a growing concern about ethical behavior has been observed among consumers. Ethically minded consumers increasingly make purchasing decisions based on their ethical values. They are more inclined towards the consumption of ethical goods, such as fair trade (hereafter, "FT") products.

Establishing the motives that predict fair trade consumption behavior provides a ground for understanding how consumers make purchase decisions in this niche market. This research postulates that the intention to buy FT products is influenced by socially conscious behavior, consumers' values, attitudes and emotional consumption experience. It highlights the importance of taking into account cognitive and affective motives in studying ethical and particularly FT consumption.

The study, conducted among 268 Canadian consumers, shows that the higher the levels of self-centered, equality, and social justice values are, the higher are the intentions to buy FT products. An increase in socially conscious behavior, attitude toward FT commerce and FT products generates an increase in intention to purchase FT products.

Finally, the results support the claim on emotional response to FT product experience, showing that the high intention to buy FT products is linked to high levels of pride, enthusiasm, satisfaction, happiness, and joy. FT consumption experience provides consumers with hedonic gratification. The study contributes to a preliminary analysis of the role of emotions in this field and calls for the development of a cognitive-affective model of purchasing and consumption behavior. Understanding the dimensions of hedonic values and the significance of pleasure experience is essential to the development of the theory and practices of FT consumption.

**Keywords:** fair trade products; social conscious behavior, personal values; attitudes toward FT commerce, attitudes toward FT products, emotional reactions.

# USING DYNAMIC SHEAR RHEOMETER TO STUDY THE RHEOLOGICAL PROPERTIES OF MALAYSIAN'S ASPHALT BINDER

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## ABSTRACT

Several road pavement distresses are related to rheological properties of bitumen. Rutting and fatigue cracking are the major distresses that lead to permanent failures in pavement construction. There is thus growing demand for the study the rheological properties of bitumen using high accuracy device such as Dynamic Shear Rheometer (DSR). This paper aims to study the rheological properties of three grades of virgin bitumen 40/50, 60/70 and 80/100. Frequency sweep strain controlled test and penetration test has been conducted to investigate the rheological properties of the three grades of bitumen. The results shows that value of  $G^*$ ,  $G'$ ,  $G''$  and the viscosity are higher in harder bitumen and its match with the penetration results.

**Keywords:** asphalt bitumen; Rheology; viscosity; frequency sweep; Shear modulus.

## SMALL AND MEDIUM ENTERPRISES IN INDONESIA AND THE FORTHCOMING CHALLENGES

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### ABSTRACT

Small and Medium Enterprises (SMEs) play a vital role in the country's economic development. During Asian financial Crisis, Indonesian Stock Exchange (IDX) collapsed, but informal economic sector (dominated by Small Medium enterprises) did not significantly affected by crisis and could survive well. The Indonesian Government has taken many measures to support the development of small and medium enterprises (SMEs), which are expected to play a crucial role in employment creation, gross domestic product growth. The government is devoting and designing the SME development plan to assist the SMEs to meet the new business challenges in the competitive global business environment. SMEs has been expected to be one of the solution of decreasing unemployment in order to achieve Millennium Development Goals that was released by world bank. The focus of this paper is discussing the competitiveness facing SMEs in the global business environment by examining the opportunities and supports from the government. Furthermore, this study also analyze the challenges of Indonesia SMEs in Indonesia it self like bureaucracy which is known as another important issue to start business in Indonesia, especially for SMEs. Many overlapping regulation between central government and in each province, it is not as easy as in other country to get a license for opening a company, it will take a complex process & long time and also the issue in globalize market challenge like that the ASEAN countries have reached agreement on the establishment of the ASEAN Economic Community that is scheduled to be realized in 2015.

**Keywords:** Small and Medium Enterprises, Millennium Development Goals, Challenges, Asean Economic Community

# ASSESSING THE TOURISM IMAGE OF EGYPT ON THE MEGA WEBSITES USING THE NETNOGRAPHY METHOD

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## ABSTRACT

Destinations often compete on nothing more than the image held in the minds of potential travellers. Generally, the tourism image of Egypt has been assessed in many studies, however, a few of which assessed it on websites. The current study attempts at distinguishing the characteristics of the tourism image of Egypt displayed in the mega websites; are they positive or negative or do they have both negative and positive attributes? Trip Advisor was selected as a case study for it is considered one of the main mega tourism websites. The investigation of the tourism image of Egypt in the mega websites employs the "Netnography" method as a new qualitative research methodology that is devised specifically to investigate the consumer behaviour of cultures and communities presented on the Internet. Two research techniques will be used to collect data; first, content analysis of trip advisor users' comments during three tourism seasons, and second, an online questionnaire that will target the consumers of the Trip Advisor website. The expected results of the study will illustrate the current characteristics of the image of Egypt as a tourism destination. Moreover, they will display the positive and negative attributes of this image, and consequently demonstrate if the tourism image of Egypt would be generally described as a positive or a negative image. Recommendations for strengthening / enhancing the tourism image of Egypt on the mega websites will be thus presented.

