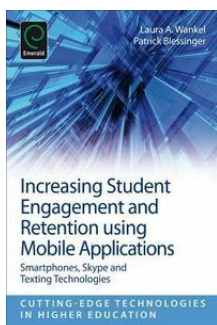# INCREASING STUDENT ENGAGEMENT AND RETENTION USING MOBILE APPLICATIONS: SMARTPHONES, SKYPE AND TEXTING TECHNOLOGIES

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