

EDITORIAL

The IADIS International Journal on WWW/Internet (IJWI) is a peer-reviewed scientific journal published exclusively in an electronic format. The IADIS IJWI is devoted to the WWW and Internet broad fields. The mission of this journal is to publish original contributions in its domain fields in order to disseminate knowledge amongst its readers and to be a reference publication. It publishes original papers, review papers, ongoing research papers, technical reports, case studies, conference reports, management reports, book reviews, notes, commentaries and news on future scientific events.

This volume (Volume 21, Issue 1 - ISSN: 1645-7641) combines 5 selected original papers that bring together researchers covering the wide spectrum of the WWW and Internet presented in different areas and contexts.

The first contribution to this issue by Thomas Keller, Stefan Botchkovoi, Elke Brucker-Kley and David Grünert entitled “THE CHALLENGES, POTENTIALS AND EXPERIENCES OF VIRTUAL REALITY LEARNING UNITS” presents an introduction into the research context of immersive virtual reality, their possibilities and challenges. Also reports on the results of two field studies with immersive virtual reality.

Wulfrano Arturo Luna-Ramírez, Juan Carlos García-Zepeda and Gustavo Ortiz-Hernández authored the second paper with the title “SMRP: A MOBILE APPLICATION FOR EARTHQUAKE PERSONAL RISK ALARMS”. In this paper the authors present a mobile application called SMRP (Semáforo Móvil de Riesgo Personal) that pretends to position people within a context of a seismic situation, namely risk, vulnerability and personal features, using a traffic light-based alerting system and a group of appropriate voice-based recommendations to help users to reach safety conditions.

The third paper, “VIRTUAL STUDIES IN LEARNING OF SOLVING SUSTAINABILITY CHALLENGES” by Anne-Marie Tuomala reports on a green student project management. The study presents the green methodologies applied in a virtual project- and problem-based learning (PPBL) courses in years 2019-2022 done in the environmental engineering study programs and in B.Sc. and M.Sc. levels in the LAB University of Applied Sciences (Finland).

The fourth paper, “APPLICATION OF IMMERSIVE TECHNOLOGIES TOWARDS SUSTAINABILITY IN HIGHER EDUCATION: A CASE STUDY”, authored by Aidrina Sofiadin evaluates the challenges that higher education face to play their role towards sustainability in their academic program to guarantee sustainable future-ready graduates, particularly in Malaysia.

The fifth paper, “DETECTING POOR-QUALITY WEB TRAFFIC IN VIDEO AD MARKETING CAMPAIGNS BASED ON ANALYTICAL METHODS”, authored by Marta López and Fernando Perales focuses on digital marketing. The aim of this study is to evaluate and foresee the traffic quality score, a parameter that is not only used by companies to authenticate the suitability of the audience concerned but is also directly related to the bandwidth awareness and profitability of video advertising campaigns. Accordingly to the authors “analytical identification of the variables that most affect traffic quality as well as the quality prediction can be used to optimize both marketing campaign structure and bidding strategy”.

More and more, it is known that Technology is always present and it can be used to improve all aspects in our society. These papers illustrate that the development of technology have increased our ambitions to make all aspects of technology a more global and international matter.

The Editor,
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