**Keywords** Egypt, Mega Website, Netnography, Tourism Image, Trip Advisor.

# HOW DO ENGLISH TEACHERS EVALUATE PRIMARY SCHOOL 2<sup>nd</sup> GRADE ENGLISH CURRICULUM?

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## ABSTRACT

In Turkey, foreign language teaching started at the 2<sup>nd</sup> grade for the first time in the academic year of 2013-2014. Therefore, a new curriculum considering 2<sup>nd</sup> grade (6.5 years old) students' needs and focusing only listening and speaking skills was developed. This research aims to find out the views of English teachers about primary school 2<sup>nd</sup> grade English curriculum and evaluate the curriculum. The curriculum was evaluated through illuminative evaluation model. The data were collected from 768 English teachers who were teaching 2<sup>nd</sup> grade classes in fourteen cities in Turkey through a scale developed by the researchers. The scale consisted of three factors and 38 items. The names of the factors are 'views regarding aims and content', 'views regarding measurement and evaluation' and 'views regarding teaching-learning process and environmental dimension'. Also, teachers were asked about the strengths, weaknesses of the curriculum and their recommendations to improve the curriculum through three open-ended questions. The research data showed that teachers found the 'aims and content' and 'teaching-learning process and environmental dimension' of the program sufficient whereas they found the 'measurement and evaluation' dimension of the program insufficient. Furthermore, statistically significant differences were found between teachers' views in terms of the region they work in, gender, age, experience, the department they graduated from and the situation of getting in-service training about the new curriculum. Also, it was found out that classroom teachers taught 2<sup>nd</sup> grade English classes where there were no English teachers and most of the in-service English teachers did not receive any in-service training about the new curriculum. Therefore, it can be recommended that in-service training opportunities, about the new curriculum and child pedagogy, are offered to teachers teaching 2<sup>nd</sup> grade classes. Moreover, it is important to improve primary schools' physical conditions in order to provide more effective learning for 2<sup>nd</sup> grade students, who learn through visual and audial methods.

**Keywords:** Primary school 2<sup>nd</sup> grade English curriculum, 2<sup>nd</sup> grade English teachers, illuminative evaluation, scale



## IS THERE A DIFFERENCE ON PROFIT BEFORE AND AFTER IPO?

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### ABSTRACT

Companies need to reliable and long term resources for obtaining more quality goods – services and sustainability of establishments. For these reasons companies go public. On the other hand, investors aim is to get more dividend. While some companies can reach their goals, others can't because of different factors. In case of failure, market price of stocks fall and investors get a lot of loss.

The aim of this study is to reveal (i) whether companies increase their profits after Initial Public Offering (IPO) or not and (ii) whether some properties related with IPOs such as rate of IPOs, size of company and purpose of going public have any effect on profit or not.

In this study, the data obtained from IPOs documents and financial reports of non financial 34 companies, which went public between 2006-2012, trading in Borsa Istanbul from different sectors. Results of analysis show what kind of companies are successfull and which companies are not. Findings of study could have some implications to policy makers of stock Exchange, to investor and other related people to make right decisions.

**Keywords:** Borsa Istanbul, Going Public, Initial Public Offering (IPO), Investor,

# THE WESTERN TRAVELERS TO THE CAPPADOCIA IN 19<sup>TH</sup> CENTURY

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## ABSTRACT

The 19<sup>th</sup> century was a very important era for western Romantic travelers. The voyage to the eastern land was a fashion and very popular among Romantics. Cappadocia as being an important settlement in Christian Byzantine time, it became one of the voyage halt. The settlement of Cappadocia was famous for its painted churches and church fathers. Because of these reasons in order to revive to soul of the past the travelers.

In this study we try to tell the voyage of these western travelers to the settlement of Cappadocia. Within the scope of study we will aim to study the travel books of; Paul Lucas, Hans Dernschwan, Helmunth von Moltke, Heinrich Bart, A. D. Mordtmann, Ramsay, W. F. Ainsworth, W. J. Hamilton, Texier, Sterrett.

