The Open University of Israel

Research Center for Innovation in Learning Technologies

ANNUAL REPORT

2011

Prepared by Dr. Ina Blau and Prof. Yoram Eshet- Alkalai
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1. Introduction

As a university based on distance learning, the Open University of Israel is committed to the ongoing examination and improvement of its teaching quality through the integration of innovative learning and teaching technologies. The Research Center for Innovation in Learning Technologies functions as the research division of the Open University for exploring emerging technologies and developing models and strategies for their integration in learning. It supports studies conducted by its members and by their students. The Innovation Center conducts a large variety of ongoing academic activities such as symposia, workshops, conferences, and research seminars. It conducts international activities, such as collaboration with EDEN - the European Distance Education Network, and publishing conference papers in a special issue of IJELLO - Interdisciplinary Journal of E-Learning and Learning Objects.

The Innovation Center was founded in 2003, as the Chais Research Center for the Integration of Technology in Education, with by a donation from the late Mr. Stanley Chais. In 2010, following the cessation of the donation, the Chais Center was closed and was substituted by the present Research Center for Innovation in Learning Technologies.

The following are some of the research fields in which the Innovation Center is engaged:

- The theoretical foundations of learning, educational technologies, and distance education
- Defining and characterizing the variables needed for developing flexible and adaptive technology-enhanced pedagogical strategies that respond to students' individual needs
- Studying the pedagogical and cognitive contributions of emerging technologies to teaching and learning
- Integration of innovative information and communication technologies
into education systems, academia, and organizations.

It operates in close collaboration with Shoham - The Center for Integration of Technologies in Distance Education at the Open University of Israel, whose Director is a member of the Innovation Center’s Management.

Structure and mode of operation

The Research Center for Innovation in Learning Technologies operates as an independent unit under the auspice of the university's Dean of Research Affairs and is headed by a senior faculty member of the Open University. It consists of about 40 members from various academic departments, one part-time research associate and one guest scientist.

The Innovation Center funds research and other professional activities conducted by its members, as well as by outstanding graduate students who specialize in learning and information technologies.

Organizational structure (as of 2011)

- **Head of the Center**: Prof. Yoram Eshet-Alkalai
- **Research Fellow**: Dr. Sigal Eden
- **Guest Scientist**: Dr. Paul Gorsky
- **Management**: Prof. Yoram Eshet-Alkalai (Chair), Dr. Avner Caspi, Dr. Nitza Geri, Dr. Yoram Kalman, Prof. Arieh Scoop, Ms. Edna Tal, Prof. Yoav Yair
- **Research Committee members**: Dr. Ronit Bogler (Chair), Dr. Diamanta Benson-Karai, Dr. Gal Ben Yehuda, Dr. Reli Brickner, Dr. Tal Hassner, Ms. Eva Klein-Friman (Secretary)
- **Secretary**: Ms. Osnat Tsarfati
- **Web Master**: Ms. Batsheva Engelberg-Behr
- **Website**: [http://www.openu.ac.il/innovation/about.html](http://www.openu.ac.il/innovation/about.html)
2. Research Seminars, Symposia and Conferences

Research Seminars

As mentioned above, the Research Center for Innovation in Learning Technologies conducts regular research seminars in which researchers present their research studies on learning technologies. The following lectures were delivered in 2011:

Dr. Yuval Kalish (Tel Aviv University): Knowledge formation in inter-organizational networks: The balance between innovation and knowledge protection. 3.1.11

Dr. Arik Ragovski (Wayne State University). Organizational maturity for the implementation of information technologies: A measure of organizational readiness for effective technology adoption. 14.3.11.

Dr. Lizi Cohen (Bar Ilan University). Measuring the potential of innovative thinking in the development of technologies. 16.5.11

Ms. Iris Adato & Ms. Dana Caspi-Tzahor (Open University). Assistive technologies in the service of students at the Open University of Israel. 20.6.11

Dr. Tal Hassner (Open University). Watch the watchers: How adults with ADHD watch online video lectures? 7.11.11.

