

QESS Conference 2017

Integrating Multimedia into the Higher Education Classroom: Engaging Students in Interactive Learning

Date: June 3, 2017 (Saturday)

Time: 9:00 am – 12:30 pm

Venue: Level 4, Sheraton Hotel, Hong Kong

Conference Aim:

This conference aims to explore how new technology has given rise to new modes of learning and how educators in mainland China, Taiwan and Hong Kong use multimedia as instructional media and a platform for teaching and learning. It also aims to examine how digital media can enhance the quality of teaching and learning in higher education.

Keynote Speakers:

Dr. LI Kam Cheong, Director of Research, the University Research Centre, The Open University of Hong Kong
“In and Beyond the Classroom with Multimedia: Effectiveness of Interactivity and Learning Engagement”

Prof. JIAO Jianli, Director of Future Education Research Centre, South China Normal University (華南師範大學)
“Integrating MOOCs in University Curriculum: Why and How?”

Invited Speakers:

Dr. LIU Hui-wen, Associate Professor, Department of Journalism, National Chengchi University, Taiwan
“The Trilogy of Multimedia-usage at Department of Journalism NCCU: The Experience of U- Online”

Dr. NG Nga-shan Eva, Assistant Professor, School of Chinese, The University of Hong Kong
“The Creation of a Website and a Glossary App for Online Learning”

Dr. XIE Haoran, Assistant Professor, Department of Mathematics and Information Technology, The Education University of Hong Kong
“A Recent Development on Technology Enhanced Learning: Personalization, Big Data and Deep Learning”

Registration and Enquiries:

Registration : All conference participants are requested to register free of charge by completing the registration form and e-mail it to Mr. LEE Koon Lam at kllee@chuhai.edu.hk by May 12, 2017.

Fee : Conference materials, coffee and luncheon are provided free of charge

Enquiries : Mr. LEE Koon Lam, e-mail: kllee@chuhai.edu.hk

Conference Organizing Committees of Chu Hai College of Higher Education:

Professor Eden YU, Vice-President

Professor TANG Chiu Kay, Dean of Faculty of Arts

Professor WONG Chun-tung David, Head of Department of Journalism and Communication

Dr. Tracy LEE, Assistant Professor, Department of Journalism and Communication

Dr. CHUNG Chak, Executive Director of Quality Teaching and Learning Centre

Ms. LIN Ching Kit, Lecturer, Department of Journalism and Communication

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珠海學院
CHU HAI COLLEGE
OF HIGHER EDUCATION

Program (June 3, 2017 Saturday):

9:00 – 9:15 am	Registration
9:15 – 9:20 am	Open Speech – Prof. C. N. CHANG President, Chu Hai College of Higher Education
9:20 – 9:25 am	Introduction – Dr. Tracy LEE Assistant Professor, Department of Journalism and Communication, Chu Hai College of Higher Education
9:25 – 10:05 am	Keynote Speaker 1: Dr. LI Kam Cheong Director of Research, the University Research Centre, The Open University of Hong Kong <i>“In and Beyond the Classroom with Multimedia: Effectiveness of Interactivity and Learning Engagement”</i>
10:05 – 10:45 am	Keynote Speaker 2: Prof. JIAO Jianli Director of Future Education Research Centre, South China Normal University (華南師範大學) <i>“Integrating MOOCs in University Curriculum: Why and How?”</i>
Morning Tea: 10:45 – 11:05 am	
11:05 – 11:25 am	Invited Speaker 1: Dr. LIU Hui-wen Associate professor, Department of Journalism, National Chengchi University, Taiwan <i>“The Trilogy of Multimedia-usage at Department of Journalism at NCCU: The Experience of U-Online”</i>
11:25 – 11:45 am	Invited Speaker 2: Dr. NG Nga-shan Eva Assistant Professor, School of Chinese, The University of Hong Kong <i>“The Creation of a Website and a Glossary App For Online Learning”</i>
11:45 – 12:05 pm	Invited Speaker 3: Dr. XIE Haoran Assistant professor, Department of Mathematics and Information Technology, The Education University of Hong Kong <i>“A Recent Development on Technology Enhanced Learning: Personalization, Big Data and Deep Learning”</i>
12:05 – 12:25 pm	Speaker: Ms. Carol YIU Lecturer, Department of Journalism and Communication <i>“How the Establishment of a Multi-media Platform (chconline) Enhances Teaching and Learning at CHC ”</i>
12:25 – 12:30 pm	Conclusion

Lunch: 12:30 pm

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Registration and enquiries: klee@chuhai.edu.hk