First International Conference on E-Learning and Blended Education as a Strategic Choice for Arab Universities

ICELBE 2012

المؤتمر الدولي الأول: التعلم الإلكتروني والتعليم المدمج خيار استراتيجي للجامعات العربية

13-15 تشرين ثاني(نوفمبر) 2012م
First International Conference on E-Learning and Blended Education as a Strategic Choice for Arab Universities

Organized by:
- Philadelphia University, *Jordan*.
- The Arab Network for Open and Distance Education (ANODE), *Jordan*.

Supported by:
- The Association of Arab Universities (AARU), *Jordan*
- Al-Ahli Bank, *Jordan*
- Ein Shams University, *Egypt*.
- Arab Center for Education and Development (ACED), *Egypt*.

Conference Chair:
Prof. Mohammad Amin Awwad, *Philadelphia University, Jordan*

Organizing Committee:
- Prof. Mohammad Amin Awwad (Chair).
- Prof. Kasim Mousa al-Aubidy.
- Dr. Isam.Najib al-Fuqaha.
- Dr. Mohammad Sa'id Hamdan.
- Dr. Mohammed Mahafzah.

Academic Committee:
- Prof. Mohammad Miloudi, UNESCO/Paris, France.
- Prof. Mohammad Bettaz (Algeria).
- Prof. Kursat Cagiltay (Turkey).
- Prof. Ahmad al-Ta'ani (Jordan).
- Prof. Dhiyauddin Zaher (Egypt).
- Prof. Mu'een al-Jamlan (Bahrain).
- Prof. Ghassan al-Helou (Palestine).
Foreword:

This is the first international conference on e-learning and blended education jointly organized by Philadelphia University (PU) and the Arab Network for Open and Distance Education (ANODE). It aims at presenting technology-based electronic and blended education as a catalyst for the transformation of Higher Education (HE) with a focus on its high impact on:

- Making HE more democratic, equitable, affordable, and accountable.
- Enhancing the quality of HE provision.
- Mitigating the soaring demand for and the escalating cost of HE.
- Contributing to the development of the national capital and to enhancing internationally competitive knowledge societies.

The programme of the conference consists of an opening session, a closing session, and five presentation sessions. The opening session's focus is on the keynote speech by Professor Jan Thomas, the President of Southern Queensland University, Australia.

The remaining five sessions are dedicated to papers and cases of good practice prepared by experts and academics from Algeria, Australia, Holland, Iraq, Jordan, Malaysia, Palestine, Saudi Arabia, the Sudan, and the United Kingdom. Among the attendees of the conference are also experts from Egypt and Oman.

All papers presented at the conference will appear in its proceedings. The Conference's academic committee will also select some high quality papers to be sent to (i-manager's Journal of Educational Technology) to be refereed for publication in the journal.

PU and ANODE would like to acknowledge the support of the Association of Arab Universities, The Ahli-Bank of Jordan, Ein Shams University, and the Arab Center for Education and Development.

Finally I would like to extend my sincere thanks and gratitude to all referees of research papers and to the Conference's committees for their dedication and commitment, without which the Conference would not have come to fruition.

Professor Mohammad A. Awwad
Conference Chair
General Information

Date and Location:
The Conference will be held at Philadelphia University-Amman during the period 13-15 of November, 2012

Conference Hotels:
The Conference Organizing Committee recommends the Jerusalem International Hotel. This Hotel is not just a place to spend the night, but with its unique hospitality and 175 elegantly furnished and decorated rooms, 10 junior suits and 2 Royal suits overlooking the city, it becomes more like a home for business and leisure travelers. Each room has a private bathroom, independent air conditioning, satellite TV, Mini Bar and two telephone lines.

The hotel is only (30) minutes away from Queen Alia International Airport and (10) minutes away from the old city center.

Prices:(including breakfast) Single: JD 50, Double JD 60.

