

COMMONWEALTH EDUCATIONAL MEDIA CENTRE FOR ASIA
(CEMCA)

**FORUM ON ESTABLISHMENT OF
QUALITY FRAMEWORK FOR MULTIMEDIA LEARNING
MATERIALS FOR ASIA**

**28 SEP 2011
WAWASAN OPEN UNIVERSITY
PENANG
MALAYSIA**

REPORT

*13 OCTOBER 2011
David Asirvatham*

1. INTRODUCTION

In conjunction with the 25th Annual Conference of the Asian Association of Open Universities (AAOU) held in Penang, Malaysia on the 28-30 Sep 2011, CEMCA hosted a Forum on the Establishment of Quality Framework for Multimedia Learning Materials for Asia (QAMLM). Experts from various countries in Asia were invited to participate in the Panel Discussions and the Forum was open to all the participants of the AAOU Conference.

2. OBJECTIVES

The objectives of the forum are as follows :

- a) To introduce the Quality Framework to educational institutions in Asia
- b) To promote the adoption of the QAMLM guidelines.
- c) To share experiences in using the QAMLM Framework
- d) To discuss and identify areas for improvement
- e) To draw up the roadmap for future and further development

3. COORDINATOR

Dr. David Asirvatham, Director of the IT Center of the University of Malaya was appointed by CEMCA to coordinate the whole forum event. He was assisted by Ms Leong Yin May, staff of the IT Center of the University of Malaya.

4. PARTICIPANTS

The forum was attended by 3 special guests, 9 panel speakers, and 25 audience participants.

List of Special Guests :

- 1) Prof Asha Kanwar, Vice President of Commonwealth of Learning from Canada
- 2) Mr Upamanyu Basu, Director of Higher Education from India
- 3) Prof Zita Haji Mohd Fahmi, Deputy CEO of the Malaysian Qualifications Agency from Malaysia.

List of Panel Speakers :

- 1) Dr. Bhupinder Singh Bhatia, Member of CEMCA Advisory Council
- 2) Dr. Mohottige Upali Sedere, Member of CEMCA Advisory Council
- 3) Prof. Dr. Nazir Ahmed Sangi from Pakistan
- 4) Dr. S. S. Jena from India

- 5) Dr. Tan Tiong Hok from Singapore
- 6) Prof Mohan Menon from Malaysia
- 7) Dr. Syed Jamal Abdul Nasir Syed Mohamad from Malaysia
- 8) Ms. Halimathon Hanin binti Mohd Khalid from Malaysia
- 9) Dr. David Asirvatham from Malaysia

The particulars of the Special Guests and Panel Speakers are provided in Appendix A.

The audience consisted of 25 participants from the following countries :

- 1) India (7)
- 2) Malaysia (5)
- 3) China (5)
- 4) Sri Lanka (2)
- 5) Thailand (2)
- 6) Singapore (1)
- 7) Indonesia (1)
- 8) Vietnam (1)
- 9) Japan (1)

5. AGENDA

No.	Time	Item	Presenter
1	4.00pm – 4.05pm	Welcome Address	Prof Asha Kanwar
2	4.05pm – 4.15pm	Presentation of QAMLM v1.5 Book to <ul style="list-style-type: none"> • Prof Zita Haji Mohd Fahmi (MQA – Malaysia) • Mr Upamanyu Basu (MOE - India) • Prof. Dr. Nazir Ahmed Sangi (Pakistan) 	Prof Asha Kanwar
3	4.15pm – 4.30pm	Presentation of the Quality Framework (QAMLM)	Dr. David Asirvatham
4	4.30pm – 4.50pm	Sharing Experiences using the MMQA	<ul style="list-style-type: none"> • Prof. Nazir (Pakistan) • Dr. Upali (Sri Lanka) • Dr. Jena (India) • Ms. Hanin (Malaysia)
5	4.50pm – 5.10pm	Discussion on the Quality Framework : <ol style="list-style-type: none"> a) Feedback on Multimedia, Video-based Product vs Development Process b) Suggestions for improvements 	<ul style="list-style-type: none"> • Prof. Mohan (Malaysia) • Dr. Bhatia (India) • Dr. Tan (Singapore) • Dr. Syed (Malaysia)
6	5.10pm - 5.30pm	Roadmap : How do we move forward for new generation content e.g social net, mobile-based content, etc.	
7	5.30pm - 5.35pm	Survey on Quality Assurance and E-learning	Dr. David Asirvatham
8	5.35pm – 5.40pm	Concluding Remark	Prof Zita Haji Mohd

