

JoEMLS

DOI:10.6120/JoEMLS

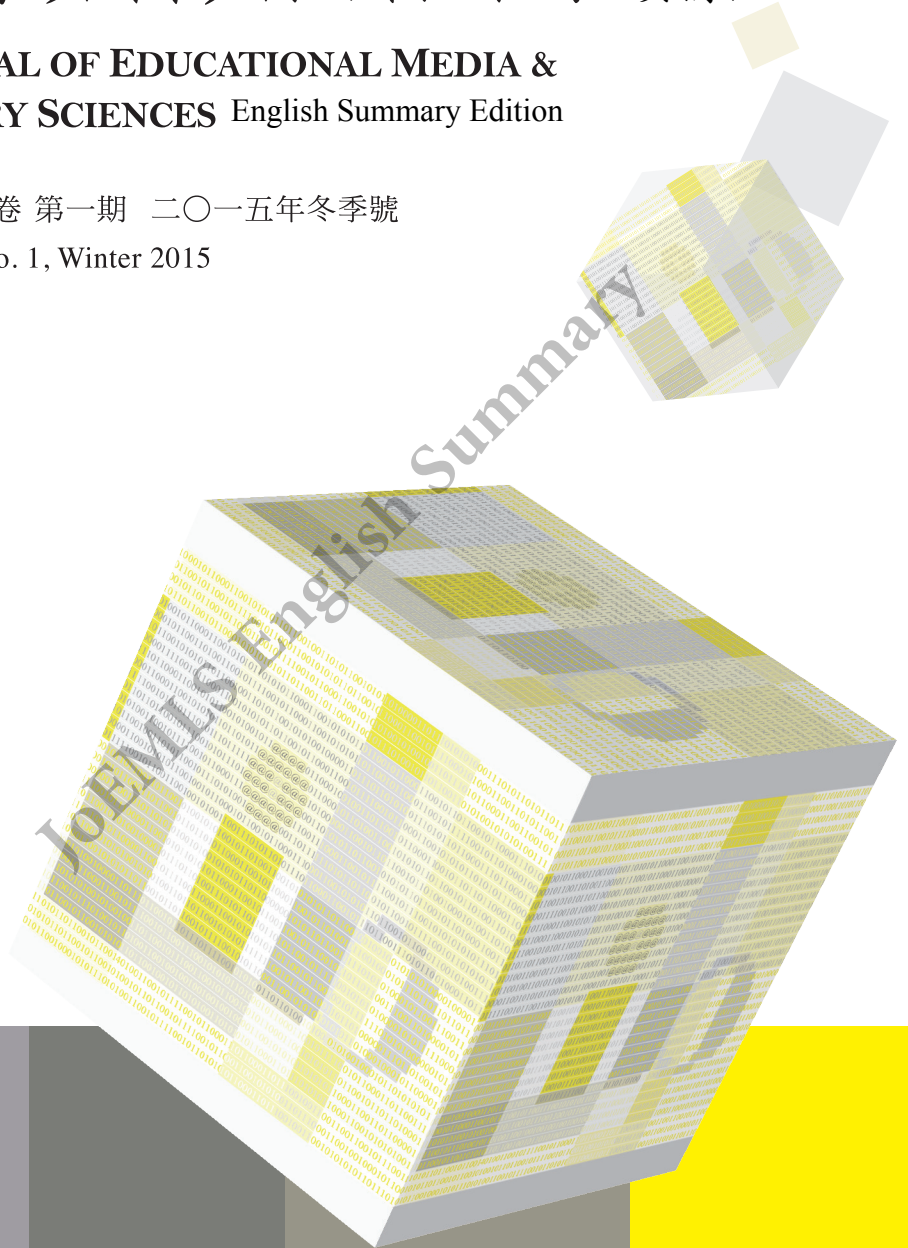
CODEN: CYTHD5 ISSN 1013-090X

教育資料與圖書館學 英摘版

JOURNAL OF EDUCATIONAL MEDIA &
LIBRARY SCIENCES English Summary Edition

第五十二卷 第一期 二〇一五年冬季號

Vol. 52, No. 1, Winter 2015



教育資料與圖書館學

JOURNAL OF EDUCATIONAL MEDIA & LIBRARY SCIENCES

Vol. 52, No. 1, 2015

淡江大學出版中心



教育資料與圖書館學，始於1970年3月創刊之教育資料科學月刊，其間於1980年9月更名為教育資料科學，改以季刊發行。自1982年9月起易今名，而仍為季刊，每年冬(1月)、春(4月)、夏(7月)與秋季(10月)各出刊一期，合為一卷。現由淡江大學出版中心出版，淡江大學資訊與圖書館學系和覺生紀念圖書館合作策劃編輯。本刊為國際學術期刊，2008年獲國科會學術期刊評比為第一級，並廣為海內外知名資料庫所收錄(如下英文所列)。

The JOURNAL OF EDUCATIONAL MEDIA & LIBRARY SCIENCES (JoEMLS), published by the Tamkang University Press and co-published with the Department of Information & Library Science (DILS) and Chueh Sheng Memorial Library, was formerly the **Bulletin of Educational Media Science** (March 1970 – June 1980) and the **Journal of Educational Media Science** (September 1980 – June 1982). The **JoEMLS** has been a quarterly as well as a new title since September 1982, appearing in Winter, Spring, Summer and Fall issues.

The **JoEMLS** is indexed or abstracted in

Chinese Electronic Periodicals Service (CEPS)
Directory of Open Access Journal (DOAJ)
H.W. Wilson Database
Index to Chinese Periodicals
Library, Information Science & Technology Abstract (LISTA)
Library & Information Sciences Abstracts (LISA)
Library Literature & Information Science (LLIS)
Public Affairs Information Services (PAIS)
Scopus
Taiwan Social Sciences Citation Index (TSSCI)
Ulrich's Periodicals Directory

教育資料與圖書館學 封面意義：躍升於紙本印象上的數位與網路化圖書資訊圖騰。
The cover design of **JoEMLS** signifies:

L (Librarianship); **I** (Information Technology); **B** (Bibliophile and the Book trade)

教育資料與圖書館學

JOURNAL OF EDUCATIONAL MEDIA & LIBRARY SCIENCES

主編 (Chief Editor)

邱炯友 (Jeong-You Chiu)
政治大學圖書資訊與檔案學研究所教授
Professor, Graduate Institute of Library, Information and
Archival Studies, National Chengchi University, Taiwan
淡江大學資訊與圖書館學系兼任教授
Adjunct Professor, Department of Information and Library
Science, Tamkang University, Taiwan

執行編輯 (Executive Editor)

林雯瑤 (Wen-Yau Cathy Lin)
淡江大學資訊與圖書館學系副教授
Associate Professor, Department of Information and
Library Science, Tamkang University, Taiwan

名譽主編 (Editor Emeritus)

黃世雄 教授 (Professor Shih-Hsion Huang)

歷任主編 (Former Editors)

李華偉 教授 (Professor Hwa-Wei Lee)
李長堅 教授 (Professor Chang C. Lee)

編輯 (Managing Editor)

高禎燾 (Sz-Shi Kao)

編輯助理 (Editorial Assistants)

張瑜倫 (Yu-Lun Chang)
張瑜庭 (Yu-Ting Chang)
尤玳琦 (Tai-Chi Yu)
陳詩旻 (Shi-Min Chen)

編務諮詢委員會 (Editorial Board)

王美玉 (Mei-Yu Wang)
淡江大學資訊與圖書館學系主任
Chair, Department of Information and Library Science,
Tamkang University, Taiwan

宋雪芳 (Sheue-Fang Song)
淡江大學覺生紀念圖書館館長
Director, Chueh Sheng Memorial Library,
Tamkang University, Taiwan

張瓊穗 (Chiung-Sui Chang)
淡江大學教育科技學系教授
Professor, Department of Educational Technology,
Tamkang University, Taiwan

梁朝雲 (Chaoyun Chaucer Liang)
臺灣大學生物產業傳播暨發展學系教授
Professor, Department of Bio-Industry Communication and
Development, National Taiwan University, Taiwan

陳雪華 (Hsueh-Hua Chen)
臺灣大學圖書資訊學系教授
Professor, Department of Library and Information Science,
National Taiwan University, Taiwan

曾元顯 (Yuen-Hsien Tseng)
臺灣師範大學資訊中心研究員
Research Fellow/Adjunct Professor, Information Technology
Center, National Taiwan Normal University, Taiwan

黃鴻珠 (Hong-Chu Huang)
淡江大學資訊與圖書館學系教授
Professor, Department of Information and
Library Science, Tamkang University, Taiwan

蔡明月 (Ming-Yueh Tsay)
政治大學圖書資訊與檔案學研究所教授
Professor, Graduate Institute of Library, Information and
Archival Studies, National Chengchi University, Taiwan

英文協同主編 (English Associate Editor)

賴玲玲 (Ling-Ling Lai)
淡江大學資訊與圖書館學系副教授
Associate Professor, Department of Information and
Library Science, Tamkang University, Taiwan

協同主編 (Regional Associate Editors)

大陸地區 (Mainland China)

張志強 (Zhiqiang Zhang)
南京大學出版科學研究所教授
Professor, Institute of Publishing Science at Nanjing
University, China

歐洲地區 (UK and Europe)

Dr. Judith Broady-Preston
Director of Learning and Teaching,
Department of Information Studies,
University of Wales, Aberystwyth, UK

美洲地區 (USA)

Dr. Jin Zhang
Professor, School of Information Studies,
University of
Wisconsin-Milwaukee, USA

薛理桂 (Li-Kuei Hsueh)

政治大學圖書資訊與檔案學研究所教授
Professor, Graduate Institute of Library, Information and
Archival Studies, National Chengchi University, Taiwan

方卿 (Qing Fang)

武漢大學信息管理學院教授
Professor, School of Information Management,
Wuhan University, China

吳建中 (Jianzhong Wu)

上海圖書館館長
Director, Shanghai Library, China

沈固朝 (Guchao Shen)

南京大學信息管理學院教授
Professor, School of Information Management,
Nanjing University, China

Pia Borlund

Professor, Royal School of Library and Information
Science, Denmark

Sam Hastings

Professor, School of Library & Information Science, Uni-
versity of South Carolina, USA

Edie Rasmussen

Professor, School of Library, Archival and Information
Studies, University of British Columbia, Canada

Josephine Sche

Professor, Information and Library Science Department,
Southern Connecticut State University, USA

Peter Sidorko

Librarian, The University of Hong Kong Libraries,
The University of Hong Kong, Hong Kong

Hong Xu

Associate Librarian, Run Run Shaw Library, University of
City, Hong Kong

JoEMLS 編輯政策

本刊係採開放存取 (Open Access) 與商業資料庫付費途徑，雙軌發行之國際學術期刊，兼具電子版與紙本之平行出版模式。本刊除秉持學術規範與同儕評閱精神外，亦積極邁向 InfoLibrary 寓意之學域整合與資訊數位化理念，以反映當代圖書資訊學研究趨勢、圖書館典藏內容與應用服務為本；且以探討國內外相關學術領域之理論與實務發展，包括圖書館學、資訊科學與科技、書業與出版研究等，並旁及符合圖書資訊應用發展之教學科技與資訊傳播論述。

Open Access 典藏政策

JoEMLS 向來以「綠色期刊出版者」(Green Publisher / Journal) 自居，同意且鼓勵作者將自己投稿至 *JoEMLS* 之稿件，不論同儕評閱修訂稿與否，都能自行善加利用處理，但希望有若干限制：

- (1) 勿將已刊登之修訂稿 (post-print) 再自行轉為營利目的之使用；
- (2) 典藏版以期刊排印之 PDF 檔為首選；
- (3) 任何稿件之典藏版本皆須註明其與 *JoEMLS* 之關係或出版後之卷期出處。

JoEMLS Editorial Policy

The *JoEMLS* is an Open Access (OA) Dual, double-blind reviewed and international scholarly journal dedicated to making accessible the results of research across a wide range of Information & Library-related disciplines. The *JoEMLS* invites manuscripts for a professional information & library audience that report empirical, historical, and philosophical research with implications for librarianship or that explore theoretical and practical aspects of the field. Peer-reviewed articles are devoted to studies regarding the field of library science, information science and IT, the book trade and publishing. Subjects on instructional technology and information communication, pertaining to librarianship are also appreciated. The *JoEMLS* encourages interdisciplinary authorship because, although library science is a distinct discipline, it is in the mainstream of information science leading to the future of **InfoLibrary**.

Open Access Archiving

The *JoEMLS*, as a role of “OA green publisher/journal”, provides free access online to all articles and utilizes a form of licensing, similar to Creative Commons Attribution license, that puts minimal restrictions on the use of *JoEMLS*'s articles. The minimal restrictions here in the *JoEMLS* are:

- (1) authors can archive both preprint and postprint version, the latter must be on a non-commercial base;
- (2) publisher's PDF version is the most recommend if self-archiving for postprint is applicable; and
- (3) published source must be acknowledged with citation.

JOURNAL OF EDUCATIONAL MEDIA & LIBRARY SCIENCES

Volume 52 Number 1 Winter 2015

Contents

EDITORIAL

In and Beyond This Issue

Jeong-Yeou Chiu 1

RESEARCH ARTICLE

A Content Analysis of Internet Health Rumors

Wen-Ling Lo & Ming-Hsin Phoebe Chiu 25

**Integrating Considerations of Students, Teachers,
and Instructional Contexts in a Predictive
Model of Distance Education**

Hsiu-Ping Yueh, & Chaoyun Liang 50

**Exploring Mathematics Teachers' Perception
of Technological Pedagogical Content
Knowledge**

Ting-Ling Lai, & Hsiao-Fang Lin 59

BRIEF COMMUNICATION

**The Mongolian Publishing Culture under
Enlightenment Thought, 1918-1944**

Yeru Bai, & Aotegen Bai 94



EDITORIAL

In and Beyond This Issue

The first issue of Volume 52 of *Journal of Educational Media and Library Sciences* (JoEMLS) is published in January 2015, starting a new set of issues in the same volume, with four issues to be published in the same year in the future as Winter Issue (January), Spring Issue (April), Summer Issue (July), and Autumn Issue (October).

For this issue, ten manuscripts were received and four were accepted, with a rejection rate of 60%. Seven manuscripts are still at the review stage by our publication date. In this issue, three research articles are published, including “A Content Analysis of Internet Health Rumors” by Lo and Chiu, “Integrating considerations of students, teachers, and instructional contexts in a predictive model of distance education” by Yueh and Liang, and “Exploring Mathematics Teachers’ Perception of Technological Pedagogical Content Knowledge” by Lai and Lin. These three research articles are based on both practices and theories, providing precious information and reflections for readers, especially practitioners. In the Brief Communication section of this issue we also publish the article “The Mongolian Publishing Culture under Enlightenment Thought, 1918-1944” by Yeru Bai and Aotegen Bai, scholars from Mongolian Studies College of Inner Mongolia University, for us to further understand the development history of publishing business in contemporary China, and for scholars who study the history of Chinese publishing to do further research.

Readers might notice that in this issue, the Romanized notes in works cited are different from the previous editorial presentation. First, for the running numbered notes of Turabian referencing style, we place the footnote numbers after punctuations, for easier reading. Second, for the Romanized citations of Chinese cited works, we changed the previous fragmented Romanized characters after each Chinese phrase or term, and adopted a new way of placing all Romanized whole item of each citation including titles, issue information and author names together, without showing any Chinese characters. We only place “in Chinese” in the end of citations of works written in Chinese, to distinguish them from citations of works in foreign languages. The main purpose of this modification is to facilitate the citation indexing of international journal databases. We hope in the future when our Chinese manuscripts are indexed in internationally famous citation index databases, such as Scopus or SSCI, the Romanized titles of cited Chinese works can be shown as well. In this way we can honor each contribution of manuscript authors, as well as those cited authors, and achieve the goals of international scholarly communications. This is our new hope for the Goat Year 2015.

