

# ADVANCEMENT IN E-LEARNING

AKRAM M. ZEKI  
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## TABLE OF CONTENTS

Dedication	v
Table of Contents	vii – xii
Preface	xiii
Acknowledgement	xv
Introduction	xvii
1. INTRODUCTION TO E- LEARNING	1 - 4
- Kawther A. Aldhlan	
- Akram M. Zeki	
- Ahmed M. Zeki	
2. VIRTUAL LEARNING ENVIRONMENT	5 - 9
- Hamad A. Aleshidi	
- Akram M. Zeki	
3. RELEVANCE OF MULTIMEDIA IN EDUCATION	11 - 14
- Maimona J. Badi	
- Akram M. Zeki	
- Murni Mohmud	
4. THE EFFECT OF EXTERNAL FACTORS ON THE STUDENTS' ACCEPTANCE OF VIRTUAL LEARNING	15 - 20

- Hamad A. Aleshidi
  - Akram M. Zeki
5. LANGUAGE SELF-LEARNER 21 - 25
- Akram M. Zeki
  - Athifah Nafhah binti Nooh
  - Aisha Hassan A. Hashim
6. ONLINE TEACHING NOTES 27 - 31
- Akram M. Zeki
  - Nor Hatini Saleh
  - Shayma Senan
7. DEVELOPMENT OF USER FRIENDLY E-LECTURE NOTES 33 - 38
- Akram M. Zeki
  - Iffah Nadhirah binti Rosdi
  - Azliza binti Aszenan
  - Aisha Hassan A. Hashim
8. E-BOOKS SYSTEMS 39 - 44
- Akram M. Zeki
  - Hazecha Ibrahim
  - Shayma Senan
9. THE HIGH IMPACT OF USING ANIMATION IN ENHANCING EDUCATION IN SCHOOLS 45 - 50

- Hana J. Badi
- Akram M. Zeki

10. LEARNING PMR HISTORY SUBJECT            51 - 54  
USING MULTIMEDIA

- Fatin Nudra Syafiqah A. Halim
- Akram M. Zeki

11. Teaching Islamic Concepts Electronically:        55 - 60  
Hajj as an Example

- Hafizuddin Isa
- Akram M. Zeki
- Shihab A. Hameed

12. INTEGRATION OF ICT IN EDUCATION:        61 - 71  
AN ISLAMIC PERSPECTIVE

- Abdul Hafeez
- Muhd Rosydi Muhammad
- Asadullah Shah

13. THE INFLUENCES OF INFORMATION        73 - 78  
TECHNOLOGY TOWARDS BETTER  
MUSLIMS COMMUNITY

- Hassen Mohammed Al-Safi
- Arya Setiabudi
- Detarbeqo
- Arber Krasniqi

- Habibullah Yusuf
- Mohamed bin Mahmood Sanusi
- Muhd Rosydi Muhammad

14. POTENTIAL OF USING ICT IN ISLAMIC- 79 - 86  
BASED EDUCATION

- Anis Adma Nizam
- Nurfarhana Omar
- Nur Hafazah Sharin
- Nor Adila Hanim Ab Kadir
- Siti Sarah Abdul Halim
- Muhd Rosydi Muhammad

15. THE USE OF SOCIAL NETWORKING IN 87 - 94  
EDUCATION: CHALLENGES AND  
OPPORTUNITIES

- Abdul Rauf Othman
- Ahmad Salman Ali
- Mohd Faris AbRahman
- Muhd Rosydi Muhammad

16. PARENTS AND CHILDREN 95 - 102  
RELATIONSHIPS IN SOCIAL  
NETWORKING: AN ANALYSIS FROM  
ISLAMIC PERSPECTIVE

- Ana Uswatun Khasanah
- Madihah bt Paiizi
- Nurnajihan bt Nasoha



- Maya Novia Sari
- Muhd Rosydi Muhammad

17. SOCIAL NETWORKING IN EDUCATION: 103 - 112  
SURVEY ON STUDENTS AT THE  
INTERNATIONAL ISLAMIC  
UNIVERSITY MALAYSIA (IIUM)

- Alyaa Nadirah Ramli
- Asma' Salsabilla Hj Mohd Ghani
- Famieza Azieta Abdul Aziz
- Norhayati Ahmad
- Norfaezah Saidon
- Muhd Rosydi Muhammad

18. ONLINE MANAGEMENT SYSTEMS FOR 113 - 116  
PRIMARY SCHOOL STUDENTS

- Akram M. Zeki
- Farah Nadiah Mustakim

19. STUDENT-PARENT-TEACHER (SPT- 117 - 124  
CARE): ONLINE SCHOOL  
MANAGEMENT SYSTEM

- Mira Kartiwi
- Abdul Rauf Othman
- Tuan Noor Azinie Tuan Aziz

20. MULTIMEDIA COURSEWARE FOR CHILDREN 125 - 132
- Yasmin bt Yunus
  - Media Anugerah Ayu
21. ONLINE LEARNING ADOPTION IN A DEVELOPING COUNTRIES: A CASE OF THE INDONESIAN OPEN UNIVERSITY 133 - 138
- Umar Aditiawarman
22. AN IMPLEMENTATION OF E-LEARNING APPLICATION IN A MACEDONIAN HIGHER-EDUCATION INSTITUTION: A CASE STUDY OF STATE UNIVERSITY OF TETOVA 139 - 144
- Mira Kartiwi
  - Elfat Esati
23. ETHICAL ISSUES IN E-LEARNING 145 - 149
- Ahmed M. Zeki
  - Akram M. Zeki
  - Shihab A. Hameed

# RELEVANCE OF MULTIMEDIA IN EDUCATION

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## ABSTRACT

The changes in the education field are experiencing improvements in using media services. The old days of an educational institution having an isolated audio-visual department are becoming less existing now days. The growth in use of multimedia within the education sector has accelerated in recent years, and looks set for continued expansion in the future.

**Keywords:** Multimedia, Learning Environment, E-Education, Virtual Learning

## INTRODUCTION

Applying multimedia elements into the learning environment is a pleasing way of giving the knowledge to students. All of the multimedia formats available: text, sound, video, animation, and graphics, are already exist in one form or another in most libraries. Students can explore a variety of information through multimedia. All these explorations can lead to new information, but this new information need to be applied in real life so students will not forget it. According to Patii Shank (2008), effective multimedia for learning requires careful combining media in well-reasoned ways that take advantage of each medium's unique characteristics. The most effective multimedia provides learning experiences that mirror real-world experiences and let learners apply the content in various contexts.

## TRADITIONAL TEACHING AND TECHNOLOGICAL BASE TEACHING

Mayer & Moreno (2010) discussed the failed promises of previous campaign for the takeover between traditional teaching and technological base teaching. They ascertained that the multimedia campaign will survive only if we use instructional technology in ways that are grounded in research-based theory of how students learn. They argued that in multimedia learning, the learner engages in three important cognitive processes which are selecting, organizing, and integrating. These processes were said to have generated series of experiments which finally generated five principles of how to use multimedia to help students understanding in scientific which are: Multiple Representation, Contiguity, Split-Attention, Individual Differences, and Coherence Principles