



Conference Proceedings

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06-07 October 2019

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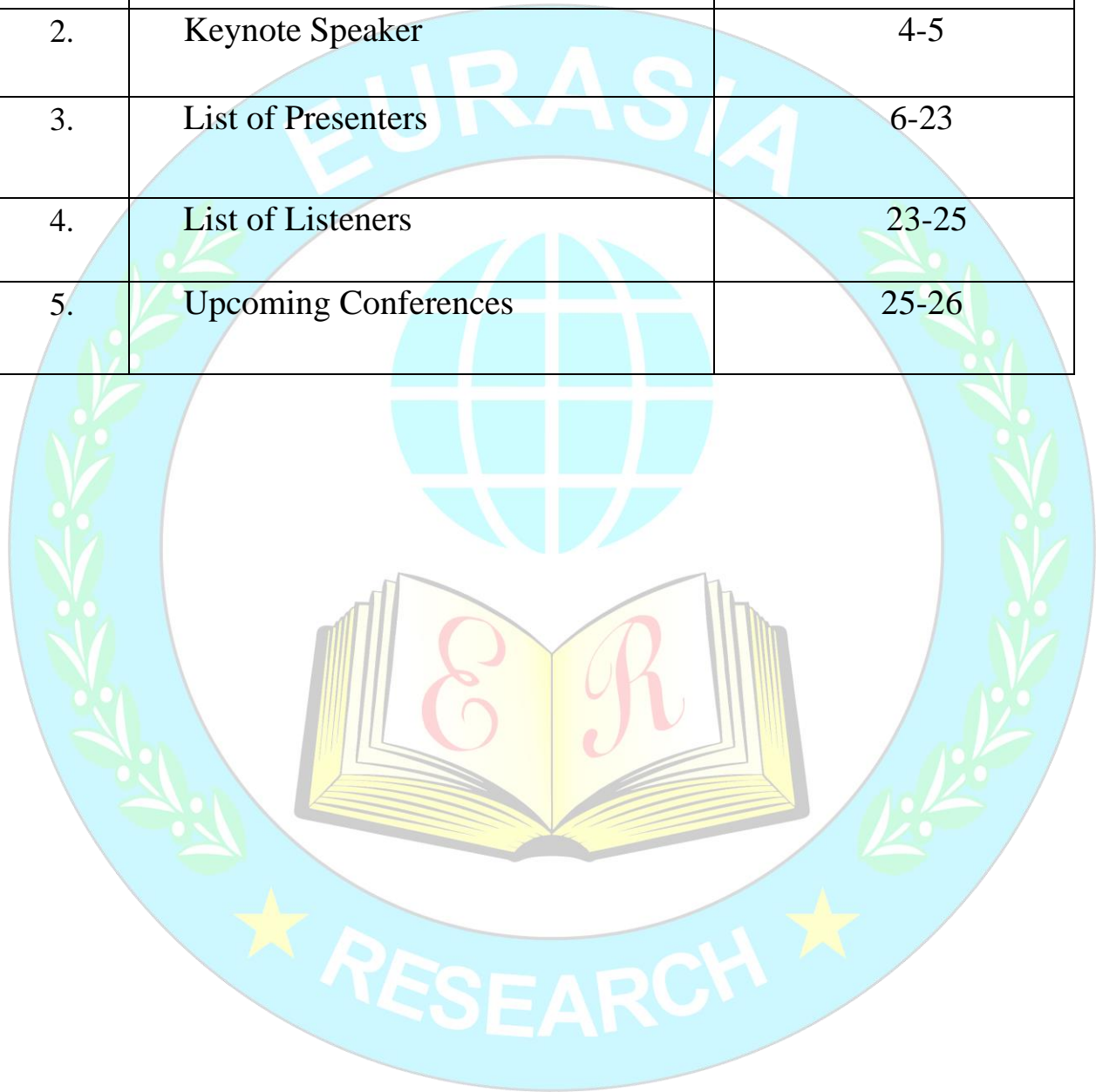
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Preface:

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KEYNOTE SPEAKER



Solomon Arulraj David

Associate Professor & Head of Masters of Education Programme

**Faculty of Education, The British University in Dubai (BUiD),
Dubai, UAE**

Dr. Solomon Arulraj DAVID is an associate professor of education at the British University in Dubai. He has a doctorate in education from KULeuven, Belgium. He studied and worked in India, Belgium, France, South Africa and the UAE. He is currently an Associate Professor and head of the masters in education programme at the British University in Dubai. He actively publishes in scientific journals. He has seven years of post-PhD and thirteen years of experiences in research and teaching in the field of education. His key research interests are comparative, international higher education, educational management, leadership, and policy.

PLENARY SPEAKER



Lee Saw Im
Senior Chemistry Teacher, SMK Seri Bintang Utara, Kuala Lumpur, Malaysia

Lee Saw Im is a senior chemistry excellent teacher at SMK Seri Bintang Utara, Kuala Lumpur, Malaysia. She holds a Bachelor of Education (Honors) from University Science of Malaysia. In 2016, she was awarded 1st Place Best Science Teacher in South East Asia and National STEM Icon Teacher. She involved as the master trainer and panel of writers of the chemistry syllabus and module in the Ministry of Education Malaysia. She is also active in writing chemistry reference books and action studies on improving chemistry learning. She has been elected President of the KL Council of Excellent Teachers and Vice Chairman of the STEM Teachers Association of Malaysia. She has successfully organized various educational conferences, colloquiums and workshops in Malaysia to strengthen the quality of education in Malaysia. Her famous principle is “fix the normal, get it right”.

PRESENTERS



Jesusa Perez
ERCICTEL1921051

Strategizing Classroom Democracy for Leadership Competencies: A Discourse on The Critical Pedagogy towards Learners' Empowerment

Jesusa D. Perez

Education Program Specialist, Division of Batangas Province, Department of Education, Philippines

Alfred James A. Ellar

Master Teacher II, Dr. JuanA. Pastor Memorial National High School, Department of Education, Philippines

Abstract

The adoption of Philippine K-12 Educational System as stipulated in the Philippine Republic Act (RA) 10533 mandated all secondary schools in the Philippines to produce learners imbued with required 21st century contemporary skills to pursue lifelong learning and global competitiveness. Accordingly, as Henry Giroux (2004) argued for 'democratization' of education, the fundamental argument of this paper asserts that learner empowerment is pivoted by enrichment of learners' skills in "demo-criticizing" their own cultural consciousness in their educational context in terms of expression of cultural individuality, intellectual freedom, and social identity. Through the postmodern method of critical discourse analysis, the paper aimed to investigate the convergence zone of critical democracy as manifested in the classroom delivery of instructions towards the development of learners' learning leadership as localized in the senior high schools in the Division of Batangas Province. The analysis of result of the findings implied that in order to equip the learners with the requirements of 21st learning skills, certain elements are to be addressed such as language empowerment, differential ethics, logos construction, social intelligence and educational politics constituting the key aspects of transformational learning process under the learner-centered pedagogy. As such, this study proposed a framework for developmental programs that cater the needs of the senior high school learners to further enrich their learning capabilities towards lifelong learning process.