**Keywords:** Western Travelers, Cappadocia, 19<sup>th</sup> Century of Ottoman Empire, Christian Heredity.

# **RUNNING CAMPAIGNS WITH MOBILE DEVICES: THE IMPACTS OF MOBILE SOCIAL MEDIA IN LOCAL PEOPLE'S CONGRESS ELECTIONS IN CHINA**

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## **ABSTRACT**

New media technologies (e.g., blogs, social media, mobile internet, etc.) are often hailed as important tools for their democratizing potential in authoritarian regimes. Undoubtedly, there is a grain of truth in such belief. The rapid spread of information technologies in China offers unprecedented structural conduciveness to accessing a novel space for public communication. According to the most recent report from China Internet Network Information Center (CNNIC, 2014), there were a total of 618 million users in the country by the end of January 2014. Among them, around 500 million users accessed the Internet via mobile devices.

Incidents showcasing impressive grassroots utilization of new communication tools, in particular, microblogging services are not rare in China. Weibo has been used to fight against child trafficking, to initiate crowd-funding projects for rural school kids, to expose corrupted government officials, and to urge the government to be responsive and responsible to the public. Nevertheless, the power of social media has to be assessed within local social and political contexts. An overly optimistic view towards new technologies tends to overlook cases that are more complex and less encouraging. Focusing on a “not-so-successful” case, this study aims to analyze grassroots’ use of social media for participating in national politics, in particular, via mobile devices. The outpouring of independent candidates and their fresh presence on the most popular Chinese micro-blogging site, Sina Weibo, in local People’s Congress (LPC) elections in 2011 and 2012 is an intriguing phenomenon that deserves special scholarly attention. The value of scrutinizing this case lies in at least three aspects.

First, in contrast to most grassroots collective actions in China which could be seen as being reactive toward government corruption and infringement of citizen rights, participation in local congressional elections represents a proactive case where people seek positive freedom. Second, unlike most “mass incidents” which are constrained to a single locality, be it a province, a city, or a small village, competing for deputy seats in local People’s Congress constitutes a nation-wide phenomenon. Third and most importantly, the use of new communication technologies in the elections provides researchers a novel corpus of data for analysis. Rather than relying on personal recounts and media discourse describing collective actions, this study uses data collected from social media to systematically examine individuals’ involvement in local politics.

# RESPONSE RATE IN INSTITUTIONAL STUDENT EVALUATION OF TEACHING: A STAKEHOLDER APPROACH TO SET ADMINISTRATION

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## ABSTRACT

Institutional Student evaluation of teaching (SET) in post-compulsory education is both a controversial and essential performance management practice in theory and in practice. This paper will initially review the literature on SET and summarize the theoretical and practice-related controversy. I will then consider the notion of whether response rate in SET surveys is considered a problem of bias or an argument contributing to its validity. I will further explore the reasons responsible for the decrease in response rates in electronic SETs with a special focus on the concerns that faculty have against it.

The study explores the effect of response rate on the student evaluation of teaching (SET) in first year English language programmes in a tertiary setting in Oman. Statistical analysis in the form of regression analysis is used to answer the research questions relating to the factors that predict response rate and influence SET global scores, and further test the posed hypotheses pertaining to the differences in response rate between major and non-major courses and degree and non-degree courses in a first year English language programme at a university setting. The study utilizes a dataset record of 2000 student ratings obtained from SET surveys from the period of Fall 2011 through to Spring 2014. In order to study the interactional effects between the factors, the analysis utilizes a six-variable structure comprising of three independent variables (i.e. class size, course type & instructor gender), two dependent variables (i.e. total teaching aggregate score mean & instructor global score mean) and one independent and dependent variable (i.e. percent participation levels).

I will end with a description of the 'top 20 strategies' to enhance response rate in electronic SET based on the framework proposed by Berk (2012). I will finally focus on one major strategy that is not included in Berk's framework, but is one that can contribute to the original formative function of SET, which is the development of the practice of teaching at the individual and departmental levels. I argue that a stakeholder approach to the administration and management of SET is the most promising means to encourage balanced student populations to participate in institutional SETs.