Dr. Ina Blau (Open University). Class journal in smartphone? Pedagogical management through cellphone. 19.12.11
Symposia

As part of our reaching-out efforts to the academic community, both in the Open University of Israel and in other academic institutes, as well as to the general public, in 2011, the Research Center for Innovation in Learning Technologies conducted a series of symposia which were open to the public. Each symposium focused on selected issues concerning innovative technologies and their impact on our society. The events were broadcast live, drew wide attention and were very well attended. Lectures are available on the Innovation Center's website. The following symposia were conducted in 2011:

**From Gutenberg to Google: Milestones in the History of Books (13.2.11):**
- **Dr. Avriel Bar Levav** (Open University): The book as an object from the Middle Ages to the Internet Era
- **Dr. Oren Soffer** (Open University): Personal expression in the digital arena
- **Prof. Hannah Adoni** (Hebrew University): On Gutenberg's shoulders: The act of reading in the 21st Century
- **Prof. Yoram Eshet-Alkalai** (Open University): Literacy and technological determinism
- **Mr. Avi Warshawtzky** (Center for Educational Technology): Who killed the author?
- **Dr. Yehuda Meltzer** (publisher): Between the Frankfurt Book-Fair and Lost Atlantis
- **Prof. Yoav Yair** (Open University): From a pocket book in the coat to entire library in the rucksack.

**Out of the Box: Innovative Thinking in a Technological World (30.3.11):**
- **Dr. Aharon Schwartz** (Teva): Innovation in the Pharmaceutical industry
- **Mr. Yarden Ben-Horin** (Branco-Weiss Institute): Is there an innovative thinking?
• Dr. Yoram Kalman (Open University): Innovation management: How is it managed?
• Dr. Iris Ginzburg (Demaya): The service sectors in an innovative world
• Mr. Daniel Campbell (Better Place): An electrical future.

**Trapped in the Net: Dynamics in Social Networks (21.11.11):**

• Prof. Karin Nahon (University of Washington): Power dynamics in the flow of information in networks
• Dr. Tehila Altschuller (The Israel Democracy Institute): Failbook or Facebook: Social Media as a lever for public participation in decision-making in the era of open governance
• Dr. Yuval Dror (Management College): All of us are social media: What happens when many talk to many?
• Panel Discussion: Social networks as augmented reality
  o Mr. Eyal Gefen (Gefen Productions)
  o Prof. Gustavo Mesh (University of Haifa)
  o Ms. Tami Neutal (Open University)
  o Mr. Yoav Pridor (Bazilla)

**Conferences**


[http://www.openu.ac.il/research_center/chais2011/papers.html](http://www.openu.ac.il/research_center/chais2011/papers.html)

The sixth annual research conference entitled "Learning in the Digital Era" was held on the 17.2.2011. The conference received a very positive response from the academic and professional community, with a very high attendance (~ 500 participants) and submissions (~70 submitted papers). It was conducted at the Open University campus, with forty lectures and a poster session.
• **Keynote lecture: Mr. Santiago de la Mora** (Director of Print Content: Partnerships for Google in Europe, Middle East, and Africa): Google books: Choice and reach in the Internet age

• **Closing lecture: Dr. Tal Hassner** (Open University): Computers that can see: On computerized vision.

All Papers were published in a special Proceedings volume. Extended versions of the best papers were published in a special issue of IJELLO: *Interdisciplinary Journal of E-Learning and Learning Objects.*

Lectures and papers are available at:

http://www.openu.ac.il/research_center/chais2011/papers.html
3. Publications

Publications in Refereed Journals and Book Chapters


**Conference Presentations**


Guri-Rosenblit S. (2011). *The future university: Moving from a state system to a glocal landscape*. A keynote at the International Colloquium on Between Knowledge and Power. The University in the Face of State Transformation, Wroclaw, Poland.


Kliper-Gross, O., Hassner, T., & Wolf, L. (2011, September). One shot similarity metric learning for action recognition. In M. Pelillo, & E.R. Hancock (Eds.), *Similarity-Based Pattern Recognition - First International Workshop, SIMBAD* (pp. 31-45). Venice, Italy.


at the 32\textsuperscript{nd} International Conference of the Stress and Anxiety Research Society (STAR). University of Munster, Germany.


4. Research projects

Mobile Pedagogical Management by Teachers and Families

Researchers: Dr. Ina Blau & Dr. Mira Hameiri

This project investigates mobile logins of teachers, students and parents in secondary schools onto a pedagogical management system (PMS). The study compares students, their mothers, and fathers’ PMS data usage between schools with frequent, occasional, and no mobile teacher access. Additionally, this project aim to explore gender differences in mobile parental involvement.

Professional Communities of Practice on Twitter

Researchers: Dr. Ina Blau & Ms. Tami Neuthal

This project explores Israeli professional communities of practice using Twitter to connect with similar others. The activities are analyzed in terms of user investments (i.e., participation by tweeting and following others) and gratifications (i.e., influence on the audience: the degree of centrality into the community network measured by the PageRank, number of followers, and tweets marked as favorites).

Are Teachers Open to Change?

Researchers: Dr. Yehuda Peled, & Dr. Ina Blau

This study compares between (1) teachers working in "laptop per student" (1:1 laptop) classrooms (2) "laptop per teacher" project, and (3) teaching without technology. The influence of openness to change and attitudes towards ICT implementation on technology use for communication and searching information by Israeli secondary teachers are investigated.