Keywords: K-12 Educational System, Lifelong Competencies, Critical Discourse Analysis, Critical Pedagogy, Classroom Democracy

Ahmed Ismail Mahmud
ERCICTEL1921053

The Status and Application of English Language as A University Requirement at The Medical Colleges Students in The University of Al Imam Al Mahdi

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Assistant Professor, Faculty of Arts and Humanistic Sciences-University of Al Imam El Mahadi-Sudan

Salim Dafalla

Assistant Professor, Mohammed Ahmed Badie – Faculty of Education – Peace University – Sudan

Abstract

This paper investigates the issue of English for Specific Purposes (ESP). It defines ESP with attentively attempts to highlight the line of demarcation between ESP and EAP. Moreover, it will endeavor the objectives of the core course of ESP at the tertiary level. Furthermore, how we should mobilize all the efforts to overcome the difficulties to promote the students' communicative competency in English language in their very field of the specialization. This paper has been guided by the following questions: such as what are the ESP needs of the students studying at Sudanese universities?, What is the proficiency level of English of the students studying at Sudanese

universities? Next, what are the preferred learning styles (LS) and assessment techniques of the students studying at Sudanese universities? Then, what course material will best fulfill their present ESP needs? After that, what course material and teaching methodology will best satisfy their preferred ESP? Finally, what means of evaluation will best suit their preferred evaluation techniques? This paper followed the descriptive method and used the primary and secondary sources for collecting data. The study found that: materials designed for ESP should be based on needs analysis, modifications for the courses should be made according to the development of the student' needs and effective implementation of these courses .
Key words: Specific Purposes, Academic Purposes, Difficulties, Students' Communicative Competency In English Language

Brenda Gregorio
ERCICTEL1921055

Appraisal on Alternative Learning System for Indigenous Peoples as Foundation of Contextualized Curriculum Design

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Abstract

The study aims to determine the level of mastery of the learning strands in existing National Alternative Learning System (ALS) Indigenous Peoples Education Curriculum and to describe the content of the National ALS-IP curriculum used by the ALS teachers of DepEd Batangas Province and Batangas City to its effectiveness in teaching – learning process in Indigenous Peoples (IPs) in community learning centers. The problems met in using ALS-IP curriculum in the implementation of ALS Indigenous People Education may be analysed further in developing the curriculum design in Alternative learning System for Indigenous Peoples (aeta and badjao). The study is conducted to develop the contextualized curriculum design fo Indigenous Peoples in Alternative Learning System. The Documentary Analysis of research design will utilize to analyze data. A Survey Questionnaire as the main data gathering instrument will be supported by the interview among the respondents compose of district ALS coordinators and ALS mobile teachers teaching in IP community. An, observation and interview will also be used to the respondents to have a full understanding on the contextualization and localization of Alternative Learning System IP Curriculum. The statistical tool used were frequency and weighted mean and independent T test.



Rosemarie A. Encarnacion
ERCICTEL1921056

The Alternative Learning System Implementation In The First Congressional District of Batangas : Basis for Enhancement Plan

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Abstract

Alternative Learning System is given emphasis in the Division of Batangas. The researcher has been assigned as Education Program Specialist II – ALS, serving districts of Calaca, Calatagan, Lemery, Lian, Nasugbu East, Nasugbu West and Tuy. Since the researcher is in the field, there is a felt need to conduct a research study on the implementation of the ALS programs under the districts assigned to her. The findings will be beneficial not only to her but also to the entire Division for this will serve as baseline data in planning and implementing future programs and projects. The research will also serve as an eye opener to implementers and stakeholders to adapt effective strategies for improvement in carrying out the ALS programs and projects in the Division. This study was undertaken to ascertain the extent of manifestation of the Alternative Learning System (ALS) program in the First Congressional District of Batangas during the calendar year 2017 as assessed by the ALS implementers and school and district administrators. The descriptive survey method was employed and used a researcher-constructed questionnaire as instrument in gathering data. No sampling was done because all concerned in the implementation of the program were involved as respondents. The following conclusions were drawn: implementation of the Alternative Learning System Program was extremely effective; ALS implementers performed their instructional tasks very effectively through the utilization of the different modes of learning delivery, teaching strategies instructional materials and learning venues; there was a significant difference in the assessment of the two groups of respondents on the utilization of learning venues but no significant difference in the mode of delivery, teaching strategies and instructional materials;

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| | <p>problems encountered in the implementation of the Alternative Learning System Programs were seriously felt by the ALS implementers; and an action plan was proposed to enhance the implementation of the ALS program. From the findings of the study and the conclusions drawn the following recommendations were offered: The ALS implementers should be encouraged to maintain and sustain the implementation of the three ALS Programs. Monitoring and evaluation of their performance must be done religiously; they should be encouraged to enhance their instructional performance by providing them information regarding the details of the program/s to be implemented in every district; ALS Education Program Specialists should go together with the ALS implementers to monitor actual implementation of the ALS program and provide necessary Technical Assistance for improvement; problems encountered by the ALS implementers should be given attention by the Division ALS Focal Person, the proposed action plan needs to be studied by authorities before its implementation to improve the program; and a tracer study on the ALS graduates may be conducted. Alternative Learning System, Batangas Province</p> |
| <p>Olukayode Solomon Aboderin ERCICTEL1921059</p> | <p style="text-align: center;">Analysis Factors Predicting Academic Performance of Distance E-Learners In A Nigerian University</p> <p style="text-align: center;">O.S Aboderin Adekunle Ajasin University, Nigeria</p> <p style="text-align: center;">D.W Govender University of KwaZulu-Natal, South-Africa</p> <p style="text-align: center;">A.O Odukoya Adekunle Ajasin University, Nigeria</p> <p style="text-align: center;">Abstract</p> <p>With the introduction of e-learning in distance learning program, there has been a growing interest in determining the factors that predict academic performance of distance e-learners. The purpose of this study was to analyze the predictors of academic performance of distance e-learners. One thousand and twenty-five (1025) distance e-learners from the National Open University of Nigeria (NOUN) in South Western Nigeria served as the sample for this study. A mixed method approach was used for the collection of data for building the model. This study applied ordinal regression analysis in searching for the best predictors among the variables under investigation in predicting academic performance of distance e-learners. The variables under investigation are students' ICT literacy levels, socio-demographic status (Age, Gender and Marital Status), frequency of engagement with ICT, Socio-economic status (Parent Education, Home background, Family Income), interactive learning (Learner-Learner-Interaction, Learner-Instructor-Interaction and Learner-Content-Interaction), learning styles, student entry/previous qualification, , previous academic performance, family size, employment status, hours spent on internet per day, hours spent on social media per day, hours spent on computer for studies per day and work experience .An ordinal regression analysis was used to analyze the hypothesized relationships conceptualized in the research model. A quantitative approach was used to determine the best predictors while qualitative approach was used to support the quantitative results and to reveal other variables that were not covered in the questionnaire. Results showed that five variables best predicted academic performance and together they explained 10% of the variance in academic performance after considering all the rules that guide ordinal regression analysis. Frequency of engagement with ICT was found to be the strongest predictor followed by students' ICT literacy levels, marital status, previous academic performance and entry qualification. The model developed has the potential to policy makers, universities and other educational stakeholders to understand the impacts of e-learning after implementation in order to justify the total investment based on ICT. Based on the findings of the study, it was recommended that policy makers, educational stakeholders should fully support the implementation of e-learning in Nigerian universities. Keywords: Factors, Predictors, Academic Performance, Distance E-Learners</p> |
| <p>Mariano Rafael Florentino ERCICTEL1921061</p> | <p style="text-align: center;">Weaving the Culture of Digital Tourism in the Summer Capital of the Philippines</p> <p style="text-align: center;">Mariano Rafael Florentino Junior High School, Lorma Colleges Basic Education Schools, Urbiztondo San Juan, La Union,</p> |

