

**CONFERENCE BOOK OF  
ABSTRACT PROCEEDING**



**Venue:Horison Sunset Road JISunset Road No.150  
Legian, Bali 80361-Indonesia  
Bali, Indonesia  
Date: May 24-25, 2017**

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# Book of Abstracts Proceedings

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## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary





## CONFERENCE CHAIR MESSAGE

### **Dr. Sukri Palutturi**

“International Conference of Akademika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sukri Palutturi

Conference Chair

Email: [Conferencechair.ani@gmail.com](mailto:Conferencechair.ani@gmail.com)



## **CONFERENCE SECHDULE**

**ANISSH-ANIMH-2017**

**Venue:Horison Sunset Road JI Sunset Road No.150 Legian, Bali 80361-Indonesia**

**Time: Registration & Kit Distribution (09:00 - 10:00 am)**

**Day: Wednesday**

**Date: May 24, 2017**

**Venue: Room 1**

10:00 am - 10:10 am	Introduction of Participants
10:10 am - 10:20 am	Inauguration and Opening address
10:20 am - 10:30 am	Grand Networking Session

**Tea/Coffee Break (10:30 - 11:00 am)**



**DAY 01 Wednesday (May 24, 2017)**

**First Presentation Session (11:00 am - 12:00 pm)**

**Venue: Room 1**

**Session Chair: Dr. Sukri Palutturi**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Social and Community Studies</b>		
Yu-Liang Chang	An Evaluation of Just Do Math Project Mathematics Activity Teachers Mathematics Teacher Efficacy in Taiwan	ETSBS-057-ANI03
Su-Chiao Wu	Exploring the Professional Development Process and Model of Just Do Math Teacher Educators and Module Designers in Taiwan	ETSBS-057-ANI04
Seema Gupta	The Effects of Social Media Sentiment on Engagement	ETSBS-057-ANI108

**Lunch & Ending Note: (12:00 - 1:30 pm)**



## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** ETMMHS-057-MHS101A

Dr Louis Klein

Eastern Suburbs Anaesthetics, Australia

**Official ID:** ETMMHS-057-MHS102A

Hans Christian Plaschke

Orthopaedic Surgery Ringstedgade 19 4000 Roskilde DK-Denmark

**Official ID:** ETMMHS-057-MHS103A

Philip Kramer Pfeiffer

Plastic Surgery Ringstedgade 19 4000 Roskilde DK-Denmark



## **Conference Day 02 (May 25, 2017)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.





**International Conference on  
Evolving Trends in Social Sciences and Business Studies  
(ETSBS)**

**Venue: Horison Sunset Road JI Sunset Road No.150 Legian, Bali 80361-Indonesia**

**Conference Theme:** Platform to the Researchers and Practitioners from both Academia  
As Well As Industry to Meet the Challenges of Cutting-Edge Development

***TRACK A***  
***SOCIAL AND COMMUNITY STUDIES***



# An Evaluation of Just Do Math Project Mathematics Activity Teachers Mathematics Teacher Efficacy in Taiwan

<sup>1\*</sup>Yu-Liang Chang, <sup>2</sup> Su-Chiao Wu

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**Keywords:** Just Do Math, Mathematics Activity, Mathematics Teacher Efficacy, Program Evaluation

Preparing high-quality mathematics teachers to promote students meaningful learning has gained much attention in Taiwan. The achievement gap and the highest percentile of low-achievers and low learning interest remind us the importance of assisting students with low-readiness in learning mathematics in every classroom. Accordingly, providing better early learning opportunities for these low-readiness students stands at the center of the current educational reform. Echoing to this reform movement, the Just Do Math Project is funded by Ministry of Education, Taiwan in 2014. Through developing mathematics fundamental activity modules from 3rd to 9th grades, this project is implemented for advancing the learning motivation and interest of students with low-readiness in mathematics learning, which in turn may lead to the acquisition of core mathematical concepts and better learning outcomes. Mathematics activity teachers are trained by the professional development (PD) programs provided by the teacher educators and, later on, are responsible for carrying out after-class learning activities with the designated modules. Thus, it is essential to evaluate the effectiveness of these PD programs for the purpose of providing high-quality mathematics activity teachers. Regarding with the evaluation of teacher quality, teacher efficacy has been considered both as the key indicator for examining the appropriateness and adequacy of a teachers personal instructional readiness and as a warning of critical problems faced by a teacher PD program and an orientation for future improvement. Previous research evidences reveal that the more efficacious a mathematics teacher the better her/his students mathematics self-efficacy, and that, in turn, promotes their mathematical achievement. Consequently, evaluating the efficacy ratings of targeted mathematics activity teachers will help us to clarify the effectiveness of the PD programs of the Just Do Math Project. In this poster presentation, sample activities designed in this project will be briefly introduced. In addition, the main structure and sample items of the instrument for evaluating targeted teachers efficacy will be exhibited.



