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

Richard Wilkinson & Thomas Lancaster
Birmingham City University
CABS Learning, Teaching & Student Experience Conference 2016
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.
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 ad 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?

R D Wilkinson
Richard was previously Programme Leader in Computing at Coventry University College
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

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
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. Your personal details will be given to any other parties, and any identifying responses will be kept in the utmost of confidence. This is a survey for my own Master’s Project.

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Under 20</th>
<th>20-24</th>
<th>25-34</th>
<th>35+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td></td>
<td>Female</td>
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</tbody>
</table>

How would you best describe your socio-economic grouping?

- Lower Class
- Working Class
- Middle Class
- Upper Class

Level of Study:

- Foundation Year
- Degree

Subject Area:

- Science & Engineering
- Travel & Tourism
- Legal
- Accounting
- Management
- Health & Social Care
- Sales & Marketing
- IT
- Banking

These next two questions can have multiple answers.

Where do you access the internet?

- Home
- University
- Mobile Phone
- None

Which do you own?

- Desktop Computer
- Laptop
- Smartphone
- Tablet

Please indicate your thoughts on the following statements:

- I regularly attend all classes
- I am good at using technology
- I enjoy using technology
- My teachers use technology in lessons
- My teachers use Moodle and keep it up to date
- I use online sources for my research and my studies
- I use Moodle regularly to help with my studies
- I use social networking media to help with my studies
- I enjoy my classes more when technology is used
- I feel more motivated to study when using technology
- I feel I perform better in class when technology is used
- I would like to see more use of technology in class

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)

- Desktop Computer
- Laptop/netbook
- Smartphone
- Tablet
- Cell Phone
- Google Scholar
- Wikipedia
- Facebook
- Twitter
- Google Search
- YouTube
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- 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.
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

* Student numbers correct as of summer 2013
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

I feel more motivated to study when using technology

- **Management**
  - Strongly Agree: 35%
  - Agree: 27%
  - Neither Agree nor Disagree: 28%
  - Disagree: 4%
  - Strongly Disagree: 6%

- **IT**
  - Strongly Agree: 45%
  - Agree: 30%
  - Neither Agree nor Disagree: 18%
  - Disagree: 7%
  - Strongly Disagree: 0%

- **Sales & Marketing**
  - Strongly Agree: 33%
  - Agree: 28%
  - Neither Agree nor Disagree: 23%
  - Disagree: 10%
  - Strongly Disagree: 6%

- **Banking**
  - Strongly Agree: 30%
  - Agree: 32%
  - Neither Agree nor Disagree: 26%
  - Disagree: 12%
  - Strongly Disagree: 0%

- **Legal**
  - Strongly Agree: 40%
  - Agree: 35%
  - Neither Agree nor Disagree: 20%
  - Disagree: 5%
  - Strongly Disagree: 0%
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 Refernces

For More Information

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