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| | <p style="text-align: center;">Philippines</p> <p style="text-align: center;">Abstract</p> <p>As the time passes and culture is passed on to different generations, the elements of tourism diverse. With the prevalence of technology in our country, its citizens will have a better grasp of what tourism actually is. This paper tackled and delved deeper on how beneficially technology can affect and be the bridge to connect the gap between tourism and culture. In the modern era, technology is ever-evolving, and it can be a great enhancement or tool for boosting tourism especially through digital tourism. Whilst its social costs, both globalization and modernization cannot be ignored; digital tourism can transform the imagery and identity of a locality. The scholars used the method of semi-structured interviewing and analyzed their accumulated data through thematization for this phenomenological study. The researchers have identified the elements of Digital Tourism mainly focused on programs, technology and media. Meanwhile, the researchers also determined the implications of Digital Tourism to the locals, the tourists and the government. The following influences of Digital Tourism are also scrutinized by the researchers on culture and the development of the city. As a conclusion, the scholars have found out that Digital Tourism is firmly applicable to the City of Baguio and is adhered by tourists, locals and the government. Keywords: Tourism, Technology, Culture, Identity, Globalization</p> |
| <p>Neji, Hope Amba ERCICTEL1921063</p> | <p style="text-align: center;">Effect of Acoustic Environmental Pollution (Aep) on Students' health Implication and Learning Outcomes in Science, University of Calabar, Nigeria</p> <p style="text-align: center;">Neji, Hope Amba Department of Science Education, Faculty of Education, University of Calabar, Nigeria P. M. B 1115</p> <p style="text-align: center;">Abstract</p> <p>The study investigated the effect of acoustic pollution (AEP) on students' health and learning outcomes in the Department of Science Education, University of Calabar, Nigeria. Acoustic pollution is the propagation of noise or sound with harmful effect on the activities on students or human being living in an environment. The sources of acoustic environmental pollution worldwide are vehicles, machines and animals. The design adopted for this study is ex-post factor research design. A total of two hundred under-graduates students in the department of Science Education, University of Calabar form the sample of the study. The reliability of the instrument was ascertained using Kuder- Richardson's formula 21 which yielded a reliability coefficient of 0.87 which is high enough to be accepted for the research. Data obtained was analyzed using independent t-test statistics. Findings revealed that there is a negative effect of acoustic (sound) pollution on students' academic performance in the university of Calabar. Based on the finding, it is therefore recommended that appropriate control measures should be put in place to checkmate the activities of acoustic pollutants which are capable of affecting students' learning outcomes. Keywords: Acoustic, Pollution, Students, Learning</p> |
|  <p>Rodrigo S. Dolorosa ERCICTEL1921064</p> | <p style="text-align: center;">Administrators' Performance of their Duties and Responsibilities and their Compliance with the Standards of Instructional Supervision in the National Capital Region: Basis for Designing an Enhanced Supervisory Plan</p> <p style="text-align: center;">Rodrigo S. Dolorosa Polytechnic University of the Philippines, Sta. Mesa, Manila</p> <p style="text-align: center;">Abstract</p> <p>Instructional Supervision is a professional continuous and cooperative process for the improvement of learning and teaching instruction. This study assessed the level of performance of the administrators' duties and responsibilities and its relationship to their level of compliance with the standards for instructional supervision. The output of this study would serve as a basis for designing an enhanced supervisory plan which is relevant among school administrators in the secondary schools such as the Supervisors, Principals, Head Teachers and Master Teachers. This study used the descriptive research design with simple random sampling using the Slovin's formula to determine the sample size of the study. Standardized questionnaire was used adopted from the Dep Ed manual on Instructional Supervision: Standards, Tools and Procedures. The researcher</p> |

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| | <p>also considered the respondents personal profile as part of the statement of the problems. The study found out that there is no significant relationship between the administrators' level of performance of their duties and responsibilities in terms of the four (4) areas of support for teachers, Instructional Support for Teachers' Effectiveness and Efficiency, Teachers Capability Building, Curricular Enhancement and Assessment of Learning Outcomes. Furthermore, findings shown that there is no significant relationship between the administrators' level of performance and their level of compliance with the standards for instructional supervision in terms of Democratic Supervision, Collegiality and Collaboration, Professional Development and Teachers Support, Inquiry and Reflective Teaching, Diversity of Teachers and Learners, Clinical Supervision, Formative Teacher Evaluation, Curriculum Supervision, Teachers Action Research, and Ethical Teaching. Based on the findings of the study, it was indicated that there is no significant difference between the administrators' level of performance in accomplishing their duties and responsibilities and the level of compliance with the standards for instructional supervision when they are grouped according to their personal profile. The study recommends that the Department of Education through its various sectors for educational reforms should formulate an institutionalized reform agenda on matters of Instructional Supervision. The Basic Education Sector Reform Agenda (BESRA) shall innovate the existing Plans for Supervisors and Instructional Leaders. The planning, designing and evaluating of these differentiated forms of supervision shall be based on the current social and cultural needs of the teachers and the students. The rising importance of Instructional Supervisory Plan in every school in the country (both in private and public) for school administrators has underpinned the public secondary schools in restructuring and prioritization of innovative and relevant supervisory tools and standards. There is a need for closer supervision of school administrators regarding the actual implementation of DepEd Order relevant to Instructional Supervision for Teachers. Since the ultimate goal of designing this Instructional Supervision is the improvement of instruction for enhanced learning outcomes, the government through its Department of Education should initiate or enact laws and policies concerning the development and promotion of teachers' academic professional achievements</p> |
| <p>Aisha Aminu ERCICTEL1921065</p> | <p>Influence Of Some Socio- Cultural Factors On Women Entrepreneurs' Performance In Northern Nigeria: A Pilot Study</p> <p>Aisha Aminu Department Of Business Administration And Entrepreneurshi Bayero Universitykano, Nigeria</p> <p>Abstract</p> <p>The major objective of this paper is to examine a few sample data on the influence of socio-cultural values on the performance of women entrepreneurs' performance in Nigeria. A pilot study is carried out in order to assess the validity and reliability of the measuring instrument. Content and face validity, reliability and the data normality were examined based on expert assessment, and the data was analysed using the statistical software SPSS version 23. The result shows that the measuring instruments are reliable</p> <p>Keywords: Performance, Sociocultural values, Validation, Pilot Test, Constructs Validity, and Construct Reliability</p> |
| <p>Bong Lumabao ERCICTEL1921066</p> | <p>The Language of Fliptop Among Filipino Youth: A Discourse Analysis</p> <p>Bong Boro Lumabao, Phd Research Associate, Datu Ayunan National High School, Cotabato City, Philippines</p> <p>Abstract</p> <p>This qualitative research is a study on the lines of Fliptop talks performed by the Fliptop rappers employing Finnegan's (2008) discourse analysis. This aimed to analyze the phonological, morphological and semantic features of the fliptop talk, to explore the structures in the lines of Fliptop among Filipino youth, and to uncover the various insights that can be gained from it. The corpora of the study included all the 20 Fliptop Videos downloaded from Youtube Channel of Fliptop. Results revealed that Fliptop contains phonological features such as assonance, consonance, deletion, lengthening, and rhyming. Morphological features include acronym, affixation, blending, borrowing, code mixing and switching, compounding, conversion or functional shifts, and dysphemism. Semantics presented the lexical category, meaning, and words used in the fliptop</p> |

talks. Structure of Fliptop revolves on the personal attack (physical attributes), attack on the bars (rapping skills), extension: family members and friends, antithesis, profane words, figurative languages, sexual undertones, anime characters, homosexuality, and famous celebrities involvement.

Keywords: Discourse Analysis, Fliptop Talks, Filipino Youth, Fliptop Videos, Philippines



Oluwatoyin Ajani
ERCICTEL1921067

Teachers' Professional Development In Sub-Saharan Africa: A Case of South African and Nigerian Schools

Oluwatoyin Ajani

Department of Curriculum and Instructional Studies, University of Zululand, South Africa

Abstract

Education plays a significant role in the development of any nation, this has been recognized by developing African countries. The place of teachers in education system cannot be underestimated. It's the quality of the teachers that determine the quality of the education system. Sub-Saharan African countries have been making significant impact in the professional development of teachers. This quantitative study explored the views of South African and Nigerian teachers on the professional development activities available to them. Adult learning theory was used as the theoretical framework for this study. Findings from both countries revealed that though there were professional development programmes for teachers, however they were in adequate and irregular to the teachers every term. The study therefore recommends that appropriate professional development activities should be planned for teacher once a term. The study also recommended that these professional development activities should focus on classroom needs of the teachers. Data was collected from 80 teachers through questionnaire.

