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

Welcome to the Graduate School of eLearning (GSeL). The new Semester is heading towards the finishing line. In May 2018, all M.S. programs will conduct their Final Exams.

Please contact the Program Directors and your instructors for information about exam sites and other details. Those who live outside Thailand should file petition in a timely manner for their exam to be conducted at exam centers located in their country. If you need any other help, please use the contact information given below.

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Graduate School of eLearning (GSeL))
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AUGMENTED REALITY IN SOCIAL MEDIA, MARKETING, MOBILE APPS AND MORE

Anuba Goel

Augmented Reality (AR), in which virtual content is incorporated with real-world scenarios, is an emerging trend in the field of workplace learning and development. It is a way of bridging the gap between real and digital world by superimposing virtual images with the information of real world.

With the use of smartphones, tablets and other personalized devices, an immense potential of AR has started to be explored.

Read more

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GSeL: New Academic Calendar for 2017-2018

First Semester (1/2017): August, 2017 – December, 2017*
Second Semester (2/2017): January, 2018 – May, 2018
Summer Session (3/2018): June, 2018 – August, 2018
*This calendar is subject to change without notice. For further details contact your Program Director

Call for Papers

2018

International Conference on Social Science and Management (ICSSM)
Chiang Mai, Thailand
5-7 June, 2018

AAGBS International Conference on Business Management
Bandaraya, Malaysia
25 & 26 July 2018

2018 International Congress on Banking, Economics, Finance, and Business (BEFB 2018)
Nagoya, Japan
April 6-8, 2018

Click here for more Conferences

April Fool's Day

Ashley Boss

The *What* of April Fools' Day is pretty clear: in the U.S. at least, Sunday will be a time for pranks—for **better** or **for worse**. But the **why** is a mystery.

Though many holidays have cloudy origins, the history of April Fools' Day is particularly blurry, as there are several competing claims for the invention.
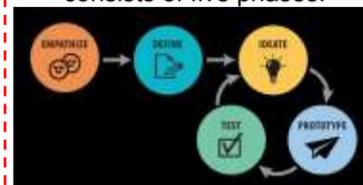
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A DESIGNER ADDRESSES CRITICISM OF DESIGN THINKING

Connie Malamed

Should you believe in something that's been over-hyped, over-promoted, and over-blown? In the case of design thinking, yes, you should. Like an overused cliché that still rings true, design thinking may be exaggerated as the cure-all for the uninspired, but it is too valuable a method to toss aside. Here, I will address some of the common criticisms of design thinking. In case you came late to the party, design thinking is both a mindset and a methodology for generating creative solutions. It's not magic, and it's not a silver bullet. Yet there are certain characteristics of design thinking that make it effective in almost any field, from business innovation to product design to learning design. Design thinking is iterative, human-centered and flexible. One of the original approaches to design thinking consists of five phases:

1. Empathize with the user
2. Define the problem
3. Ideate solutions
4. Prototype solutions
5. Test and refine the solutions

You will find the process described in varied phases and represented in different diagrams, but the general principles are the same. **Why design thinking is effective?**

Design thinking is effective because it requires multidisciplinary teams. This mix of unique and varied perspectives creates the

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HOW APPLE'S EDUCATION DEVICES CHANGED THROUGH THE YEARS

Brenda Nystedt

If you grew up in an American school, there's a good chance you learned to type and do schoolwork on an Apple computer. That's not a coincidence. Apple has long been involved with schools to provide discounts and special packages to students and teachers alike. During the 1990s, the education market was lucrative enough to even justify the development of unique devices that were only sold in bulk to schools. Here, a tour of Apple's education devices throughout the years.

Apple IIe

Long before the Mac, there was the Apple II. Apple's first iconic computer became a mainstay in American classrooms in the 1980s. In fact, Apple donated thousands of Apple IIe desktops to California schools starting in 1983 as part of a program called Kids Can't Wait. Untold numbers of students got their first taste of BASIC programming, not to mention The Oregon Trail, on a classroom Apple II.

Read more

THE MIRAGE OF KNOWLEDGE

Lydialyle Gibson

Several years ago Tom Nichols started writing a book about ignorance and unreason in American public discourse-and then he watched it come to life all around him, in ways starker than he had imagined. A political scientist who has taught for more than a decade in the Harvard Extension School, he had begun noticing what he perceived as a new and accelerating-and dangerous-hostility toward established knowledge.

People were no longer merely uninformed, Nichols says, but "aggressively wrong" and unwilling to learn.

Read more

QUOTE OF THE MONTH

The more sand that has escaped from the hourglass of our life, the clearer we should see through it.

Jean Paul Richter
Writer
(1763-1825)

FROM THE EDITOR

Welcome to the April, 2018 edition of eLearning@AU. In this issue you will find a series of interesting articles about new eLearning pedagogies, technologies and trends

In his excellent blog article "The Mirage of Knowledge' Lydialyle Gibson analyses the rise of ignorance and unreason in public discourse. An excellent commentary by Connie Malamedon on "Design Thinking" is worth reading. A brief discussion on Augmented Reality (AR) is also covered in this issue. And there is no April Fool's Day this year because of the Easter holiday!

GSeL also publishes a biannual journal title AU-eJournal Interdisciplinary Research. Details of this journal can be accessed from the link given below.

Call for Papers and other regular items are also available. Please send your comments to **DrKuldeep@Live.Com**

Call for Papers

AU-eJournal Interdisciplinary Research

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