Jeong-Yeou Chiu
JoEMLS Chief Editor



A Content Analysis of Internet Health Rumors

Wen-Ling Lo^a Ming-Hsin Phoebe Chiu^{b*}

Abstract

This study used content analysis method to investigate Internet health rumors on Rumor Breaker, specifically on the characteristics of content and format, the similarities and differences by themes, and the comparison of health information and health rumors. The results of the study indicated that the most common theme of health rumors is health and prevention information. The health rumors commonly described the influence of “particular behavior” and “specific food or appliances” on one’s health; also most of the health rumors didn’t specifically mention when or where the events happened. To make the information more persuasive, the health rumors provide “statement from professional” and “personal experience” as evidence and proof. 30% of the health rumors would describe the events in first person narrative. Half of the health rumors are set to come from doctors and one’s personal, family and friends’ experience. It’s much familiar to the receivers by narrating the event or reporting the event as news. The characteristics of all themes of the health rumors are similar to the characteristics of all rumors under investigation. Also, there are less different characteristics between the verified information and the rumors. This study hopes to provide a guide for verifying health information, and to support health promotion and education through literacy in identifying rumors.

Keywords: *Consumer health information, Rumors, Health rumors, Content analysis*

SUMMARY

People care about their health and wellbeing. The concept of health and wellbeing can be embedded at three levels: personal, societal, and national. One way to raise the health awareness is through the acquisition of consumer health information. Internet has been a driving force in the raising trend of improving and sustaining better quality of life as it has become an important source of consumer health information. Various types of health information are made available on the Internet including unverified information and even health rumors. What is communicated in the health rumors is closely related to the everyday life of not only patients, but also almost everyone. It may be harmful to one’s

^a Graduate Student, Graduate Institute of Library & Information Studies, National Taiwan Normal University, Taipei, Taiwan

^b Assistant Professor, Graduate Institute of Library & Information Studies, National Taiwan Normal University, Taipei, Taiwan

* To whom all correspondence should be addressed. E-mail: phoebechiu@ntnu.edu.tw

health and to the wellbeing of the society if the information being circulated is not factual or completely false. In the past few years, Taiwan has been suffering from food safety issues such as cooking oil and milk powder. If health rumors spread through society during difficult time like food safety scandals and people believe the rumors and act accordingly, the consequences may be catastrophic. This study takes on a content analysis approach to examine Internet health rumors, with aims to uncover the textual and structural characteristics. This study is organized around four research questions: (1) What are the textual characteristics of the Internet health rumors? (2) How are the Internet health rumors articulated? (3) How are the Internet health rumors different across various themes of rumors regarding the textual and structural characteristics? And (4) How is verified Internet health information different from Internet health rumors regarding the textual and structural characteristics?

This study collects 295 Internet health rumors that are pre-categorized as “medical” and “health” rumors on Rumor Breaker (<http://rumor.nownews.com/>), a Taiwan-based website which refutes rumors. The website has been operating in Traditional Chinese since 2000. It currently collects and refutes rumors in 21 categories as of 2014. The categories include technology, urban legends, cosmetics, crime, etc.. The rumors published on the website are divided into unexamined rumors and examined rumors. For this study, Internet health rumors collected for data analysis are “examined rumors”, which means the rumors under investigation have been examined for their accuracy. An analysis report is provided with the details on analysis procedures and methods, findings, and acknowledgement of those who contribute to clarifying rumors. The samples may represent both online health information and Internet health rumors. Data analysis is conducted qualitatively and quantitatively. The content of the Internet health rumors is first analyzed qualitatively to construct codes for each theme, and each code can be reasoned as the properties of the theme. Then the analysis was conducted quantitatively with frequency and percentage distribution to determine patterns and characteristics.

The textual characteristics can be discussed from the aspects of health rumor themes, objects of the rumors, supporting proof for the rumors, and claims of the rumors. Six health rumors themes were discovered. They are health and prevention (49.2%), disease and treatment (29.1%), other/uncategorized rumors (10.7%), human body function (8.4%), healthcare and medical ethics (1.5%), and indication information (1%). The Internet health rumors commonly describe the influence of a “particular behavior” and “specific food or appliances” on one’s health, without providing accurate details on time and location. For example, eating or drinking high-temperature food or drink can be perceived as unhealthy

behavior and soft drink can be perceived as unhealthy food. Therefore, to make the rumors more believable and persuasive, the health rumors provide statements or cited quotes from “medical professionals” and “personal experience” as evidence and proof. The excessive use of medical terminology is also common in Internet health rumors as a mean to enhance credibility and authority. Evidence like this is used in the narratives of rumors for notification and alert, as well as the sharing of news or information.

Regarding the findings of how the Internet health rumors are articulated, the discussion can be divided into length of rumors, point of view in the rumor statements, originator of the rumors, and narrative style. The results show that the average length of the Internet health rumors is 653 words. More than half of the health rumors are shorter than 600 words, and 80% of the Internet health rumors are shorter than 1,000 words (Traditional Chinese) in length. 33.6% of the health rumors describe the events or the situations or make the claims in first-person perspective, in order to show the impression that the event is happening to the rumor originator or narrator. It may imply that the rumor originator intends to describe his or her experience in hope that rumor receivers may identify themselves with the rumor. 18.6% of the rumors use third-person perspective. A closer examination of these rumors reveals that the rumors using third-person perspective are more evaluative, analytical, and investigative than the rumors using other points of view; and the writing style is similar to news reports. Half of the Internet health rumors are set to be coming from doctors or an individual’s personal, family and friends’ experience. It’s much more trustable and friendly to the rumor receivers if the event is narrated or reported as news. The information sources of how these rumors spread are news and reports, Internet, and social media. This study further identifies six types of Internet health rumors narrative styles: narrative (49.5%), news reporting (17.7%), reasoning (15.6%), listing (9.2%), guideline-based (4.9%), can not identified and others (3.1%). Most health rumors (69.5%) adopt single narrative strategy, while 28.8 % adopt two strategies.

The characteristics of different themes of the health rumors are similar to the characteristics of all rumors under investigation. In addition, there is not much difference between verified online health information and Internet health rumors. The Internet health rumors, thus, will be potentially misleading because both verified health information and Internet health rumors use statements from health and medical professionals as evidence and justification. It causes further difficulty in distinguishing the verified health information from the health rumors because both textual and structural characteristics are almost identical.

This study aims to provide a guide for verifying trustable online health information and to support health promotion and education through literacy

by identifying problematic health information content and distinguishing Internet health rumors from truth. According to the results, we are able to make several implications and future research directions. For everyday health information seekers, they are advised to evaluate the information they receive with critical thinking skills. Also, information seekers should improve their information literacy and health literacy skills so that they are able to identify the information channels and sources to verify the health information that is not fully comprehended. If health problems occur, an individual should firstly seek advice from doctors or other medical professionals to avoid potential danger or health threats from mistakenly believing the rumors to be accurate. From an institutional perspective, collaboration between public health institutions and clinics or hospitals, and public libraries or medical libraries on local campus should be established to provide lessons or training sessions on health literacy and health promotion. Public or medical libraries, on the other hand, should solicit health literacy and education materials from health-related organizations, and make the materials accessible to library patrons. Lastly, these health-related organizations should regularly investigate and examine rumors and participate with other organizations, such as public libraries, to guard the truthfulness of online health information effectively.

ROMANIZED & TRANSLATED REFERENCE FOR ORIGINAL TEXT

- Neuman, W. L. (2002)。當代社會研究法：質化與量化途徑（王佳煌、潘中道、郭俊賢、黃瑋瑩譯）。台北市：學富。（原著出版於2000年）【Neuman, W. L. (2002). *Social research methods qualitative and quantitative approaches* (Chia-Huang Wang, Chung-Dao Pan, Jiun-Shyan Kuo, & Kelly Wei Ying Huang, Trans.). Taipei: Pro-Ed. (Original work published 2000) (in Chinese)】
- 王石番 (1991)。傳播內容分析法—理論與實證。台北市：幼獅文化。【Wang Shifan (1991). *Chuanbo neirong fexifa: Lilun yu shizheng*. Taipei: Youth. (in Chinese)】
- 行政院研究發展考核委員會 (2011)。100年個人／家戶數位機會調查報告。檢索自 <http://www.rdec.gov.tw/public/Attachment/232814584071.pdf>【Research, Development and Evaluation Commission, Executive Yuan. (2011). 100 nian geren/jiahu shuwei jihui diaocha baogao. Retrieved from <http://www.rdec.gov.tw/public/Attachment/232814584071.pdf> (in Chinese)】
- 行政院研究發展考核委員會 (2012)。101年個人／家戶數位機會調查報告。檢索自 <http://www.rdec.gov.tw/public/Attachment/312113493071.pdf>【Research, Development and Evaluation Commission, Executive Yuan. (2012). 101 nian geren/jiahu shuwei jihui diaocha baogao. Retrieved from <http://www.rdec.gov.tw/public/Attachment/312113493071.pdf> (in Chinese)】
- 行政院研究發展考核委員會 (2013)。102年個人／家戶數位機會調查報告。檢索自 <http://www.rdec.gov.tw/public/Attachment/3122613393871.pdf>【Research,

- Development and Evaluation Commission, Executive Yuan. (2013). 102 nian geren/jiahu shuwei jihui diaocha baogao. Retrieved from <http://www.rdec.gov.tw/public/Attachment/3122613393871.pdf> (in Chinese)】
- 吳紹群 (2002)。內容分析法與圖書館學研究。圖書與資訊學刊，40，47-61。【Wu, Shao-Chun (2002). Content analysis method and its application in librarianship studies. *Bulletin of Library and Information Science*, 40, 47-61. (in Chinese)】
- 汪志堅、駱少康 (2002)。以內容分析法探討網路謠言之研究。資訊、科技與社會學報，2，131-148。【Wang, Chih-Chien, & Lo, Shao-Kang (2002). A content analysis study for internet rumors. *Journal of Information, Technology and Society*, 2, 131-148. (in Chinese)】
- 邱永仁 (2005)。醫療廣告於網際網路之規範與省思。台灣醫界，48(12)，42-45。【Chiu, Yeong-Jen (2005). Yiliao guanggao yu wangji wanglu zhi guifan yu xingsi. *Taiwan Medical Journal*, 48(12), 42-45. (in Chinese)】
- 張珈瑄 (2013年12月30日)。【2013年度傳播界十大新聞第二名】商周《牛奶駭人》報導 遭外界質疑。MOL 銘報即時新聞。檢索自 http://www.mol.mcu.edu.tw/show_2009.php?nid=160022【Chang, Chia-Hsuan (2013, December 30). [2013 niandu chuanbojie shida xinwen di er ming] *Business Weekly* “Niunai Hairen” baodao zao waijie zhiyi. *Medianews On Line*. Retrieved from http://www.mol.mcu.edu.tw/show_2009.php?nid=160022 (in Chinese)】
- 張慧銖 (2004)。醫學圖書館員的新角色：健康教育中心之建置。檢索自：<http://www.lac.org.tw/ML2/doc/lisahcc.pdf>【Chang, Huei-Chu (2004). Yixue tushuguan yuan de xinjiaose: Jiankang jiaoyu zhongxin zhi jianzhi. Retrieved from <http://www.lac.org.tw/ML2/doc/lisahcc.pdf> (in Chinese)】
- 許文怡、梁朝雲 (2007)。訊息來源可信度、情感認同與涉入程度對大學生採信消費性網路謠言之影響。教育資料與圖書館學，45(1)，99-120。【Hsu, Wen-Yi & Liang, Chaoyun (2007). The influence of source credibility, user's affection and involvement on college student's belief toward internet rumors. *Journal of Educational Media & Library Sciences*, 45(1), 99-120. (in Chinese)】
- 楊達妮 (2002)。企業網路謠言之危機管理策略研究—消費者行為與企業策略觀點(未出版之碩士論文)。國立政治大學廣告學系，台北市。【Yang, Ta-Ni (2002). *A study of the crisis management strategy on corporate internet rumors—Consumer behavior and corporate strategy perspectives* (Unpublished master's thesis). Department of Advertising, National Chengchi University, Taipei. (in Chinese)】
- 劉婉柔 (2013)。我國國中生健康素養指標之建構(未出版之博士論文)。國立臺灣師範大學健康促進與衛生教育學系，台北市。【Liu, Wan-Jou (2013). *The construction of health literacy indicators for the junior high school students in Taiwan* (Unpublished doctoral dissertation). Department of Health Promotion and Health Education, National Taiwan Normal University, Taipei. (in Chinese)】
- 蘇諤 (2001)。消費者健康資訊服務的重要性。在盧荷生教授七秩榮慶論文集編委會(編)，盧荷生教授七秩榮慶論文集(頁141-157)。台北市：文史哲。【Su, Sherry Shuan (2001). Xiaofeizhe jiankang zixun fuwu de zhongyaoxing. In Dr. Ho-Sheng Lu qizhi rongqing lunwenji bianweihui (Ed.), *Dr. Ho-Sheng Lu qizhi rongqing lunwenji* (pp.

- 141-157). Taipei: Lapen. (in Chinese)】
- Ad Hoc Committee on Health Literacy for the Council on Scientific Affairs, American Medical Association. (1999). Health Literacy: report of the council on scientific affairs. *The Journal of the American Medical Association*, 281(6), 552-557. doi:10.1001/jama.281.6.552
- Allport, G. W., & Postman, L. (1947). *The psychology of rumor*. New York, NY: Henry Holt.
- Bordia, P., & Rownow, R. L. (1998). Rumor rest stops on the information highway: Transmission patterns in a computer-mediated rumor chain. *Human Communication Research*, 25(2), 163-179. doi:10.1111/j.1468-2958.1998.tb00441.x
- Cline, R. J. W., & Haymes, K. M. (2001). Consumer health information seeking on the internet: The state of the art. *Health Education Research*, 16(6), 671-692. doi:10.1093/her/16.6.671
- Consumer and Patient Health Information Section of Medical Library Association. (1996). The librarian's role in the provision of consumer health information and patient education. *Bulletin of Medical Library Association*, 84(2), 238-239.
- DiFonzo, N., Robinson, N. M., Sulsc, J. M., & Rinid, M. (2012). Rumors about cancer: Content, sources, coping, transmission, and belief. *Journal of Health Communication: International Perspectives*, 17(9), 1099-1115. doi:10.1080/10810730.2012.665417
- Fox, S., & Duggan, M. (2013). *Health online 2013*. Retrieved from <http://www.pewinternet.org/Reports/2013/Health-online.aspx>
- Gann, B. (1995). Making decisions in the year 2000: Realising the potential of consumer health information services. In T. McSeán, J. Loo, & E. Coutinho (Eds.), *Health information—New possibilities* (pp. 11-14). Boston, MA: Kluwer Academic. doi:10.1007/978-94-011-0093-9_4
- Holsti, O. R. (1969). *Content analysis for the social sciences and humanities*. London, UK: Addison-Wesley.
- Joint Committee on National Health Education Standards. (1995). *National health education standards: Achieving health literacy*. New York, NY: American Cancer Society.
- Kapferer, J.-N. (1990). *Rumors: Uses, interpretations, and images*. New Brunswick, NJ: Transaction.
- Knapp, R. H. (1944). A psychology of rumor. *Public Relations Quarterly*, 8(1), 22-37. doi:10.1086/265665
- Koenig, F. (1985). *Rumor in the marketplace: The social psychology of commercial hearsay*. Dover, MA: Auburn House.
- Krippendorff, K. (1980). *Content analysis: An introduction to its methodology*. Newbury Park, CA: Sage.
- Lacy, S., & Riffe, D. R. (1996). Sampling error and selecting intercoder reliability samples for nominal content categories. *Journalism & Mass Communication Quarterly*, 73(4), 963-973. doi:10.1177/107769909607300414
- Matthews, A. K., Sellergren, S. A., Manredi, C., & Williams, M. (2002). Factors influencing medical information seeking among african american cancer patients. *Journal of Health Communication*, 7(3), 205-219. doi:10.1080/10810730290088094

- Miles, M. B., & Huberman, A. M. (1984). *Qualitative data analysis: A sourcebook of new methods*. Beverly Hills, CA: Sage.
- Nutbeam, D. (2000). Health literacy as a public health goal: A challenge for contemporary health education and communication strategies into the 21st century. *Health Promotion International, 15*(3), 259-267. doi:10.1093/heapro/15.3.259
- Patrick, K., & Koss, S. (1995). *Consumer health information: white paper*. Retrieved from <http://nii.nist.gov/pubs/chi.htm>
- Rownow, R. L., & Fine, G. A. (1976), *Rumor and gossip: The social psychology of hearsay*. New York, NY: Elsevier.
- Shibutani, T. (1966). *Improvised news: A sociological study of rumor*. Indianapolis, IN: Bobbs-Merrill.

