

Curriculum Vitae

1. Personal Data:

Name in Hebrew: ד"ר פיטרסה אפרת
Name in English: Pieterse Efrat, Ph.D.
E-Mail: efratp@wgalil.ac.il

2. Education Certificates and Degrees:

Education	Institute	Department	From - To
Ph.D	Bar Ilan University	Information Studies	2006-2011
M.A	Tel Aviv University	Education	2001-2003
B.A	Tel-Hai Academic College	Education	1997-2000

3. Title of Master's Thesis: Assimilating the Internet in Higher Education: Mapping and Present Situation

Supervisor: Prof. Rafi Nachmias

Title of Doctoral Thesis: Patterns of Adopting Technological Innovations into Teaching and Its Relation to the Academic Culture of Israeli Higher Education Institutions

Supervisors: Prof. Shifra Baruchson-Arbiv, Prof. Snunit Shoam

4. Academic Ranks and Tenure in Institutions of Higher Education:

Rank	% Position	Institution	From - To
Lecturer	58%	Western Galilee college	2014- now
Adjunct lecturer	20%	Open University Of Israel	2006- 2019

5. Grants and Awards:

Year	Name of Grant/Award
1998	Scholarship for excellence, Tel Hai academic college
1999	Scholarship for excellence, Tel Hai academic college

2010	Ph.D. Research grant, Ruth Kahn Foundation by the Ministry of Science, Culture and Sport, Department of Libraries
2010	Ph.D. Research grant, Research Foundation of the Open University
2016	Best paper in EDEN conference
2017	Excelant Paper in Chais conference
2017	Finkler prize for best paper
2019	The 3 rd layer of The model to promote quality of teaching and learning- Western Galilee

6. Research Grants:

From-To	Funding Agency	Title of Research	Amount	Names of Research Partners
2013-2014	Mofet Institute	Cyberbullying	7,000\$	Peled Yehuda
2019	the Planning & Budgeting Committee (רת"ת)	The impact of faculty training, on the quality of teaching in online courses	70,600 nis	Peled Yehuda

7. Organization of Scientific Conferences:

Member of the organizing committee at MEITAL's annual national conference: "Teaching and learning technologies for accelerating higher education: trends and developments" (15th 16th & 17th at the years 2016, 2017, 2018)

8. Positions Held:

From-To	Institute	Position	% Position
2014-present	The Western Galilee College, Israel. The department of Information Studies	lecturer	60-100%
2015-2019	Western Galilee College.	Head of HILA - Center for the Advancement of academic Teaching,	
2005-2014	The Western Galilee College, Israel. The department of Information Studies	adjunct lecturer	4-6 hours per week
2005-2019	The open University of Israel, Department of Education and Psychology, M.A program	lecturer & Teaching Coordinator	100-48%
2011-2013	Tel-Hai College, Israel, Department of Education	adjunct lecturer	17%

9. Additional Professional Experience:

2015-2019	Head of HILA - Center for the Advancement of academic Teaching, Western Galilee College.
2012-2014	Development and Coordination of courses and teachers' training. Ministry of Education, National ICT Plan, on behalf of the Open University of Israel.
2008-2013	Assistive Technologies Consulting at Tel-Hai College in the Support Center for Students with Learning Disabilities
2004-2010	Design and Assimilation of E-learning platform for Israelies High-Schools.
2005-2007	Bank Hapoalim consultant on E- learning and UX design
1995-2003	Projects coordinator at Migal-Galilee research Center: development of Educational Databases and E-Learning projects.

10. Scientific Areas of Specialization:

- Information & Educational technologies and Social networks: The influence on learning and the behavior of individuals and groups
- Visualisation, useability and accessibility (In the context of User Experience and interface design)
- Assistive technologies for people with disabilities

11. Miscellaneous

Academic Committees and Boards

- Member at the "Research Center for Innovation in Learning Technologies", The Open University of Israel
- Member at the The European Distance and E-Learning Network: EDEN
- Member at the The Association for the Advancement of Computing in Education (AACE)
- member of the following SIGs at AACE:
 - Faculty Development & Information Literacy
 - Education, Library & Media Science
- Head of the Center for the Advancement of Teaching and Learning Western Galilee College
- Steering Committee member, of the National Forum for the Advancement of Teaching and Learning in Higher Education
- Editor and publisher of the "Meidaon" the bulletin of the National forum for the Advancement of Teaching and Learning in higher education
- Commitey member of Ethics in Research, The Open University of Israel
- Member of the the Israeli Association for Information Technologies in K-12 Education (Moach)

12. Academic Profile:

Faculty member at the Open University and Western Galilee Academic College.