Keywords: Classroom Practices, Perspectives, In-Service Professional Development, Continuity, Appropriateness, Regularity



Benson Adesina Adegoke, Ph.D
ERCICTEL1921070

Assessment of Dominative-Integrative Classroom Interaction Patterns of Secondary School Physics Teachers

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Abstract

Statistics shows that senior secondary school students' performance in physics in public examinations in Nigeria is just slightly above average. Past studies on how to improve students' performance have focused largely on teacher and student characteristics with less emphasis on pattern of classroom interactions. Therefore, the study was designed to assess pattern of classroom interaction (teacher-talk, student-talk, integrative - dominative teaching styles) of physics teachers. Survey design and classroom observational techniques were adopted. Ona Ara and Ibadan South East Local Governments Areas (LGAs) of Oyo State, Nigeria were purposively selected. From the two LGAs 18 senior secondary schools were randomly selected. In 21 physics teachers (13 male and eight female) and 317 SS 11 participated in the study. Modified Flanders 16-Category Interaction Analysis System (Scott's pi = 0.96). A 10 -item structured questionnaire (Alpha = 0.75) titled "Student Perception of Teacher Attitude" was used to assess the perception of the students about their teachers' attitude in the class. Teacher-talk (77.3%) and student-talk (9.4%) were the major constituents of classroom interactions. Results showed that 14 physics teachers adopted dominative teaching style while five physics teachers adopted integrative teaching style. About 83.0 % of students whose teachers adopted dominative style were of the opinion that their teacher were harsh and hostile while 79.6 % of students whose teachers adopted integrative style were of the opinion that their teachers were friendly.

Keywords: Integrative Teaching Approach, Dominative Teaching Approach, Flanders' Interaction Analysis System



Pierre-Olivier Weiss
ERCICTEL1921073

Social Spatialization of Victimization and Fear of Crime: Marseille University Campuses Submitted for Comparison

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Abstract

Most research on school (Cacouault-Bitaud & Œuvrard, 2009) reminds us of the current situation of "violence", relayed by the media, but also of how emotionally charged this issue is. In addition, the public data processing provided to institutions shows the current instruments' imperfection in counting victims and perpetrators. While researchers are interested in victimization in Secondary Education (Debarbieux, 2004), we have very little evidence of victimization of students in Higher Education. In France and Europe, the public debate is fueled by a single statistical source: police statistics. However, researchers have developed general population surveys in the United States (Fleury DeVoe & Bauer, 2011; Barrett & al., 2012; Sloan & al., 1997) and more particularly in France (Robert & Zauberman, 2011; 2017). Thus, we focus on positioning oneself from the victim's point of view. Based on victimization surveys conducted on 3 university campuses in France, the results of my research presented reveal the nature of the acts of delinquency and incivility among students by showing that they differ according to the location of these particular social spaces. This research, which is unprecedented in France, highlights the prevalence of victimization, the victim profiles and attempts to measure the feeling of insecurity (with statistic data: 1250 questionnaires) in an institution that welcomes a growing proportion of young people. This inventory constitutes essential scientific knowledge at a time when issues of securing public places, in the context of the Bologna Process at work, are the subject of much debate across Europe.

Key words: Students, Victimization Survey, Fear Of Crime, University Campus, Security, The Bologna Process

Sadiq Habiba Alhaji
ERCICTEL1921075

An assessment of the usage of Co-operative Learning Strategy by Secondary Science Teachers in Kontagora, Niger State, Nigeria

Sadiq Habiba Alhaji
Federal College Of Education Kontagora, Niger State Department Of Curriculum & Educational Technology


Abstracts

This is a survey study designed to assess the usage of Co-operative Learning Strategy by teachers of Secondary Schools in Kontagora, Niger State, Nigeria. The study was guided by two research questions. A structured questionnaire consisting of thirty five (35) items was used to collect data from one hundred and fifty (150) secondary school teachers in Kontagora on their usage of CLS and the problems hindering their usage of the strategy. The data collected was analysed using frequency distribution and mean score. The findings of the study revealed that (1) Cooperative Learning Strategy has a positive effect on students academic performance.(2) Some of the problems militating against the usage of Cooperative Learning Strategy include lack of knowledge of how to use CLS, lack of relevant learning materials ,lack of incentives for teachers by government and other stake holders, inadequate classrooms and other infrastructural facilities, over population of students and lack of capacity building for teachers. In view of the findings above, it was recommended that Secondary school teachers should endeavour to use the CLS in teaching in order to enhance the performance of their students in their various subjects. It was also recommended that regular workshops for teachers, supply of instructional materials, adequate motivation of teachers, provision of more classrooms and other infrastructural facilities, adherence to teacher student ratio of 1:30, recruitment of qualified teachers and adequate funding of education in general and secondary education in particular were recommended to enhance the usage of CLS by teachers of secondary schools in Kontagora, Niger state of Nigeria

Mervin A. Osic, Phd
ERCICTEL1921076

Teachers' Competence, Classroom Environment, Learning Style of Students: A Structural Model on Mathematical Ability

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| | <p style="text-align: center;">Philippines</p> <p style="text-align: center;">Abstract</p> <p>This study was conducted to develop the best fit model of mathematical ability. Specifically, it established the relationship among teachers' competence, classroom environment, learning styles, and mathematical ability. Descriptive, correlational and causal comparative designs were utilized in this study. The data were gathered from the senior high school students of the University of Mindanao Matina campus, UM Tagum College, UM Digos College and UM Panabo College. Moreover, sets of adopted survey questionnaires were used as instruments to obtain information from the participants. Mean was used to determine the level of teachers' competence, classroom environment, learning styles and mathematical ability. Pearson product moment correlation was used to find the significance of the relationship between the independent and dependent variables. Multiple regression analysis was used to identify the variables that best predict mathematical ability and likewise Structural Equation Modeling was used to identify the model that best fits mathematical ability. The findings revealed that the over-all teachers' competence, classroom environment and learning styles were high. On the other hand, the students' mathematical ability level of proficiency is developing. Knowledge of the subject matter, role of student / peers and reflector learner correlated with mathematical ability. Reflector and activist learner and role of students/peers found to be significant predictors of mathematical ability. Finally, the best fit model of mathematical ability is best predicted by their learning styles and the classroom environment. The model suggests that that the more structured the learning style coupled with a conducive classroom environment the better the mathematical ability of the students. Keywords: Mathematics Education, Teachers' Competence, Classroom Environment, Learning Style, Mathematical Ability</p> |
|  <p>Brenda Nachuah Lawyer Diangha (Ph.D) ERCICTEL1921078</p> | <p style="text-align: center;">The 21st Century Classroom: Challenges for Curriculum Implementation in Cameroon</p> <p style="text-align: center;">Brenda Nachuah Lawyer Diangha (Ph.D) Science of Education Department, Advance Teachers' Training College Technical Education. University of Douala, Cameroon, Africa</p> <p style="text-align: center;">Abstract</p> <p>Globalization and the increasing convergence of digital technologies were the defining characteristics of our world at the turn of the 21st Century. The demands on the curriculum have since the turn of the 21st century become so complex and multifaceted that the society's demands sometimes overwhelm the curriculum implementation process. This study aimed at investigating the challenges of curriculum implementation in Cameroon in the 21st century. Specifically, the study sought to find out; the extent to which teachers are prepared for the 21st century classroom; the extent to which classrooms are adapted to technologies, and how curriculum overload affects implementation. Three research questions were formulated from the objectives. The survey research design was used, and data collected using the questionnaire and an interview schedule. The study targeted teachers and students from some selected secondary schools in Fako Division, South West Region of Cameroon. The sample for the study consisted of 50 teachers and 50 students selected randomly from four secondary schools. The data collected was analyzed descriptively and thematically to establish the challenges to curriculum implementation in Cameroon. Findings suggested that teachers are not sufficiently prepared in training to take charge of the 21st century classroom, classrooms are ill-adapted to technologies of the times, and that the content of the curriculum impedes implementation. Based on these findings, it is recommended that a reform of the teacher training process be done so as to orientate teachers and their teaching towards the technologically driven 21st century classroom. Again teaching in the 21st century should target 21st century skills; in which case some of the content of our curricular that still target 20th century competencies should be modified. Knowledge of ICT should be made a basic aspect in the teacher training curriculum. Keywords: 21st Century Classroom, Information and Communication Technologies Curriculum Implementation, Curriculum Overload and 21st Century Teaching Skills</p> |
| <p>Aliyu Umar ERCICTEL1921081</p> | <p style="text-align: center;">Mapping Anopheles Breeding and Resting Sites Using Global Positioning System (Gps) and Geographic Information System (Gis) In Katsina State, Nigeria.</p> |

