

How Technology can be used to Engage Higher Education Learners in Business, Management and Law Disciplines


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Rationale

- ▶ As Petty (1998) states,
“Motivation is regarded by experienced and inexperienced teachers alike as a prerequisite for effective learning.”
- ▶ Arguably the greatest challenge any teacher faces in all levels of education is to motivate their learners and keep their learners attentive and working at their highest levels for long periods of time, without motivated learners it is very difficult to ensure that learning takes place in each and every session.

Rationale

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- Furthermore with greater amounts of learning taking place outside of the traditional confines of the classroom, be that in seminars, libraries and study groups, or as is more often the case in the 21st Century, using online and virtual learning environments, these self-same learners need to be motivated to work as independent learners.



Richard Wilkinson – MSc Computing - 2013

MSc Computing: Final Project Report

How Can Technology Be Used To
Motivate Learners In Higher
Education?

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Coventry University College

Richard was previously Programme Leader in
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Coventry University College

▶ “a new concept in higher education that is designed to integrate study into the life that you lead”

<http://www.coventry.ac.uk/cuc/study/whats-so-different>

In the news...

No frills university college offers half price degrees


Students at Coventry University College will pay £4,800 or less for degree they can take while working

<http://www.theguardian.com/education/2011/oct/17/coventry-university-college-half-price-degree>


Business, Management and Law Disciplines

- ▶ Accounting
 - ▶ Business and Law
 - ▶ Financial Services
 - ▶ Law
 - ▶ Management and Leadership
 - ▶ Policing
 - ▶ Sales and Marketing
 - ▶ Tourism and Hospitality Management
- ▶ Total 209 students surveyed in 2013

The Challenge

- 
- ▶ What solutions are needed at Coventry University College to get students more engaged and to help them to become employable?

Suggested Solution

- 
- ▶ Students are motivated by and become more engaged through the use of technology that appeals to them.

The Survey

Survey Into The Use Of Technology In Higher Education

Please try to answer all questions as honestly as possible, no personal details will be given to any other bodies, and any identifying responses will be kept in the strictest of confidence. This is purely for my own Masters' Project.

Age Range:	<input type="checkbox"/> Under 20	<input type="checkbox"/> 20-24	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35+	Gender:	<input type="checkbox"/> Male	<input type="checkbox"/> Female
Your Home Life:	<input type="checkbox"/> Living with Parents		<input type="checkbox"/> Not Living with Parents				
How Would You Best Describe Your Socio-Economic Grouping?							
Lower class	<input type="checkbox"/> Working class	<input type="checkbox"/> Middle class	<input type="checkbox"/> Upper class				
Level of Study:	<input type="checkbox"/> Foundation Year		<input type="checkbox"/> Degree				
Subject Area:	<input type="checkbox"/> Science & Engineering		<input type="checkbox"/> Travel & Tourism		<input type="checkbox"/> Legal	<input type="checkbox"/> Accounting	
Management	<input type="checkbox"/> Health & Social Care	<input type="checkbox"/> Sales & Marketing		<input type="checkbox"/> I.T.	<input type="checkbox"/> Banking		
These next two questions can have multiple answers:							
Where do you access the internet?	<input type="checkbox"/> Home	<input type="checkbox"/> University	<input type="checkbox"/> Mobile Phone	<input type="checkbox"/> None			
Which do you own?	<input type="checkbox"/> Desktop Computer	<input type="checkbox"/> Laptop	<input type="checkbox"/> Smartphone	<input type="checkbox"/> Tablet			

Please indicate your thoughts on the following statements.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
*By technology I mean hardware and/or software programs					
I regularly attend all classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am good at using technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy using technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My teachers use technology in lessons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My teachers use Moodle and keep it up to date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use online sources for my research and my studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use Moodle regularly to help with my studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use social networking media to help with my studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy my classes more when technology is used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more motivated to study when using technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel I perform better in class when technology is used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to see more use of technology in class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Appendix | A

It would be incredibly helpful for me if you could give me some thoughts on the following free response questions too.

What types of technology, if any, do you use for your studies? (these questions can have multiple answers)

<input type="checkbox"/> Desktop Computer	<input type="checkbox"/> Laptop/netbook	<input type="checkbox"/> Smartphone	<input type="checkbox"/> Tablet
<input type="checkbox"/> CU website (online library)	<input type="checkbox"/> Moodle	<input type="checkbox"/> Google Scholar	<input type="checkbox"/> Wikipedia
<input type="checkbox"/> Facebook	<input type="checkbox"/> Twitter	<input type="checkbox"/> Google Search	<input type="checkbox"/> YouTube
<input type="checkbox"/> Microsoft: Word	<input type="checkbox"/> Microsoft: Excel	<input type="checkbox"/> Microsoft: PowerPoint	<input type="checkbox"/> Others

If other (please give details):

Which, if any, areas would you like to see greater use of technology in your studies?

What technology, if any, could motivate you to work harder in both classroom and self-study?