			Fahmi
9	5.40pm – 5.45pm	Word of Thanks	Dr.R. Sreedher

The above agenda was the original schedule planned for the forum. However, due to an unavoidable delay in Prof. Zita's arrival, the presentation of the QAMLM v1.5 book by Prof Asha (Item 2) was done after Prof.Zita's concluding remarks (Item 8). Panel Session 2 and Panel Session 3 were combined to save time due to the earlier delay. Besides the presentations by the panel speakers, there were also some Q & A from the audience participants. The survey cards were handed out to all participants and 18 responses were received. **The results of the survey are shown in *Appendix B*.**

6. FORUM SUMMARY

The two-hour forum was held on 28 September, the first day of the AAOU Conference, from 4.00pm to 6:00pm. The Seminar Room which had a sitting capacity of about 35 - 40 persons was packed to full capacity. All attendees were given a copy of the QAMLM V1.5 book and their contact details were recorded.

The forum started with an opening address by Prof Asha Kanwar, Vice President of COL where she gave a brief introduction on the role of CEMCA and the development of the QAMLM Framework.

This was followed by a short presentation on the Quality Framework by Dr.David Asirvatham, the forum facilitator. Survey Cards on E-Learning were handed out to all participants and they were requested to fill up the cards during the forum itself.

The first group of panel speakers were then invited to share their experiences in using the QAMLM Framework and the second group of panel speakers discussed on the Quality Framework, provide feedback as well as give suggestions for improvements. They also shared their views on how to move forward with regard to further development on the QAMLM Framework. During the panel sessions, participants from the floor were also invited to ask questions and give their views.

After the panel sessions, Prof. Zita was invited to present the concluding remark, after which Prof. Asha was invited to officially hand a copy of the QAMLM v1.5 book to Prof Zita from Malaysia and to Mr Upamanyu Basu from India. Dr.Sreedher, Director of CEMCA closed the forum with a word of thanks.

7. FORUM EXTRACTS

Opening Address by Prof Asha Kanwar

Prof Asha explained the role of CEMCA especially in the area of media-related activities and described the Quality Framework as a simple user-friendly guide that can be easily accessed on the CEMCA website.

Presentation on the Quality Framework by Dr.David

Dr.David's presentation covered the following topics :

- A brief history on how the QA Framework was developed and the challenges faced.
- Scope of the QAMLM Framework
- What the QAMLM Framework encompass

- Purpose of the QA Guideline
- Criteria for the QA Framework
- Adoption and Recognition of the QAMLM Framework
- Guideline on how to use the QA Framework
- Comparisons with other International QA Guidelines

Panel Session 1 : Sharing of experiences using the QAMLM Guideline

Dr Upali from Sri Lanka commented that the Quality Framework is comprehensive and that it can be used to enhance formal learning. He also pointed out the need to evaluate the learning outcomes and proposed that a pre-test and post-test approach be used for standardising purposes.

Dr Jena from India shared that the Quality Framework is a useful evaluation tool for e-content. He uses the Quality Framework in his open school that has an enrolment of 2.2 million. The Quality Framework has also helped them to see the importance of developing multimedia learning materials and e-content to enhance teaching and learning. He spoke on the need to penetrate other open-schools in India to help them not only to evaluate but to develop quality learning materials and e-content. He said that quality should be part of the institutional policy and objective and e-learning should be used as a tool in open-schools.

Prof. Nazir from Pakistan shared his experiences in the developing of multimedia learning materials in his university and the difficulties they faced like standardisation, interface, uniformity, amongst others.

Ms Hanin from Open University Malaysia shared how her university uses the QAMLM Framework to evaluate the e-learning contents. Evaluations were done via students' responses to questionnaires. She presented the results of the evaluations done and showed how most of the criteria can be applied. She also suggested other criteria that needs to be added.

Panel Session 2 : Discussion on the Quality Framework, feedback and suggestions for improvement

Panel Session 3 : Roadmap : How to move forward

Dr.Bhatia from India explained that the Quality Framework does not hamper creativity or limit approach. It can be used as a means to develop quality indicators. He pointed out that quality should be built into the work culture and be part of the training process and the development process of learning materials.

As for the next step, he felt that a lot of documentation needs to be done as evidence that the Quality Framework works. The Quality Framework can then move on from developing quality indicators to developing standards and then move on to the certification level.