For more information, visit the hotel website; http://www.jerusalem.com.jo/

Official Language:
The official language in Jordan is Arabic, with English spoken by a large number of Jordanians.

Visiting Jordan's Landmarks:
Please visit the website: www.visitjordan.com

For information about the weather in Jordan, visit:

www.weatheronline.co.uk/Jordan/Amman.htm

Conference Web-Site:

www.philadelphia.edu.jo/ICELBE2012/

Conference Registration Desk:
The Conference registration desk is located at the Faculty of Nursing Auditorium, and will be open on Tuesday, November 13, 2012 from 8:00 to 9:30 a.m.
Registration Fees and Method of Payment:
The registration fee includes admission to all conference events, a copy of the proceedings CD, local transportation, two conference lunches and one dinner, all coffee breaks and refreshments. At least one author per paper must register and pay the full registration fee ($250); coauthors and/or students pay only $100.

Additional Proceedings:
An additional copy of the conference pamphlet of abstracts, and the conference CD cost JD20.

Author Information:
Official Languages of the Conference are English and Arabic.

Oral Presentations
Each author is allocated 20 minutes to make his/her presentation. An IBM combatable personal computer and a data-show slide projector are available.

| ICELBE 2012                                      |
| Conference Programme                             |

| Tuesday November 13                              |
| Registration | Opening Session | Coffee Break | Session1 | Coffee Break | Session2 | Lunch | Back to Hotel | Free Activities |
| 9:00 | 9:30 | 11:00 | 11:30 | 13:00 | 13:15 | 14:45 | 16:00 | 16:30 | 18:00 |

| Wednesday November 14                             |
| Session3 | Coffee Break | Session4 | Coffee Break | Session 5 | Closing Session | Lunch | Back to Hotel | Conf. Dinner |
| 9:30 | 11:00 | 11:30 | 13:00 | 13:15 | 14:45 | 16:00 | 16:30 | 18:00 |

| Thursday November 15                              |
| Social Activity: Optional Trip to Petra (Free transportation provided by PU) |

مكان الانعقاد: مسرح كلية التمريض/ جامعة فيلادلفيا
# ICELBE2012

## Conference Programme

**Tuesday, November 13, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09.30-11:00</td>
<td>Opening Session</td>
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<tr>
<td></td>
<td>- Mohammad Awwad, Conference Chair</td>
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<td></td>
<td>- H.E. Ahmad al-Ghazali, The Arab Network for Open and Distance Education</td>
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<td>- H.E. Marwan Rasim Kamal, Philadelphia University, Amman, Jordan</td>
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<td>- Keynote Speech: &quot;Meeting the Challenge for High-Quality, Affordable and Accessible Higher Education: The Need for New Paradigms&quot;, Professor Jan Thomas, the Vice-Chancellor and President of the University of Southern Queensland (Australia).</td>
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<tr>
<td>11:00-11:30</td>
<td>Coffee Break</td>
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<tr>
<td>11:30-13:00</td>
<td>Session 1: Blended Learning Environments and Quality Assurance</td>
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<tr>
<td>1.</td>
<td>Professional Engineering Degree Programs for Distance Education Students by Four Regional Universities in Australia, H Ku &amp; T Yusaf (Australia)</td>
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<td>2.</td>
<td>Blended Learning Environments in Arab Universities: Probing Current Status and Projecting Future Directions, Isam N. Al-Fuqaha (Jordan)</td>
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<tr>
<td>4.</td>
<td>Quality Assurance in Distance and Open Learning, Mohammed H. Mahafzah (Jordan)</td>
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<tr>
<td>13:00-13:15</td>
<td>Coffee Break</td>
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<tr>
<td>13:15-14:45</td>
<td>Session 2: Mixed Reality Environments and Mobile Technology</td>
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<tr>
<td>1.</td>
<td>Defining Primitives for Mobile E-learning, Ibrahim Oqaili &amp; Jawdat Alshair (Jordan)</td>
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<td>3.</td>
<td>Embedding Mixed-Reality Laboratories into E-Learning Systems for Engineering Education, Munther N. Al-Tikriti, &amp; Kasim M. Al-Aubidy (Jordan)</td>
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<tr>
<td>14:45 - 15:30</td>
<td>Lunch Break</td>
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<tr>
<td>15:30 - 16:00</td>
<td>Back to the Hotel</td>
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<tr>
<td>18:00 - 20:00</td>
<td>Free Activities</td>
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**Wednesday, November 14, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 3: Information Technology and E-Learning</th>
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<tbody>
<tr>
<td>9:30-11:00</td>
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<tr>
<td></td>
<td>1. عناصر العملية التعليمية والتنظيمية للتعليم الجامعي الافتراضي من وجهة نظر الأكاديميين في التعليم التقليدي، سناء عبد الكريم الخناق (ماليزيا)</td>
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<td>2. دور تقنيات المعلومات والاتصالات الحديثة في تطوير التعليم الرقمي: حالة البلدان العربية، زرار العياشي (الجزائر)</td>
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<td></td>
<td>3. Rotational Blended Learning Model: Enhancement and Quality Assurance, Saeed AlGhool (Jordan)</td>
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<td></td>
<td>4. دور التعلم الإلكتروني في ظل مجتمع المعرفة، علاء حسين تميمي (العراق)</td>
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<tr>
<td>11:00-11:30</td>
<td>Coffee Break</td>
</tr>
</tbody>
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11:30-13:00  Session 4: E-Learning Systems and Applications

