

ED-MEDIA 2010

World Conference on
Educational Multimedia,
Hypermedia & Telecommunications



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Edited by
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Preface

Hello and/et Bonjour

On behalf of AACE and the Executive Committee for ED-MEDIA 2010, we welcome you to Toronto, Canada, which took the unprecedented step of scheduling the G20 summit as preparation for the ED-MEDIA conference.

Situated on the north shore of Lake Ontario, Toronto is Canada's largest city and an important centre for industry, trade and commerce. It has welcomed immigration for generations and is noted for its rich ethnic and cultural diversity, Toronto's architecture, museums and universities have also made it a centre for learning, especially in communications and culture, a legacy of the work of Marshall McLuhan.

The twenty-second meeting of ED-MEDIA was filled with energy, optimism, and insight. From the opening keynote to the final sessions, we received enthusiastic responses from attendees and we had the distinct impression that, in most sessions, there were informative and rewarding discussions following the stimulus of evocative presentations.

ED-MEDIA 2010 drew 828 attendees from 58 countries representing over 611 institutions. The tradition of bringing together educational media thinkers, scholars, developers, and users from all over the world continued and is clearly reflected in the papers in these proceedings.

Keynotes and invited presentations

The conference was opened each day with a keynote address or debate. The opening keynote was delivered by Carmel McNaught of The Chinese University of Hong Kong, entitled *Enduring Themes and New Horizons for Educational Technology* (see <http://www.editlib.org/view/35258>). Following her presentation, Carmel was presented with an AACE Fellowship Award by Dr. Gary Marks, only the fifth time this highly prestigious award has been presented.

The second keynote was delivered by Hermann Maurer of Graz University of Technology in Austria – himself a previous recipient of the AACE Fellowship and a founding member of the ED-MEDIA conference. He spoke on *Long Range Forecasting is Necessary but Impossible – Also in Education*.

On the third day, Gráinne Conole of The Open University in UK in her keynote address asked *What Would Learning in an Open World Look Like? A Vision for the Future* (<http://www.editlib.org/view/35260>).

Lastly, the conference began the fourth day with a stimulating keynote panel debate featuring Jon Dron (Athabasca University, Canada), and Neil Selwyn (London Knowledge Lab, UK, paper at <http://www.scribd.com/doc/33693537/The-educational-significance-of-social-media-a-critical-perspective>). At the conclusion of the debate, the moderator, George Siemens, was presented with an AACE Award for Excellence. A further seven specially selected invited presentations were given over the four days of the conference.

Innovations at ED-MEDIA 2010

It is fitting that a conference dedicated to the use of educational media should be constantly engaged in efforts to insure that it is open to change and innovation.

In 2010, ED-MEDIA offered for the first time a dedicated strand for graduate students, supervisors, advisors and others interested in research training. This was a 'conference within a conference' with its own keynote, program and evening reception. No special registration was required – any ED-MEDIA delegate interested in any session could attend. A special launch keynote was delivered by Emeritus Professor Thomas C Reeves, who spoke on the topic of *Socially responsible educational technology research*. This was followed by sessions across six themes that covered a range of phases typically associated with PhD and Masters research (and educational technology research generally), including planning and preparation, theory, research methodologies, analysis, technologies, writing and publication, through to preparing CVs and gaining the most from conferences. These sessions were largely at an introductory level, and were presented by members of the ED-MEDIA executive committee (past and present). Of note was a presentation on *Connectivism* by George Siemens, one of the key proponents and creators of this theory. At a special reception for graduate students, attendees of this strand were asked to provide feedback on how we might strengthen this strand in future years to more fully meet the needs of researchers in educational technology and ICT.

The *pecha kucha* presentations, organized by Theo Bastiaens, were also new this year. In *pecha kucha* (Japanese for "chit-chat") presenters show 20 slides for 20 seconds each – only 6 minutes 40 seconds to present their work. This was an entertaining event which added another opportunity to share in the exchange of ideas among conference participants. As in previous years, Twitter featured in the conference, with a special monitor in the reception area allowing participants to post and follow tweets about the conference experience.

Review process

There were 381 full papers submitted for review and 247 were accepted for presentation. A further 168 brief papers were submitted and 131 were accepted. This represents an acceptance rate of approximately 69 % of papers submitted to the conference. Each paper was peer-reviewed by at least two members of the Program Committee (over 150 people throughout the world, listed at <http://www.aace.org/conf/edmedia/committeepc/>). A total of 42 submissions were nominated as outstanding papers to be considered for awards by a subcommittee of the executive. Eight papers were selected as award winning papers.

There were 68 poster sessions, many of which included oral presentations in the *pecha kucha* style. Three posters and one pecha kucha presentation were also award recipients as a result of judging done at the conference poster session.

Appreciation and gratitude

Any successful conference is the work of many hands and many minds, but every conference depends for its success on the quality of the presentations given. For that, we extend our thanks to the presenters and also to the international reviewers who helped to choose papers for presentation. We are also grateful to the many people who submitted papers that were not selected and we hope that we will be able to help them with their aspirations to share their work at future conferences.

The professional and technical staff of AACE led by Dr Gary Marks do all the organizational work around site arrangements, program schedule, registration, social events, and so on, so that the Executive Committee, reviewers and presenters can all concentrate on what they do well. We are all indebted to AACE for their many services to our community.

We also wish to thank the ED-MEDIA Executive Chair, Tutorial and Poster Chairs and the Executive Committee who work hard throughout the year to plan and organize the conference:

Executive Chair: Craig Montgomerie, Univ. of Alberta, Canada; Chair (2008-2011)

Tutorial/Workshop Chair: Martin Ebner, Graz Univ. of Technology, Austria

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We look forward to another excellent ED-MEDIA conference in Lisbon in 2011.

Program Co-Chairs: Jan Herrington, Murdoch University, Australia

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