The 1st Symposium Of Digital Transformation in Continuing Education

Arabic E-Learning Platforms

Presented by : Samah Kareem

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Arab Countries in Internet

The United Arab Emirates (UAE) in 1995 was among the earliest countries to grant its citizens access to the Internet (ITU, 2001). The latest to connect to the Internet were Syria and Saudi Arabia, with connections established in the late 1990's (Wheeler, 2004). Certain academic and research organizations in both Saudi Arabia and Syria, however, did go online much before the general public were able to (Mirza, 1998; Wheeler, 2004)

Some Statics about Arab Countries

PALESTINE (West Bank and Gaza)

- pop. (2018)
- PS - 5,052,776

- Internet users in Dec, 2017
- 3,055,088 user, 60.5 % penetration, per IWS.

- Facebook users in Dec, 2017
- 1,700,000, 33.6% penetration

- Mobile User
- 3.6million

- Fixed Broadband Speed
- 3G

E-learning

learning facilitated
by computers and online networks such as the Internet and intranets and includes mobile technologies, or m-learning, as well. Earlier definitions of e-learning also involved the concepts of computer-assisted learning, computer-based instruction,
Web-based training, and computer-based training, generally meaning any form of study using a computer and educational software, not necessarily involving the Internet or intranets.

The Need

The Middle East and North Africa region has 30 million educated women of working age who are able to use the Internet, the largest economic opportunity in the region today. In addition, women represent more than 50% of university graduates, but women contribute only 25% to the labor market.

- Academy-Editing

- educational videos in an innovative way

- Hassoub Academy

- articles and tutorials in classical Arabic in many fields

- Edrak

- educational courses in a large number of areas, and allows the user to learn interactive exercises and educational activities.

Top 7 free Arabic educational sites

Arabic E-Learning Sites

- There is an opportunity for success

Shamsena Al Rabia

number of university courses taught by a selection of university teachers in the best universities in the world free of charge

- Rawak

- over 80 educational materials in the fields of economics, administration, education, science and technology, medicine, engineering, culture, history, religions and social sciences

- Nafham

- free short-term educational videos, and provides its services through desktop and applications for Android, iOS and operating system Windows Phone, and the number of educational materials available is about 23 thousand video tutorials

- Abdullah Eid network

- video lessons in programming for free, and is one of the best sites for beginners to learn programming, and the site contains courses in the language of HTML, JavaScript, Android and Java

What Google Say ?!

"Only 38 percent of young people in the Middle East and North Africa believe that their educational career gives them the skills they need to enter the job market," Google said on its official blog. By 2020, one out of five jobs in the Arab world is expected to require digital skills that are not widely available today. On the other hand, this region recorded the lowest economic participation of women in the world, despite the contribution of many women to the achievements of the Arab world today

The online g.co/Maharat platform

offers 100 lessons on 26 key topics in digital marketing, including search engine marketing, social media and video marketing, e-commerce and customer targeting by geographic location, ad analytics and other topics . Google offers trainees a certificate after completing the program, which takes approximately 9 hours

lessons

100 lessons across 26 core topics in digital marketing

courses

search engine marketing, social media, video, e-commerce, geo-targeting, and data analytics

certificate

Google will provide a certificate upon completion of the full course,

Free

which takes about nine hours to complete

The 10 essential features of an ideal online learning delivery platform

8 Predictions For Successful eLearning In 2018

Evaluation

How will we scale in the future

Essential criteria

- Content is accurate
- Content is fair and unbiased
- The Learning Object is appropriate for the scope it aims to cover

Desirable criteria

- Content is sequenced logically and effectively
- Learning experiences are sufficient in number and scope to support the targeted outcomes.
- Content has been reviewed by a subject-matter expert.
- Content and learning activities are clearly aligned with learning outcomes..

Feedback

- Feedback supports positive learning outcomes.
- Learners are provided with timely responses and feedback when asked to answer questions or provide information.
- Feedback compares learner performance with the relevant criteria and explains how performance can be improved.

Evaluation

Design and Usability

- . Design is clear, consistent and provides appropriate instructions for navigation and interaction.
- Design and interface is consistent and predictable.
- Navigation provides users with a way to return to the start menu, navigate within and exit from the learning object.
- If audio and video components are present, user control is allowed. 5. Hyperlinks and buttons function effectively

Desirable criteria

- Type and typeface are appropriate.
- Images and graphics are used appropriately.
- Colour is used appropriately throughout.
- Plain language is used as far as possible.

Accessibility

- Learning objects should comply with W3C AA accessibility standards. Desirable criteria
- Provide information for learners to change their default settings to make the application accessible

Thank You

Samah Kareem

+970595929868

youthfriends2012@gmail.com

http://www.youthfriends.net/