JoEMLS English Summary

Wen-Ling Lo ORCID 0000-0002-2892-3961

Ming-Hsin Phoebe Chiu ORCID 0000-0002-1990-4726



Integrating Considerations of Students, Teachers, and Instructional Contexts in a Predictive Model of Distance Education

Hsiu-Ping Yueh^a Chaoyun Liang^{a*}

Abstract

This study examined the effects of learning ability, learning strategy, synchronism distance teaching, teaching effectiveness, and online-materials on the learning outcomes of engineering majors. The interaction between distance teaching and teaching effectiveness, as well as the mediating effects of online-materials were tested. The results indicated that the interaction between synchronism distance teaching and student evaluation of teaching effectiveness influenced online materials and student-perceived learning outcomes. The interaction effects of the group that highly valued distance instruction increased more in response to student evaluation of teaching effectiveness than did the effects of the group that valued distance instruction less. In addition, the results revealed that the quality of synchronism distance instruction, student evaluation of teaching effectiveness, and online materials are the keys to successful distance instruction. Among these critical factors, online materials played a mediating role in the relationship between the variables involved and student-perceived learning outcomes.

Keywords: *Synchronism distance-instruction, Online materials, Student-perceived learning outcome, Student evaluation of teaching effectiveness, Learning ability, Learning strategy*

SUMMARY

This study is focused on a curriculum enhancement program in engineering field, involving high-tech courses and teachers of Nanotechnology in ten universities around Taiwan. This enhancement program is about a crossing universities education through synchronous distance instruction, with digital instructional materials for students to obtain learning resources after classes and facilitate their learning. This enhancement program is also a platform for integrating learning resources from those participating universities around Taiwan, for achieving the goal of sharing resources. The factors of student evaluation of teaching (SET) investigated in this study include learning abilities and strategies, student evaluation of teaching effectiveness, distance-instruction effectiveness, online materials, and student-perceived learning outcome. The purposes of this

^a Professor, Department of Bio-Industry Communication and Development, National Taiwan University, Taipei, Taiwan

* To whom all correspondence should be addressed. E-mail: cliang@ntu.edu.tw

research include: (1) investigating the effects of student evaluation of teaching, student evaluation of teaching effectiveness, distance-instruction effectiveness and online materials on student-perceived learning outcomes, (2) analyzing the interaction between student evaluation of teaching effectiveness and synchronous distance instruction, and (3) analyzing the possible mediating role of online materials.

In the current study, reviewed topics include the impacts of SET, teaching effectiveness, learning abilities, and learning strategies on learning outcomes, impacts of teaching effectiveness and distance instruction on learning outcomes, and relations among online materials, distance instruction, teaching effectiveness and learning outcomes. Based on the literature review, three research hypotheses are made. The questionnaire developed by Yueh et al. (2012) is adopted as the research tool, and revised according to the purposes of this study. The overall Cronbach's α is .936, and factor loadings are between .458 and .936, indicating that there is a satisfying internal consistency reliability among items of the survey. At the first stage of testing, 253 effective surveys are collected. These surveys serving as the calibration sample are analyzed using an exploratory factor analysis, for identifying appropriate factor constructs. During the second stage of testing, 682 effective surveys are obtained and used as factor authentication in a confirmatory factor analysis (CFA) for verifying the goodness of fit of factors, and for conducting an execution path analysis and building a model. After the two stages of data collection, a descriptive statistical analysis is conducted with SPSS for Windows 17.0, and LISREL 8.80 is used for structural equation modeling.

The results of the exploratory factor analysis indicate that there is a satisfying validity. The results of the confirmatory factor analysis meet the academic standards and reveal that there is a satisfying goodness-of-fit of the model. The results indicate that the interaction of student evaluation of teaching effectiveness and synchronous distance education has significant impacts on online materials and student-perceived learning outcomes, meaning the Hypothesis 2 is supported. No matter how student evaluate the synchronous distance education, there is a positive correlation between student evaluation of teaching effectiveness, and student evaluation of online materials and student-perceived learning outcomes. The results also indicate that the interaction mentioned before, together with students' learning abilities and learning strategies, through the mediating impacts of online materials, can have an effective prediction on student-perceived learning outcomes, meaning that the Hypotheses 1 and 3 are supported. The results of structural equation modeling analysis indicate that synchronous distance education has the greatest impact on student-perceived learning outcomes, following by the factors of online materials, student evaluation of teaching effectiveness, learning

strategies, and learning abilities, respectively. In addition, the interaction between student evaluation of teaching effectiveness and synchronous distance education also has a significant impact on student-perceived learning outcomes.

The conclusion of this study is that in the setting of distance education in engineering field, there is a significant interaction between student-perceived learning outcomes and synchronous distance education, and the interaction has impacts on student evaluation of online materials and student-perceived learning outcomes. For students who have a higher evaluation of synchronous distance education, there is a more significant influence on student-perceived learning outcomes, compared with students who have a lower evaluation of synchronous distance education. The results also reveal that in distance education, the key factors determining student-perceived learning outcomes are student evaluation of teaching effectiveness, online materials and the quality of synchronous distance education. Among these factors, online materials play a mediating role in factors of student evaluation of teaching (SET), and enhance student-perceived learning outcomes. Based on results, the researchers of this study suggest that in a well-built distance learning setting, teachers should design appropriate instructional materials, build learning websites with good designs and user-friendly features, provide quality digital learning materials, and maintain effective interactions with learners. Teachers should also encourage learners to review and study carefully the learning materials, for enhancing student-perceived learning outcomes. When planning distance education projects, more resources should be invested on helping teachers design digital contents and encouraging students to use digital learning resources, for achieving the overall quality and outcomes of implementing distance learning programs.

Three major limitations of this study are mentioned here. First, although this study was based on empirical analysis, it has its limits to investigate further on individual issues, especially without data or information from participating teachers. This problem can be solved by using other research methods with different perspectives. Second, the questionnaires used in this study adopt self-reported items, which only reflect student's personal perceptions of status quo; participants' answers might be exaggerated due to their awareness of social expectations or their psychological defense mechanism, failing to represent the realities. Third, since the departments and graduate schools participating in this distance learning program are in engineering fields and courses are all related to engineering, part of the demographic variables might not reflect the whole demographic truth. For example, most participating students are male, although matching the distribution of population, the results still cannot be over-generalized and should be interpreted carefully.

This study also involves issues worth investigating further in future researches, including the optimized allocation of distance learning resources, teachers' willingness to cooperate, and strategies for encouraging students to use learning materials. In this study, the impacts of students' learning abilities and strategies on student-perceived learning outcomes are relatively limited, which is a fact that differs from previous findings and worth further investigations. In addition, it is hoped that more academic efforts could be invested on a further understanding of the possible interactive and curvilinear effects among various factors of student evaluation of teaching.

ROMANIZED & TRANSLATED REFERENCE FOR ORIGINAL TEXT

- 于第 (2011)。運用教育部「圖書資訊應用」通識課程數位學習教材於非同步遠距課程教學設計與教學成效之研究。圖書與資訊學刊, 79, 12-30。【Yu, Ti (2011). Application of the MOE e-learning materials to asynchronous distance course design and instruction. *Journal of Librarianship and Information Studies*, 79, 12-30.】
- 王保進 (2009)。掌握系所評鑑的重點—系所評鑑之精神與認可要素。評鑑雙月刊, 21, 9-13。【Wang, Bao-Jinn (2009). Zhangwo xisuo pingjian de zhongdian: Xisuo pingjian zhi jingshen yu renke yaosu. *Evaluation Bimonthly*, 21, 9-13.】
- 石文傑、江宗霖 (2012)。數位學習課程之製作與教學策略之應用—以「機電整合與控制」為例。資訊科技國際期刊, 6(2), 146-154。【Shyr, Wen-Jye, & Chiang, Tsung-Lin (2012). Shuwei xuexi kecheng zhi zhizuo yu jiaoxue celüe zhi yingyong: Yi "jidian zhenghe yu kongzhi" weilü. *International Journal of Advanced Information Technologies (IJAIT)*, 6(2), 146-154.】
- 李鴻亮、廖惠君 (2009)。利用線上影音課程對國小英語學習低成就學生進行補救教學之研究：「混成增強策略」之實施與成效。教學科技與媒體, 89(3), 20-38。【Li, Hung Liang, & Liao, Hui-Chun (2009). A study on the use of on-line video course as remedial instruction for low-achievers of English learning at elementary school: The application and effectiveness of "blended reinforcement strategy." *Instructional Technology & Media*, 89(3), 20-38.】
- 岳修平 (2000)。即時群播遠距教學之班級經營。課程與教學, 3(2), 63-74。【Yueh, Hsiu-Ping (2000). A study of classroom management in real-time multicast distance education. *Curriculum & Instruction Quarterly*, 3(2), 63-74.】
- 岳修平 (2005)。課程與教學評量量表：遠距課程版。台北市：國立臺灣大學。【Yueh, Hsiu-Ping (2005). *Kecheng yu jiaoxue pingliang liangbiao: Yuanju kecheng ban*. Taipei: National Taiwan University.】
- 張基成、徐郁昇 (2011)。高職學生電工機械混成式數位學習效果。科學教育學刊, 19(6), 549-579。【Chang, Chi-Cheng, & Hsu, Yu-Sheng (2011). The effects of blended electrical-machinery e-learning on vocational high school students. *Chinese Journal of Science Education*, 19(6), 549-579.】
- 張瓊穗、陳宜欣 (2003)。大學同步遠距課程互動問題之探討：以淡江大學為例。教育資料與圖書館學, 40(4), 525-533。【Chang, Chiung-Sui, & Chen, Yi-Hsin (2003). Case

- study on interaction issues for a college synchronous distance instruction course. *Journal of Educational Media & Library Sciences*, 40(4), 525-533.】
- 陳寶山(2007)。落實教學評鑑保障學生學習成效。學校行政，50，103-127。【Chen, Bao-Shan (2007). Practicable teaching evaluation as indemnification students' study effect. *Xuexiao Xingzheng*, 50, 103-127.】
- 彭森明(2008)。將學生學習成果納入大學評鑑指標項目之必要性與可行性。評鑑雙月刊，15，9-14。【Peng, Samuel S. (2008). Jiang xuesheng xuexi chengguo naru daxue pingjian zhibiao xiangmu zhi biyaoxing yu kexingxing. *Evaluation Bimonthly*, 15, 9-14.】
- 程炳林(2002)。大學生學習工作、動機問題與自我調整學習策略之關係。教育心理學報，33(2)，79-102。【Cheng, Biing-Lin (2002). The relationships among college students' academic tasks, motivational problems, and self-regulated learning strategies. *Bulletin of Educational Psychology*, 33(2), 79-102.】
- 黃芳銘(2006)。結構方程模式：理論與應用(四版)。台北市：五南。【Hwang, Fang-Ming (2006). *Structural equation modeling* (4th ed.). Taipei: Wunan.】
- 溫嘉榮、張建原(2014)。通識教育採用遠距教學成效及滿意度之研究：以計算機概論為例。樹德科技大學學報，16(1)，133-145。【Wen, Jia-Rong, & Chang, Chien-Yuan (2014). The study of liberal education accept of distance learning effectiveness and satisfaction: Using the computer science as an example. *Journal of SHU-TE University*, 16(1), 133-145.】
- 葉連祺、董娟娟、楊世英、陳仁海、蕭芳華(2005)。大學學生評鑑教師教學量表之編製。測驗學刊，52(1)，59-82。【Yeh, Lian-Chyi, Tung, Chuan-Chuan, Yang, Shih-Ying, Chen, Jen-Hei, & Shiau, Fang-Huan (2005). The development of the university teacher instructional evaluation scale. *Psychological Testing*, 52(1), 59-82.】
- 蒯光武、陳浚卿(2010)。影音部落格於網路教學應用之關鍵成功因素初探。教學科技與媒體，94，40-59。【Koai, Kuang-Wu, & Chen, Chun-Ching (2010). Key success factors for the application of video blog in web-based teaching. *Instructional Technology & Media*, 94, 40-59.】
- 劉玉玲、薛岳(2013)。國中生數學學業自我概念及數學學習策略與數學學業成就之研究—自我提升模式觀點。課程與教學季刊，16(1)，179-208。【Liu, Yu-Ling, & Hsueh, Yueh (2013). The effects of mathematics self-concept and learning strategies on academic achievement: A self-enhancement model. *Curriculum & Instruction Quarterly*, 16(1), 179-208.】
- 鄭英耀、葉麗貞、劉昆夏、莫慕貞(2011)。大學生基本能力指標之建構。測驗學刊，58(3)，531-558。【Cheng, Ying-Yao, Yeh, Li-Jen, Liu, Kun-Shia, & Mok, Magdalena Mo Ching (2011). Constructing the indicators of undergraduate students' key competences. *Psychological Testing*, 58(3), 531-558.】
- 黎珣岑、洪佳玟(2013)。關鍵學習力—培養學生具備自我調整學習能力。臺灣教育評論月刊，2(5)，27-29。【Li, Chueh-Tsen, & Hung, Chia-Wen (2013). Guanjian xuexili: Peiyang xuesheng jubei ziwo tiaozheng xuexi nengli. *Taiwan Educational Review Monthly*, 2(5), 27-29.】
- The Accrediting Commission for Community and Junior Colleges, Western Association of Schools and Colleges. (2012). *Guide to evaluating distance education and*

- correspondence education*. Novato, CA: Author.
- The Association to Advance Collegiate Schools of Business. (2007). *Quality issues in distance education*. Tempa, FL: Author.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation structural equation models. *Academic of Marketing Science*, 16(1), 74-94. doi:10.1007/BF02723327
- Bong, M. (2004). Academic motivation in self-efficacy, task value, achievement goal orientations, and attributional beliefs. *The Journal of Educational Research*, 97(6), 287-298. doi:10.3200/JOER.97.6.287-298
- Braskamp, L. A., & Ory, J. C. (1994). *Assessing faculty work: Enhancing individual and instructional performance*. San Francisco, LA: Jossey-Bass.
- Cassady, J. C. (1998). Student and instructor perceptions of the efficacy of computer-aided lectures in undergraduate university courses. *Journal of Educational Computing Research*, 19(2), 175-189.
- Centra, J. A., & Gaubatz, N. B. (2000). Is there gender bias in student evaluations of teaching? *Journal of Higher Education*, 71(1), 17-33.
- Chen, M., & Sun, J. Y.-F. (2011). A path to enhance students' ability and willingness to communicate in English. *Languages, Literary Studies and International Studies: An International Journal*, 8, 105-129.
- Cohen, J., Cohen, P., West, S. G., & Aiken, L. S. (2003). *Applied multiple regression correlation analysis for the behavioral science* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Crawford-Ferre, H. G., & Wiest, L. R. (2012). Effective online instruction in higher education. *The Quarterly Review of Distance Education*, 13(1), 11-14.
- Dalgarno, B., Bishop, A. G., Adlong, W., & Bedgood, D. R., Jr, (2009). Effectiveness of a virtual laboratory as a preparatory resource for distance education chemistry students. *Computers & Education*, 53(3), 853-865. doi:10.1016/j.compedu.2009.05.005
- Eilam, B., Zeinder, M., & Aharon, I. (2009). Student conscientiousness self-regulated learning, and science achievement: An explorative study. *Psychology in the Schools*, 46(5), 420-432. doi:10.1002/pits.20387
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Frazier, P. A., Tix, A. P., & Barron, K. E. (2004). Testing moderator and mediator effects in counseling psychology research. *Journal of Counseling Psychology*, 51(1), 115-134. doi:10.1037/0022-0167.51.1.115
- Frey, B. A., & Birnbaum, D. J. (2002). *Learners' perceptions on the value of PowerPoint in lectures*. Retrieved from ERIC database. (ED 467192)
- Guri-Rosenblit, S. (1999). *Distance and campus universities: Tensions and interactions: A comparative study of five countries*. Oxford, UK: International Association of Universities and Pergamon Press.
- Hair, J. F., Black, B., Babin, B., Anderson, R. E., & Tatham, R. L. (2005). *Multivariate data analysis* (6th ed.). Upper Saddle River, NJ: Prentice-Hall.