My research interests are digital information literacy, instructional design, assistive technology and social media that I study, research and teach.

In addition, I am engaged in teachers training and in promoting the teaching skills of the academic staff at the Western Galilee College as the head of the center for advancement in teaching - "HILA".

Publications

Efrat Pieterse, Ph.D.

A. Articles and Chapters in Books

1. Kurtz, G., Meishar-Tal, H., & Pieterse, E. (2013). Implementing Facebook group as a learning environment in a higher education setting: A case study. In: L. Rosemary, P. Goodyear, B. Grabowski, S. Puntambeker, J. Underwood & I. Winters (Eds.), *The Handbook of Design in Educational Technology* (pp. 279-287). London: Routledge.
2. Peled, Y., & Pieterse, E. (2013). "Is there anybody out there": Twitter as a support environment for first year teachers' online induction workshop. In: L. Liu, D.C. Gibson, & C.D. Maddux (Eds.), *Research Highlights in Technology and Teacher Education* (pp. 41-49). USA: EECE.
3. Pieterse, E., Greenberg, R., & Santo, Z. (2020). A Multicultural Approach to Digital Information Literacy Skills Evaluation in an Israeli College, *Technologies and Education: Meital Book* (in press) – HEBREW

4. פיטרסה, א', פלד, י' (2020) השפעת הכשרה של סגל אקדמי על איכות ההוראה בקורסים מקוונים, לפני ואחרי הקורונה, דו"ח מחקר במסגרת רובד ד' לקול קורא בתחום קידום ההוראה עבור המועצה להשכלה גבוהה.

B. Refereed Articles

Articles in periodicals

5. Meishar-Tal, H., Kurtz, G., & Pieterse, E. (2012). Learning with Facebook groups, IRRODL. *The International Review Of Research In Open And Distance Learning*, 13(4), 33-48. (SJR rating: Q1) <http://www.irrodl.org/index.php/irrodl/article/view/1294/2295>
6. Pieterse, E., & Peled, Y. (2014). A chaperone: Using Twitter for professional guidance, social support and personal empowerment of novice teachers in online workshops. *Interdisciplinary Journal of E-Learning and Learning Objects*, 10, 177-194. Retrieved from: (RG Journal Impact: 2.70) <http://www.ijello.org/Volume10/IJELLOv10p177-194Pieterse0895.pdf>
7. Meishar-Tal, H., & Pieterse, E. (2017). Why Do Academics Use Academic Social Networking Sites?. *The International Review Of Research In Open And Distributed Learning*, 18(1). doi:<http://dx.doi.org/10.19173/irrodl.v18i1.2643> (SJR rating: Q1)
8. Pieterse, E., Greenberg, R., & Santo, Z. (2018). A Multicultural Approach to Digital Information Literacy Skills Evaluation in an Israeli College. *Communications in Information Literacy*, 12 (2), 107-127. <https://doi.org/10.15760/comminfolit.2018.12.2.4> (SJR rating: Q1)
9. Peled Y., Medvin M., Pieterse E., Domanski L. (2019), Normative beliefs about cyberbullying: comparisons of Israeli and U.S. youth, *Heliyon*, 5(12) e03048 [https://authors.elsevier.com/sd/article/S2405-8440\(19\)36707-6](https://authors.elsevier.com/sd/article/S2405-8440(19)36707-6) (SJR rating: Q1)

לקראת פירסום: - שני מאמרים ממחקר שבוצע עבור המל"ג בתהליך חיפוש כתב עת מתאים.