**Keywords:** (higher) education, Oman, response rate, stakeholder administration, student evaluation of teaching, SET

# THE EVALUATION OF THE QUALIFICATIONS OF TEACHERS WORKING WITH STUDENTS WITH AUTISM IN TURKEY IN TERMS OF VIEWS OF TEACHERS AND PARENTS

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## ABSTRACT

Individuals with a diagnosis of autism are placed in different educational environment depending on the characteristics and needs. In the process of determining the educational environment, the individuals should be placed the most appropriate educational environment starting from the least limited environments and considering the characteristics and needs. According to the Special Education Services Regulation (2012), these individuals no matter which institution they are, teachers need to prepare the individualized education program, because individuals with autism may show different characteristics. Teachers are the most important elements with the regards to the expected positive results from the education of the Autistic individuals. The main tasks of the teachers are planning, admimistering and evaluating of educational activities. It is emphasized that the teachers should be educated with the knowledge of the field, world knowledge and professional teaching knowledge. In this sense, it is expected that the teachers who work with individuals with autism should have knowledge about the autism, the education of autistic individuals, scientific based education and training applications used in training individuals with autism. In the researches, the families with children with autism stated that they need the support to help their children, provide appropriate support services.

This research is related with the efficiencies that should be of the teachers working in the field of autism, determined in reference to the families and the teachers working in the field. 23 families and 24 teachers from Konya, Edirne and Afyon provinces joined to the research. The research data were obtained from semi-structured interview form. The obtained data were analyzed descriptively. According to the findings; it is determined that the teachers should have efficiencies in the behavior modification, usage of the appropriate methods and techniques, knowledge about autism, effective communication, effective communication with the family and environment, being tolerant, being patient, planning and applying the teaching.

**Keywords:** *Autism, special education teacher, teachers' efficiencies.*

# LONG MEMORY CHARACTERISTICS AND SANTA EFFECTS: EVIDENCE FROM SOME AFRICAN FOREIGN EXCHANGE MARKETS

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## ABSTRACT

In this study, the researchers fitted ARFIMA-FIGARCH model for three African emerging markets daily exchange rates: Naira, Cedi and Rand against the US Dollar over a period of 2<sup>nd</sup> January 2001 to 25<sup>th</sup> June 2015. The researchers extended the existing studies by accounting for Santa effects under the assumption of student-t-distribution. We utilized maximum likelihood estimation and found out that there are dual memory characteristics in return and volatility for each of the three currencies. After accounting for Santa effects, we discovered that the degree of the long memory in volatility increases in Ghana and Nigeria. Therefore, we concluded that there are no Santa effects on the return and volatility of South-African emerging forex market.

Jel Classification Code: E440; F1; F2

**Keywords:** Dual memory; Invertibility; Santa effects; Stationarity

**DYNAMICS AND DETERMINANTS OF LONG-TERM INTEREST RATES IN EMU  
MEMBER STATES IN 2001-2013**

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**ABSTRACT**

After the outbreak of the Euro zone debt crisis interest rates on 10-year bonds of EU Members States have been highly divergent. This situation contrasts the first years of the Economic and Monetary Union when the yield on sovereign debt decreased. The present paper has as its object the dynamics of long-term interest rates in the European Union over the period 2001-2013. The objective is to identify the most important determinants explaining the volatility in the yield on long-term debt observed in past few years in these countries. The main conclusion of the paper is that long-term interest rates are mostly affected by the levels of private debt but also on external imbalances as measured by the current account deficit.

**JEL:** H63

# **RESPONSIBLE TOURISM IN SOUTH AFRICA: STAKEHOLDER OPINION ON POLICY IMPLEMENTATION CHALLENGES IN THE TRAVEL AND ACCOMMODATION SUBSECTORS IN EAST LONDON**

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## **ABSTRACT**

The practice of responsible tourism in the tourism industry is vital, as such practice aims to reduce negative developmental consequences while promoting positive ones. This research focuses on responsible tourism practices amongst tourism stakeholders in East London, specifically in the accommodation and sub-travel sectors. The primary purpose of the study was to examine whether the stakeholders concerned were embracing the adoption of responsible tourism guidelines, as set out by the South African government in its policy-related documents and identify the challenges experienced. A stratified random sampling technique was used to target the stakeholders, who were divided into four subsectors, namely: bed and breakfasts; guest houses; backpackers; and travel agencies. The semi-structured questionnaire that was used to gather the relevant data from such stakeholders was administered on a face-to-face basis. In addition, the purposive sampling technique was used to target the key informants. Significant statistical differences were observed amongst various stakeholder groups. The key findings from the research revealed that many stakeholders in East London practise responsible tourism in several different ways. However, the study showed that such stakeholders were not aware of their efforts contributed towards responsible tourism. Furthermore, a number of different challenges, including lack of awareness and limited support from the government, were identified as barriers hindering the full implementation of responsible tourism.