Dr.Tan from Singapore shared his views that, as technology improves, E-learning can be as good as face-to-face learning. He said that when developing teaching materials, it is important to have the end in mind. What has been commonly emphasized on is Content Quality and Teaching Quality and he feels that Learning Quality is of high importance too as it will affect student performance. He gave several illustrations on how e-learning actually improves the learning quality of the students.

Dr.Syed from Malaysia shared that he uses the Quality Framework to train new lecturers in developing the multimedia learning materials and finds it easy to use. He mentioned that

he received very positive responses from the lecturers. He also stressed the need to have the Quality Framework accepted and endorsed by the local regulatory body so that it can be implemented and practised by individuals and institutions.

Prof Mohan from Malaysia pointed out that learning outcome is an important factor in determining quality and that the Quality Framework has in certain ways addressed this aspect. He shared that WOU has their own QA process in place but they would certainly consider adopting the Quality Framework to assess their e-learning and multimedia learning materials. He mentioned that the Quality Framework in a way should “always remain a draft” as it would require continuous improvement and updating in line with the on-going changes and new developments.

Concluding Remark by Prof Zita

Prof Zita congratulated CEMCA and the panel for developing the Quality Framework and commented that the Quality Framework document is a very useful ISO-like document as it covers aspects like the developmental process, the product and feedback. She pointed out that this Quality Framework toolkit can also be used to benchmark internal processes in institutions. She concluded by saying that the Quality Framework is extremely useful to MQA and that MQA welcomes the use of this Quality Framework toolkit in open universities and other educational institutions.

8. CONCLUSION

On the whole, the forum went on well. It completed successfully and the objectives were achieved. The presentations from the panel speakers were varied and interesting and provided valuable viewpoints on how the Quality Framework can be applied and used effectively and how it can be further enhanced and brought to the next level. The good turn-up from the AAOU Conference participants and Prof. Zita’s concluding remarks were both very encouraging.

Appendix A
Special Guests and Panel List

Forum on the Establishment of
Quality Framework for Multimedia Learning Materials for Asia
28 Sep 2011, 4pm - 6pm
Wawasan Open University, Penang, Malaysia

No.	Name	Organisation	Country
1	Prof Asha Kanwar Vice President Commonwealth of Learning (COL)	Commonwealth of Learning	Canada
2	Mr Upamanyu Basu Director of Higher Education Government of India	Ministry of Higher Education	India
3	Prof Zita Haji Mohd Fahmi Deputy CEO (QA) Malaysian Qualifications Agency (MQA) zita@mqa.gov.my	Malaysian Qualifications Agency (MQA)	Malaysia
4	Prof Mohan Menon Assistant Vice Chancellor Support Services Wawasan Open University mohandasbm@wou.edu.my	Wawasan Open University	Malaysia
5	Dr. S. S. Jena Chairman National Institute of Open Schooling ss.jena@nios.ac.in	National Institute of Open Schooling	India
6	Prof. Dr. Nazir Ahmed Sangi Vice Chancellor Allama Iqbal Open University ps2vc@aiou.edu.pk	Allama Iqbal Open University	Pakistan
7	Dr. Bhupinder Singh Bhatia Member CEMCA Advisory Council bsbhatia44@yahoo.com	CEMCA Advisory Council	India
8	Dr. Mohottige Upali Sedere Member CEMCA Advisory Council upalisedere@yahoo.com	CEMCA Advisory Council	Sri Lanka
9	Dr. Tan Tiong Hok, Daniel Director Centre for Excellence in Learning & Teaching Nanyang Technological University	Nanyang Technological University	Singapore

	d.tan@pmail.ntu.edu.sg ethtan@ntu.edu.sg		
10	Dr. Syed Jamal Abdul Nasir Syed Mohamad, Director of i-Learn Center Universiti Teknologi Mara syedjamal145@salam.uitm.edu.my	Universiti Teknologi Mara	Malaysia
11	Ms Halimathon Hanin binti Mohd Khalid Director Centre for Instructional Design & Technology Open University Malaysia hanin@oum.edu.my	Open University Malaysia	Malaysia
12	Dr. David Asirvatham Director Center for Information Technology University of Malaya david.asirvatham@um.edu.my	University of Malaya	Malaysia
13	Dr. R. Sreedher Director CEMCA	CEMCA	India

**Appendix B
E-Learning Survey Results**

**Forum on the Establishment of
Quality Framework for Multimedia Learning Materials for Asia
28 Sep 2011, 4pm -6pm
Wawasan Open University, Penang, Malaysia**