Patterns of Adopting Technological Innovations into Teaching, and its Relation to the Academic Culture of Israeli Higher Education Institutions (Phd Dissertation)

Researcher: Dr. Efrat Pieterse

The purpose of this research was to identify the patterns of adopting technologies among teachers in institutions of higher education, and the impact of the organizational and academic culture of the institution on these processes. The main conclusions of the research are that the organizational culture has a crucial role in driving the process of change and dissemination of innovation for most of the faculty members. The findings also indicate that the organizational culture does not affect those defined as innovators and has relatively little impact on those defined as laggards, in Rogers' terms, and its main impact is on the late majority and the early majority.
Virtual Anti-Bullying-Village for Kids"

Researchers: Dr. Tali Heiman & Dr. Dorit Olenik Shemesh

The ‘Anti-Bullying-Village’ (ABV) is a virtual place created by young people for young people in the virtual 3D environment of OpenSim. The ABV project is a cooperative project of experts and schools from Germany, the United Kingdom, Norway, Poland and Israel, supported by IT-experts from Italy and designers from Bulgaria. The project has been funded by the Comenius Program of the European Commission, started in early 2011 and will end at the end of 2012. At the ABV you can interact with others through avatars, virtual representations of people. In cooperation with schools from Germany, the United Kingdom, Norway, Poland and Israel and young people from across Europe the ABV offers various events on school bullying, violence, racism and xenophobia, such as workshops, film displays, a young people’s conference or exhibitions. Apart from mere entertainment purposes 3D virtual worlds offer an excellent opportunity for computer-assisted learning and communication. The Anti-Bullying-Village consists of different areas and buildings such as a Virtual Parliament, a Virtual School and a Creative Arts Centre – planned and shaped by young people.

CyberTraining-4-Parents

Researchers: Dr. Tali Heiman & Dr. Dorit Olenik Shemesh

The CyberTraining-4-Parents (CT4P) project aims to develop and provide training courses on how to deal with cyberbullying. The training courses will provide introduce into the basics of new media and the latest state of research on cyberbullying. Furthermore, they aim to equip parents with knowledge and strategies on how to cope with cyberbullying. Apart from three face-to-face training courses for trainers in each of our partner countries – Germany, Ireland, Israel, Norway and Portugal – we will offer two moderated online training courses for trainers. For parents we will provide a self-directed online course.

The project started in December 2010 and ends in November 2012, and has been funded by the Comenius Program of the European Commission.

Cyberbullying and victimization on the Internet: Characteristics, Patterns, Risk Factors and Protective Factors among Children and Adolescents

Researchers: Dr. Tali Heiman, Dr. Dorit Olenik Shemesh & Dr. Sigal Eden

In recent these is growing evidence of a new type of violence/bullying, which is becoming recurrent among children and adolescents – cyberbullying (CB). This kind of se/bullying is characterized by a repetitive behavior over a period of time, abuse of authority or power using computers or cellular phones for sending offensive text messages, clips and pictures. Although this important issue is often covered by the media, up until now it has not been studied extensively in Israel.
The main purpose of the proposed study is to expose the phenomenon of cyberbullying and victimization among children and adolescent populations in Israel, to describe its nature, scope and main characteristics, to examine the points of view of students and educational staff, and to identify risk and protective factors. In addition, the study examines educational, social and emotional aspects in relation to CB. The importance of the study is both in theoretical terms, i.e., the conceptualization of cyberbullying as a phenomenon, and in practical terms, i.e., prevention and intervention. In addition, the study will include the elaboration and validation of research tools that have been developed by research centers in various countries, through their adaptation to Israeli reality. The study population comprises around 1,000 pupils aged 10-17, and about 500 educational teams (educators, teachers, advisors) in various schools around the country.

The study is and being financed by the Chief Scientist of the Ministry of Education and conducted since October 2010.

**Facebook as an LMS**

**Researchers:** Dr. Hagit Meishar Tal, Dr. Efrat Pieterse and Dr. Gila Kurtz

This pilot study is an attempt to use a Facebook group as a course website. The researchers conducted a course in which Facebook served as an LMS. After the course ended they distributed questionnaires among the students and asked them to reflect on their experience. The study explores these answers and reflections.

**Critical Reading of Google Earth**

**Researcher:** Dr. Hagit Meishar Tal

Google Earth (GE) is an online project of Google that provides a virtual environment simulating the three-dimensional surface of the earth through aerial photos. This virtual environment is another step in the development of computerized mapping tools, but beyond that, embodies principles that characterize the redesign of social space and the culture of the digital age. This study is a critical analysis of the user interface and the content published on Google earth by the users and by Google.

