CREATING INTERACTIVE iBOOK FOR ACADEMIC WRITING AMONG UNDERGRADUATE STUDENTS IN A MALAYSIAN UNIVERSITY

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Abstract

The purpose of this study was to investigate the challenges to learning about and conducting research in academic writing project in the field of education and the types of content and design most suitable for a local interactive iBook on research in education. This research combined both a qualitative and quantitative approach within two phases of ADDEI model: Needs Analysis and Design Development (Bichelmeyer, 2005). The researcher randomly selected 20 undergraduate students in the field of education whom were doing their academic writing within the University of Malaya. The participants completed two questionnaires; Needs Analysis and iBook questionnaires to identify the challenges to learning and conducting research, and also the types of content and design most preferred in a local interactive iBook. The results of the study indicated that reviewing a literature review was to be the most significant challenge for students in conducting research in education. Another problem was be able to identify a research problem in their research area. Findings also indicated that students significantly preferred the iBook in facilitating their learning in conducting research.

Results suggested that the content of the iBook needed to be in a diagram manner with a clean layout, visible font size, and attractive colours. The most preferred design of the iBook is keynotes with animation to convey content that are generally difficult to understand only through text. The aid of a scrolling sidebar was found very effective when used in combination with video clips and interactive images in comprehension exercises for the learning process.

Keywords: Design Development, Interactive iBook, Needs Analysis

Introduction

This research investigated the challenges of academic writing of research in education among undergraduate students and explores the development of an interactive iBook for research in education using a research setting. The expanding number of educators needed in Malaysia, especially in English subjects, leads to an increased number of undergraduate students in universities. As academic writing is a compulsory course to pass among undergraduate students, this shows the need for more references and resources, especially those that are produced locally. Furthermore, locally produced books are limited in number and are usually based on traditional books from the West. Realizing this as well as the emerging assistive technologies such as electronic books that can be employed as a form of