Thank you ever so much for taking the time to complete this survey ☺

Appendix | A

Response Rate

- ▶ 209 students, out of approximately 250* enrolled at Coventry University College
- ▶ 76 out of 209 students taking Business, Management and Law Disciplines subjects

Technology Owned

- ▶ **89%** of students owned a laptop
- ▶ **80%** of students owned a smartphone

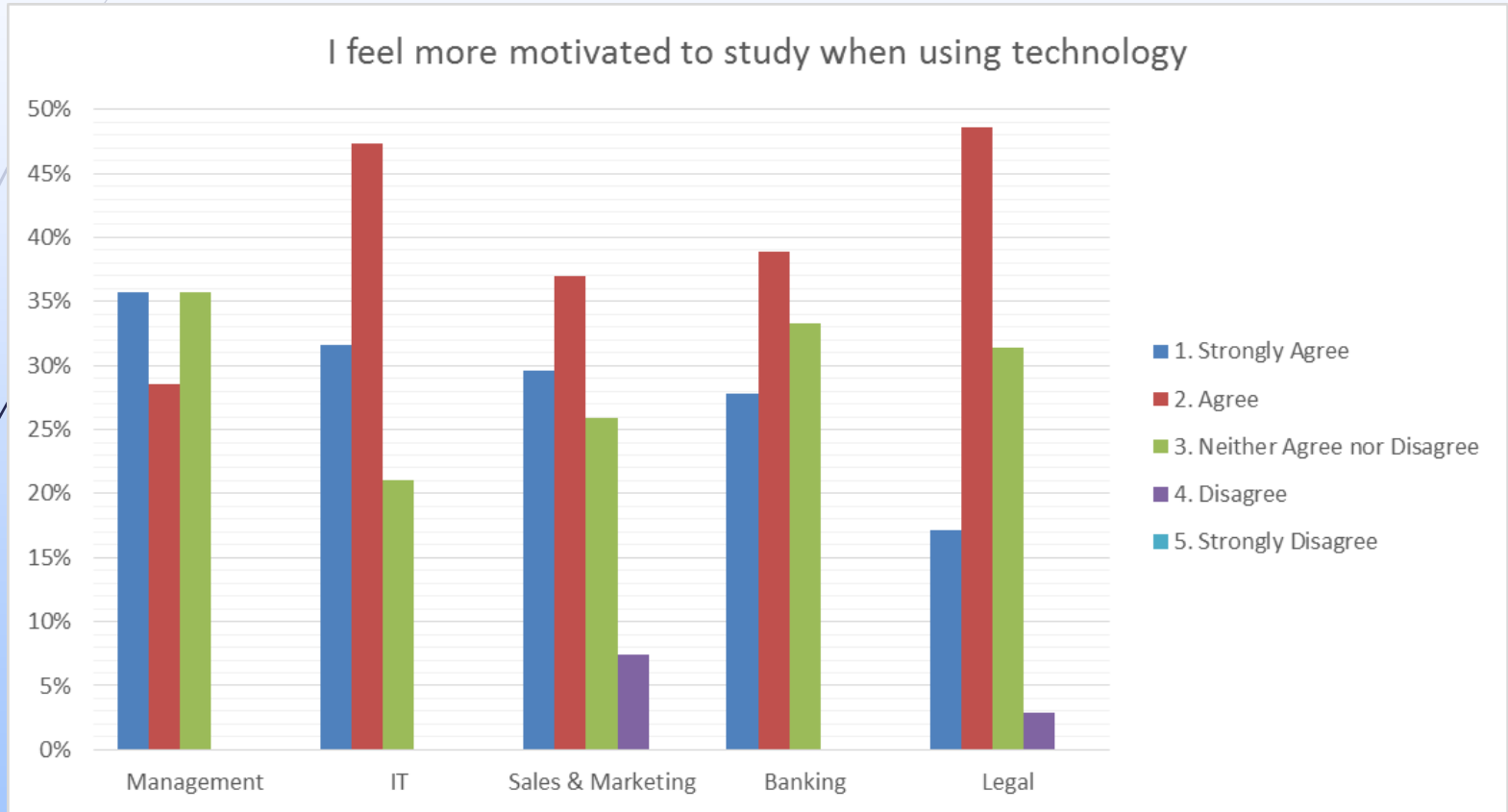
Technology Usage

- ▶ Over **90%** of those surveyed consider themselves '**good at using technology**'.
- ▶ **93%** of respondents **enjoy** using technology be that in their studies or general life.
- ▶ **89%** of the respondents agreed that their teachers use technology **regularly** in lessons.
- ▶ **92%** of the learners sampled state that they do use **online sources** for their **research** and studies

Technology and Engagement

- ▶ Only **34%** of those surveyed do admit to using **social networking** media to help with their studies.
- ▶ 67% of respondents' state that they **enjoy classes more** when technology is used – Only 4% of those surveyed do not enjoy classes more when technology is used
- ▶ 63% of those surveyed agreed that they feel more motivated to study when using technology - Only 4% stating that they do not

Technology Motivation



Where Could More Technology Be Used?

“Which, if any, areas would you like to see greater use of technology in your studies?”

- More interactive activities,
- SmartBoards,
- Social networking,
- During lectures,
- During tutorials,
- Video lessons,
- More videos,
- More books available online,

whilst others commented on

- “having sufficient technology”.

What Technologies Would Aid engagement?

“What technology, if any, could motivate you to work harder in both classroom and self-study?”

the most common responses include,

- ▶ tablets
- ▶ laptops
- ▶ voice and video recording of lectures

What Technologies Would Aid engagement?

But also such suggestions as;

- ▶ “Have tutors on Facebook instant message”
- ▶ “If everyone were to use tablets then we could be paperless and notes will be better organised instead of just loose sheets everywhere”
- ▶ “Temporarily blocking Facebook and twitter while doing any work.”

Conclusions

- ▶ No noticeable differences between Business, Management and Law Disciplines and other subjects for this cohort
- ▶ Recommend incorporating use of existing student technology to be used during and between classes

List of Key References

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