

**IADIS International Conference on
Internet Technologies & Society 2011 (ITS)
Shanghai, China**

CONFERENCE PROGRAM

Welcome Desk

IADIS Secretariat
Email: secretariat@its-conf.org
<http://www.its-conf.org/>

Secretariat welcome desk (ECNU Academic Exchange Center Lobby)
8th December, from 8:30 to 19:00, 9th December, from 8:00 to 14:30 and 10th December, from 8:00 to 13:15.

Meals and Coffee-Breaks

Lunches will be served to registered conference participants on the days 8th, 9th and 10th of December.

Coffee-breaks will be served to conference participants on the days 8th, 9th and 10th of December.

Rooms

Opening Session Hall
ECNU Academic Exchange Center Hall (Yu-Fu Building, First Floor)

Session Rooms
Academic Meeting Room, Future Classroom and Multimedia Classroom

Sessions

Keynotes Lectures: 50 minutes (Presentation) + 10 minutes (Questions)
Full Papers: 25 minutes (Presentation) + 5 minutes (Questions)
Short Papers: 15 minutes (Presentation) + 5 minutes (Questions)
Reflection Papers: 10 minutes (Presentation) + 5 minutes (Questions)

Messages and Internet

Any messages sent to participants will be taken by the conference secretariat.
Wireless Internet access is available in all conference rooms.

Conference Tour and Dinner

A Shanghai Sightseeing Tour followed by a dinner at *Small Villa* Restaurant.

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Internet Technologies & Society 2011 (ITS)
Shanghai, China**

Conference Program at a Glance

| | December, 8 Thursday | December, 9 Friday | December, 10 Saturday |
|--------------|---|-------------------------------|----------------------------------|
| | Welcome Desk - Registration | | |
| 08:30 | | Parallel Sessions | Parallel Sessions |
| 09:30 | Opening Session | | |
| 10:00 | Keynote Session | | |
| 10:30 | Coffee - Break | Coffee - Break | Coffee - Break |
| 11:00 | Coffee - Break | Keynote Session | |
| 11:30 | Keynote Session | | Parallel Sessions |
| 12:00 | | Parallel Sessions | |
| 12:30 | Lunch (12:30 - 14:00) | | |
| 13:00 | | Lunch (13:00 - 14:30) | Closing Session |
| 14:00 | | | Lunch |
| 14:30 | Parallel Sessions // Posters Session | | |
| 16:00 | Coffee - Break | Tour + Conference Dinner | |
| 16:30 | Conference Tutorial | | |

Thursday 8th, December 2011

08:30-19:00 Welcome Desk

09:30-10:00 Session O – Opening Session
(Room: ECNU Academic Exchange Center Hall)

OPENING SESSION

*Chairs: Profs. Piet Kommers, Ji-ping Zhang and Heling Huai.
Prof. Ding Gang, Chairman of College of Education Science, ECNU, China*

Taking Mass Picture (all participants) at the front of Academic Exchange Center

10:00-11:00 Session K1 – Keynote Presentation
(Room: ECNU Academic Exchange Center Hall)

CLOUD COMPUTING IN CHINA EDUCATION

By Prof. Gao Hong Qing, Dean of Network Center, He Nan Normal University, China

11:00-11:30 Coffee Break

11:30-12:30 Session K2 – Keynote Presentation
(Room: ECNU Academic Exchange Center Hall)

SOCIAL MEDIA FOR INTERNATIONAL HIGHER EDUCATION

Prof. Piet Kommers, University of Twente, The Netherlands

12:30-14:00 Lunch Break

14:00-15:35 Session FSRP 8.1
Collaborative Learning // Web 2.0 Technologies
(Room: Academic Meeting Room)

Chair: Ye Diana Wang

ITWEET UTWEET: THE ROLE OF INTRINSIC AND EXTRINSIC MOTIVATION IN THE ADOPTION OF TWITTER IN AN E-COMMERCE UNIT (F124)

