



**Asst. Prof. Chanintorn J. Nukoon**  
Dean  
Graduate School of eLearning  
(GSeL)

Welcome to the Graduate School of eLearning (GSeL). During this short summer session few M.S. programs may conduct special events. Please contact the Program Directors if you have any pending tasks related to your courses you have finished. During this month you will also be able to access your grades from the AU portal for the courses you finished during the last semester. If you need any advice or help from me, please use the contact information given below



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**10 ways to use social media to get your research noticed**

**Amy Mollett, Cheryl Brumley, Chris Gilson and Sierra Williams**  
In this blog the four authors of Communicating Your Research with Social Media: "A Practical Guide to Using Blogs, Podcasts, Data Visualisations and Video" offer 10 tips that can help you to utilise social media to ensure your research reaches a wider audience.



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**This QR code backpack is next-level social media**

Carissa Lintao



JanSport is dabbling in smart-tech fabric, and they want your backpack to be just as social as you. "A [backpack is a] place to put something to eat, something to drink and something to wear — [that's] what's most important. Now, it becomes potentially an avenue for social interaction." The backpack is essentially a gigantic QR code. Take a picture of the backpack with your Smartphone and access any online information the backpack owner creates.

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**eLearning@AU: July, 2017**  
**<http://www.eLearning.au.edu>**

**Student Feedback on Quality Matters**

**Tena B. Crews, Tiffany M. Bordonada, and Kelly Wilkinson**

Online learning continues to expand in higher education, growing consistently for the past 13 years. Indeed, the Babson Group found that 28 percent of college students will take at least one online course in their academic career.<sup>1</sup> His study also found that higher education administrators also recognize that online learning is critical to their strategic initiatives for course delivery, and that students want online courses among their choices.<sup>2</sup>

With the increase in online delivery, quality concerns also increase. To address this, in 2016 the federal government released a set of proposals to develop quality indicators for online learning.<sup>3</sup> A review of these indicators proposed the determination of quality can be complex and is often relegated to "a tension between two roles of quality assurance as a means of accountability and as a route to quality improvement. In reviewing online course quality, student success indicators must also be considered.



Online learning has developed a reputation as an environment that is sometimes detrimental to this success as students tend to "disappear" within and never complete the course. For higher education institutions dealing with increased demands for online learning and low student..

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**29+ Actionable Content Writing Tips [+Examples]**

With so much content already out there, content writing that stands out and convinces readers to read your blog over someone else's is difficult.

Not only do you need to engage them so that they stay on your blog, but you also need to stop them from simply saving it to read later—which they will probably never end up doing.

To do this, working on improving your writing is an important step. Here are 29+ actionable content writing tips to help you, along with examples, statistics, and quotes.



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**Undetectable' ghostwriters rumbled by markers**

**Jack Grove**

Students who believe claims made by contract cheating websites that their essays are completely undetectable should think again, new research suggests. In fact, academics at one Australian university were able to identify ghostwritten assignments in around two thirds of cases, even when they were blind marking student work, according to a paper published in the journal "Assessment & Evaluation in Higher Education".

In a small-scale study conducted by Deakin University researchers Phillip Dawson and Wendy Sutherland-Smith, seven experienced markers individually marked the same bundle of 20 second-year psychology papers, which included six that were purchased from essay mills.

[Continue..](#)

**QUOTE OF THE MONTH**

Motivation alone is not enough. If you have an idiot and you motivate him, now you have a motivated idiot.



**Jim Rohn**

American entrepreneur, author and motivational speaker (1930-2009)

**Monthly eNewsletter Vol.7, Issue-7: July, 2017 In this Issue**

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- Other regular items



**From The Editor**

Welcome to the special 7th Edition of the 7th Year (07/07/2017) of eLearning@AU. In this issue you will find a collection of interesting articles about new eLearning pedagogies, technologies and trends. In his interesting piece, Jack Grover explores the world of "Undetectable' ghostwriters rumbled by markers." Tena B. Crews and her colleagues discuss why "Student Feedback on Quality Matters", especially in the eLearning programs. Amy Mollett and her friends show "10 ways to use social media to get your research noticed." And a free primer of 29+ Actionable Content Writing Tips is also available for download. Call for Papers and other regular items are also available. If you have any comments or suggestions, please send them to-

DrKuldeep@Live.Com

**Vol. 7: Issue 7**

**July, 2017**

**GSeL: New Academic Calendar for 2016-2017**



First Semester (1/2016): August, 2016 – December, 2016\*  
Second Semester (2/2016): January, 2017 – May, 2017  
Summer Session (3/2017): June, 2017 – August, 2017

\*This calendar is subject to change without notice. For further details contact your Program Director

**Graduate School of eLearning (GSeL)**  
**Assumption University**

**Our eLearning Programs**

**M.S. Management**

**M.S. ICT**

**M.Ed. in Teaching and Technology (T&T)**

**PhD in eLearning Methodology**

**PhD in Teaching and Technology (T&T)**



<http://www.eLearning.au.edu>

**Call for Papers**

**Year-2017**

**ISTEM-ED 2017**  
**Chiang Mai, Thailand**  
July 12-14, 2017

**(e-CASE and e-Tech Fall-2017)**

International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology Seoul, Korea  
September 5 – 7, 2017

**7<sup>TH</sup> EDUCATION & E-LEARNING CONFERENCE**  
**Eel-2017**

**Singapore**  
September 25-26, 2017

[Click here for more Conferences](#)

**Avoiding Predators in Publishing**

**Brooks Hanson & Jenny Lunn**

As the number of publishers that choose profit over ethics grows, find out how to avoid their scams and support organizations promoting best practices in scholarly communication.



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**Call for Papers**

**AU-eJournal Interdisciplinary Research**