- Hayes, A. F., & Matthes, J. (2009). Computational procedures for probing interactions in OLS and logistic regression: SPSS and SAS implementations. *Behavior Research Methods*, 41(3), 924-936. doi:10.3758/BRM.41.3.924
- Heckert, T. M., Latier, A., Ringwald, A., & Silvey, B. (2006). Relation of course, instructor, and student characteristics to dimensions of student ratings of teaching effectiveness. *College Student Journal*, 40(1), 195-203.
- Hewitt, J. (2003). How habitual online practices affect the development of asynchronous discussion threads. *Journal of Educational Computing Research*, 28(1), 31-45. doi:10.2190/PMG8-A05J-CUH1-DK14
- Hu, L.-T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1-55. doi:10.1080/10705519909540118
- Jackson, D. L., Teal, C. R., Raines, S. J., Nansel, T. R., Force, R. C., & Burdsal, C. A. (1999). The dimensions of students' perceptions of teaching effectiveness. *Educational and Psychological Measurement*, 59(4), 580-596. doi:10.1177/00131649921970035
- Latchem, C., & Lockwood, F. (Eds.). (1998). *Staff development in open and flexible learning*. New York, NY: Routledge.
- Lattuca, L. R., Knight, D., & Bergom, I. (2013). Developing a measure of interdisciplinary competence. *International Journal of Engineering Education*, 29(3), 726-739.
- Lin, W., Yueh, H.-P., & Minoh, M. (2009). A case study of advancing international distance education between Taiwanese and Japanese universities. *Asia-Pacific Collaborative Education Journal*, 5(1), 1-12.
- Mackey, K. R. M., & Freyberg, D. L. (2010). The effect of social presence on affective and cognitive learning in an international engineering course taught via distance learning. *Journal of Engineering Education*, 99(1), 23-34. doi:10.1002/j.2168-9830.2010.tb01039.x
- Marsh, H. W. (1980). The influence of student, course, and instructor characteristics in evaluations of university teaching. *American Educational Research Journal*, 17(2), 219-237. doi:10.3102/00028312017002219
- Marsh, H. W., & Roche, L. A. (1997). Making students' evaluations of teaching effectiveness effective: The critical issues of validity, bias and utility. *American Psychologist*, 52(11), 1187-1197. doi:10.1037/0003-066X.52.11.1187
- Marsh, H. W., & Roche, L. A. (2000). Effects of grading leniency and low workload on students' evaluations of teaching: Popular myth, bias, validity, or innocent bystanders? *Journal of Educational Psychology*, 92(1), 202-228. doi:10.1037/0022-0663.92.1.202
- Palmer, S. (2007). An evaluation of streaming digital video resources in on- and off-campus engineering management education. *Computers & Education*, 49(2), 297-308. doi:10.1016/j.compedu.2005.07.002
- Pintrich, P. R. (2004). A conceptual framework for assessing motivation and self-regulated learning in college students. *Educational Psychology Review*, 16(4), 385-407. doi:10.1007/s10648-004-0006-x
- Ritchie, D. C., & Hoffman, B. (1997). Incorporating instructional design principles with the

- world wide web. In B. H. Khan (Ed.), *Web-based instruction* (pp. 135-138). Englewood Cliffs, NJ: Educational Technology Publications.
- Saba, T. (2012). Implications of e-learning systems and self-efficiency on students outcomes: A model approach. *Human-centric Computing and Information Sciences*, 2(6). doi:10.1186/2192-1962-2-6.
- Shotsberger, P. G. (2000). The human touch: Synchronous communication in web-based learning. *Educational Technology*, 40(1), 53-56.
- Singh, H. (2003). Building effective blended learning programs. *Educational Technology*, 43(6), 51-54.
- Steif, P. S., & Dollár, A. (2009). Study of usage patterns and learning gains in a web-based interactive static course. *Journal of Engineering Education*, 98(4), 321-333. doi:10.1002/j.2168-9830.2009.tb01030.x
- Swan, K. (2004). Learning online: Current research on issues of interface, teaching presence and learner characteristics. In J. Bourne & J. C. Moore (Eds.), *Elements of quality online education into the mainstream* (pp. 63-79). Needham, MA: Sloan Center for Online Education.
- Yang, Y., & Cornelious, L. F. (2005). Preparing instructors for quality online instruction. *Online Journal of Distance Learning Administration*, 8(1). Retrieved from <http://www.westga.edu/~distance/ojdla/spring81/yang81.htm>
- Yueh, H.-P., Chen, T.-L., Chiu, L.-A., Lee, S.-L., & Wang, A.-B. (2012). Student evaluation of teaching effectiveness of a national innovative education program on image display technology. *IEEE Transactions on Education*, 55(3), 365-369. doi:10.1109/TE.2011.2178121
- Yueh, H.-P., Chen, T.-L., Lin, W., & Sheen, H.-J. (2014). Developing digital courseware for a virtual nano-biotechnology laboratory: A design-based research approach. *Educational Technology and Society*, 17(2), 158-168.



Exploring Mathematics Teachers' Perception of Technological Pedagogical Content Knowledge

Ting-Ling Lai^{a*} Hsiao-Fang Lin^b

Abstract

The purpose of the study is to develop an instrument for junior high school mathematics teachers to evaluate their technological pedagogical content knowledge. The survey tool is based on Koehler and Mishra's TPACK framework and strengthened mathematics content knowledge and pedagogical content knowledge in the framework. 526 junior high school mathematics teachers in Taiwan were recruited to validate the survey. Confirmatory factor analysis was applied to examine the validity. The results showed that survey tool reached good validity and reliability. We also explored gender, age, and seniority and other demographic factors to reflect current junior high school mathematics teachers' TPACK in Taiwan.

Keywords: TPACK, In-service teacher, Confirmatory factor analysis

Introduction

For decades, teaching has been considered a complex cognitive skill that requires various types of knowledge bases. Teacher educators have been exploring what teachers need to know as well as how to teach well. The basic traditional requirement for becoming a teacher is to possess plentiful content knowledge (CK) in a specialized subject matter; however, research-oriented CK has been found to be challenging for students to learn effectively. Teachers need to know how to transform the subject matter knowledge for students to understand. Shulman (1986) proposed pedagogical content knowledge (PCK) to bridge CK and teaching practice. PCK is defined as a type of knowledge that teachers develop to represent and formulate their subject matter and make it comprehensible for students (Shulman, 1986). PCK is a unique form of knowledge that distinguishes teachers from content specialists; it includes the knowledge of how subject matter can be represented, what (mis) conceptions of

^a Assistant Professor, Department of Educational Technology, Tamkang University, Taipei, Taiwan.

^b Assistant Professor, Graduate Institute of Curriculum and Instruction, MingDao University, ChangHua, Taiwan

* Principal author for all correspondence. E-mail: tlai@mail.tku.edu.tw

the topics can be found for learners, and how to adapt a topic for learners with diverse interests and abilities (Magnusson, Krajcik, & Borko, 1999; Shulman, 1986).

With the recent extensive use of digital technology in daily life, technology is considered an essential component for teaching support and learning in classrooms. In mathematics education, technology facilitates learners to visualize abstract ideas as well as organize and analyze data, so that learners can focus on decision-making, reflection, reasoning, and problem-solving (National Council of Teachers of Mathematics, 2000). However, studies found that teachers still lack the knowledge and skills to integrate technology in the classroom (e.g., Lee, Suhawoto, Niess, & Sadri, 2006). Researchers indicated that simply adding technological components into teaching and content domain is insufficient for technology integration; teachers need to possess technological pedagogical knowledge (TPK) to development knowledge for technology integration (Angeli & Valanides, 2009; Graham, 2011). Models and frameworks have been proposed in different disciplines, for example, information and communication (ICT)-related PCK (Angeli & Valanides, 2009) and technological content knowledge (TCK; Niess, 2005). Mishra and Koehler (2006) indicated that good teaching with technology requires understanding the combination of content, pedagogy, and technology to develop appropriate instructional strategies and representations. Mishra and Koehler (2006) adapted Shulman's PCK model and proposed a conceptual framework of Technological Pedagogical Content Knowledge (TPACK, formerly TPCK). The TPACK framework contains seven sets of knowledge [i.e., CK, PK, technological knowledge (TK), TPK, TCK, PCK, and TPACK]. This framework provides recommendations for instructional design for teacher educators in technology integration from various approaches (Graham, 2011).

A number of studies have adopted Koehler and Mishra's model to investigate teachers' TPACK, having focused mostly on pre-service teachers' development of the TPACK in teacher education programs (e.g., Chai, Koh, & Tsai, 2010; Chai, Koh, Tsai, & Tan, 2011). Other studies have explored the effects of teachers' use of specific technology and their TPACK development (e.g., Archambault & Barnett, 2010; Jang & Tsai, 2012; Lee & Tsai, 2010). However, these surveys are generic; they intended to assess teachers' TPACK for various subject areas (e.g., literature, science, and the social sciences). Although teaching various subjects requires diverse pedagogical knowledge (PK) and PCK (Koehler & Mishra, 2006; Shulman, 1986), it also necessitates different TPK, TCK, and TPACK when integrating technology into the classroom. These generic survey items may not reflect adequate professional knowledge bases. Furthermore, most TPACK studies have explored pre-service teachers' TPACK, and researchers have found that PCK

might differ between pre-service and in-service teachers (e.g., Tirosh, 2000). These study results may not have fully revealed in-service teachers' TPACK. Therefore, an investigation of in-service teachers' TPACK in a single subject may provide information on how to improve teacher professional development. The purpose of our study is twofold: (a) to develop a TPACK assessment tool for junior high school mathematics teachers; and (b) to investigate junior high school mathematics teachers' TPACK in Taiwan.

Literature Review

TPACK Framework

The traditional viewpoint of teaching decisions is made through the content; however, with the rise of technology integration in teaching and learning, the use of technology may enable or constrain teachers' use of representations or explanations regarding their subject matter (Mishra & Koehler, 2006). Within the TPACK framework, the three primary categories of knowledge, CK, PK, and TK, form a Venn diagram, which results in four more components: TPK, TCK, PCK, and TPACK. The seven categories of knowledge are defined as follows:

(a) CK is the knowledge regarding subject matter that is to be learned and taught. Specifically, it contains the concepts, principles, rules, and evidence of a subject area.

(b) PK is knowledge regarding methods, strategies, or practices that teachers have learned to teach and evaluate student learning. Here we include instructional strategies, activities, classroom management, lesson plans, and student evaluation.

(c) TK is knowledge regarding the use of digital technology. This includes the ability to operate technology, and to use software to adapt existing instructional material, or to create new ones.

(d) PCK refers to the knowledge of teaching and learning principles as well as strategies that are used to deliver content effectively. This knowledge type considers what makes concepts difficult to learn, what conceptual representations are appropriate to explain difficulties and misconceptions for learners, and what prior knowledge learners possess.

(e) TPK is knowledge regarding how different information communication technology (ICT) can be used in teaching and facilitating student learning. This includes knowledge on which ICT improves teaching effectively, and the ability to learn and adapt new ICT for teaching.

(f) TCK concerns knowledge regarding how to incorporate technology that creates better representations of specific content.

(g) TPACK is the integrative knowledge of the interaction of content, pedagogy, and technology, and includes teachers' understanding as well as the

use of technology-enhanced, content-specific pedagogical strategies for teaching subject matter and representation. Figure 1 shows the TPACK framework.

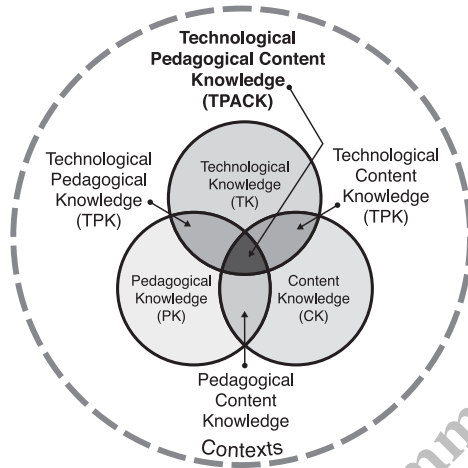


Figure 1 TPACK Framework

Source: TPACK.org, 2012, reproduced by permission.

The Mishra and Koehler (2006) TPACK model has raised scholarly debate on how to develop teachers' knowledge bases for technology integration; yet, certain challenges and criticisms have also emerged. Angeli and Valanides (2009) argued that each component in TPACK is fuzzily defined, and researchers have a different understanding of PCK, TCK, TPK, and TPCK. In addition, the nature of TPACK is disputable regarding whether TPCK is a distinct form of knowledge or whether the changes in TPCK lead to alterations in other components within the framework (Cox & Graham, 2009; Niess, 2011). Furthermore, the relationship among the seven components is unclear (Angeli & Valanides, 2009; Archambault & Barnett, 2010; Graham, 2011), and the integrative or transformative viewpoint of the model may affect how researchers assess TPACK. Recent literature review pointed that TPACK as a distinct body of knowledge, and researchers suggested that contextualize TPACK on a specific domain may improve our understanding of TPACK (Graham, 2011; Voogt et al., 2012).

