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CALL FOR CASES
Proposal Submission Deadline: June 30 2009

Cases on Globalized and Culturally Accessible E-Learning: Challenges and Solutions

A book edited by Dr. Andrea Edmundson, CPLP
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To be published by IGI Global: <http://www.igi-global.com/requests/details.asp?ID=409>

Introduction

In 2007, Dr. Edmundson published *Globalized eLearning Cultural Challenges*. Since then, more research has been done in the field and practical examples are available. This book will cover actual cases that encompass cultural influences on elearning and how challenges were resolved. The ability to provide culturally accessible elearning requires an integrated approach from several disciplines: Translation, localization, interculturalism, cultural analysis, instructional design, web interface design, and so forth. This book will address such challenges as interdependent.

To train global workforces, corporations rely heavily on elearning. In addition, universities are aggressively extending their services (including open courseware) to other countries via elearning. However, elearning is a cultural artifact and thus, is embedded with the cultural preferences, learning styles, values, etc. of the designing culture, usually western. Yet, the largest and fastest growing groups of learners are in eastern cultures like China, Japan, and India. Culturally accessible elearning must encompass the cultural characteristics, preferences, and nuances of the targeted learners and subsequently, allow them to achieve equitable learning outcomes. (In other words, cultural differences should not create barriers to learning, understanding, skill development, or the time and effort it takes to acquire them).

Overall Objective of the Book

The mission of this book is to disseminate contemporary knowledge (practical experiences and recent research) on how to adapt or develop **elearning** that promotes equitable learning outcomes for targeted learners by addressing interdependent disciplines. In the first book, *Globalized eLearning Cultural Challenges (2007)*, cultural accessibility was a pioneering topic. Now, with more empirical research and experience in the field, the goal of this book is to make research and theory 'come alive' by presenting case studies that illustrate the different challenges faced when offering elearning to learners of other cultures and how they were resolved.

1. To provide educational organizations with information and data about the elearning needs of other cultures and the scope of knowledge about globalized elearning.
2. To illustrate how educational and multinational organizations can find, create, or adapt elearning for use in other cultures and the techniques that need to be used for different types of elearning.
3. To provide an overview of contemporary (last 5 years) research on culture and cross-cultural dimensions, especially as it pertains to online learning.
4. To demonstrate how cultural values and perspectives affect how education is provided, structured, promoted, created, and designed in various countries.
5. To illustrate the challenges and successes of adaptation techniques when designing elearning for another culture, or when matching the needs of a culture to a pre-designed course.
6. To offer a multicultural perspective of the challenges, not an ethnocentric American one, by soliciting contributions globally, especially from the countries heavily invested in elearning such as India, China, Japan, and Korea.

Target Audience

1. Organizations with offshore/outsourced workforce or students
2. Global trainers, educators, faculty
3. Instructional designers and elearning developers
4. Translation and localization experts
5. Interculturalists and global consultants
6. International development agencies
7. Open courseware advocates
8. Promoters of reusable learning objects (RLOs)

Recommended topics include, but are not limited to, the following:

Challenges of translation

Technical preparation, practical, global English, language variations, etc.

All English speaking learners are not the same culturally!

Challenges of localization

Culturally customized user interfaces (websites, elearning)

Technical preparation, colors, taboos, design preferences, signs, gestures, etc.

Cultural dimensions and elearning

eLearning design, development, activities, assessments, etc.

High versus low context communication

Cultural dimensions (Hofstede, Trompenaars and Hampden-Turner, Edward T. Hall, etc.) and noted affects on learning and/or teaching and training

Culturally variable content

Content that may not work in other countries i.e. developing leadership skills in US versus Asian cultures, conflict resolution, negotiation skills, etc.

Culturally different learning styles

Distinguishable (or same!) preferences and styles

Preferences for certain approaches to learning and/or teaching and training

Solutions to creating culturally accessible elearning

Translation and localization

Modularization (creating course variations for different cultures) using reusable learning objects (RLOs) or cross-cultural learning objects (XCLOs)

Others (unique or simple solutions, like providing a glossary or orientation)

Situations that don't require any changes

Special Challenges

Online universities
Open courseware
Using Global English
Technological challenges

Submission Guidelines

Since cases accepted for publication are considered to be teaching and educational cases, we expect many professionals in interrelated disciplines to utilize these studies in their work, whether it's for course design, translation and localization, etc. Thus, please present your proposal with:

1. Abstract

Please provide a 40-60 word descriptive abstract that succinctly describes the essence of the case.

2. Questions and Answers

Please prepare a list of 5-7 questions relevant to the issues, problems and challenges discussed in your case. Then provide your concise, short response to each question. Feel free to create your own questions or use and adapt the sample questions listed below:

1. What is the overall problem(s) in this case?
2. What are the factors affecting the problem(s) related to this case?
3. Discuss managerial, organizational, or technological issues and resources related to this case.
4. What role do different players (decision-makers) play in the overall planning, implementation and management of elearning?
5. What are the possible alternatives and pros and cons of each alternative facing the organization in dealing with the problem(s) related to the case?
6. What are some of the emerging processes, research or technologies that should be considered in solving the problem(s) related to the case?
7. What is the final solution that can be recommended to the management of the organization described in the case? Provide your arguments in support of the recommended solution.

3. Epilogue and Lessons Learned

Please provide an epilogue paragraph in which you discuss the long-range effects of your case. Next, provide a list of 3-5 lessons learned from your study.

4. List of Additional Sources

Please prepare a list of other resources (e.g., journal articles, books, Web sites) that might be relevant for obtaining additional information either directly related to or similar to your case. List any industries where the described case may be pertinent.

Submission Procedure

- **July 15 2009** - Practitioners and researchers are invited to submit a 2-3 page case proposal clearly explaining the mission and concerns of his or her proposed case.
- Authors of accepted proposals will be notified by **within 30 days of their submission** about the status of their proposals.
- **October 15, 2009**. All full cases should be submitted cases and will be reviewed on a double-blind review basis. Contributors will also be requested to serve as reviewers for this project.

Publisher

This book is scheduled to be published by IGI Global (formerly Idea Group Inc.), publisher of the "Information Science Reference" (formerly Idea Group Reference), "Medical Information Science Reference," and "IGI Publishing" imprints. For additional information regarding the publisher, please visit www.igi-global.com. This publication is anticipated to be released in 2010.

Important Dates:

July 15, 2009:	Proposal Submission Deadline
Within 30 days:	Notification of Acceptance
October 15, 2009:	Full Case Submission
January 15, 2010:	Review Result Returned
March 15, 2010:	Final Case Submission
May 1, 2010:	Final deadline

Editorial Advisory Board Members:

Being developed but includes members from various regions of the world working in one of the many disciplines listed under 'Targeted Audience.'

*Inquiries and Submissions can be forwarded **electronically** (Word document) or by **mail** to:*

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