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Abstract

A study was undertaken to determine the exact latitudinal and longitudinal coordinates of breeding and resting sites of Anopheles mosquitoes in some towns of Katsina State, Nigeria; as an innovative drone-facilitated malaria control technique. GPS and GIS were utilised to identify active larval habitats and adult resting sites. Geo-referencing and characterization of Anopheles mosquito breeding sites were carried out using handheld GPS trackers. The latitudes and longitudes of specific larval and adult resting sites of Anopheles species in six towns in Katsina State namely: Dandume, Daura, Dutsinma, Funtua, Kankara and Katsina were represented on a map. So that the sites can be monitored for Anopheles control efforts during both wet and dry seasons. Four Anopheles species were identified namely: An. gambiae, An. funestus, An. maculipennis and An. quadrimaculatus. However, An. maculipennis and An. quadrimaculatus were only present in high longitude and latitude towns of Dandume and Funtua in Zone A (Southern Katsina). Anopheles were more abundant in towns located at higher latitudes and longitudes e.g. at Dandume, 555 (33.7%) larvae and 301 (21.8%) adults were collected compared to 148 (9.0%) larvae collected from Katsina and only 98 (7.1%) indoor collected adults from Daura. There is a significant Pearson Correlation ($p < 0.01$) and significant Spearman's Correlation ($p < 0.01$ and 0.05) between the species. The GPS guided maps produced, indicates exactly the specific towns where mosquito and malaria control efforts should be focused on. The recorded latitudes and longitudes of Anopheles breeding and resting sites will be used to guide drones to the exact locations in order to monitor and evaluate mosquito control activities like breeding site's water draining efforts, application of insecticides and distribution of malaria drugs, mosquito nets and also as a guide to tourists on mosquito-safe locations in Katsina State, Nigeria.

Keywords: Global Positioning System (GPS), Geographic Information System (GIS), Geo-referencing, characterization, Dandume, Daura, Dutsinma.

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ERCICTEL1921085

Social Media and School Education

S. Reshma
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Abstract

Social Media has played a major impact on all ages; whether to consider it positive as a boon in the digital world or to face it as a curse on young generation is a most doubted question. But as every coin has two sides and they go hand-in-hand same is the social media as well. Use it wisely for positive impact or accept it for destroying all It depends on the perception and its methods of usage and its utilization for positivity. From the thought and perception of an Educator, we will try to understand it little more. Scientists and psychologists have developed a number of different models to understand the different ways that people learn best. The popular theory, the VARK model, identifies four primary types of learners: visual, auditory, reading/writing, and kinesthetic. As per the researchers, it suggests that people learn abstract, new, and novel concepts more easily when they are presented in both verbal and visual form (Salomon, 1979). Other empirical research shows that visual media make concepts more accessible to a person than text media and help with later recall (Cowen, 1984). In Willingham's (2009) research he asks a simple question to make his point, "Why do students remember everything that's on television and forget what we lecture?" -- because visual media helps students retain concepts and ideas. Bransford, Browning, and Cocking (1999) also noted the crucial role that technology plays for creating learning environments that extend the possibilities of one-way communication media, such as movies, documentaries, television shows and music into new areas that require interactive learning like visualizations and student-created content. In this fastest modifying and adapting digital age, varied online technology tools are used by Social Media that allow people to communicate easily via the Internet to learn, share information and resources. The adaptation what the social media is taking is very dramatic thereby creating multiple opportunities for student engaging and learning via varied sites as Facebook,

Instagram, Snapchat, Whatsapp, Pintrest, LinkedIn, MySpace, Twitter, etc along with blogs and wikis. Social media is rapidly changing the way the people (in particular the students) connect, share and interact with one another. Social media technologies may help to excite critical thinking skills, collaboration, and knowledge construction. As the ‘takers’ – ‘the Learners’ are the fastest adapting and evolving ‘Digital Natives’, it becomes the need of an hour to integrate the ‘media awareness and education in our School curriculum’ thereby letting the student accept and grow positively in their Niche knowing the pros and cons making it all convincing and comfortable for sustainability and survival.

The objectives of the research will be

To know ‘What is Media Education?’

2. To know the ‘The Role of Social Media in Education’.

3. To understand ‘Why there is the need for introducing Media Education in our School Curriculum’.

4. To understand the ‘Impact of Media in Education’.

5. To know the ‘Ways to Use Social Media in Education to Impact Student Learning’.



Wan Noor Adzmin
Mohd Sabri, Phd
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Issues and Challenges of Stem Education in Malaysia

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Abstract

This paper explores some issues on Science, Technology, Engineering and Mathematics (STEM) education in Malaysia. As clearly stated in the Malaysia Education Blueprint (MEB), the aim of STEM education is to (i) prepare students with the skills to meet the science and technology challenges and (ii) to ensure that Malaysia has a sufficient number of qualified STEM graduates (MEB 2013 – 2025). The declining number of students’ interest in STEM has been an alarming indicator to the country. It has been debated that the 60 : 40 ratio is still underdevelop. Nevertheless, STEM disciplines is an essential support to learn other non-stem areas such as creativity, critical thinking, problem solving, communication, collaboration and other disciplines as well. As stated in UNESCO (2015), STEM education would enable citizen become competent and capable in technology. This is a conceptual paper based on literature review and research on STEM education in Malaysia. This paper will also provide some recommendations to the Ministry of Education based on the findings from both literature review and research.

Keywords : STEM Education, Issues, Challenges

Veronica Nakanda
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Gender Inequality and Political Participation In Southern Senatorial District of Cross River State, Nigeria

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Abstract

Political participation serves as very important ingredient in guaranteeing the life span of any good democratic system. These democratic elements enable individuals to make rational choices and effective decision making in government, thereby fulfilling their civic obligations as patriotic citizens. This paper aimed at surveying gender inequality and political participation in southern senatorial district of Cross River State, Nigeria. Two hypotheses were used for the study. Descriptive Survey research design was adopted with the population of 77 wards in the senatorial district of which 308 people constituted the sample. The instrument used for data collection was a researcher-developed instrument titled “Gender inequality and political Participation Interview (GIPPI). Data was analyzed using Population t-test and Independent t-test respectively. The results from the findings revealed that there is a significant difference between male and female in their level of participation in politics; also there is a significant difference between gender and political participation in southern senatorial district. It was recommended among others that Government,