PCK and TPCK in mathematics education

Ball, Thames, and Phelps (2008) observed mathematics teachers' practice, and found that mathematics teachers need to explain the concepts, principles, and procedures, but also interpret student errors and evaluate alternative algorithms. Mathematics teachers need advanced mathematical knowledge and skill to decide whether a method or procedure works in general. These practices necessitate mathematics knowledge, which encompasses more than Shulman's definitions

of CK and PCK. Therefore, they proposed a framework of Mathematics Knowledge for Teaching (MKT) that integrated CK and PCK, and divided it into six categories. The CK domain includes common content knowledge (CCK), specialized content knowledge (SCK), and horizon content knowledge (HCK). CCK is the knowledge that one can correctly solve mathematics problems; it can be used under numerous circumstances other than in teaching. SCK refers to mathematical knowledge and skills that are specific to teaching mathematics, and HCK is defined as knowing how a specific concept is related to other concepts in mathematics curricula. Parallel to Shulman's PCK are an additional three knowledge categories: knowledge of content and students (KCS), knowledge of content and teaching (KCT) and knowledge of content and curriculum (KCC). KCS refers to the knowledge of common student conceptions and misconceptions regarding specific mathematical content, KCT is knowledge regarding what examples to use or the advantages and disadvantages of representations used to teach specific content, and KCC is knowledge regarding instructional materials and programs (Ball et al., 2008). Despite factor analysis having not empirically supported the existence of the distinct components of the MKT model (Baumert et al., 2010), this model is considered most influential, and best describes CK and PCK in mathematics education (Depaepe, Verschaffel, & Kelchtermans, 2013).

For mathematics education, Niess et al. (2009) proposed a model for preservice mathematics teachers' TPACK development. The model included standard indicators in four areas (i.e., the design and development of technology-rich learning environments, the application of methods and strategies for applying appropriate technology to maximize student learning, the application of technology to facilitate assessment, and the use of technology to enhance teachers' productivity and proactivity). This model seems generic, and does not address mathematics teaching specifically (Voogt, Fisser, Roblin, Tondeur, & van Baak, 2012). Therefore, to better assess mathematics teachers' TPACK, we developed a survey based on Mishra and Koehler's TPACK model, and expanded CK and PCK to include CCK, SCK, and KCC from MKT.

Assessment of TPACK

To investigate teachers' perceptions of TPACK, researchers have developed surveys on the basis of the Mishra and Koehler (2006) model. Some studies have explored pre-service teachers' TPACK in a generic survey (e.g., Chai et al., 2010; Schmidt et al., 2009), some have focused on in-service teachers in science education (e.g., Lee & Tsai, 2010; Lin, Tsai, Chai, & Lee, 2013), and still others have examined specific pedagogical uses of technology knowledge (e.g., Jang & Tsai, 2012). Most of these studies have used exploratory factor analysis (EFA) to examine the validity of the surveys; few studies can verify Mishra and Koehler's

(2006) seven components of the TPACK model. Schmidt et al. (2009) developed a TPACK survey tool, Survey of preservice teacher's knowledge of teaching and technology, and examined how pre-service teachers develop and apply TPACK through their teacher preparation program. Through factor analysis within each subscale, they selected 24 items, and validated the tool. The participants in that study were 124 k-6 pre-service teachers who taught all of the subjects in their classroom. The question items used to assess CK focused on the whether teachers had an in-depth and broad knowledge of the subjects, and if they knew various examples in a diverse range of subjects (i.e., math, science, social studies, and literature). Koh, Chai, and Tsai (2010) recruited 1,185 pre-service teachers to validate a TPACK survey tool. Through EFA, they found that participants were unable to distinguish between TCK and TPK. The items from TPK, TCK, and TPACK were loaded as one factor, and items from PK and PCK were loaded as another factor. The researchers renamed the five identified factors as TK, CK, knowledge of pedagogy (KP), knowledge of teaching technology (KTT), and knowledge from critical reflection (KCR).

Few studies have explored in-service teachers' TPACK. Graham et al. (2009) designed a survey to measure in-service science teachers' confidence in TPACK. This survey included 31 items to measure four components (i.e., TK, TPK, TCK, and TPACK) through 15 participant responses, and their results indicated that these in-service science teachers' confidence in TK is foundational to developing confidence in the other three forms of knowledge measured. Lin et al. (2013) investigated 222 primary and secondary school pre-service and in-service science teachers' perceptions of TPACK in Singapore. The structural equation model (SEM) analysis results confirmed the Mishra and Koehler (2006) seven-factor model. That study found that in-service teachers had significantly higher confidence compared with pre-service teachers for CK and PK.

Some survey tools have been developed to assess teachers' perceptions when they incorporate specific technology tools or instructional methods. Archambault and Barnett (2010) surveyed 1,795 k-12 online teachers' TPACK. Through factor analysis, they found three factors: PCK, TK, and TCK. CK, PK, and PCK were loaded as one factor and labeled PCK, and the items of TPK, TCK, and TPCK were loaded as TCK, with TK being the only clear factor. Lee and Tsai (2010) developed a Technological Pedagogical Content Knowledge-Web (TPCK-W) Survey to assess teachers' self-efficacy in web-based instruction. The participants were 558 teachers from select elementary schools to high schools in Taiwan. Through factor analysis, their survey identified five factors: web general, web communication, web CK, web PCK, and attitude. The results showed that web PK and web PCK were loaded as one factor. Chai et al., (2011) explored the PK

of meaningful learning and web competence. They investigated 834 pre-service teachers teaching various content areas in Singapore. The survey items included 28 items from the Schmidt et al. (2009) survey, and added meaningful learning to replace generic PK. For TK, they included web-based technology; thus, TK was measured as web competence. The factor analysis results showed five factors in the pre-course survey; this meant that teachers were able to distinguish among TK, PK, CK, TPK, and TPACK. Jang and Tsai (2012) surveyed 614 in-service elementary mathematics and science teachers in the use of interactive whiteboards (IWBs) in Taiwan. In addition to the seven categories from the TPACK framework, the survey included context knowledge (CxK), which refers to students' prior knowledge, misconceptions, learning difficulties in each subject, and an evaluation of student understanding. The TPACK questionnaire underwent factor and item analyses. The results yielded four major components: CK, TK, PCKCx, and TPCKCx. Items from PK and PCK were combined as PCKCx, whereas items from TPK, TCK, and TPCK were loaded as TPCKCx. The results showed teachers who use IWBs had significantly higher CK, PCKCx, TK, and TPACKCx compared with those who do not use IWBs. From aforementioned these studies, we found that most of them have investigated pre-service teachers' TPACK, most of survey items were content-general. As researchers pointed that TPACK needs to be contextualized on a specific lesson topic (Graham et al., 2009), it also needs to examine in-service teachers' TPACK for one specific subject. Further, most studies merely used EFA to extract factors from the framework that might not be able to address the complex nature of TPACK model (Lee & Tsai, 2010), therefore, in present paper, we adopt MKT to develop TPACK instrument and use confirmative factor analysis to verify the Mishra and Koehler (2006) seven factors of TPACK model.

Teacher's TPACK by gender and teaching experience

Previous studies have shown that males and females have different knowledge and attitude toward ICT (Kay, 2006; Markauskaite, 2006). Few studies have investigated gender differences in teachers' TPACK. Koh et al. (2010) found that male pre-service teachers' TK was higher than that of their female counterparts. Lin et al. (2013) revealed that female in-service teachers had higher confidence in PK but less confidence in CK. Jang and Tsai (2012) found that gender differences did not have any significant effects on elementary school science and math teachers' IWB-based TPACK. Later, they conducted another study to investigate 1,292 secondary science teachers in Taiwan, and found that male teachers rated themselves higher than did female teachers in TK (Jang & Tsai, 2013).

Researchers also explored other demographic factors such as age, teaching experiences (seniority), technology integration experiences, and their relationship with TPACK. Lee and Tsai (2010) conducted the correlation analysis and found that older teachers with more teaching experience were less confident about their web-TPACK. Lin et al. (2013) also used the correlation analysis to find that in-service teachers' TK, TPK, TCK and TPC(K) were significantly correlated with their age negatively. They concluded that female in-service science teachers tended to feel less confident in technology-related knowledge base (i.e., TK, TPK, TCK and TPACK) when the age increased. Koh, Chai, and Tsai (2014) surveyed 354 elementary, secondary school and junior college teachers in Singapore. From the correlation analysis results, they found that teaching experiences had significant influence on constructivist-oriented TPACK whereas age and gender did not.

In Jang and Tsai (2012) study, experienced elementary science and mathematics teachers had higher CK, pedagogical content knowledge in context (PCKCx), and TPACK than novice teachers. In the later study, they found experienced secondary science teachers had higher rating in CK and PCKCx, while science teachers with less teaching experience had higher rating in TK and technological content knowledge in context (TPCKCx) (Jang & Tsai, 2013). Both studies used ANOVA to find the significant differences among four groups of teaching experience, however, without post hoc tests, it is unclear which group was better than others. Teacher educators have noted that teachers' needs in professional development might vary depending on their career stages (Richter, Kunter, Klusmann, Lüdtke, & Jürgen, 2011), this warrants further investigating to examine the interaction effect of gender and other demographic characters factors on secondary school mathematics teachers' TPACK.

Method

Subjects

Our study participants were public junior high school mathematics teachers in Taiwan. We recruited 526 math teachers (approximately 56% of them were men) for the study. In total, 257 participants (48.9%) were between 31 and 40 years old, 205 teachers (39.0%) were older than 40 years, and 64 teachers (12.2%) were under 30 years of age. Regarding their teaching experience, 232 teachers (44.1%) taught for 11-20 years, 210 teachers (39.9%) taught less than 10 years, and 83 teachers (15.8%) taught for more than 21 years. Concerning technology integration experience, approximately 71% of participants had experience, whereas 29% of teachers had no technology integration experience. Demographic information is listed in Table 1.

Table 1 Demographics Data of the Subjects

N=526			
Item	Group	Count	Percentage (%)
Gender	Male	294	55.9
	Female	230	43.7
	missing	2	.4
Age	Under 30 yr.	64	12.2
	31-40 yr.	257	48.9
	Above 41 yr.	205	39.0
Teaching experiences	0-10 yr.	210	39.9
	11-20 yr.	232	44.1
	21-more yr.	83	15.8
	Missing	1	.2
Technology Integration Experience	Yes	374	71.1
	No	152	28.9
Total		526	100.0

Source: This study.

Instrument development

To explore Taiwan junior high school mathematics teachers' perception of TPACK, we developed a survey for mathematics teachers (TPACK-MT). The constructs in the survey were based on the Mishra and Koehler (2006) framework containing seven subscales (i.e., CK, PK, TK, TCK, PCK, TPK, and TPACK) and existing survey tools (e.g., Chai et al., 2009; Lin et al., 2013; Schmidt et al., 2009). To better assess mathematics teachers' CK and PCK, we followed the recommendations by Ball et al. (2008), and created question items to assess math pedagogical content knowledge (PCK-M) and general pedagogical content knowledge (PCK-G). A sample question for PCK-M was, "I am able to use mathematics special knowledge to identify students' mistakes in solving math problems." A sample question for PCK-G was, "I am able to identify the rationale when students are creating new ways to solve math problems."

TPACK-MT is ranked on a 6-point scale, ranging from 1 (does not apply), 2 (applies slightly), 3 (somewhat applies), 4 (fairly applies), 5 (mostly applies), to 6 (completely applies; Graham et al., 2009). The junior high school mathematics teachers relied on their perceptions to select the most appropriate answers. The mean scores represent the level of knowledge.

We conducted the pilot test on 66 mathematics teachers from 10 schools. The number of returned responses was 63 (the return rate was 96.9%), with 62 valid for further analysis. Based on the item analysis results, we removed questions that include (a) a coefficient of skewness greater than 1 or less than -1 , (b) a correlation of more than .75, (c) a subscale correlation less than .30, (d) factor loading values less than .30, or (e) a critical value (CR) that did not reach a significance of .05 (Costello & Osborne, 2005). Consequently, 35 items remained for testing.

Data analysis

To develop the reliability and validity of the TPACK-MT survey tool, we used SEM for confirmatory factor analysis. We first built an initial model on the basis of Mishra and Koehler (2006) framework. Then, we used the sample data to define the model and modified it in the light of parameter estimation results. Finally, to ensure the model stability, we used another group of sample teachers to cross-validate the model. We also used the *t* test and two-way MANOVA to explore age, teaching experience and technology integration interactions in junior high school mathematics teachers' TPACK in Taiwan.

Results

Instrument development

We followed the procedures by Lou, Lin, and Lin (2013), and employed 230 female teachers for the calibration sample and 294 male teachers for the validation sample. We used LISREL8.80 for confirmatory factor analysis, and maximum likelihood (ML) for parameter estimation to examine the validity. The observation variables numbered 35 items, and seven latent factors were for model validation.

Based on the goodness-of-fit statistics (GFI) results, the calibration sample and validation sample fitness indices were acceptable. The normed chi-square (χ^2/df) of the calibration sample was 2.33 (1218.74/524), and that of the validation sample was 2.38 (1246.46/524). When χ^2/df was between 2 and 3, the model was typically a good fit. Furthermore, according to Hu and Bentler (1999), the Comparative Fit Index (CFI) and the root mean square error of approximation (RMSEA) are required for inclusion in the description. They indicated that when the CFI is more than .90 and the RMSEA is less than .05, this means that the model has a good fit, and less than .08 means that the model has a reasonable fit. Therefore, in this study, the CFI in the calibration sample was .97, the RMSEA was .076, and the validation sample had a CFI of .98 and an RMSEA of .065, indicating that the measured model had a reasonable fit.

For cross-validation, LISREL provides an Expected Cross-Validation Index (ECVI) for measuring whether models can be used in different samples with a good fit (Browne & Cudeck, 1993). Because no fixed value exists for the ECVI, we used an independence model and a saturated model for comparison. It would be better if the ECVI is smaller than the independence model and the saturated model. The calibration sample model ECVI was 6.25, with 90% CI at (5.82, 6.71), and the independence model ECVI was 103.55, with the saturated model ECVI at 5.50. The ECVI of the calibration sample was more than that of the saturated model, but considerably less than that of the independence model. Regarding the

validation sample model, the EVCI was 4.92 with 90% CI of (4.63, 5.43), and the EVCI of the independence model and the saturated model was 110.49 and 4.30, respectively. The validation sample model EVCI was more than that of the saturated model, but less than that of the independence model; therefore, the model had acceptable cross-validity.

Table 2 shows that all of the factor loadings (standardized validity coefficients) of the observed variables to the latent variables in the calibration sample were between .48 and .97, mostly meeting the requirement (between .95 and .50), and all the t values were greater than 1.96. This means that each observed variable reached a significance level of .05, and that the latent factors in the calibration sample had validity. The composite reliability between .676 and .944 was more than .6 for all the variables, showing that the model had good internal quality. The average variance extracted (AVE) values were between .401 and .774, which also met the requirements.

