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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 18, 2019 - Table of Contents

Effective Evaluation of the Non-Technical Skills in the Computing Discipline Maurice Danaher, Kevin Schoepp, Ashley Ater Kranov	1-18
Factors Contributing to Student Retention in Online Learning and Recommended Strategies for Improvement: A Systematic Literature Review Pauline Salim Muljana, Tian Luo	19-57
Students' Perceptions of the Strengths and Limitations of Electronic Tests Focusing on Instant Feedback Mohammad A. Rostaminezhad	59-71
WhatsApp is the Message: Out-of-Class Communication, Student-Teacher Relationship, and Classroom Environment Arnon Hershkovitz, Mohamed Abu Elhija, Daher Zedan	73-95
VEX Robotics Competitions: Gender Differences in Student Attitudes and Experiences Amanda Sullivan, Marina Umaschi Bers	97-112
A Teacher's Influence on Student Engagement: Using Smartphones for Creating Vocational Assessment ePortfolios Bronwyn Hegarty, Matt Thompson	113-159
Requirements Monitoring and Diagnosis for Improving Adaptive E-Learning Systems Design Lamiae Dounas, Camille Salinesi, Omar El Beqqali	161-184
Towards Enhancing Programming Self-Efficacy Perceptions among Undergraduate Information Systems Students Ramadan Abdunabi, Ilham Hbaci, Heng-Yu Ku	185-206
ICT Implementation in Colleges of Education: A Framework for Teacher Educators Alona Forkosh-Baruch, Orit Avidov-Ungar	207-229
Online Teacher- Students Interactions Using WhatsApp in a Law Course Heydy Robles, Janitza Guerrero, Humberto LLinás, Pedro Montero	231-252
What Drives Successful Social Media in Education and E-learning? A Comparative Study on Facebook and Moodle Ahmed Al-Azawei	253-274
The Effectiveness of a Customized Online Collaboration Tool for Teaching and Learning Ivy M. Tarun	275-292
Exploring Teacher Perceptions and Motivations to ICT Use in Learning Activities in Indonesia Mahdum, Hadriana, Maria Safriyanti	293-317
The Use of Edmodo: Its Impact on Learning and Students' Attitudes Toward It Abdullah S. Alqahtani	319-330
Technology-engagement Teaching Strategy Using Personal Response Systems on Student's Approaches to Learning to Increase the Mathematics Pass Rate Sibongile Simelane-Mnisi, Andile Mji	331-353

Attitude towards Information Communication Technology Integration into Curriculum and Their Usage in Kazakhstani Higher Education Nazym Suleimen	355-378
Does Size Matter? Instructors' and Students' Perceptions of Students' Use of Technology in the Classroom Christine Zaza, Elena Neiterman	379-393
The Role of Gamification Techniques in Promoting Student Learning: A Review and Synthesis Islam Alomari, Hosam Al-Samarraie, Reem Yousef	395-417
Turkish Pre-service Teachers' Perceptions of Digital Citizenship in Education Programs Rıdvan Ata, Kasım Yıldırım	419-436
Factors Influencing the Subjective Learning Effectiveness of Serious Games Emmanuel Fokides, Penelope Atsikpasi, Polyxeni Kaimara, Ioannis Deliyannis	437-466
Assessing ESL Learners' Online Learning Self-Efficacy in Thailand: Are They Ready? Araya Ramsin, Hayley J. Mayall	467-479
A 3D Multiuser Virtual Learning Environment for Online Training of Agriculture Surveyors Yusep Rosmansyah, Mohamad Achiruzaman, Ariq Bani Hardi	481-507
Measurement of the Impact on the Usability of an iPad Game Developed with a Design Guide Built by Children Monica Flores Marin, Victor Pinto Tapia, Maria Teresa Espinoza Salguero	509-528
Effective Adaptive E-Learning Systems According to Learning Style and Knowledge Level Mohammad T. Alshammari, Amjad Qtaish	529-547
Technology Support, Social Support, Academic Support, Service Support, and Student Satisfaction Praveen Kakada, Yogesh Deshpande, Shilpa Bisen	549-570
A Survey of CIS Alumni to Assess Curriculum: Findings, Implications, and Future Directions Robert C. Mahaney, James H. Fisher	571-587