Nauman Saeed and Suku Sinnappan

RESEARCH ON FOREIGN LANGUAGE LEARNING BY USING SOCIAL SOFTWARE (F122)

Yuting Wang and Hui Jin

THE DESIGN OF COLLABORATIVE LEARNING ENVIRONMENT IN NETWORK COURSE (S089)

Dong Hongjian, Jin Hui, Qin Caixia, Xu Jianqiang and Sun Zhentian

THE FREQUENTLY ASKED QUESTION IN COLLABORATIVE LEARNING: A REFLECTION (R061)

Ya-Feng Xu and Ji-Ping Zhang

14:00-15:10 Session FSP 8.2
Virtual Reality // Services, Architectures and Web Development
(Room: Future Classroom)

Chair: Yunfei Du

RESEARCH ON APPLICATION OF VIRTTOOLS IN VIRTUAL MECHANICAL DISASSEMBLING SYSTEM (F100)

Hongyan Yang, Changming Zhu, Xue Xia and Yanru Zhong

TOWARDS DO-IT-YOURSELF DEVELOPMENT OF COMPOSITE WEB APPLICATIONS (S040)

Andreas Rumpel, Carsten Radeck, Gregor Blichmann, Alexander Lorz and Klaus Meißner

WEB QUALITY AS A DECISION PROBLEM: APPLYING ANALYTIC HIERARCHY PROCESS ON CURRENT WEBQUAL CONSTRUCTS (S130)

Myungsuk Cha and Jungwoo Lee

15:15-16:00 Posters Session

(Room: Future Classroom)

Chair: Piet Kommers

WEB-BASED DEVICE MONITORING AND CONTROL (P016)

Md. Mahmud Hasan

INTRODUCING THE EDYRA VISION: ENGINEERING OF DO-IT-YOURSELF RICH INTERNET APPLICATIONS (P041)

Alexander Lorz, Andreas Rümpe, Carsten Radeck, Gregor Blichmann and Stefan Pietschmann

RESEARCH AND IMPLEMENTATION OF AUGMENTED REALITY TECHNOLOGY USED IN MOBILE LEARNING (P080)

Xiaowei Feng

16:00-16:30 Coffee Break

16:30-17:45 Session FSRP 8.3

e-Learning // e-Mobile Learning

(Room: Academic Meeting Room)

Chair: Nauman Saeed

NOVEL FRAMEWORK FOR MOBILE COLLABORATIVE LEARNING (MCL) TO SUBSTANTIATE PEDOGOGICAL ACTIVITIES (F113)

Abdul Razaque, Khalid Elleithy and N. Salama

BREAKING THE INFORMATION BARRIERS IN E-MOBILE LEARNING (S145)

Yunfei Du and Herman Totten

LOCATION-BASED MOBILE AND TV ENHANCED SYSTEM FOR INFORMAL LANGUAGE LEARNING (S152)

Sanaz Fallahkhair

THE DESIGN OF A PARTICIPATORY PLATFORM FOR IMPROVING HIGHER DEGREE SUPERVISION (R150)

Dorit Maor and Jan Herrington

E-LEARNING: REQUIREMENT AND ADVANTAGES (R025)

Dawood Salim Al Hamdani

16:30-19:00 Conference Tutorial

(Room: Multimedia Classroom)

ORGANIZING POSTGRADUATE INTERNATIONAL TRAINING PROGRAMS ON INFORMATION MANAGEMENT

Professor Paul Nieuwenhuysen, Vrije Universiteit Brussel, Belgium

Friday 9th, December 2011

08:00-14:35 Welcome Desk

08:30-10:25 Session FSRP 9.1

e-Business / e-Commerce

(Room: Academic Meeting Room)

Chair: Alexander Lorz

CONSTRUCTING TAG ONTOLOGY FROM FOLKSONOMY BASED ON WORDNET (F075)

Endang Djuana, Yue Xu and Yuefeng Li

XBRL INTEROPERABILITY THROUGH A MULTIDIMENSIONAL DATA MODEL (F058)