Table 2 Validity and Reliability of Calibration Sample and Validation Sample in TPACK-MT

Item	Standardized validity coefficient		Reliability coefficient		Composite reliability		Average variance extracted	
	C	V	C	V	C	V	C	V
CK1 Understand mathematics knowledge structures and approaches	.87	.85	.76	.72				
CK2 Understand related theories and the curriculum-developing process in the junior high school mathematics curriculum	.80	.82	.64	.67				
CK3 Understand mathematics concepts in the junior high school mathematics curriculum	.84	.89	.71	.79				
CK4 Know the Grades 1-9 Curriculum competence indicators	.63	.69	.40	.48				
					.868	.888	.625	.667
PK1 Appraise students' learning progress	.70	.67	.49	.45				
PK2 Improve student motivation	.74	.77	.55	.59				
PK3 Use appropriate instructional methods to meet different students' needs	.68	.77	.46	.59				
PK4 Adapt teaching based on what students currently understand or do not understand	.73	.76	.53	.58				
PK5 Guide students to adopt appropriate learning strategies	.75	.81	.56	.66				
PK6 Assess students' learning in multiple ways	.74	.82	.55	.67				
PK7 Evaluate students' understanding of course content	.68	.64	.46	.41				
					.881	.900	.515	.515
TK1 Use emerging technology	.67	.76	.45	.58				
TK2 Use new computer applications	.63	.69	.40	.48				
TK3 Solve my own technology problems	.51	.78	.26	.61				
TK4 Keep up with emerging technological products and knowledge	.71	.85	.50	.72				
					.726	.854	.401	.596

PCK1 Use special mathematics knowledge to identify students' mistakes in solving math problems	.69	.65	.48	.42				
PCK 2 Identify the rationale when students try new ways to solve mathematics problems	.71	.66	.50	.44				
PCK 3 Explain the rationale behind the mathematics problem-solving process for students	.83	.83	.69	.69				
PCK 4 Use appropriate examples to explain mathematical concepts	.86	.88	.74	.77				
PCK 5 Use appropriate figures and tables to explain mathematical concepts	.79	.82	.62	.67				
					.883	.881	.604	.599
TCK1 Know the problems that students might encounter when they use technology in learning	.60	.61	.36	.37				
TCK2 Use appropriate technological tools to teach mathematics, and allow students to apply mathematics knowledge in their daily life	.81	.78	.66	.61				
TCK3 Use appropriate technology and instructional methods	.79	.79	.62	.62				
TCK4 Guide students to use ICT to analyze data	.79	.83	.62	.69				
TCK5 Guide students to use ICT to construct knowledge	.87	.92	.76	.85				
TCK6 Guide students to use ICT to engage in collaborative learning	.91	.90	.83	.81				
TCK7 Guide students to use ICT to evaluate their understanding and obstacles	.90	.91	.81	.83				
TCK8 Reflect on how ICT might impact my teaching	.89	.92	.79	.85				
					.944	.929	.680	.701
TPK1 Know specific computer software to help students understand mathematical concepts (e.g., PowerPoint, GSP, drawing pad, smart board)	.72	.80	.52	.64				
TPK2 Choose e-learning materials to add in mathematics class	.48	.60	.23	.36				
TPK3 Develop or revise existing e-learning materials to fit in the national curriculum guideline	.71	.75	.50	.56				
					.676	.762	.417	.520
TPACK1 Help other mathematics teachers use ICT in their classes	.78	.83	.61	.69				
TPACK2 Integrate mathematics content, instructional methods, and technology in teaching the junior high school mathematics curriculum	.96	.96	.92	.92				
TPACK3 Combine mathematics content, instructional methods, and technology to help students learn mathematics	.97	.95	.94	.90				
TPACK4 Evaluate student learning outcomes based on mathematics content, instructional methods, and technology	.79	.81	.62	.66				
					.932	.938	.774	.791

Source: This study.

Note: C= calibration sample, V= validation sample

Regarding the validation sample group, all of the factor loadings (standardized validity coefficients) of the observed variables to latent variables were between .60 and .96. The t values were more than 1.96, and reached a significance level of .05. These results show that all of the observed latent variables had good validity. The composite reliability (between .762 and .938) was higher than .7, and thus considered excellent. The AVE values in seven latent variables were between .515 and .791, which fit the requirement. In summary, both the calibration model and the validation model have a good fit, which means that the observed variables adequately reflect the latent variables. The first-order confirmatory factor analysis results are shown in Table 2.

TPACK-MT analysis

The means of the seven subscales were between 3.89 and 5.13, and the standard deviations (SD) were between .59 and .92. The descriptive statistics analysis results showed that the skewness of the seven subscales was between $-.59$ and $-.467$, and kurtosis was between $-.329$ and $.499$; thus, both fit the normal distribution hypothesis. Therefore, we used the maximum likelihood method (ML) to measure parameter estimations, and to identify the model fit for the measurement model. The descriptive statistics analysis results of the subscales and total scales are listed in Table 3.

Table 3 Descriptive Data Results of TPACK-MT Subscales

N=526

Subscale	Mean	SD	Skewness	Kurtosis
CK	5.04	.67	-.435	-.195
PK	4.88	.59	-.366	.486
TK	4.30	.92	-.336	.159
PCK	5.13	.59	-.454	-.087
TPK	3.89	.89	-.422	.499
TCK	4.29	.85	-.275	-.080
TPACK	5.05	.92	-.467	.359
Overall	4.50	.58	-.059	-.329

Source: This study.

Internal consistency reliability

Table 4 shows the TPACK survey and the internal reliability of the seven subscales. The seven subscales' Cronbach's α values were between .77 and .955, and the overall Cronbach's α was .956. The standardized Cronbach's α values were between .771 and .955, and the overall Cronbach's α was .956. The internal validity was high, and indicated adequate internal reliability.

Table 4 TPACK Scales and 7 Subscales' Cronbach's α N=526

Subscale	Cronbach's α	Standardized cronbach's α	Item
CK	.877	.880	4
PK	.906	.908	7
TK	.861	.869	4
PCK	.888	.890	5
TPK	.955	.955	8
TCK	.770	.771	3
TPACK	.891	.895	4
Overall	.956	.956	35

Source: This study.

Internal consistency validity

Table 5 shows the correlation coefficient of the seven subscales and overall TPACK scales. The coefficients were between .193 and .855, and all reached significance, indicating that the survey tool has good internal validity.

Table 5 Correlation among TPACK-MT Subscales and Overall Scale N=526

	CK	PK	TK	PCK	TPK	TCK	TPACK	Overall
CK	-	.659***	.263***	.723***	.267***	.316***	.307***	.607***
PK		-	.382***	.696***	.392***	.389***	.397***	.718***
TK			-	.280***	.661***	.652***	.613***	.759***
PCK				-	.193***	.296***	.219***	.577***
TPK					-	.731***	.821***	.855***
TCK						-	.791***	.808***
TPACK							-	.833***

Source: This study.

*** $p < .001$

The results of TPACK, TPK and TCK subscales were highly correlated; there might be some concerns about multicollinearity. To avoid the multicollinearity problem, we can use composite reliability to assess the fitness of the calibration model. Fornell and Larcker (1981) suggested that when the composite reliability is more than .6, the observed variables can reflect latent variables. The composite reliability of latent variables in this study were more than .6, which means that latent variables have high correlations, and did not affect the fitness of model.

Gender and age effects on mathematics teachers' TPACK

We employed two-way MANOVA to analyze the effects of gender and age on mathematics teachers' TPACK. The results showed that no significant interactive effect exists, but the main effects of gender and age were significant. Gender effects yielded significant differences on TK ($F=5.20, p=.010$), and showed that male teachers' TK scored higher than that of female teachers. Regarding age, five subscales and overall scales ($F=6.077, p=.002$) had significant

differences. The five subscales were CK ($F=3.916, p=.021$), TK ($F=14.796, p=.000$), TPK ($F=5.430, p=.005$), TCK ($F=7.556, p=.001$), and TPACK ($F=7.482, p=.001$). The post hoc results of each subscale and overall scale are shown in Table 6. We found that male mathematics teachers had a higher TK score, and teachers who were younger than 30 years had a higher score in TK, TPK, TCK and TPACK.

Table 6 MANOVA Results of Subscales and Overall Scale in Gender*Age

N=524

Independent var.	Dependent var.	df	F	p	η^2	Post Hoc
gender	CK	1	.299	.585	.001	-
	PK	1	.139	.709	.000	-
	TK	1	5.200*	.023	.010	male>female
	PCK	1	.018	.894	.000	-
	TPK	1	.821	.365	.002	-
	TCK	1	1.697	.193	.003	-
	TPACK	1	.508	.476	.001	-
	overall	1	1.412	.235	.003	-
age	CK	2	3.916*	.021	.015	above 41yr.>31-40yr.
	PK	2	1.378	.253	.005	-
	TK	2	14.796***	.000	.054	under 30yr.>31-40yr.>above 41yr.
	PCK	2	.440	.645	.002	-
	TPK	2	5.430**	.005	.021	under 30yr.>31-40yr. under 30yr.>above 41yr.
	TCK	2	7.556**	.001	.028	under 30yr.>31-40yr.>above 41yr
	TPACK	2	7.482**	.001	.028	under 30 yr >31-40yr under 30yr.>above 41yr
	overall	2	6.077**	.002	.023	under 30yr.>31-40yr. under 30yr.>above 41yr.
gender *age	CK	2	.936	.393	.004	-
	PK	2	1.070	.344	.004	-
	TK	2	.024	.976	.000	-
	PCK	2	.961	.383	.004	-
	TPK	2	1.744	.176	.007	-
	TCK	2	1.013	.364	.004	-
	TPACK	2	2.583	.077	.010	-
	overall	2	1.786	.169	.007	-

Source: This study.
* $p<.05$, ** $p<.01$, *** $p<.001$

Gender and seniority effects on math teachers' TPACK

The two-way MANOVA results showed that no significant interaction effect exists, but the main effects of gender and teaching experience were significant. Gender effects were found on TK ($F=7.338, p=.007$), TPK ($F=5.484, p=.020$), TCK ($F=4.134, p=.043$), TPACK ($F=6.884, p=.009$), and the overall scale ($F=6.119, p=.014$). Male mathematics teachers had higher scores than their female counterparts on the four technology-related subscales and the overall

scale. Regarding teaching experience, all seven subscales, CK ($F=5.041, p=.007$), PK ($F=4.453, p=.012$), TK ($F=15.576, p=.000$), PCK ($F=6.356, p=.002$), TPK ($F=6.407, p=.002$), TCK ($F=12.212, p=.000$), and TPACK ($F=7.214, p=.001$), as well as the overall scale ($F=6.474, p=.002$), had significant differences. From the post hoc test, we found that mathematics teachers with less than 10 years of teaching experience had a higher score in all four technology related subscales and overall scale. Teacher with more than 21 years teaching experiences had highest score in CK, and lowest scores in TK, TCK and TPACK. The post hoc test results of each subscale and the overall scale are shown in Table 7.

Table 7 MANOVA Results of Subscales and Overall Scale in Gender* Teaching Experience

N=524

Independent var.	Dependent var.	df	F	p	η^2	Post Hoc
gender	CK	1	1.234	.267	.002	-
	PK	1	1.293	.256	.002	-
	TK	1	7.338*	.007	.014	male>female
	PCK	1	.164	.685	.000	-
	TPK	1	5.484*	.020	.010	male>female
	TCK	1	4.134*	.043	.008	male>female
	TPACK	1	6.884**	.009	.013	male>female
	overall	1	6.119*	.014	.012	male>female
teaching experiences	CK	2	5.041**	.007	.019	above 21yr.> 0-10yr. above 21yr.>11-20yr.
	PK	2	4.453*	.012	.017	above 21yr.> 11-20yr.
	TK	2	15.576***	.000	.057	0-10yr.> 11-20yr. 0-10yr.> above 21yr.
	PCK	2	6.356**	.002	.024	above 21yr.> 11-20yr.
	TPK	2	6.407**	.002	.024	0-10yr.> 11-20yr. 0-10yr.> above 21yr.
	TCK	2	12.212***	.000	.045	0-10yr.> 11-20yr. 0-10yr.> above 21yr.
	TPACK	2	7.214**	.001	.027	0-10yr.> 11-20yr. 0-10yr.> above 21yr.
	overall	2	6.474**	.002	.024	0-10yr.>11-20yr. 0-10yr.> above 21yr.
gender * teaching experiences	CK	2	.987	.373	.004	-
	PK	2	.289	.749	.001	-
	TK	2	1.111	.330	.004	-
	PCK	2	.799	.450	.003	-
	TPK	2	.770	.464	.003	-
	TCK	2	2.552	.079	.010	-
	TPACK	2	1.108	.331	.004	-
	overall	2	1.337	.263	.005	-

Source: This study.
* $p<.05$, ** $p<.01$, *** $p<.001$

Gender and technology effects on mathematics teachers' TPACK

Regarding the interaction between gender and technology integration, the two-way MANOVA results showed that PCK ($F=4.122, p=.043$), TCK

($F=6.818, p=.009$), and the overall scale ($F=3.903, p=.049$) had a significant interactive effect, as shown in Table 8. Therefore, we further examined the simple main effects of gender and technology integration. Table 9 shows that male mathematics teachers' TCK ($F=54.620, p=.000$) and the overall scale ($F=22.239, p=.000$) had significant differences (Will's $\Lambda=.835, p=.000$). This means that male teachers with technology integration experience had higher TCK and overall scale scores than those with no technology integration experience. For female mathematics teachers Will's $\Lambda=.893 (p=.000)$, PCK ($F=4.749, p=.030$), TCK ($F=12.939, p=.000$), and the overall scale ($F=4.189, p=.042$) had significant differences. The post hoc test results show that female teachers with technology integration experience had higher scores than those without technology integration experience in TCK and the overall scale. Yet, female teachers with no technology integration experience had a higher score than those who had technology integration experience in the PCK subscale.

Regarding technology integration experiences, PCK ($F=4.029, p=.045$), TCK ($F=7.842, p=.005$), and the overall scale ($F=8.008, p=.005$) had significant differences (Will's $\Lambda=.976, p=.029$), and male mathematics teachers had higher scores than their female counterparts. For teachers with no technology integration experiences, PCK, TCK, and the overall scale did not yield significant differences.

Table 8 Two-way MANOVA Results of Seven Subscales and Overall Scale in Gender* Technology Integration

N=524

Independent var.	Dependent var.	df	F	p	η^2
gender * technology integration	CK	1	.996	.319	.002
	PK	1	.961	.327	.002
	TK	1	.749	.387	.001
	PCK	1	4.122**	.043	.008
	TPK	1	3.223	.073	.006
	TCK	1	6.818***	.009	.013
	TPACK	1	1.673	.196	.003
	overall	1	3.903*	.049	.007

Source: This study.
* $p<.05$, ** $p<.01$, *** $p<.001$

Table 9 Simple Main Effect Results of Seven Subscales and Overall Scale in Gender* Technology Integration

source	df	Λ	F		
			PCK	TCK	overall
technology integration					
In male	1	.835***	.594	54.620***	22.239***
In female	1	.893***	4.749*	12.939***	4.189*
gender					
In with	1	.976*	4.029*	7.842**	8.008**
In without	1	.969	1.249	1.559	0.272

Source: This study.
* $p<.05$, ** $p<.01$, *** $p<.001$

Discussion

Validity and reliability of TPACK-MT

The TPACK framework has been discussed for many years; considerable effort has been devoted to improving teachers' TPACK. In this paper, we developed a TPACK survey for junior high school mathematics teachers. We designed TPACK-MT based on Mishra and Koehler's (2006) TPACK framework, and derived seven subscales totaling 35 items. The mean scores of all the subscales were between 3.89 and 5.13, and the SD were between .59 and .92. The instrument has good internal validity and reliability. Furthermore, we used a calibration sample for first-order confirmatory factor analysis, and the results showed that the composite reliability of the seven-factor model were between .676 and .944, with all values larger than .6. This means that the observed variables reflect latent variables, and have excellent reliability. In addition, we used a validation sample to examine all the indices for goodness of fit. The developed survey tool fits Mishra and Koehler's (2006) seven-factor TPACK model, and has been verified for validity and reliability. The study results are consistent with Lin et al. (2013) study and supported the seven-factor TPACK model. Previous studies focused on the pre-service teachers' TPACK, most survey items were general to all subjects, and some of factors (e.g. TPK, TCK) might not be distinguished by preservice teachers (Chai et al., 2011; Koh et al., 2010). This finding also supported the viewpoint of contextualized TPACK in a particular lesson topic and instructional activities (Cox & Graham, 2009).

