Contents

International Journal of e-Education, e-Business, e-Management and e-Learning

Volume 4, Number 6, December 2014

Improving Students Engagement through Social Media: A Case Study of a Private University in Malaysia Using Facebook	396
Tze Ying Sim, Dewika Naidu, Devandran Apparasamy	
Using Multiliteracies to Engage Learners to Produce Learning Malini Ganapathy	410
Rough Set Theory Based Reasoning of Learning Style in e-Learning Hemant Rana, Manohar Lal	423
Comparing eQETIC Model and ISO/IEC 19796-1: Focus on Their Defined Processes Rog ério Rossi, Pollyana Notargiacomo Mustaro	435
Integration of Technological, Pedagogical and Psychological Requirements in the Learning Object Concept Valdecir Bertoncello, Osmar Possamai, Flávio Bortolozzi	450
New Media in Consumer Learning: Mapping Theoretical and Practical Approaches on Information Service Design Thomas Puchleitner	461