EDITORIAL

The IADIS International Journal on WWW/Internet (IJWI) is a peer-reviewed scientific journal published exclusively in 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 to disseminate knowledge amongst its readers and 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 24, Issue 2 - ISSN: 1645-7641) combines 8 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 entitled "FAIRNESS-AWARE LEARNING ANALYTICS FOR EQUITABLE ADAPTIVE GAMIFICATION IN INCLUSIVE ONLINE EDUCATION" authored by Olayinka Anthony Ojo, Owolabi Paul Adelana, Abosede Adebamise Abosede, Omolade Joy Omololu, Mariam Osayi Odu and Elizabeth Akinola, investigates fairness in adaptive learning technologies for students with and without disabilities. Results highlight the potential of fairness-aware predictive models to reduce disparities while maintaining accuracy. The findings support more inclusive and equitable online learning environments.

The second paper, by Eduardo Amadeu Dutra Moresi, Mário de Oliveira Braga Filho, Ana Cláudia Guimarães Santos and Vilson Carlos Hartmann, entitled "MAPPING THE CONCEPTUAL STRUCTURE OF ARTIFICIAL INTELLIGENCE RESEARCH IN HIGHER EDUCATION", maps AI research in higher education through a bibliometric analysis of 309 publications (2018–2026). Findings highlight key themes such as generative AI, ChatGPT, assessment, academic integrity and digital literacy, identifying research gaps and opportunities for future investigation.

The third paper, with the title "THE TRANSFORMATION OF EDUCATORS' ROLES IN HIGHER EDUCATION: AN INFORMATION SYSTEMS PERSPECTIVE ON GENERATIVE AI AND IMMERSIVE TECHNOLOGIES - A SYSTEMATIC LITERATURE REVIEW" authored by Lisa Kammholz, Anett Mehler-Bicher and Harald von Korflesch reviews how generative AI and immersive technologies are transforming teaching in higher education from educators' perspectives. It highpoints research gaps in applying established Information Systems theories and proposes future research directions to better understand educators' evolving roles.

The fourth paper, with the title "DESIGNING FOR DIGITAL ATTENTION" authored by Bertil P. Marques and Marilío Cardoso examines how digital lecture configurations influence off-task behaviour and student engagement among 303 engineering students. Results suggest that combining quizzes, message walls and synchronised slides may reduce distractions, although methodological limitations prevent causal conclusions.

James Guevara, Rhonda Boyd, Knashawn Morales, Ellie Marino, Laura Betancourt, Marjie Mogul and David Mandell authored the fifth paper entitled "PARENTING WITH DEPRESSION: A SOCIAL MEDIA-BASED PARENTING PROGRAM FOR NEW MOTHERS WITH POSTPARTUM DEPRESSION". The authors conducted a randomized controlled trial that examines a Facebook-based parenting program for 94 new mothers experiencing postpartum depressive symptoms. Results showed improvements in maternal depression and parenting self-efficacy, but no significant effects on parent-child interactions or infant development.

The sixth paper, with the title "BEFORE CHOICE: THE VISIBILITY OF EVALUATIVE CRITERIA AND PANOPTIC DISCIPLINE IN CHOICE-BASED GAMES" authored by Ahyeong Shim and Jae-Jun Lee, applies Michel Foucault's concept of panopticism to examine how choice-based games influence player decisions. Using the visual novel prototype Butterfly Effect, it explores how concealing evaluation criteria shapes player behaviour and internalises disciplinary mechanisms.

The seventh paper, entitled "PLAYER-IMITATING RIVAL AGENTS FOR DYNAMIC DIFFICULTY ADJUSTMENT IN LLM-BASED CONVERSATIONAL GAMES" authored by Yunosuke Tsunoda, Kosei Nakazono and Qiang Ma, proposes an AI-driven dynamic difficulty adjustment system for conversational games, using rival agents that imitate individual players. A prototype dating simulation showed that player imitation better matches conversational behaviour and creates more personalised challenges, although further validation with larger samples is needed.

The eighth and final paper, by Curtis James O'Kelly and Gabriel Batista Caldeira entitled "FITTING SPEEDRUN WORLD RECORD DATA TO A TRIPLE EXPONENTIAL DECAY MODEL FOR DATA ANALYSIS, PREDICTION AND VIDEO GAME GENRE COMPARISON", analyses speedrun world records across 206 video games using exponential decay models to predict future record times. Results show that triple exponential decay provides the best fit (average $R^2 \approx 0.94$), revealing differences in record progression across game genres and offering insights for players and developers.

The eight papers featured in this issue reflect the diversity and multidisciplinary nature of research in the fields of the WWW and Internet, addressing relevant topics such as artificial intelligence, digital education, social media, online gaming and data analysis. Together, these contributions provide valuable insights into current developments and challenges, while opening new avenues for future research.

The Editor,

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