Mathematics teacher's TPACK

The MANOVA results showed that male teachers scored higher in TK, TPK, TCK, and TPACK compared with female teachers. In addition, male teachers with experience in technology integration had higher PK and TCK scores than their female counterparts with experience in technology integration. The study results are consistent with previous studies that have shown that female teachers had lower TK scores than male teachers (e.g., Koh et al., 2010; Lin et al., 2013). Several studies found that female teachers were less confident to use ICT in learning and teaching and tend to indicate little or some confidence when self-check ICT competence compared to male teachers (e.g., Jamieson-Proctor, Burnett, Finger, & Watson, 2006).

Regarding age differences, we found that teachers under 30 years of age had higher TK, TPK, TCK, and TPACK scores than other groups. Similar results were also found in seniority. Novice teachers with less than 10 years of teaching experience had highest scores on the four technology-related knowledge bases (i.e., TK, TCK, TPK and TPACK) than other groups. Experienced teachers with

21 years or more of teaching experience had lower scores on four technology related knowledge, but had higher CK, PK, and PCK scores than other groups. This result is consistent with Lin et al. (2013), and Jang and Tsai (2012) that experiences had negative correlation with teachers' TPACK.

The results show that young teachers were more familiar with technology use in teaching and learning. One possible reason is that experienced teachers who are more familiar with subject content and student needs might consider technology integration to be a pedagogical strategy (Graham, 2011; Shulman, 1986). Whereas the educational goals in junior high school mathematics emphasize the representation of abstract concepts, other concrete hands-on models are available for students to observe and manipulate physically; technology might not be the only path to attaining goals. Therefore, experienced teachers might not pay particular attention to emerging technologies and related knowledge.

Conclusion and Implication

In this study, we developed and validated an instrument, TPACK-MT, to assess in-service mathematics teachers' technological pedagogical content knowledge. From the CFA results, the instrument showed good validity and reliability of the TPACK-MT, hence, it supported the Mishra and Koehler's (2006) seven-factor model of TPACK. This instrument could be further used to assess both pre-service and in-service mathematics teachers' TPACK, and help teacher educators to develop professional development programs for mathematics teachers.

The survey results show the female teachers rated lower confidence in TK, TPK, TCK and TPACK. It is suggested that female teachers need more opportunities to explore technology-related activities. Teacher educators could organize workshops or professional communities for female teachers to share knowledge and practice on content-general technology (TK), content-specific technology (TCK), or pedagogical-general technology (TPK). Eventually, female teachers could increase their confidence on technology-related knowledge and improve their TPACK as well.

We also found that novice teachers with 10 year or less teaching experiences had higher technology-related knowledge, while experienced teachers with 21 or more years had lower technology-related knowledge. It is suggested that teacher educators and authorities may provide diverse professional development opportunities, including formal and informal support for teachers in different career stages. Researchers found that beginning teachers might need informal professional development opportunities, such as collaborations with other teachers, the exchange of ideas, and opportunities to observe other classrooms,

while mid-career teachers may incline to formal learning opportunities, such as institutions providing training programs (Richter et al., 2011). Teachers in different stages might benefit from diverse professional development programs. Further studies may explore teachers' orientation and TPACK changes over career stages.

The purpose of the study is to develop and validate a TPACK assessment instrument for junior high school mathematics teachers. It is hoped that results of this study could shed light on our understanding of in-service mathematics teachers' technological pedagogical content knowledge with the ultimate aim of improving mathematics teachers' technology integration. Future studies may explore teachers' beliefs, ICT practices and contexts when developing teachers' TPACK.

Reference

- Angeli, C., & Valanides, N. (2009). Epistemological and methodological issues for the Conceptualization, development, and assessment of ICT-TPCK: Advances in technological pedagogical content knowledge (TPCK). *Computers & Education*, 52(1), 154-168. doi:10.1016/j.compedu.2008.07.006
- Archambault, L. M., & Barnett, J. H. (2010). Revisiting technological pedagogical content knowledge: Exploring the TPACK framework. *Computers & Education*, 55(4), 1656-1662. doi:10.1016/j.compedu.2010.07.009
- Ball, D. L., Thames, M. H., & Phelps, G. (2008). Content knowledge for teaching: What makes it special? *Journal of Teacher Education*, 59(5), 389-407. doi:10.1177/0022487108324554
- Baumert, J., Kunter, M., Blum, W., Brunner, M., Voss, T., Jordan, ... Tsai, Y.-M. (2010). Teachers' mathematical knowledge cognitive activation in the classroom, and student progress. *American Educational Research Journal*, 47(1), 133-180. doi:10.3102/0002831209345157
- Browne, M. W. & Cudeck, R. (1993). Alternative ways of assessing model fit. In K. A. Bollen & J. S. Long (Eds.), *Testing structural equation models* (pp. 136-162). Beverly Hills, CA: Sage.
- Chai, C. S., Koh, J. H. L., & Tsai, C.-C. (2010). Facilitating preservice teachers' development of technological, pedagogical, and content knowledge (TPACK). *Educational Technology and Society*, 13(4), 63-73.
- Chai, C. S., Koh, J. H. L., Tsai, C.-C., & Tan, L. W. L. (2011). Modeling primary school pre-service teachers' technological pedagogical content knowledge (TPACK) for meaningful learning with information and communication technology (ICT). *Computers & Education*, 57(1), 1184-1193. doi:10.1016/j.compedu.2011.01.007
- Costello, A. B., & Osborne, J. W. (2005). Best practices in exploratory factor analysis: Four recommendations for getting the most from your analysis. *Practical Assessment Research & Evaluation*, 10(7), 173-178.

- Cox, S., & Graham, C. R. (2009). Diagramming TPACK in practice: Using an elaborated model of the TPACK framework to analyze and depict teacher knowledge. *TechTrends*, 53(5), 60-69. doi:10.1007/s11528-009-0327-1
- Depaepe, F., Verschaffel, L., & Kelchtermans, G. (2013). Pedagogical content knowledge: A systematic review of the way in which the concept has pervaded mathematics educational research. *Teaching and Teacher Education*, 34, 12-25. doi:10.1016/j.tate.2013.03.001
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(3), 382-388.
- Graham, C. R. (2011). Theoretical considerations for understanding technological pedagogical content knowledge (TPACK). *Computers & Education*, 57(3), 1953-1960. doi:10.1016/j.compedu.2011.04.010
- Graham, C. R., Burgoyne, N., Cantrell, P., Smith, L., St. Clair, L., & Harris, R. (2009). Measuring the TPACK confidence of inservice science teachers. *TechTrends*, 53(5), 70-79. doi:10.1007/s11528-009-0328-0
- Hu, L.-T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1-55. doi:10.1080/10705519909540118
- Jamieson-Proctor, R. M., Burnett, P. C., Finger, G., & Watson, G. (2006). ICT integration and teachers' confidence in using ICT for teaching and learning in Queensland state schools. *Australasian Journal of Educational Technology*, 22(4), 511-530.
- Jang, S.-J., & Tsai, M.-F. (2012). Exploring the TPACK of Taiwanese elementary mathematics and science teachers with respect to use of interactive whiteboards. *Computers & Education*, 59(2), 327-338. doi:10.1016/j.compedu.2012.02.003
- Jang, S.-J., & Tsai, M.-F. (2013). Exploring the TPACK of Taiwanese secondary school science teachers using a new contextualized TPACK model. *Australasian Journal of Educational Technology*, 29(4), 566-580.
- Kay, R. (2006). Addressing gender differences in computer ability, attitudes, and use: The laptop effect. *Journal of Educational Computing Research*, 34(2), 187-211.
- Koh, J. H. L., Chai, C. S., & Tsai, C. C. (2010). Examining the technology pedagogical content knowledge of Singapore pre-service teachers with a large-scale survey. *Journal of Computer Assisted Learning*, 26(6), 563-573. doi:10.1111/j.1365-2729.2010.00372.x
- Koh, J. H. L., Chai, C. S., & Tsai, C.-C. (2014). Demographic factors, TPACK constructs, and teachers' perceptions of constructivist-oriented TPACK. *Educational Technology & Society*, 17(1), 185-196.
- Lee, K., Suhawoto, G., Niess, M. L., & Sadri, P. (2006). Guiding inservice mathematics teachers in developing TPACK (technology pedagogical content knowledge). In C. Crawford, R. Carlsen, K. McFerrin, J. Price, R. Weber, & D. A. Willis (Eds.), *Proceedings of the Society for Information Technology and Teacher Education (SITE) International Conference 2006* (pp. 3750-3765). Chesapeake, VA: Association for the Advancement of Computing in Education.

- Lee, M.-H., & Tsai, C.-C. (2010). Exploring teachers' perceived self efficacy and technological pedagogical content knowledge with respect to educational use of the World Wide Web. *Instructional Science*, 38(1), 1-21. doi:10.1007/s11251-008-9075-4
- Lin, T.-Z., Tsai, C.-C., Chai, C. S., & Lee, M.-H. (2013). Identifying science teachers' perceptions of technological pedagogical and content knowledge (TPACK). *Journal of Science Education Technology*, 22(3), 325-336. doi:10.1007/s10956-012-9396-6
- Lou, Y.-C., Lin, H.-F., & Lin, C.-W. (2013). Development and confirmatory factory analysis of the achievement task value scale for university students. *Journal of Psychoeducational Assessment*, 31(5), 482-492. doi:10.1177/0734282912462998
- Magnusson, S., Krajcik, J., & Borko, H. (1999). Nature, sources, and development of pedagogical content knowledge for science teaching. In J. Gess-Newsome & N. G. Lederman (Eds.), *Examining pedagogical content knowledge: The construct and its implications for science education* (pp. 95-132). Dordrecht, The Netherlands: Kluwer. doi:10.1007/0-306-47217-1_4
- Markauskaite, L. (2006). Gender issues in preservice teachers' training: ICT literacy and online learning. *Australian Journal of Educational Technology*, 22(1), 1-20.
- Mishra, P., & Koehler, M. J. (2006). Technological pedagogical content knowledge: A framework for teacher knowledge. *Teachers College Record*, 108(6), 1017-1054.
- National Council of Teachers of Mathematics. (2000). *Principles and standards for school mathematics*. Reston, VA: Author.
- Niess, M. L., (2005). Preparing teachers to teach science and mathematics with technology: Developing a technology pedagogical content knowledge. *Teaching and Teacher Education*, 21, 509-523.
- Niess, M. L. (2011). Investigating TPACK: Knowledge growth in teaching with technology. *Journal of Educational Computing Research*, 44(3), 299-317.
- Niess, M. L., Ronau, R. N., Shafer, K. G., Driskell, S. O., Harper S. R., Johnston, C., ... Kersaint, G. (2009). Mathematics teacher TPACK standards and development model. *Contemporary Issues in Technology and Teacher Education*, 9(1). Retrieved from <http://www.citejournal.org/vol9/iss1/mathematics/article1.cfm>
- Richter, D., Kunter, M., Klusmann, U., Lüdtke, O., & Jürgen, B., (2011). Professional development across the teaching career: Teachers' uptake of formal and informal learning opportunities. *Teaching and Teacher Education*, 27(1), 116-126. doi:10.1016/j.tate.2010.07.008
- Schmidt, D. A., Baran, E., Thompson, A. D., Mishra, P., Koehler, M. J., & Shin, T. S. (2009). Technological pedagogical content knowledge (TPACK): The development and validation of an assessment instrument for preservice teachers. *Journal of Research on Technology in Education*, 42(2), 123-149.
- Shulman, L. S. (1986). Those who understand: Knowledge growth in teaching. *Educational Researcher*, 15(2), 4-14. doi:10.3102/0013189X015002004

- Tirosh, D., (2000). Enhancing prospective teachers' knowledge of children's conceptions: The case of division of fractions. *Journal for Research in Mathematics Education*, 31(1), 5-25.
- TPACK.org. (2012). Using the TPACK image. Retrieved from <http://tpack.org>
- Voogt, J., Fisser, P., Roblin, N. P., Tondeur, J., & van Baak, J. (2012). Technological pedagogical content knowledge- a review of the literature. *Journal of computer assisted learning*, 29(2), 109-121. doi:10.1111/j.1365-2729.2012.00487.x

JoEMLS English Summary



The Mongolian Publishing Culture under Enlightenment Thought, 1918-1944

Yeru Bai^a Aotegen Bai^{b*}

Abstract

Mongolian publishing industry has started in the 13th century, after hundreds years of good efforts, the industry has entered the stage of growth since 19th century. The development of Mongolian publishing had a glorious time in the period of Republican. During 1918 to 1944, more than ten modern Mongolian publishing houses had been well established, in which located at Beijing, Zhangjiakou, Houhe, Fengjing, Xinjing and Kailu. The Mongolian publishing houses in the Republican period were regarded as the products of Mongolian Enlightenment Thought. The appearance of these publishing houses, such as Beijing Mongolian Publishing Company, Eastern Mongolian Publishing Company, Kai Lu Mongolian Association and so on, have destructed the inner construction of Mongolian traditional culture, and brought far-reaching effects on the history of Mongolian culture. There were many excellent publishing houses in the period. They have overcome the severe shortage of money and manpower, collected the rare and antiquarian books, published and edited modern books/magazines, compiled Mongolian textbooks, as well as established many schools, which have made great contributions to the popularization of culture in Mongolian area, the broaden of the modern thought, and the progress of the society.