**Neuropsychological Profiles from Educational Video Watching Behavior**

**Researcher:** Dr. Tal Hassner, Prof. Lior Wolf, Dr. Anat Lerner & Dr. Yael Leitner)

Our goal in this study is to see how much can we learn about the personalities of students from the manner in which they watch online educational videos. Specifically, by monitoring video watching behaviors such as the number of times PLAY and STOP were pressed while watching the videos, the number of times parts of the video were skipped etc., we may be able to extract meaningful information on the character of each student watching the video. Our preliminary findings show promising potential in singling out students who suffer from
attention deficit disorders and may provide novel means for early screening for this and similar conditions.

**Print versus Digital: Aspects of Reading and Writing**

**Researchers:** Dr. Sigal Eden & Prof. Yoram Eshet-Alkalai

The research explores differences in reading and editing text in print and in digital displays. Participants receive newspaper articles in print and in digital formats and are asked to correct errors embedded in them (e.g., typing errors; semantic errors, syntax errors).

**Modes of Innovative- Technology Integration in Israeli Schools**

**Researchers:** Dr. Orit Avodov-Ungar & Prof. Yoram Eshet-Alkalai

The research focuses on the different modes of integration of innovative educational technologies in Israeli schools, with a special emphasis on the Islands of Innovation Model.

**Games and Aggression: The Impact of Violent Digital Games and Game-strategy on Aggression among Children**

**Researchers:** Ms. Tami Dubi, Dr. Sigal Eden, & Prof. Yoram Eshet-Alkalai.

This study explored the effect of violent and non-violent mass multiplayer games, and the effect game-strategy (competitive vs. collaborative) on the level of aggression among children. Findings show that game strategy had a significant effect on participants' level of aggression. On the other hand, it was found that the presence or lack of violence in the game had no effect on participants' level of aggression.

**Teacher’s Professionalism (TPACK) and Organizational Learning School Culture**

**Researchers:** Dr. Orit Avidov & Prof. Yoram Eshet-Alkalai

This study examines the relationships between teachers’ Technological Pedagogical Content Knowledge - TPACK, their perception of the school as a learning organization, and their attitudes towards the process of change when implementing technological innovation such as the Interactive WhiteBoards. One hundred teachers, involved in a ‘smart class’ project, completed a questionnaire examining these three variables. The findings show that the teacher’s level of professional knowledge and their perception of the school as a learning organization affect teachers’ attitudes towards the implementation of change and their belief in the effectiveness of the change.
Moodle Implementation at the OUI: A Pilot Study

**Researchers:** Dr. Orit Avidov & Prof. Yoram Eshet-Alkalai

This pilot study examines the Technological Pedagogical Content Knowledge - TPACK of OUI instructors and their readiness to implement the MOODLE platform in teaching. The study is conducted as part of the current implementation project of MOODLE as the new LMS at the OUI.

Toward a Community of Inquiry Population Parameter: The Impact of Unit (Sentence vs. Message) on the Results of Quantitative Content Analysis

**Researchers:** Dr. Paul Gorsky, Dr. Avner Caspi, Dr. Ina Blau, Ms. Yodfat Vine & Ms. Amit Billet

The goal of this study is to further corroborate a hypothesized population parameter for the frequencies of "social presence" versus the sum of "teaching presence" and "cognitive presence" as defined by the "Community of Inquiry" model in higher education, asynchronous course forums. To do so, the same three week segments from 15 Open University undergraduate course forums were analyzed twice - once by the unit "message" and once by the unit "sentence". We found that the hypothesized parameter remained viable when the unit of analysis is the sentence. We also found that the choice of syntactic unit is indeed a critical factor that determines the "content" of the transcript and its inferred meaning.

Manipulating attractiveness in dating profiles

**Researcher:** Dr. Avner Caspi

In this study, gender differences in changing self-presentation were examined. Participants were asked to create a profile that truly presents them, and then to create a modified profile that aimed to present them more favorably. In the next stage of this study, different participants rated the attractiveness of both profiles. Results revealed that attractive profile are rated to be indeed more attractive. In depth examinations aimed to expose the factors that cause this result.

Game theory in the service of the Open University

**Researchers:** Dr. Rica Gonen & Dr. Anat Lerner

The project analyzes the potential cooperation in course offering between Open University study centers and an alternative design of game theoretic mechanism for course offering. The suggested mechanism can allow for an efficient course offering layout that will decrease study groups cancelations.
### 5. Research center members (as of 2011)

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<td><strong>Prof. Yoram Eshet-Alkalai</strong></td>
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