# Exploring the Professional Development Process and Model of Just Do Math Teacher Educators and Module Designers in Taiwan

<sup>1\*</sup> Su-Chiao Wu, <sup>2</sup> Su-Chiao Wu  
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**Keywords:** Just Do Math, Mathematics Activity, Module Designer, Mathematics Teacher Educator, Role Perception

According to the findings of recent international evaluation studies (e.g. TIMSS, PISA), huge mathematics achievement gap and the M-shaped phenomenon exist among Taiwanese elementary and junior high school students. Therefore, the Just Do Math Project that funded by the Ministry of Education is implemented to establish the foundation through promoting students mathematics learning interests and, in turn, advancing their mathematical learning outcomes. In this Project, mathematics activity teachers and module designers are cultivated through the teacher professional development programs provided by mathematics teacher educators. Module designers are responsible for designing mathematics playing learning modules. In this way, it is expected to reach the goal of every student success in learning mathematics. Based on findings of previous studies, clarifying these teachers role perception is essential for further improvements. Theoretically, a teachers perception is defined as her/his active cognitive process where events are subjectively endowed with meanings. This perception is influenced by factors related to her/his professional knowledge, experience development process, and external environmental conditions. A teachers role perception can be observed through her/his oral language expression or behavioral performance, which usually is a dynamic process. Based on these arguments, understanding a teachers role perception and its possible changes is beneficial for speculating her/his future teaching performance. Consequently, the main purpose of this study is to explore teacher educators and module designers role perceptions and its developmental process and model in the Just Do Math Project. Data are gathered through non-participant observations, in-depth and follow-up interviews, and various kinds of documents, and then analyzed qualitatively by a cross-case inductive analytic strategy. In this poster presentation, sample designing processes in this project will be briefly introduced. In addition, a preliminary finding on the exploration of targeted teacher educators and module designers role perception will be presented for further discussions.

# The Effects of Social Media Sentiment on Engagement

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**Keywords:** Human brands, Social Media Content, Engagement, Social Media Analytics, Human Brand Generated Content

Individual celebrities or human brands from different fields ranging from sports to art to politics use various social media platforms to connect and communicate with their target audience. We analyze the effect of human brand-generated content in the popular social media platform Twitter on audience receptivity. The main objective of this study is to examine the effect of tone of human brand's tweets on audience engagement on social media platforms measured via number of retweets. A unique characteristic of human brands is that they are often associated with a group and other human brands associated with the group (or related brands). Prior literature suggests that when forming an opinion about a brand, customers look for traits that the brand may have that correspond to other similar brands and this is referred to as perception spillover. Therefore, understanding the spillover effects is very important to ensure that the content of the related brands does not adversely affect the human brands. Consequently, we investigate the presence of perception spillovers among related brands (i.e. human brands belonging to the same group) in social media. To accomplish our objectives, we collect data from a popular social media platform, Twitter.com. Set in the context of Indian general election 2014, our data comprises of political candidate's tweets, number of retweets, candidate's popularity, and other offline characteristics of candidates and their respective political parties. We first employ a sentiment algorithm to classify the tweets into three categories: positive, negative, and mixed sentiment and propose a hierarchical mixed-effects model to study our objectives. We find that the tone of social media content created by human brands significantly affects audience engagement on social media. In particular, we find that a unit increase in number of negative toned tweets increases engagement by 20.45%. However, our results suggest that positive toned by human brands is negatively associated with engagement. Further, we find evidence for asymmetric spillover effects. In particular, we find that the positive effect of negative toned tweets is reduced when the tone of related human brands is negative. In addition, we find that the negative effect of positive tone on engagement is reduced when the tone of related human brands is positive. Thus, our findings suggest that audience engagement is not only affected by the tone of the human brands on social media but also by the tone of related human brands. Finally, we offer insights regarding how to effectively manage the social media content for higher engagement levels.

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Outstanding Contributions of individuals and organizations and also  
Develop an Effective and Responsible Platform by Creating Insightful Knowledge  
and Inspiring minds in Dialogue with the World Around us.**



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