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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 20, 2021 - Table of Contents

Effectiveness of Using Thinking Maps Through the Edmodo Network to Develop Achievement and Mathematical Connections Skills Among Middle School Students Mansour Saleh Alabdulaziz, Ali Abdullah Alhammad	1-34
Lifelong Learning: Principles for Designing University Education Stefan Cronholm	35-60
Applying Social Media to Scaffold University Students' Inquiry Group Project Work – Theoretical and Practical Implications Winsy Wan Yee Lai, Chao Yang, Samuel Kai Wah Chu	61-85
Technologies for Learning Writing in L1 and L2 for the 21st Century: Effects on Writing Metacognition, Self-Efficacy and Argumentative Structuring Rosario Arroyo González, Eric Fernández-Lancho, Javier de la Hoz-Ruiz	87-116
Determining the Factors That Affect the Use of Virtual Classrooms: A Modification of the UTAUT Model Sultan Hammad Alshammari	117-135
A Comprehensive Rubric for Evaluating EduVR Alex Fegely, Todd Cherner	137-171
The Effect of Designing and Segmenting Instructional Video Penny Thompson, Ying Xiu, Jessica D. Tsotsoros, Michelle A. Robertson	173-200
Active Learning in the Context of the Teaching/Learning of Computer Programming: A Systematic Review João Henrique Berssanette, Antonio Carlos de Francisco	201-220
A Learning Fuzzy Cognitive Map (LFCM) Approach to Predict Student Performance Taha Mansouri, Ahad ZareRavasan, Amir Ashrafi	221-243
Examining the Use of Robots as Teacher Assistants in UAE Classrooms: Teacher and Student Perspectives Mariam Alhashmi, Omar Mubin, Rama Baroud	245-261
The Challenges of Online Teaching in COVID-19 Pandemic: A Case Study of Public Universities in Karachi, Pakistan Huma Akram, Sarfraz Aslam, Atif Saleem, Khalida Parveen	263-282
Effect of Combining Gamification and a Scavenger Hunt on Pre-Service Teachers' Perceptions and Achievement Deema Abdulmohsen Alajaji, Abeer Aidh Alshwiah	283-308
Students' Experiences of 2D and 360° Videos With or Without a Low-Cost VR Headset: An Experimental Study in Higher Education Ari Alamäki, Amir Dirin, Jyrki Suomala, Cheul Rhee	309-329
TaBAT: Design and Experimentation of a Learning Analysis Dashboard for Teachers and Learners Yassine Safsouf, Khalifa Mansouri, Franck Poirier	331-350

Online Learning Management in the Era of COVID-19 Pandemic at Junior High Schools in Indonesia	
Hadriana, Mahdum, Isjoni, Dedi Futra, Indra Primahardani	351-383
Student Participation in Computing Studies to Understand Engagement and Grade Outcome	
Jason Wells, Aaron Spence, Sophie McKenzie	385-403
Lights, Camera, Activity! A Systematic Review of Research on Learner-Generated Videos	
Bridgette Shade Epps, Tian Luo, Pauline S. Muljana	405-427
Senior High School Students' Readiness and Motivation to Learn English Using Synchronous Video Conferences	
Clementin Kortisarom Prijambodo, Anita Lie	429-457
Examining Gender Differences in Student Learning During the COVID-19 Pandemic: A Model from the Switching Costs and Quality-Related Perspectives	
Mandy Yan Dang, Yulei Gavin Zhang	459-477
Teacher-Student Interaction in Distance Learning in Emergency Situations	
Hava Sason, Avichai Kellerman	479-501
Using Google Docs to Enhance Students' Collaborative Translation and Engagement	
Amira Desouky Ali	503-528
Integrating Information Technology in Precollege Education in Kuwait: Teachers' Perspectives on a Botched Initiative	
Zainab M. AlQenaiei, Omar Khalil, Abrar Y. Aldekheel	529-558