Ignacio Santos and Elena Castro

AN INVESTIGATION INTO THE USE OF THE INTERNET AND E-COMMERCE IN KENYA (S031)

Ruth Diko Wario and Theo McDonald

PREDICTING ONLINE SHOPPING INTENTIONS FOR TAOBAO.COM (S043)

Peggy M. L. Ng and Ronnie Cheung

AN ANALYSIS OF ECONOMIC AND LAW ASPECTS OF E-COMMERCE IN SMES IN POLAND (R109)

Zdzislaw Polkowski and Tadeusz Kierzyk

08:30-10:40 Session FSP 9.2

e-Government / e-Governance // e-Society and Digital Divide

(Room: Future Classroom)

Chair: Piet Kommers

THE EFFECTS OF POLITICAL BLOGS ON CITIZENS' POLITICAL ACTIVISM: BLOGGERS' PERSPECTIVES (F151)

Azma Asnawishah Abd Hakim, Brian Corbitt and Leslie Young

DIGITAL CERTIFICATE BASED SECURITY SYSTEM FOR ELECTRONIC GOVERNMENT: CASE STUDY OF PKI

IMPLEMENTATION FOR SECURING ELECTRONIC GOVERNMENT PROCUREMENT IN INDONESIA (F095)

Edit Prima and Yudho Giri Sucahyo

THE RELEVANCE OF BEHAVIORAL ECONOMICS FOR CUSTOMER RELATIONSHIP MANAGEMENT IMPLEMENTATION (F127)

Asle Fagerstrøm and Thomas Larsen

COLLABORATION THROUGH E-PARTICIPATION IN PHILIPPINE LEGISLATION (S128)

Estefanie D. Ulit

SECOND-LEVEL DIGITAL DIVIDE IN FLANDERS (S121)

Robby Berloznik, Ilse Mariën and Leo Van Audenhove

10:30-11:00 Coffee Break

11:00-12:00 Session KL2 – Keynote Presentation

(Room: ECNU Academic Exchange Center Hall)

Chair: Piet Kommers

ENVISIONING A SYSTEM-WIDE LEARNING ANALYTICS PLATFORM

By Prof. George Siemens, Technology Enhanced Knowledge Research Institute, Athabasca University, Canada

12:00-13:00 Session FP 9.3

Curriculum Content Design & Development

(Room: Academic Meeting Room)

Chair: Yue Xu

APPLYING PROBLEM-BASED LEARNING TO E-LEARNING VIA SCREENCASTING: DESIGN IMPLICATIONS FOR COMPUTING COURSES (F017)

Ye Diana Wang

FEEDBACK IN TECHNOLOGY BASED INSTRUCTION – WHAT DO LEARNERS WANT? AN INVESTIGATION (F065)

David Lefevre and Benita Cox

12:10-13:00 Session FSP 9.4

e-Health

(Room: Future Classroom)

Chair: Asle Fagerstrom

SECURE AUTHENTICATION WITH MOBILE DEVICE FOR UBIQUITOUS HEALTHCARE SYSTEM (F042)

Jung Tae Kim

A NOVEL HEALTH MONITORING SYSTEM TO OPTIMIZE TREATMENT OF PARKINSON'S DISEASE PATIENTS (S134)

E. Federico, P. Garino, C. Ahlrichs, S. Herrlich, Jordi Rovira Simón and Joan Cabestany

13:00-14:30 Lunch Break

14:30 Conference tour and dinner

14:30 – 18:00 A Shanghai Sightseeing

18:30 – 21:30 Welcome Dinner, *Small Villa* Restaurant.