C. Papers presented at scientific conferences

1. Articles in conference proceedings

1. Pieterse, E., & Baruchson-Arbib, S. (2010). Analysis and evaluation of the development a web-based learning system by a consortium of schools. In: Y. Eshet, A. Caspi, & Y. Yair (Eds.) *Learning in the technological era* (pp. 182-186). Ra'anana: The Open University of Israel.
2. Pieterse, E., Baruchson-Arbib, S., & Shoham, S. (2011). Patterns of Adopting Technological Innovations into Teaching, and Its Relation to the Academic Culture of Israeli Higher Education Institutions. In: R. Nachmias, E. Shmueli, A. Cohen, A. & J. Ram (Eds.), *The 9th Annual MEITAL National Conference* (pp. 139-143). Tel Aviv: Tel Aviv University.

3. Meishar Tal, H., Kurtz, G., & Pieterse, E. (2012). Facebook Groups as an Alternative for Learning Management Systems (LMS). In: Y. Eshet-Alkalai, A. Caspi, S. Eden, N. Geri & Y. Yair (Eds.), *Learning in the technological era* (pp. 17-24). Ra'anana: The Open University of Israel. [Hebrew].
4. Peled, Y, Pieterse, E. (2013). "Is there anybody out there": Twitter as a support environment for first year teachers' online induction workshop. In R. McBride & M. Searson (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2013* (pp. 1405-1410). Chesapeake, VA: AACE.
5. Pieterse, E., & Peled, Y. (2014). A Chaperone: Twitter for Professional Guidance, Social Support and Personal Empowerment in Online Workshops. In: *EDMEDIA: World Conference on Educational Multimedia, Hypermedia and Telecommunications* (Vol. 2014, No. 1, pp. 1918-1926). Chesapeake, VA: AACE.
6. Pieterse E., & Peled, Y. (2014). A Chaperone: Twitter for Professional Guidance, Social Support and Personal Empowerment in Online Workshops. In: Y. Eshet-Alkalai, A. Caspi, S. Eden, N. Geri, & Y. Yair (Eds.), *Learning in the technological era* (pp. 17-24). Ra'anana, Israel: The Open University of Israel. [Hebrew].
7. Peled, Y., Pieterse, E., B. Medvin, M. & P. Domanski, L. (2015). Normative Beliefs About Cyberaggression in Israeli Youth. In *Proceedings of Society for Information Technology & Teacher Education International Conference 2015* (pp. 1180-1186). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE)
8. Pieterse, E., Meishar-Tal, H. (June, 2016), Academics' Use of Academic Social Networking Sites: The Case of ResearchGate And Academia.Edu, Re-Imaging Learning Environments – EDEN Annual Conference Proceedings, 2016, Budapest pp. 18-27 ISBN 978-615-5511-10-3
9. Meishar-Tal, H., Pieterse, E. (June, 2016), Uses and gratifications of the faculty in academic social networks, Meital Conference, 2016. (HEBREW). Proceedings book pp. 39
<http://meitalconf2016.iucc.ac.il/>
10. Pieterse, E., Santo, Z., Greenberg, R., (February 2017) Information Literacy Skills Evaluation among First Year Students' in an Israeli College In: Y. Eshet-Alkalai, I. Blau, A. Caspi, N. Geri, Y. Kalman, V. Silber-Varod (Eds.), *Proceedings of the 11th Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Technological Era*, Raanana: The Open University of Israel, pp. 174-183 (Hebrew) <http://www.openu.ac.il/innovation/chais2017/2017-book.pdf>
11. Pieterse, E., Santo, Z., Greenberg, R., (March 26' 2018) Self-Perception of Digital Information literacy skills among first year students, *Society for Information Technology & Teacher Education International Conference 2018*, pp. 1309–1316
12. Meishar-Tal, H., & Pieterse, E. (2019). Faculty-Students Online Communication Channels. *International Association for Development of the Information Society*.
http://www.iadisportal.org/components/com_booklibrary/ebooks/201902C001.pdf
13. Pieterse, E., Peled, Y. (July, 2021), Effect of Online Teaching Workshops on Lecturers' Readiness to Teach Online, *EdMedia + Innovate Learning 2021 Online*. AACE, USA.
14. Pieterse, E., Peled, Y. (June, 2021), The Impact Of Academic Staff Training On The Quality Of Teaching In Online Courses, Before And After Corona, *The 19th Annual National MEITAL Conference 2021*, https://meitalconf.iucc.ac.il/wp-content/uploads/2021/06/Meital_2021_paper_9-1.pdf (in Hebrew)