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| | <p>political parties and other mobilizing agencies should employ radical campaigns to motivate women on the need to exercise their fundamental human rights. Keywords: Gender Inequality, Political Participation, Human Right, Level of Participation</p> |
| <p>Effiom Veronica Nakanda ERCICTEL1921089</p> | <p>Gender Inequality and Political Participation In Southern Senatorial District of Cross River State, Nigeria</p> <p>Effiom Veronica Nakanda Department Of Social Science Education, University Of Calabar, Cross River State, Nigeria</p> <p>Njok, Pauline Cletus Department Of Social Science Education, University Of Calabar, Cross River State, Nigeria</p> <p>Abstract Political participation serves as very important ingredient in guaranteeing the life span of any good democratic system. These democratic elements enable individuals to make rational choices and effective decision making in government, thereby fulfilling their civic obligations as patriotic citizens. This paper aimed at surveying gender inequality and political participation in southern senatorial district of Cross River State, Nigeria. Two hypotheses were used for the study. Descriptive Survey research design was adopted with the population of 77 wards in the senatorial district of which 308 people constituted the sample. The instrument used for data collection was a researcher-developed instrument titled “Gender inequality and political Participation Interview (GIPPI). Data was analyzed using Population t-test and Independent t-test respectively. The results from the findings revealed that there is a significant difference between male and female in their level of participation in politics; also there is a significant difference between gender and political participation in southern senatorial district. It was recommended among others that Government, political parties and other mobilizing agencies should employ radical campaigns to motivate women on the need to exercise their fundamental human rights. Key words: Gender Inequality, Political Participation, Human Right, Level of Participation</p> |
| <p>Salmamza Dibal ERCICTEL1921090</p> | <p>Teaching Education and Learning; Problems and Prospects</p> <p>Salmamza Dibal Department of Early Childhood Care Education, Federal College of Education (Technical) ,Potiskum, Yobe State, Nigeria</p> <p>Abstract Education is very important factor in the development of any country all over the world. Without education, no country can prosper. The development of any country to transform into a great nation is only possible if there are competent and dedicated teachers to impart the appropriate knowledge, attitudes and skills to the citizens of that country. Teachers must be trained to provide the required competence, skills, knowledge and ideas that would transform the individual into efficient and useful member of the community they belong to. It is against this background that this, paper focus attention on teacher education issues, objectives of teacher education, the role of teacher education, in the teaching and learning process, importance of teacher education, problems of teacher education and future prospects of teacher education. Finally conclusions and recommendations were made.</p> |
| <p>Adebanjo Adetayo Adekunle ERCICTEL1921091</p> | <p>Effects of synchronous radio broadcast on undergraduates’ achievement in basic computer operations in National</p> <p>Adebanjo Adetayo Adekunle Department of Educational Foundations, Faculty of Education, National Open University of Nigeria, Lagos, Nigeria</p> <p>Abstract Basic Computer Operations is taught to open and distance learners to equip them with basic characteristics of information, need for good organisation of information and the fundamental concepts of storage and retrieval. However, National Open University students’ knowledge and attitude to basic computer operations in Nigeria is not encouraging. Previous studies focused largely</p> |

on face to face facilitation that could not engage all the students' with little consideration for intervention through synchronous broadcast that give equal opportunity for facilitation. This study examined the effects of Synchronous Radio Broadcast (SYB) on undergraduates' achievement in Basic Computer Operations in National Open University of Nigeria. The study adopted pretest-posttest control group quasi-experimental design. Two National Open University study centres (Ibadan and Lagos) were randomly selected from Southwestern Nigeria. Two hundred and twenty-two of 100 level degree programmes were enumerated and participated in the study. The intact classes were randomly assigned to SYB (n=98) and conventional (n=124) instructional delivery modes. Instruments used were Students' basic computer operations achievement test (r=0.74) and instructional guides for the two groups. The results of the study shows that treatment had a significant main effect on students' achievement in basic computer operations (F(2, 219)= 44.71; partial η^2 =98). Students in SYR obtained higher achievement mean score (23.92) compared with the control groups (12.21). Therefore, Synchronous radio presentation is effective in enhancing undergraduates' achievement in Basic computer operations in National Open University of Nigeria. It was therefore, recommended that distance learners' facilitators should adopt synchronous radio presentation for their instructional delivery.

Keywords: Synchronous Radio Broadcast, Achievement In Basic Computer Operations, Undergraduates, National Open University Nigeria



Morakinyo Akintolu
ERCICTEL1921093

Examining pull and push factors motivating Adult enrolment: A comparative study of South Africa and Nigeria

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Department of Educational Foundations and Management

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S.I. Kapueja

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Abstract

The benefits of Adult Literacy Programmes to the socio economic development has been best researched and documented. Salient among researchers, organisations and policy makers is the ability to increase enrolment rate and retain adult learners in the programme. While several African countries have implemented different adult literacy interventions to curb the level of illiteracy much remains to be. This study will specifically examines the intrinsic and extrinsic factors that motivate adult learners in South Africa and Nigeria and the one prominent. Furthermore, the study will ascertain the significant difference in level of motivation between adult learners in South Africa and Nigeria. The study will deploy a survey research design where adult learners from literacy centers in both countries will be randomly selected to complete the research instruments. The data to be collected will be analyse using descriptive statistics of percentage and frequency counts, and Inferential statistics that is T-Test to test for difference.

Keywords: Motivation, Enrolment, Nigeria, South Africa, Adult Learners, Adult Literacy Programme, Adult Learning, Pull Push



Sadi Seyama
ERCICTEL1921094

“Leading in the glass cages”

Dialectical leadership: Critical perspectives of leadership for academic performance management in higher education

Abstract

This paper offers a framing of dialectical leadership in response to the paradoxical and repressive higher eadiducation performance management system in South Africa. Arguing that higher education institutions' leadership uses academic performance management as a technology of power that serves to surveil and control academics, this paper acknowledges that higher education is a contested and ambiguous space, yet offers reflexive opportunities for amenable leadership of performance management. Drawing upon the notions of critical leadership studies, the study adopted a critical social constructivist approach in a case study of university academics and heads

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| | <p>of departments' meanings of leadership of performance management. Using critical performativity as an analytical lens, the study reveals the framing of dialectical leadership, where the interconnectedness of conscious, deliberated and resistance leadership reveal how a leadership process is enacted within and through dialectical tensions emanating from academic and performative cultures. Within this perspective, leadership is non-heroic and fluid, and invited, demanded or authorised by academics. Such leadership is humane, relational and effected through the continuum of colleague-colleague and a neutralised power asymmetry. Keywords: Dialectical Leadership, Critical Leadership Studies, Critical Performativity, Performance Management, Surveillance</p> |
| <p>Bei Hong ERCICTEL1921099</p> | <p style="text-align: center;">A Demand and Supply Game Exploring Global Supply Chains</p> <p style="text-align: center;">Bei Hong School of Economics, Singapore Management University, Singapore</p> <p style="text-align: center;">Abstract</p> <p>This study describes a classroom experiment in which participants make decisions to achieve the lowest cost production. Student volunteers acting as smartphone companies are provided with confidential information representing their own cost of production and are asked to make trade decisions to form a supply chain at the lowest possible cost. This interactive classroom experiment facilitates an understanding and appreciation of the basic demand and supply model. Through this experiment, students also explore the motivations, facilitators, and impediments of global supply chains. Suggestions are made to expand the game by incorporating more sophisticated models of the global supply chain, and also ways in which it can explore aspects of economics such as transportation costs, oligopoly and the narrowing wage gap between Eastern and Western economies. Keywords: Active learning, Classroom Experiment, Demand, Supply, Global Supply Chains</p> |
| <p>Stephen Tizhe Kojigili ERCICTEL1921100</p> | <p style="text-align: center;">Correlates of Self-Concept, Attitude and Mathematics Performance of Senior Secondary School Students in Nigeria</p> <p style="text-align: center;">Stephen Tizhe Kojigili Science Education Department, Adamawa State University, Mubi, Nigeria</p> <p style="text-align: center;">Abstract</p> <p>The study investigated the correlates of mathematics self-concept, attitude and mathematics performance of senior secondary school students in Nigeria. The population of the study comprised all the senior secondary school students in the six states of Northeast geopolitical zone of Nigeria. From the population, a total sample of 589 students was obtained from 18 schools purposively selected across four of the six states. The instruments employed for the data collection were Mathematics Achievement Test (MAT) and a Mathematics Self-concept and Attitude Scale (MSCAS). The instruments were validated and the reliability was determined through test re-test method. Using Cronbach alpha analysis, high reliability coefficients of 0.83 and 0.915 were obtained for MAT and MSCAS respectively. The t-test, Analysis of Variance (ANOVA), correlation and multiple regression analysis were used in testing the hypotheses. The results of the findings revealed a significant correlation between the students' mathematics self-concept and attitude towards mathematics; and a significant relationship among students' self-concept, attitude and mathematics performance. It was recommended among other things that students' mathematics self-concept and attitude be improved in schools by making the teaching and learning of mathematics practical oriented in such a way that the students see it interesting and pleasurable.</p> |
| <p>Nimas Mahardika ERCICTEL1921101</p> | <p style="text-align: center;">Arabic Speaking Ability Booster: An Appealing Language Activities to Improve Speaking Skill In Arabic Learning for Beginners at Modern Islamic Boarding School Darussalam Gontor for Girls, East Java, Indonesia</p> <p style="text-align: center;">Nimas Wahyu Mahardika University Of Darussalam Gontor, Indonesia</p> <p style="text-align: center;">Nurly Khalida Syamna University Of Darussalam Gontor, Indonesia</p> |

