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- provide those who submit manuscripts for publication with useful, timely feedback by making the review process constructive,
- be for the reader the most authoritative journal on IT education, and
- acknowledge and embrace the diversity of teaching and learning models in use around the world.

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## JITE: Research Volume 16, 2017 - Table of Contents

Preparing Teacher Candidates for Virtual Field Placements via an Exposure to K-12 Online Teaching
Tian Luo, Laura Hibbard, Teresa Franklin, and David Richard Moore 1-14
Impact of Collaborative Work on Technology Acceptance: A Case Study from Virtual Computing  Abdullah Konak, Sadan Kulturel-Konak, Mahdi Nasereddin, and  Michael R. Bartolacci
Intelligent Agents for Dynamic Optimization of Learner Performances in an Online System  Imane Kamsa, Rachid Elouahbi, and Fatima El Khoukhi
Pre-Service Teachers' Intention to Use MUVEs as Practitioners – A Structural Equation Modeling Approach  Emmanuel Fokides
Factors Affecting Social Network Use by Students in Indonesia  Budhi Kristianto
Teachers' Readiness to Implement Digital Curriculum in Kuwaiti Schools  Hamed Al-Awidi and Fayiz Aldhafeeri
Efficacy of Low-Cost PC-Based Aviation Training Devices  Savern Reweti, Andrew Gilbey, and Lynn Jeffrey
A Proposed Framework to Understand the Intrinsic Motivation Factors on University Students' Behavioral Intention to Use a Mobile Application for Learning  Ronnie H. Shroff and Christopher J. Keyes
ICT Coordinators' TPACK-based Leadership Knowledge in their Roles as Agents of Change Orit Avidov-Ungar, and Tamar Shamir-Inbal
The Effects of Instructional Design on Student Engagement with Video Lectures at Cyber Universities  Jamie Costley, Christopher Hughes, Christopher Lange
Comparison of Text-Based and Visual-Based Programming Input Methods for First-time Learners  Daisuke Saito, Hironori Washizaki, Yoshiaki Fukazawa
Immersive Learning: Using a Web-Based Learning Tool in a PhD Course to Enhance the Learning Experience  Samie Li Shang Ly, Raafat Saadé, Danielle Morin
Incorporating IStation into Early Childhood Classrooms to Improve Reading Comprehension  Tian Luo, Guang-Lea Lee, Cynthia Molina
Comparison of Traditional and ADRI Based Teaching Approaches in an Introductory Programming Course Sohail Johal Malik, Jo Coldwell-Neilson

Incorporating Wiki Technology in a Traditional Biostatistics Course: Effects on University Students' Collaborative Learning, Approaches to Learning and Course Performance Shirley S.M. Fong, Samuel K.W. Chu, Wilfred W.F. Lau, Iain Doherty, K.F. Hew 285-29
Learning Foreign Languages Using Mobile Applications  Ruti Gafni, Dafni Biran Achituv, Gila Joyce Rachmani
Awareness of eSafety and Potential Online Dangers among Children and Teenagers  Gila Cohen Zilka
Validation of an e-Learning 3.0 Critical Success Factors Framework: A Qualitative Research Paula Miranda, Pedro Isaias, Carlos J. Costa, Sara Pifano
Examining Collaborative Knowledge Construction in Microblogging-Based Learning Environments  Tian Luo, Lacey Clifton
Google Docs as a Tool for Collaborative Writing in the Middle School Classroom  Megan Woodrich, Yanan Fan
Are Boys and Girls still Digitally Differentiated? The Case of Catalonian Teenagers  Roser Cussó-Calabuig, Xavier Carrera Farran, Xavier Bosch-Capblanch
Learning Management System with Prediction Model and Course-content Recommendation Module  Digna S. Evale
Exploring the Role of M-learning in Elementary Education  Hsiu-Ju Chen
Students Learning to Program by Developing Games: Results of a Year-long Project in Primary School Settings  Emmanuel Fokides