



ASST. PROF. CHANINTORN J. NUKOON
DEAN
GRADUATE SCHOOL OF ELEARNING
(GSEL)

Welcome to the Graduate School of eLearning (GSeL). Next month, all M.S. programs will conduct their Final exams. PhD-eLM and PhD-T&T will also conduct defense exams for their candidates. Please contact your Program Directors, instructors and advisers for more information about the exams, their dates and locations. All students must file petitions in a timely fashion to schedule their exam at any of the approved exam sites, especially those located outside Bangkok, Thailand. If you need any other help from me, please use the contact information given below.

pct2526@yahoo.com
 66-2723-2948

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)

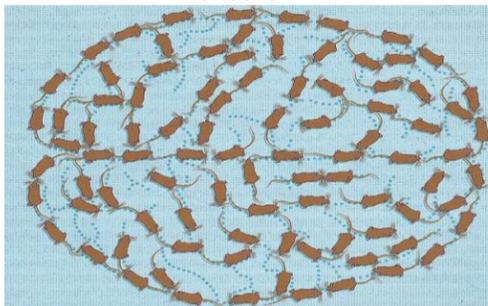


<http://www.eLearning.au.edu>

A LANGUAGE OF BEHAVIOR?

Jonathan Shaw

In a darkened lab in Harvard Medical School, a mouse explores the bottom of a black bucket. Nosing forward, it turns to the right, rears up, then circles in the opposite direction.



Nearby, a researcher watching the electrical activity in the mouse's brain can predict, based on the neural signals being generated onscreen, what the animal will do next.

Read more

BUILD YOUR EMAIL LIST BY OFFERING FREE LESSONS

Justin Ferriman

If you are selling an online course then one of the best ways to build your email list is by giving away a free lesson.

Marketing is the name of the game when it comes to online product sales, and that includes courses. Sometimes people will purchase right away, while other times they may need more time. If you are able to provide useful content to these prospects during this time then you increase your chances to secure the sale.

The most common way to do this is by [offering free lessons](#). Your intent here is not offer useful (persuasive) content for your prospective customer.

Read more

THE AI COLD WAR THAT COULD DOOM US ALL

Nicholas Thomson & Ian Bremmar

In the Spring of 2016, an artificial intelligence system called AlphaGo defeated a world champion Go player in a match at the Four Seasons hotel in Seoul. In the US, this momentous news required some unpacking. Most Americans were unfamiliar with Go, an ancient Asian game that involves placing black and white stones on a wooden board. And the technology that had emerged victorious was even more foreign: a form of AI called machine learning, which uses large data sets to train a computer to recognize patterns and make its own strategic choices.



Still, the gist of the story was familiar enough. Computers had already mastered checkers and chess; now they had learned to dominate a still more complex game. Geeks cared, but most people didn't. In the White House, Terah Lyons, one of Barack Obama's science and technology policy advisers, remembers her team cheering on the fourth floor of the Eisenhower Executive Building. "We saw it as a win for technology," she says. "The next day the rest of the White House forgot about it." In China, by contrast, 280 million people [watched AlphaGo win](#). There, what really mattered was that a machine...

Read more

THE IMPACT OF BLOCKCHAIN TECHNOLOGY ON VARIOUS INDUSTRIES

Ekta Kashaya

Blockchain technology is one of the most impactful discoveries of recent years. Bitfortune's infographic explains how this technology is used and its potential for emerging technologies.



Put simply, Blockchain is a P2P platform that takes out a centralized middleman which can delay a transaction of digital information. So for instance, if one person from the US wanted to send money electronically to a cousin in Australia if done through a regular financial institution, could take anything from hours to days, because of all of the red tapes from the regulators of these financial institutes

Read more

THOUGHT FOR THE MONTH

The same people who themselves can deny others everything are famous for refusing nothing.



Leigh Hunt
 Poet and Essayist
 (1784-1859)

LOI KRATHONG- THAI FESTIVAL OF LIGHTS

Loi Krathong (Thai: ลอยกระทง) is a Siamese festival celebrated annually throughout the Kingdom of Thailand and in nearby countries with significant southwestern Tai cultures (Laos, Shan, Mon, Tanintharyi, Kelantan, Kedah and Xishuangbanna). The name could be translated as "to float a basket," and comes from the tradition of making krathong or buoyant, decorated baskets, which are then floated on a river. Loi Krathong takes place on the evening of the full moon of the 12th month in the traditional Thai lunar calendar, thus the exact date of the festival changes every year. In the Western calendar this usually falls in the month of November. In Chang Mai, the festival lasts three days, and in 2018, the dates will be held from 21- 23 November.



Many Thai people believe that releasing of Krathong down the river will bring them good luck. They do it to honor the Thai Goddess of Water Phra Mae Khongkha. Government institutions and big businesses build big Krathongs. There are contests where people compete in building of the most beautiful Krathong. Loi Krathong festival also includes big fireworks and beauty contest called "Noppamas Queen Contests."

Read more

MONTHLY ENEWSLETTER
VOL.8, ISSUE-11: NOV. 2018
IN THIS ISSUE

- Loi Krathong in Thailand...
- Impact of Blockchain...
- Language of Behavior..
- Build Your Own eMail List...
- The AI Cold War'...
- Other regular items...



FROM THE EDITOR

Welcome to the November, 2018 edition of eLearning@AU. In this edition you will find a series of interesting articles about new eLearning pedagogies, technologies and trends. In his excellent article published in this month's Harvard Magazine "A Language of Behavior", Jonathan Shaw highlights how motion molds our behavior. In their excellent article in WIRED magazine Thomson & Bremmar provides insight into the dark side of AI. Another piece written by Justin Ferriman provides excellent tips on how to "Build your own Email list" by providing free lessons. Ms. Ekta Kashyap sheds more light on the impact of Blockchain technologies on various industries. GSeL also publishes a biannual journal titled AU-eJournal Interdisciplinary Research. Details of this journal can be accessed from the link given below. Please send your comments about the contents of this eNewsletter and other suggestions to- knagi@au.edu

CALL FOR PAPERS
AU-EJOURNAL
INTERDISCIPLINARY
RESEARCH



VOL. 8: ISSUE 11

NOVEMBER, 2018

GSEL: NEW ACADEMIC CALENDAR FOR 2018-2019



First Semester (1/2018): August, 2018 – December, 2018*
 Second Semester (2/2018): January, 2019 – May, 2019
 Summer Session (3/2018): June, 2019 – July, 2019

*This calendar is subject to change without notice. For further details contact you're Program Director

Call for Papers

2018-2019

9th Global Business Research Conference
 Kathmandu, Nepal
 December 21-22, 2018

International Symposium on Social Sciences and Management (ISSM)
 Hokkaido, Japan
 January 22 -24, 2019

International Conference on Education, Psychology, and Organizational Behavior (ICPO)
 Bangkok
 March 15-17, 2019

Click here for more Conferences