Abstract

This paper aimed to introduce appealing language activities 'Arabic Speaking Ability Booster' to improve Arabic speaking skill for beginners at Modern Islamic Boarding School Darussalam Gontor for Girls. 'Arabic Speaking Ability Booster' is the number of Boarding School's activities among students which will improve their language effectively. Therefore, those programs are very rarely found at the level of secondary school institutions in Indonesia. Those boosters are 1). Language environment, 2). BLI (Branch language improvement) and CLI (Central Language improvement), 3). Princess and Queen of Language, and 4). Public Speaking, 5). Language Spyer. Modern Islamic Boarding School Darussalam Gontor is one of the most famous Islamic educational institutions with both Arabic and English as the main languages used for their daily activities. The purpose of this institution is to produce experts in the field of Islamic studies who are proficient and competent in Arabic language. To achieve that goal, this boarding school has established an appealing language environment with the various activities which help the student in improving their speaking skill. This study will first discuss in depth the context of the research. a discussion of the situation will then be presented; followed by a description of the number of language activities in speaking improvement concluding with the presentation of nine suggestions for improving Arabic speaking skill. This research was implemented with all 2nd grade students of Modern Islamic Boarding School Darussalam Gontor for Girls, East Java, Indonesia. The qualitative descriptive method is used to present nine suggestions on how to solve problems while speaking in Arabic with a questionnaire for data collection. The result of this research showed that those activities has the big impact as the Arabic Speaking ability for the beginners. In line with this result, it is exceptionally recommended that this appealing activities could be the references for other institutions.

Keywords: Arabic Speaking, Appealing Activities, Language Environment, Speaking Skill Improvement

Mouna Abou Assali
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Teachers, Socio-Emotional Intelligence and Resilience

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Abstract

Socio-emotional intelligence is the ability to acknowledge and understand our own emotions, to know how to regulate and express them appropriately within a social course of interaction. It is the integration and application of cognition and feelings into acceptable social situations and interactions. It is the ability to establish effective and positive relationships, to be open, to encourage channels of mutual communication in our work, social or life environments. And for a higher education professional or a student teacher, it means obtaining the appropriate self-confidence, curiosity, self-understanding, inter/intra social skills that encompass the relationships within and out of the work environment. Based on my own experience as a higher education professional, research supervisor and student-teacher mentor during the practicum, I share this presentation. It was obvious, throughout the research I conducted on the experienced emotions of the student teachers during their practicum, positive or negative, that emotional intelligence and socio-emotional intelligence in particular is closely related to learning, coping and adapting in a learning environment, yet a missing component. A lack in understanding or regulating emotions in different educational contexts may result in lack of interacting or socializing, or learning from certain experiences. Having examined the learning materials and courses taught to higher education student teachers in one of the higher education institutions in the United Arab Emirates (UAE), I came to know that there was a lack of or no reference made to emotional intelligence or SEI, their importance and relevance to teaching or learning. The audience of this discussion group will be invited to share similar or different experiences that positively impacted their academic performance, professional growth or both.

Keywords: Higher Education, Socio-Emotional Intelligence, Resilience



Jose Elmer Oficiar
ERCICTEL1921058

“Language of Homosexuality: A Morpho-Semantic Analysis”

Jose Elmer Oficiar

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Abstract

The qualitative research ventured on revealing the reasons of using gay lingo in the academic community and analyzing its unique linguistic features. In identifying the linguistic features of gay lingo, the researcher analyzed the data taken from the informants from their simulation and list of gay words. These data were treated using morpho-semantic analysis: the Morphological Analysis revealed patterns of structural formations in gay words; the Semantic Analysis revealed the semantic processes on the meanings of gay words. The study employed the phenomenological design conducted in 3 College institutions in Tagum City. The participants of the study were the college students particularly the homosexuals. The investigation involved 28 gay participants, whose backgrounds were based on the school they attend to. The results of the study revealed ideas that concretized the reason of using gay lingo in the informants' respective schools. The following themes emerged during the interview: Learning Gay Lingo from Friends, Sex Talks, Making Gossips, Sexual Identity, and Sense of Security. On the analyses of linguistic features of gay lingo, it revealed the following: the Morphological Analysis revealed patterns of formation in gay words. These patterns of gay lingo are as follows; clipping with affixation, variety formation, straight words derivation, popular words derivation, gay word affixation, foreign sounding, and gay word expressions. In the Semantic Analysis, it revealed the semantic processes on the meanings of gay words. These processes in there semantic formation are as follows; corporal derivation, mutual comprehension, and variety synonymy.

Keywords: Applied Linguistics, Morpho-Semantic, Gay Lingo, Homosexuality, Philippines



Lee Saw Im
ERCICTEL1921071

'Bocaps Merry Go Round' Technique - A Method of Enhancing Learning Skills In Ionic Bonds

Lee Saw Im

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Abstract

This Action Study Was Conducted To Determine The Effectiveness Of The Bocaps Merry Go Round (BMGR) Technique In Improving The Achievement Of Students In Ionic Bonds. This Study Involved 18 Students. An Initial Survey Was Conducted Through Pre-Interview With 5 Students. The Results Of The Survey Show That Students Can Not Explain The Formation Of Ionic Compounds As Well As Covalents. The Instruments Consist Of Pre And Post-Test And Questionnaires. The BMGR Technique Uses Low-Cost Green Recycling Mineral Water Bottle Caps As An Electron Simulation In The Atom. BMGR Encourages Active Learning That Requires Student-Centered Minds And Hands On Within One Week. The BMGR Is Effective Because The Min Has Increased From 3.06 To 9.50 Which Is 6.44. Test Results Showed That 100% Of Pupils Significant Improvement And 88% Of Students Were More Understanding, Easy To Remember, Proficient Of Analyzing And Enjoying Answers To Questions About Chemical Bonds Through BMGR Technique.

Keywords: Cation, Anion, Ionic Bond

Suleyman Karacor
ERCICTEL1921107

Digital Advertising Targeting In the Context of Media Planning

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Aytaç Burak Dereli
Trabzon University, Turkey

Abstract

The development on digital communication has changed the way that human beings view communication and their fields of activity and digitize the individual. In Turkey, advertising