**Keywords:** Tourism, responsible tourism, implementation, challenges, sustainability.



# INVESTIGATION of K12 STUDENT's and THEIR TEACHER's PERCEPTIONS ON COMPUTER TECHNOLOGIES COURSES IN TURKEY: A CASE STUDY

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## ABSTRACT

In our age, increasing use of information technologies calls for the importance of courses focusing on information and computer technologies ( ICT). Such courses are fundamental to gain skills and knowledge in students for using ICT as well as in basic programming . In societies the increasing need for he manpower who is skilled in usage of ICT and developing ICT based applications is becoming more and more crucial having further consequences in education for the careful considerations in curriculum development. Regarding such unavoidable developments and impacts on society, the courses aimed to gain such skills in students becomes very important. In designing such courses students' perceptions as well as the opinions of their teachers who will train must be taken for the efficiency of those courses. This study is a case study which used both qualitative and quantitative research and related analysis methods. The aim was to investigate the perceptions of K12 students' and their teachers about the computer technologies course which had been offered as an elective one among other courses at K12 level. The participants of the study were fiftythree (53) K12 students from a public school at capital of Turkey and four ICT teachers at the same school. A questionnaire, that was named as "Students Opinions on ICT courses " with 24 items and five likert scale had been developed. On the other hand, interviews with course instructors were conducted based on a half structured interview form. Results were reflected as frequencies and cross tables from SPSS analysis, and as quotations from the content analysis. It had been indicated that both students and their teachers are aware of the importance of this course and they had valuable suggestions to increase the quality in them. Such results will expected to guide the further studies in curriculum development and course design in ICT courses.

**Keywords:** ICT courses, K12 students and ICT, ICT teachers

# EMOTIONAL AUTONOMY AND PARENTAL STYLES AS A PREDICTOR OF POSITIVE IDENTITY STYLE MAHBOBH CHIN AVEH

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## ABSTRACT

For adolescent proceeding at the road to identity formation is a major challenge they must negotiate. The role that emotional autonomy and parental styles may play in establishing identity styles was investigated. A sample of 237 males and females students of age group 15-17 $\frac{1}{2}$  years was drawn from public high school in Shiraz city. These students responded emotional autonomy, parental styles and identity styles questioners. Preliminary results indicated that positive identity was positively correlated with authoritative parental style and emotional autonomy and negatively with authoritarian. Regression analyses confirmed that parental styles and emotional autonomy predict positive identity. The results indicated that emotional autonomy and parental styles variables combined accounted for %46 of the variation in strength of positive identity. The findings are consistent with the view that emotional autonomy may contribute to the way in which middle adolescents negotiate the task of constructing a sense of identity. Hence, identity style may represent one mechanism by which the cumulative effects of emotional autonomy affect psychosocial outcomes among young adults. Alternative explanations of the findings are considered.

**Keywords:** parental styles, emotional autonomy, positive identity.

# THE MORAL INTELLIGENCE AND ITS RELATIONSHIP WITH RELIGIOSITY AMONG THE SECONDARY

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## ABSTRACT

The study aimed to identify the relationship between the moral intelligence and religiosity among secondary school students, where the study sample consisted of 418 students who were divided into 221 female and 190 male students, where the simple sample was selected randomly. After applying the religiosity scale and moral intelligence on the sample of the study, the results indicated that the moral intelligence was available in an acceptable degree among the secondary school students. The value of calculated (t) was (21.543), a statistically significant value at the significance level of ( $\alpha \leq 0.05$ ), but it was medium, with a mean of (2.20) and a standard deviation of (0.19). After applying the sympathy it obtained the first rank with a mean of (2.23) and a standard deviation of (0.24). After applying the tolerance it obtained the last rank with a mean of (2.18) and a standard deviation of (0.30). This might be attributed to the commitment of parents, education and the traditions of the community to the development of moral values derived from the Islamic Sharee'a in the education of their children where they helped in the creation of the moral intelligence of the students. The correlation between moral intelligence and religiosity among high school students in Karak governorate was (0.404), a positive and statistically significant value at the level of ( $\alpha \leq 0.05$ ). This result can be explained in that the moral intelligence and its components are important aspects of human behavior, and the results indicated the existence of differences in the degree after the sympathy of the dimensions of intelligence, moral attributed to the specialization and in favor of the health of specialization, and can be explained in that this specialization is related directly to compassion and, in this sense, it contributes greatly to the curriculum compared to other specializations, while the majority enrolled in this specialization were the female students who represented (66%) of respondents. The study proposed some recommendations.

**Keywords:** moral intelligence, Religiosity, school, students