Saturday 10th, December 2011

08:00-13:15 Welcome Desk

08:30-10:30 Session FP 10.1

Information Search and Retrieval // Other

(Room: Academic Meeting Room)

Chair: Piet Kommers

INTERNET SEEKING BY AUSTRALIAN SCHOOL CHILDREN: TEACHERS' PERSPECTIVES (F148)

Shamila Mohamed Shuhidan, Peter Macauley and Sue Reynolds

MODELING MUSIC INFORMATION NEEDS IN UNKNOWN-ITEM SEARCH: A MIXED-METHOD ANALYSIS OF ONLINE MUSIC QUERIES (F156)

Ming-Hsin Chiu and Chia-Hui Liao

FINDING SEMANTIC GROUPS OF WEB CLIPS BY CAPITALIZING ON SOCIAL TAGGING (F064)

Álvaro Figueira and Henrique Alves

A SOCIAL NETWORK BUILT FROM CLIPS OF ONLINE NEWS (F097)

Álvaro Figueira

8:30-10:25 Session FSRP 10.2

Computer-Mediated Communication // Strategies and Tendencies // Human Computer Interaction and Usability // Others

(Room: Future Classroom)

EXPOSING INFLUENCE OF USERS' ORIENTATION IN MEASURING WEBSITE QUALITY AN APPLICATION OF Q-METHODOLOGY (F129)

Jungwoo Lee and Hyejung Lee

THE EFFECTS OF DRAG-AND-RESPONSE INTERACTION MECHANISM OF MULTI-TOUCH TABLETOP TECHNOLOGY ON STUDENTS' COLLABORATION PERFORMANCE (F026)

Wu-Yuin Hwang, Yi-Ting Cai, Rustam Shadiev, Yu-Shu Yang and Jia-Han Su

A STUDY OF ADULT LEARNING IN ONLINE COMMUNITIES OF PRACTICE (S062)

Li Zhang

LEARNING STRATEGIES IN TEACHING APPLICATION BASED ON VISUALIZATION TECHNOLOGY (S072)

Sumin Zhang and Xindong Ye

INSTALLATION OF INTERNET CONTENT BLOCKING SYSTEM AND ITS DECISION MAKING PROCESS IN JAPAN (R154)

Yuzuru Nakagawa

10:30-11:00 Coffee Break

11:00-12:55 Session FSRP 10.3

Virtual Learning Environments and Issues

(Room: Academic Meeting Room)

Chair: Ming-Hsin Chiu

VISUALIZATION OF STUDENTS' ACTIVITIES TO SUPPORT TEACHERS AND STUDENTS IN PERSONAL LEARNING ENVIRONMENTS (F037)

Bo Yu, Carsten Ullrich and Ruimin Shen

REALIZATION OF CLINICAL SKILLS TRAINING IN DISTANCE MEDICINE (F057)

Qiu Feng

THE DIFFERENCE ON E-LEARNING BEHAVIOR BETWEEN OF DIFFERENT DISCIPLINES STUDENTS (S125)

Xindong Ye

DEVELOPMENT OF VIRTUAL COMPUTER LAB WITH PUBLIC CLOUD (S046)

Li Chao

SOCIAL SOFTWARE & ON-LINE LEARNING COMMUNITY (R132)

Gao DanDan

11:00-12:10 Session FSP 10.4

Cloud Computing

(Room: Future Classroom)

AN ACTIVE ASSESSMENT METHOD OF CHINESE TEXT SUBJECTIVE QUESTION BASED ON CONCEPTUAL SEMANTIC WEB AND STATEMENT SIMILARITY (F159)

HongJun Zhang and Zhi Gang Wu

RESEARCH ON MODEL OF EDUCATIONAL KNOWLEDGE SERVICE SYSTEM BASED ON EUCALYPTUS (S091)

Hong-Qing Gao, Da-Shuang Chong and Kai-Feng Geng

LOCUTUS: FAST COORDINATION SERVICE (S114)

Chih-Wei Chang, Yu-Chou Tsai and Chang-Jen Tu

12:55 Best Paper Awards Ceremony and Closing Session

(Room: Multimedia Classroom)

Profs. Piet Kommers, Ji-Ping Zhang and Heling Huai

13:00 Lunch