Preface ........................................................................................................................................ vii

Section A: Research on Educational Technology Policy in the United States, Australia, Canada, and the European Union

Chapter 1. Research Styles and the Internet ................................................................. 1
Bruce L. Mann, Memorial University, Canada

Chapter 2. Research on Educational Technology Policy in the United States, Australia, Canada, and the European Union ............................................................... 11
Bruce L. Mann, Memorial University, Canada

Section B: Internet Technology and Educational Research

Chapter 3. Technology Adoption and the Internet ...................................................... 35
Bruce L. Mann, Memorial University, Canada

Chapter 4. Narrowing the Focus: Reflection and Choice ........................................... 51
Scott Reid, University of Ottawa, Canada

Section C: Conducting Case Study Educational Research on Web

Chapter 5. Case Study Research and Online Learning: Types, Typologies, and Thesis Research .............................................................................................................. 70
Bruce L. Mann, Memorial University, Canada
Chapter 6. An Intrinsic, Quantitative Case Study of WebCT Developers .......... 81
Bruce L. Mann, Memorial University, Canada

Chapter 7. Qualitative Case Method and Web-Based Learning: The Application of Qualitative Research Methods to the Systematic Evaluation of Web-Based Learning Assessment Results .............................................................................................. 91
Sandra Hansmann, University of Texas Pan American, USA

Chapter 8. Online Assessment in Programming Courses: A Multiple Case Study .......................................................................................................................................................................................... 111
Denise Woit, Ryerson University, Canada
Dave Mason, Ryerson University, Canada

Section D: Conducting Action Research with Web Tools

Chapter 9. Action Research with Internet Communications Tools .................. 129
Bruce L. Mann, Memorial University, Canada

Chapter 10. Self-Assessment During Online Discussion: An Action Research Perspective ........................................................................................................................................................................... 145
Ruth Xiaoqing Guo, University of British Columbia, Canada

Chapter 11. Advanced Broadband Enabled Learning: An Example of Participatory Action Research ........................................................................................................................................................................ 161
George H. Buck, University of Alberta, Canada

Chapter 12. Action Research with Internet Database Tools ......................... 179
Bruce L. Mann, Memorial University, Canada

Chapter 13. Designing Effective Online Educational Literature Searches: Procedures for Content Analysis and Validation ................................................................. 190
Robert Sandieson, University of Western Ontario, Canada
Jack Hourcade, Boise State University, USA
Val Sharpe, Hood College, USA

Chapter 14. Technical Research for Improving Web-Based Instructional Artifacts ........................................................................................................................................................................ 202
Ed Brown, Memorial University, Canada

Chapter 15. Assessment of Students by a Teacher with a Hand Held Device and a Networkable Database ......................................................................................................................... 220
C. Paul Newhouse, Edith Cowan University, Australia
Section E: Exploring the Complexities in Online Formative Evaluations

Chapter 16. Conducting Formative Evaluations of Online Instructional Materials 234
Bruce L. Mann, Memorial University, Canada

Chapter 17. Strategies to Collect and Use Online Student Feedback: Improving Teaching through Formative Evaluation 246
Denise Stockley, Queen’s University, Canada

Section F: Conducting Experimental Research on Online Teaching and Learning

Chapter 18. Experimental Research and the Internet 260
Bruce L. Mann, Memorial University, Canada

Chapter 19. The Impact of Internet Learning Technology: Experimental Methods of Determination 282
Genevieve M. Johnson, Grant MacEwan College, Canada
Andrew J. Howell, Grant MacEwan College, Canada

Chapter 20. Effects of Anonymity and Accountability During Online Peer Assessment 302
Gunita Wadhwa, Memorial University, Canada
Henry Schulz, Memorial University, Canada
Bruce L. Mann, Memorial University, Canada

Chapter 21. Can Seventh Graders Learn Fractions from a Web-Based Pedagogical Agent? Using Comparison Groups Three Times Over Several Weeks 334
Shannon Adams, Brother Rice High School, Canada
Bruce L. Mann, Memorial University, Canada
Henry Schulz, Memorial University, Canada

Chapter 22. Proposal to Conduct Experimental Research on the Effects of Language Style and Voice Type of a Pedagogical Agent on Fifth Grade Learning and Motivation 349
Paul Wirth, Britannia Community School, Canada

Section G: Conducting Qualitative Educational Research on the Web

Chapter 23. Alternative Approaches to Assessment with Online Technologies: Integrating Process and Product Outcomes 368
Catherine McLoughlin, Australian Catholic University, Australia
Joe Luca, Edith Cowan University, Australia

Chapter 24. Knowledge Construction Online: Does Constructivism Deliver the Goods? 384
Mike Grenfell, Charles Darwin University, Australia
Chapter 25. Conducting Qualitative Educational Research on the Internet .......... 403  
Bruce L. Mann, Memorial University, Canada

Section H: Virtual Ethnography and Discourse

Chapter 26. Critical Virtual Ethnography ......................................................... 413  
Mike Grenfell, Charles Darwin University, Australia

Chapter 27. Virtual Ethnography and Discourse Analysis .............................. 439  
Bruce L. Mann, Memorial University, Canada

Section I: Conducting Correlational Research on the Web

Chapter 28. Correlational Research and the Internet ........................................ 457  
Bruce L. Mann, Memorial University, Canada

Chapter 29. Using Structural Equations to Validate a New, Integrated Model of  
Web-Based Learning ......................................................................................... 467  
Arshad Ahmad, Concordia University, Canada

About the Authors ............................................................................................ 483

Index .................................................................................................................. 488