

Preface

The HKAECT International Conference 2014 on *New Media, Knowledge Practices and Multiliteracies* (HKAECT 2014) is organized by The Hong Kong Association for Educational Communications and Technology (HKAECT) and sponsored by a number of higher institutions and organizations including China Association for Educational Technology (CAET), Journal of Communication and Education, Centre for Information Technology in Education (CITE, HKU), Online Communication Research Centre and Department of Journalism and Communication (Hong Kong Shue Yan University), Centre for Learning, Teaching and Technology (Hong Kong Institute of Education), and Knowledge Ltd. It is held at The University of Hong Kong, Hong Kong, China, during 8–10 December, 2014.

New media appear both with multimedia presentation elements and interactive knowledge units, which call for emergent knowledge practices. All these multifaceted ways of communication require the ability to understand multiliteracies in terms of culture, disciplines, media, and technology. We are calling papers to discuss new media, emergent knowledge practices, and multiliteracies in three main aspects: (1) Communication, (2) Education, and (3) Technology. HKAECT 2014 provides such a platform for knowledge exchange on education, communication, and technology among educators, researchers, and practitioners who share a common goal to better teaching and learning on the one hand and effective and meaningful media communication on the other with the support of technology advancement.

It is our pleasure to have one of the keynote speakers, Professor J. Michael Spector, from the Department of Learning Technologies, College of Information, at the University of North Texas to kick off the Conference. Dr. Spector served on the International Board of Standards for Training, Performance and Instruction (IBSTPI) as Executive Vice President; he is on the Executive Committee of the IEEE Learning Technology Task Force. He is the editor of the Development Section of ETR&D and serves on numerous other editorial boards. He coedited the third edition of the *Handbook of Research on Educational Communications and Technology* and has more than 100 journal articles, book chapters, and books to his credit. He is former President-elect of the Association for Educational and

Communications Technology (AECT). He is surely the right person and an old friend to represent AECT to celebrate the 25th anniversary of HKAECT at the Conference.

We greatly appreciate the excellent work and contributions of all the reviewers and authors to this monograph. This monograph serves as a rich and resourceful exchange between academics and practitioners.

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