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| | <p>investment in 2018 constitutes 28,9% of the digital media. In the period called as the participation age, 72% of the population access the internet in Turkey and a new profile of consumer spending 7 hours 15 minutes per day on the internet is available. Putting an end to consumer concept, as Toffler described, this new profile has turned into “prosumer” (Producer + Consumer). In this age, both the media habits and consumption behaviors of prosumers evolve rapidly. Marketing professionals have to think digitally for their pre-determined new target groups in their activities for their organizations and have to realize digital targeting. The aim of this study is to create a source of academic content for the target audience realizing digital advertising management in digital marketing studies. In this study, qualitative research techniques, literature review and case studies were conducted. In this study, narrow and wide targeting applications, digital advertising channels, online behavioral advertising, digital advertising types, target audience in media planning and digital audience targeting (location, age, gender, language, links, etc.) were examined with the help of examples in detail in the context of Google Digital advertising targeting on Facebook, Instagram and Youtube channels. The findings of the study were evaluated in the axis of changing media preferences of consumers, consumer behavior and advertising investments of institutions. Keyword: Digital Marketing, Media Planning, Audience, Digital Advertising Targeting</p> |
| <p>Francesca Burriel Manzanares ERCICTEL1921108</p> | <p>The Importance of a Safe Online Education and Digital Citizenship Training for Students</p> <p>Francesca Burriel Manzanares Inspector of Education, Universitat Autònoma De Barcelona, Barcelona, Spain</p> <p>Abstract</p> <p>We are entering a global world where Technology is expected to develop some domains that had been traditionally considered part of human cognition, social interaction and ethical values. In this scenario, digital citizenship training is crucial to help our future generations to learn and understand values, behaviours and integrity. Training our students and prepare them for facing this scenario almost in the second quarter of the XXI C is extremely pertinent because it affects not only the present situation with regards to education but also the preparation of our future generations. We all have to face this commitment, as it is part of our responsibility as adults and agents in charge of education. Our presentation pretends to give a broad idea of what has been the implications of different cultures up to now with regards to a sort of “Principles of ICT”, gathered in different quite emerging texts, as the Qingdao Declaration (2015) or the Barcelona Digital Rights Chart (2019) or the incipient UDDR (Universal Declaration of Digital Rights) which will be a near future document. After that we will present some major ideas on what the findings related to these documents and the implications of Human Rights effect in building a common framework which will help us all to think about the future of our society. At the end of this presentation, the participants will have a general idea on the main papers related to citizenship rights in relation with education, and will have participated in a collective debate on the most relevant concepts with regards to ICT education, values and ethics. Keywords: ICT Learning, Teaching Ethics, Learning Together, Digital Citizenship Learning</p> |
| <p>Dr. Ahmed A Alkhalifah ERCICTEL1921109</p> | <p>The Impact of Using Flipped Classroom in Computer Science College Courses</p> <p>Dr. Ahmed A Alkhalifah Assistant Professor & Dean, College of Telecommunication and Information, Riyadh, Saudi Arabia</p> <p>Abstract</p> <p>The flipped classroom teaching approach has been used as a teaching and training strategy to enhance learning by involving trainees more in self-learning activities. That teaching strategy was used to spend more time in classrooms with students in group learning activities while students have more time for self-practice and learning outside the class. The flipped classroom approach in this study was used to enhance trainees’ skills in advanced operating system course in applied technical college in Saudi Arabia. Trainers complained about time spent with individual trainees when teaching them practical skills in that course; with low training level outcome, sometimes. As a solution, this study used training video clips to help trainees practice the process of installation of Linux OS, as an example of an important skill they must master in this course. The intervention model was developed and used to conduct the study for two semesters. The purpose of this study was to investigate the use of flipped classroom teaching model in terms of trainees’ perceptions and</p> |

skill mastering. The study explored trainees' attitudes as well as the challenges and solutions associated with this approach. Student survey responses were used to check their views on flipped classroom structure and how we can best implement such a strategy. As well, a comparison of quantitative results of the grades between traditional and flipped sections was done to compare the outcomes of the two teaching methodologies. Trainers were also interviewed to explore their views on this intervention.

Keywords: Flipped Classrooms, Computer Science, Training Videos, Practical Skills, Higher Education

Mayyadah Obaid
ERCICTEL1921112

Investigating The Effects of Student-Generated Questions on Students Test Performance and Attitudes Towards Test Taking: A Case Study of Baghdad

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Ferdowsi University of Mashhad, Iraq

Dr. Z.Ghapanchi
Ferdowsi University of Mashhad, Iraq

Abstract

This study aims to describe a method for enhancing language learning strategies through the use of learner-centered practices designed for improving language learning and motivation for learning. Evaluation the Iraqi students' learning English as a Foreign Language (EFL). Summative assessment methods are the most traditional way of evaluating student work. From classroom tests to high-stake testing, summative assessments are used in universities and schools. Summative assessment is comprehensive in nature, provides accountability and is used to check the level of learning at the end of the program (Angelo & Cross, 1993). Ideally, summative assessment is designed to measure student understanding following a sustained period of instruction with the focus on identifying the level of student mastery and the effectiveness of instruction. As such, summative assessments are outcome measures that emphasize student achievement rather than aptitude or effort (Shameen & Ho, 2007). Most educators (Angelo & Cross, 1993; Ritter & Wilson, 2001; Scott, 2001) believe that summative assessments are a vital part of the educational process due to the wealth of information they provide (Shameen & Ho, 2007).

Keywords: Achievement test, Assessment, Evaluation, Learner Center Teacher, Teacher-centered Instruction, Learner Center Assessment



Aarfah Wani
YRSICTEL1921051

An Efficient Synthesis of Some 4-Chloro-Phenyl-4-Fluoro-Benzyl Substituted Pyrimidine Derivatives and Diverse Pharmacological Activities

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Ajit Joshi
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Synthesis Organic & Medicinal Chemistry lab, Department of Chemistry, Mewar University, Gangrar, India

Abstract

In our study a series of pyrimidine based heterocyclic entities 6-Benzyl-2-(4-chloro-phenyl)-3(4-fluoro-benzyl)-5-phenyl-2, 3-dihydro-[1,3]oxazin-4-one were designed, which was further treated with various primary amine derivatives to produce some 4-chloro-phenyl-4-fluoro-benzyl substituted pyrimidine derivatives. All the synthesized compounds were characterized by FTIR, ¹HNMR, MS spectroscopy and Elemental analysis.

Keywords: Piperazine, Methyl Pierazine, Phenyl Piperazine, 1H-Benzimidazol-2-Amine



Deepshikha Verma
YRSICTEL1921052

Solvent Extraction and Tlc Detection of Cyclotides In Plants of Ayurvedic Importance

Deepshikha Verma

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V.N. Rajasekharan Pillai

Department of Chemistry, Mewar University, Gangrar, Chittorgarh, Rajasthan, India

The leave and flower extracts of the *Ixora coccineae* plant of the Rubiaceae family were investigated for the possible presence of cyclotides which are disulfide- rich macrocyclic miniproteins. Isolation by solvent extraction and preliminary characterisation of two cyclotides in the flower extract of the *Ixora coccineae* plant is described in this abstract. These plant extracts are used for decades in the traditional ayurvedic system for a variety of ailments such as skin diseases, chronic ulcers, fever and diarrhoea. The cyclic cystine knot motif makes peptides resistant to thermal, chemical or proteolytic degradation.[1] The phytochemical analysis, isolation by solvent extractions and the TLC detection of two cyclotides in the leaf and flower extracts of the plant are reported here. The TLC protosite reaction with ninhydrin reagent is observed as a reliable, specific and sensitive chemical method for detecting cyclopeptides in these studies. This test effectively distinguishes the cyclotides and cyclic peptides from the other components.

Ameera Almessabi
ERCICTEL1921116

Culturally Foreign Teachers Perceptions of School Climate and Its Relationship to Their Self-Efficacy

Ameera Almessabi

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Abstract

This correlational study focuses on the influence of teacher-perceived school climate on the self-efficacy of teachers working in a culturally foreign environment. Bandura's Social Cognitive Theory guides the study. Teachers who work in private and public schools in Abu Dhabi participated in the study. Teachers were surveyed using the School Climate Index to collect information about their perceptions of their school climate and the Teacher Sense of Efficacy Scale was used to gather information about their self-efficacy. The study found that there is a positive correlation between the overall school climate and teachers' self-efficacy as well as between three dimensions of school climate (collegial leadership, teacher professionalism, and community engagement) and teachers' self-efficacy. The results also found that outcome of teachers' self-efficacy, which is the dependent variable, can be predicted by the overall school climate. However, only collegial leadership and teacher professionalism were significant predictors for teacher self-efficacy in a multiple regression analysis. It can also be noted that despite being added to the predictive model, the impact of community engagement and academic press is not statistically significant. Implications of the study for enhancing self-efficacy among culturally foreign teachers are discussed.

Keywords: Foreign Teachers, School Climate, Teacher Self-Efficacy

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