1. فعالية مداخل إلكترونية لتنمية بعض مهارات التصميم الرقمي والتطريز والطباعة اليدوية لدى طالبات المرحلة الجامعية في ضوء فن الخط العربي، أم محمد أبو زيده (السعودية)

2. أثر استخدام المواقع التعليمية على شبكة الإنترنت لتدريس الرياضيات في التحصيل الدراسي الجامعي، جاسم محمد علي التميمي (العراق)

3. نموذج قائم على التعليم المدمج واثره في تحويل طلبة قسم التربية في الجامعة العربية المفتوحة، فرع الأردن لعناصر المعرفة التعليمية، أحمد أبو موسى (الأردن)

4. الحدود النظرية للمفهوم الخاص بتقنية الواقع الافتراضي واثرها في التعليم العملي، بيداء حنا صفو (العراق)

5. أثر استخدام التعليم المدمج في إكساب طالبات المرحلة الثانوية مهارات تصميم وتنفيذ قواعد البيانات، أحمد جوهر أمين، أوسم خالد ذنون (العراق)

13:00-13:15  Coffee Break

13:15-14:30  Session 5: E-Learning Break

1. الثورة المعلوماتية وأثرها على التعليم الإلكتروني والبحث العلمي في الوطن العربي، ستار بدر سد خان، ندا عميد المحسن عباس (العراق)

2. تجربة التعليم المفتوح في الجامعات والمؤسسات السودانية، بلهاء أحمد بلال أحمد (السودان)

3. استراتيجيات مقترحة في التعلم التشاركي والتوليفي لبناء المعرفة في إطار التفاوض الاجتماعي، عمرو حسن الأمين، حسن رجوي مهدي (فلسطين)

4. نموذج للتدريب الإلكتروني المدمج لإعداد الهيئة التدريسية في مؤسسات التعليم العالي، ماجد حمالي، كيفي (فلسطين)

14:30-14:45  Closing Session

Session Chair: Prof. Mohammad Awwad

14:45-16:00  Lunch Break

16:00-16:30  Back to the Hotel

18:00-20:00  Conference Dinner

Thursday, November 15, 2012

7:00am-20:00pm  Social Activity: Optional Trip to Petra

(Free transportation provided by PU)

PU Bus Leaves from Jerusalem Hotel at 7:00 am