Keywords: Enlightenment thought, Mongolian publishing, Publishing culture, Intellectual, Knowledge dissemination

ROMANIZED & TRANSLATED NOTES FOR ORIGINAL TEXT

1. 元斯格·蒙古宗教概論（呼和浩特：內蒙古人民出版社，1991），266。【Ssu-ko Yüan, *Menggu Zongjiao Gailun* (Hohhot: Inner Mongolia People's Publishing House, 1991), 266. (in Mongolian)】
2. 布和克什克，「蒙文學會章程」，丙寅雜誌 4卷，1期（1937）：6。【Yulin Liang, "Mengwen Xuehui Zhangcheng," *Bing Yin Zazhi* 4, no. 1 (1937): 6. (in Mongolian)】
3. 瓦爾特·海西希（Walther Heissig），蒙古歷史與文化（海拉爾：內蒙古文化出版社，1986）。【Walther Heissig, *Geschichte der Mongolen und ihres Fürstenhauses* (Hailar: Inner Mongolia Culture Press, 1986). (in Mongolian)】
4. 納古單夫，「蒙古文鉛字印刷術發明人特木格圖」，蒙古語文 60卷，4期（1980）：70-93；額爾敦陶格濤，「蒙古文化功臣——克興額」，蒙古語文 66卷，3期（1981）：97-100；額爾敦陶格濤，「蒙古族啟蒙思想家——羅日格爾紮布」，蒙

^a Ph.D. Student, School of Mongolia Studies, Inner Mongolia University, Inner Mongolia, China

^b Professor, School of Mongolia Studies, Inner Mongolia University, Inner Mongolia, China

* To whom all correspondence should be addressed. E-mail: aotegen2008@163.com

古語文 68卷，5期（1981）：97-104。【Naḡusayinküü, “Mongolian Qianzi Yinshuashu Famingren Temegtu,” *Mongolian Language* 60, no. 4 (1980): 70-93; Nerduntaogetao, “Mongolia Wenhua Gongchen: Kexinge,” *Mongolian Language* 66, no. 3 (1981): 97-100; Nerduntaogetao, “Mongolian Qimeng Sixiangjia: Luorigeerzabu,” *Mongolian Language* 68, no. 5 (1981): 97-104. (in Mongolian)】

5. 居特格勒圖，「論貢桑諾爾布」，內蒙古民族師範學院學報 69卷，2期（2000）：92；色冷東日布，蒙漢翻譯國光書社章程（張家口：蒙漢翻譯國光書社，1918），1；布和克什克，「蒙文學會章程」，6。【Jutegelatu, “Lun Günsenorob,” *Journal of Inner Mongolia Normal University* 69, no. 2 (2000): 92; Selengdongribu, *Mongolian and Chinese Fanyi Guoguang Shushe Zhangcheng* (Zhangjiakou: Mongolian and Chinese Fanyi Guoguang Shushe, 1918), 1; Yulin Liang, “Mengwen Xuehui Zhangcheng,” 6. (in Mongolian)】

6. 納古單夫，特木格圖傳（赤峰：內蒙古科技出版社，1989）；額爾德木圖、寶音陶格陶，布和克什克與蒙文學會（海拉爾：內蒙古文化出版社，1993）；莫日根，克興額——一個科爾沁蒙古人（呼和浩特：內蒙古教育出版社，2001）。【Naḡusayinküü, *Temegtu Zhuàn* (Chifeng: Inner Mongolia Science & Technology Press, 1989); Eerdemutu and Baoyintaogetao, *Yulin Liang Yu Mengwen Xuehui* (Hailar: Inner Mongolia Culture Press, 1993); Morigen, Kexinge: *Yige Horqin Mongolians* (Hohhot: Inner Mongolia Education Press, 2001). (in Mongolian)】

7. 寶山，清代蒙古文出版史研究：以蒙古文木刻出版為中心（呼和浩特：內蒙古教育出版社，2007），164。【Shan Bao, *The Study of Mongolian Publishing History in Qing Dynasty: Xylography in Mongolian* (Hohhot: Inner Mongolia Education Press, 2007), 164. (in Mongolian)】

8. 托亞，蒙古古代書籍史（呼和浩特：內蒙古人民出版社，2008），183。【Tuoya, *Mongolia Gudai Shuji Shi* (Hohhot: Inner Mongolia People's Publishing House, 2008), 183. (in Mongolian)】

9. 張秀民，中國印刷史（上海：上海人民出版社，1989），550。【Xiumin Zhang, *China Yinshua Shi* (Shanghai: Shanghai People's Publishing House, 1989), 550. (in Chinese)】

10. 托亞，蒙古文出版史（呼和浩特：內蒙古教育出版社，2009），313。【Tuoya, *Mongolia Chuban Shi* (Hohhot: Inner Mongolia Education Press, 2009), 313. (in Mongolian)】

11. 常寶，「“尋找國家”——清末民國時期蒙古地方精英國家認同的演變與形成」，民族社會學研究通訊，78期（2011年1月）：11。【Bao Chang, “Xunzhao Guojia”: *Qing Mo Minguo Shiqi Mongolia Difang Jingying Guojia Rentong de Yanbian yu Xingcheng*,” *Sociology of Ethnicity*, no. 78 (January 2011): 11. (in Chinese)】

12. 敖特根白乙拉，「蒙古族現代啟蒙文學：1902—1949」（博士論文，內蒙古大學蒙古學學院，2009），39。【Aotegenbaiyila, “Mongolian Xiandai Qimeng Wenxue” (PhD diss., School of Mongolian Studies, Inner Mongolia University, 2009), 39. (in Mongolian)】

13. 色冷東日布，「蒙漢翻譯國光書社章程」，2。【Selengdongribu, *Mongolian and Chinese Fanyi Guoguang Shushe Zhangcheng*, 2. (in Mongolian)】

14. 通拉嘎，「特睦格圖與北京蒙文書社」（碩士論文，內蒙古大學蒙古學學院，2011），18。【Tonglaga, “Temegtu yu Beijing Mengwen Shushe” (master's thesis, School of Mongolian Studies, Inner Mongolia University, 2011), 18. (in Mongolian)】

15. 同上註，26。【Ibid., 26. (in Mongolian)】
16. 額爾敦陶格濤，蒙古族教育資料彙編（呼和浩特：內蒙古教育出版社，1983），35。【Nerduntaogetao, *Mongolian Jiaoyu Ziliao Huibian* (Hohhot: Inner Mongolia Education Press, 1983), 35. (in Mongolian)】
17. 布和克什克，「蒙文學會章程」，6。【Yulin Liang, “Mengwen Xuehui Zhangcheng,” 6. (in Mongolian)】
18. 額爾德木圖、寶音陶格陶，布和克什克與蒙文學會，13-43。【Eerdemutu and Baoyintogetao, *Yulin Liang Yu Mengwen Xuehui*, 13-43. (in Mongolian)】
19. 布和克什克，元朝秘史之序（開魯：蒙文學會，1941），2。【Yulin Liang, preface to *Yuan Dynasty Mi Shi* (Kailu: Mengwen Xuehui, 1941), 2. (in Mongolian)】
20. 舍-敖特根巴雅爾等，民國時期蒙古族出版文化研究（呼和浩特：內蒙古人民出版社，2014），354。【Bai Ao Roots, *Minguo Shiqi Mongolian Chuban Wenhua Yanjiu* (Hohhot: Inner Mongolia People's Publishing House, 2014), 354. (in Mongolian)】
21. 肖東發，中國出版圖史（廣州：南方日報出版社，2009），222。【Xiaodong Fa, *China Chuban Tu Shi* (Guangzhou: Nanfang Daily Press, 2009), 222. (in Chinese)】
22. 同上註。【Ibid. (in Chinese)】
23. 同上註，224-25。【Ibid., 224-25. (in Chinese)】
24. 吳永貴，「論清末民營出版業的崛起及其意義」，陝西師範大學學報（哲學社會科學版）37卷，3期（2008年5月）：84。【Yong-Gui Wu, “Taking-Off of Private Publishing Industry in the Late Qing Dynasty and Its Significance,” *Journal of Shanxi Normal University (Philosophy and Social Sciences edition)* 37, no. 3 (May 2008): 84. (in Chinese)】
25. 同上註。【Ibid. (in Chinese)】
26. 額爾德木圖、寶音陶格陶，布和克什克與蒙文學會，15。【Eerdemutu and Baoyintogetao, *Yulin Liang Yu Mengwen Xuehui*, 15. (in Mongolian)】

JoEMLS 註釋 (Notes) 暨參考文獻 (References)

羅馬化英譯說明

Ver3.0 (January 31, 2015)

1. 本刊針對部分國外西文專業資料庫之引文索引建檔與中文辨讀之需求，凡屬中文稿件之英文摘錄末，特別增列中文羅馬化拼音之「註釋」(或「參考文獻」)一式。
2. 作者(含團體作者)、機構名稱(出版者)、地名(出版地)：依事實與習慣為英譯，如無法查證時，中國大陸地區作者以漢語拼音處理，台灣以威妥瑪拼音(Wade-Giles system)處理。
3. 出版品、篇名：採用(登載於原刊名、篇名等之正式英譯)照錄原則；若原刊文無英譯，則由本刊依漢語拼音音譯著錄之。
e.g. 南京大學學報 *Journal of Nanjing University*
e.g. 中國科學引文數據庫 *Chinese Science Citation Database*
e.g. 玉山國家公園解說志工工作滿足之研究 *Yushan National Park jieshuo zhigong gongzuo manzu zhi yanjiu*
e.g. 教育資料與圖書館學 *Journal of Educational Media and Library Sciences*
4. 混用狀況：地名、機構、人名與其他事實描述，交錯共同構成篇名之一部分時，為避免冗長拼音難以辨讀，可將該名詞中之「地名、機構、人名」依事實與習慣英譯，其餘字詞則由本刊補以漢語拼音處理。
e.g. 「中國科學院與湯姆森科技資訊集團聯手推出中國科學引文索引」
“Chinese Academy of Sciences yu Thomson Scientific Lianshou Tuichu Chinese Science Citation Database”
5. 本刊文章註釋(Notes)或參考文獻(References)羅馬化英譯規則，仍遵循Chicago(Turabian)或APA之精神及原則，進行必要且相對應之編排處理。**此羅馬化作業屬權宜措施，不可取代原有正式之引文規範。**
6. 羅馬化範例：
範例1－註釋(Notes)
林信成、陳瑩潔、游忠諺，「Wiki協作系統應用於數位典藏之內容加值與知識匯集」，教育資料與圖書館學 43卷，3期(2006)：285-307。【Sinn-Cheng Lin, Ying-Chieh Chen, and Chung-Yen Yu, “Application of Wiki Collaboration System for Value Adding and Knowledge Aggregation in a Digital Archive Project,” *Journal of Educational Media & Library Sciences* 43, no. 3 (2006): 285-307. (in Chinese)】
範例2－參考文獻(References)
林雯瑤、邱炯友(2012)。教育資料與圖書館學四十年之書目計量分析。教育資料與圖書館學，49(3)，297-314。【Lin, Wen-Yau Cathy, & Chiu, Jeong-Yeou (2012) A bibliometric study of the *Journal of Educational Media & Library Sciences*, 1970-2010. *Journal of Educational Media & Library Sciences*, 49(3), 297-314. (in Chinese)】

About Romanized & Translated Notes/References for Original Text

The main purpose of Romanized and Translated Notes (or References) at the end of English Summary is to assist Western database indexers in identifying and indexing Chinese citations. This Romanization system for transliterating Chinese cannot be a substitute for those original notes or references listed with the Chinese manuscript. The effect of Chinese Romanization for citation remains to be seen.

JoEMLS English Summary

JoEMLS English Summary

Notes for Contributors

1. The *JoEMLS* is a fully peer-reviewed and Open Access quarterly sponsored and published by the Tamkang University Press, Taipei, Taiwan.
2. It is a condition of publication that all or part of manuscript submitted to the *JoEMLS* has not been published and will not be simultaneously submitted or published elsewhere.
3. The Editors welcome submissions of manuscripts mainly on topics related to library science, information science and technology, the book trade and publishing. The other library related fields such as instructional technology and information communication are also accepted.
4. Contributions are accepted on the strict understanding that the author is responsible for the accuracy of all contents of the published materials. Publication does not necessarily imply that these are the opinions of the Editorial Board or Editors, nor does the Board or Editors accept any liability for the accuracy of such comment, report and other technical and factual information.
5. The authors of any submissions to this *JoEMLS* hereby agree that if any submission being accepted by the Journal, then the *JoEMLS*, Tamkang University Library, and Department of Information & Library Science (DILS) shall be authorized to duplicate, publicly transmit by the Internet, and publish by any other means for the purpose of non-profit use such as study and education etc.
6. The authors of any submissions to the *JoEMLS* hereby agree that if any submission being accepted by the Journal, then the *JoEMLS* shall be authorized to grant a non-exclusive license to National Central Library for collecting such a submission into the Remote Electronic Access/Delivery System (READncl System), or grant other database providers sublicense to collect such a submission into their databases, and to duplicate, publicly transmit by the Internet, downloaded, and printed by authorized users of those providers. In addition, the format of submissions may be changed in order to meet the requirements of each database.
7. Manuscript requirements:
 - (1) Submissions should go through the online system, however articles submitted as email attachments in one of the following preferred formats, Word or Rich Text Format, are acceptable.
 - (2) Three types of contributions are considered for publication: full & regular research article in IMRAD format should be between 6,000 and 12,000 words in length, brief communication of approximately 4,000 words or less, and observation report which tends to be a review article of more than 5,000 words.
 - (3) Letters to the Editor should not exceed 1,500 words in length and may be: comments or criticisms of articles recently published in the *JoEMLS*; and preliminary announcements of original work of importance warranting immediate publications.
 - (4) Both Chinese (if available) and English titles should be provided.
 - (5) All manuscripts should be accompanied by an abstract of 300 words approximately. Up to six keywords should be provided, and should not exceed 12 tables and figures.
 - (6) A brief autobiographical note should be supplied including full name, post & title, affiliation, e-mail address, and full international contact details.
 - (7) Referencing style (notes or references): Authors should follow one of the forms, the Chicago style (Turabian Manual) or the APA format.
8. For Book Review column, the *JoEMLS* is looking for book recommendations as well as individuals willing to review them, you may contact the editor.
9. It is the author's responsibility to obtain written permission to quote or reproduce material that has appeared in another publication. This includes both copyright and ownership rights, e.g. photographs, illustrations, and data.
10. First Author should be the equivalent of the Principal Author. The Principal Author must clearly specify who are the Corresponding Author and co-authors in proper sequence.
11. Revision should be returned to the editor within 4 months for further peer review process. Revision behind the period could be rejected or treated as a new manuscript by the Journal.
12. Corresponding Author will receive 5 free copies of the *JoEMLS*. Free copies given to the other co-authors are less than the amount. Additional copies can be purchased at a nominal cost from the Department of Information and Library Science, Tamkang University, Taipei, Taiwan. However, authors can find online full-text of PDF format via Open Access mechanism on the websites of *JoEMLS* and *DOAJ*.
13. Submissions of manuscripts in either Chinese or English and editorial correspondence please use the Online Submission & Peer Review Service (ScholarOne- JoEMLS) at <http://joemls.dils.tku.edu.tw/>, <https://mc.manuscriptcentral.com/joemls>, or mail to the editor:
Professor Jeong-You Chiu, Department of Information and Library Science, Tamkang University, Taipei, Taiwan. Email: joyo@mail.tku.edu.tw

About English Summary

A brief English Summary is a supplement to Chinese article. Authors who contribute to the *JoEMLS* in Chinese language would need to supply English Summaries themselves. Such English Summary will carry a disclaimer: "This English Summary is provided by the author(s) or translated by the *JoEMLS* editors, and the author(s) have certified or verified that the translation faithfully represents the Chinese version of their own in the journal. It is for convenience of the English users and can be used for reference and citation."

訂閱資訊 (Subscription)

Address changes, subscriptions and purchase of back issues, exchanges should be addressed to: Journal of Educational Media & Library Sciences, Department of Information and Library Science, Tamkang University.
Address: 151, Ying-chuan Rd., Tamsui, Taipei 25137, Taiwan
Tel.: +886 2 2621 5656 ext.2382
Fax: +886 2 2620 9931
E-mail: joemls@www2.tku.edu.tw
A crossed cheque should be made payable to "TAMKANG UNIVERSITY".

一年新臺幣1,200元 (台灣地區)

Annual subscription (payable in advance) US\$80.00 (outside Taiwan)
國外航空郵費另加(Additional charge for airmail outside Taiwan)

US\$15.00 (per year) for America, Europe, Australia & Africa

US\$8.00 (per year) for Japan, Korea, Thailand & the Philippines

US\$6.00 (per year) for Hong Kong & Macao

訂閱本刊, 請以匯款郵局(局號2441285, 帳號0388761, 戶名: 教育資料與圖書館學)或劃線支票, 戶名抬頭請填寫《教育資料與圖書館學》匯寄訂費, 謝謝。

本刊網頁: <http://joemls.tku.edu.tw>



Tamkang University Press
Taiwan

JoEMLS English Summary

本刊獲
科技部人文社會科學研究中心
補助編輯費用



ISSN 1013-090X



9 771013 090005