2. Papers Presented At Scientific Conferences

15. Rosenfeld, S., Loria, Y., Shaltiel, L., & Pieterse, E. (1999). How might a Networked environment Help Promote the Culture of Research on School? The Case of "Golden Way". Tele-99: Euro-Med Conference in Israel. The European Commission and the Open University of Israel, Tel Aviv.

16. Loria, Y., Shaltiel, L., Pieterse, E., & Rosenfeld, S. (1999). The development of Software to Support Teacher and their Students in PBL : "The Golden Way". Proceedings of the 7th European Conference for research on learning and instruction. University of Goteborg, Sweden.
17. Heiman, T., Adeto-Biran, I., & Pieterse, E. (2010). Assistive technology for students with learning disabilities - a tool to improve student learning: evaluating effectiveness and usability. Gaps and Bridges: Teaching- Learning- Research": Teaching and learning conference in higher education. Ra'anana: The Open University of Israel. [Hebrew].
18. Meishar-Tal, H., Kurtz, G., & Pieterse, E. (2012). Learning with Facebook Groups, EDEN Conference, Porto, Portugal 6-9 June.
19. Peled, Y., & Pieterse, E. (2013). "Is there anybody out there": Twitter as a support environment for first year teachers' online induction workshop, Site 2013 Conference, New Orleans, 25-29 March.
20. Pieterse E., & Peled, Y. (2014). A Chaperone: Twitter for Professional Guidance, Social Support and Personal Empowerment in Online Workshops Learning in the technological Era. The 9th *Chais Conference for Innovation in Learning Technologies 2014*. Research Center for the Integration of Technology in Education, Raanana, Israel, 11-12 february.
21. Pieterse, E., & Peled, Y. (2014). A Chaperone: Twitter for Professional Guidance, Social Support and Personal Empowerment in Online Workshops. In: *EDMEDIA: World Conference on Educational Multimedia, Hypermedia and Telecommunications* Tampere, Finland, June 23-27.
22. Peled, Y., Pieterse, E., Medvin, M.B., & Domanski, M. (March, 2015). Normative beliefs about cyber aggression in Israeli youth. Site 2015 Conference, Las Vegas, 2-7 March.*
23. Pieterse, E., Peled, Y. (August, 2015), Aggression and cyberaggression: Normative beliefs among Israeli youth, *EARLI 2015 Conference*, Limassol, Cyprus, 25-29 August
24. Pieterse, E., Santo, Z., Greenberg, R., (May, 2016), Digital Information literacy skills evaluation among first year students' in an Israeli college, Research on Teaching at the Academy as a promoter effective instruction, Conference at the Kinneret College. (HEBREW)
25. Pieterse, E., Heiman, T., Sarid, M., (May, 2016), Instructional technologies and their impact on learning accessibility among students with disabilities in higher education in Israel, Research on Teaching at the Academy as a promoter effective instruction, Conference at the Kinneret College. (HEBREW)
26. Pieterse, E., Meishar-Tal, H. (June, 2016), Academics' Use of Academic Social Networking Sites: The Case of ResearchGate And Academia.Edu, Re-Imaging Learning Environments – *EDEN Annual Conference Budapest*. (nominated for "The best research paper award")
27. Meishar-Tal, H., Pieterse, E. (June, 2016), Uses and gratifications of the faculty in academic social networks, *Meital Conference*, 2016. Haifa. (HEBREW).
<http://meitalconf2016.iucc.ac.il/wordpress/wp-content/uploads/2016/07/A3-2.docx>
28. Pieterse, E., Santo, Z., Greenberg, R., (March 2018) Self-Perception of Digital Information literacy skills among first year students, *Society for Information Technology & Teacher Education International Conference*, Washington DC USA