#### **Energizing Teaching With Technology**

**Presented By** 

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### The Way Forward

- Focus on teaching as large class lecturing
- Have taught many seminars, but
- Lecturing is the connective "through line" from 40 years of classroom teaching to last 10 years of experimenting with and full time use of "blended learning" on line.



# On The Way

- Overview of
  - The communication models that underlie my approach
  - Giving energized lectures
  - Effective use of presentation technology including embedded videos
  - My approach to blended learning



- Many lecturers think of lecture as an Information Transfer system
- Students are obligated to "get it" no matter how it is given











- I think of lecturing as a form of connective interaction
- If we want to students to "get it" we have to reach and "give it."
- There's far more going on than one way communication.



### Lecture as Connective Interaction



#### We Give Lectures

#### • So we should consider them gifts

- Do more than transfer information.
- We make connections.
- Well-given gift not just a duty to be performed
- Giving a gift well means showing some care for the receiver paying attention
- To learn from us my model suggests that we need our students to do more than simply accept our gift of words but to be engaged by the way we give them



# **Energizing Our Lectures**

- University Affairs On Line 2009
  - http://www.universityaffairs.ca/five-ways-to-energizeyour-lectures.aspx
- Like all meaningful gifts, "engaging" lecturers display three general qualities
  - Love of the subject matter
  - Appropriate preparation and structure
  - Obvious care for their students



# **Energy First**

- Bring Your Energy to Each Lecture
  - Communicate your love of the subject
    - Your enthusiasm gets their attention.
    - Your thoughts powered by your feelings **are** the lecture.

#### - To get information, students can read the text

- What they really need is your understanding a larger meaning you can provide – a coherent view.
- Also the text can't give them you, so personalize the material: Connect it to your research; personal search for truth and/or larger truths in the field



# **Energy First**

- The students want to know if it's important – so tell them.
  - Communicate this with genuine anticipation.
    - Don't simply say "This is important" show it. They're watching and listening.
    - Raise your voice. Use your hands for emphasis.
    - After all, if you're not excited by the material, then why should they be?



#### Give Them A Map

- We're Professors have we forgotten the three basic rules of professing/preaching?
  - Tell 'em where they're going
    - "In today's lecture, we're picking up from..."
  - Tell 'em where they're going next
    - "Now, we are going to....
  - Tell 'em where they've been
    - And where they are going in your next lecture



# **Energy and Engagement**

- Obvious care for students
  - Get off notes watch students' non-verbals
  - Clarify, repeat when they seem unclear
  - Keep language level where *they* are



# The Connection: Keep Them With you

- Tell a story
  - Link cognition and emotion engagement
- Show and tell
  - This is the TV-Internet Gen
  - Support your lectures with visual tech
    - Powerpoint or other presentation tech
    - Embedded video
    - Embedded graphics or music



# Presentation Technology: Focus Their Energy

- Manage their attention
  - Point their eyes in the direction you want to go
- Have them print the slides before class
  - No taking dictation off slide
  - Show them the notes page they can download sides in class and keep them focused
- Slides are backbone only a support system



• Not the lecture

# This is Not A Powerpoint Slide

- The only reason you would follow any of this advice is that you care about your students and what they learn in your presence. For many of us, caring about undergraduates and how they learned was hardly a first priority in our graduate training. So it requires a real commitment on our part. And the students notice.
- They notice when we make an effort to get off our notes or slides and actually look at them when we talk about something we love. They notice when we adjust our words or repeat ourselves as frowns of uncertainty cloud their faces. They notice when we energize our lectures, structure them well, tell stories, and learn to visually engage them.
- The front of the lecture hall is a place where minds can be changed: sometimes through the force of words but always through the gift of words and enacted care. I continually collect data on my students' perceptions of all aspects of my courses lectures, web sites, use of learning technologies and they openly acknowledge my efforts and, surprisingly often, say thanks. They get the idea of the gift well given and they reciprocate with their attention and a renewed interest in learning.
  - This is a swatch of text!
  - What's supposed to happen here? Where are their eyes supposed to go? What do you think they are doing while your talking about this?



# The Connective and Compressive Power of Video

- I have lectured on
  - The power of context to change the meaning of words
  - On role and status differences in organizations and their effects on conversations
  - On deference/demeanor and power/control
  - On emotions and talk
- But not before I show my students this 28
   second video



# The Connective and Compressive Power of Video





# The Connective and Compressive Power of Video

- Short, embedded, break from words, a platform for my next topics
- 2-3 minutes tops
- Don't show whole chunks of movies
  - Don't fiddle with DVD player
  - Find it, edit it, embed it
  - Or get someone to do it for you
- Same with music

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- Focus, clarity, reinforcing not distracting

# One Last Factor in Energizing Lectures

- The 50 minute hour
- Why?
- Lots of historical data showing students can manage maybe 20-25.
- My own course research confirmed this.
- But only after I had made a really informative mistake in 2003



# Seque Into Blended Learning

- So far
- In the classroom you energize your lectures
- Technology can enhance or focus that energy if used correctly
- Or it can dilute or dampen it, if used poorly
- In this next section examples of both and of a way technology can actually add energy



# **Blended Learning Overview**

- A few words about
  - How I got started
    - With Powerpoint and MSL
    - Building my own web sites WebCt
    - Dropped WebCt Built My Own CMS
    - Moodle comes well after I've built my system

#### How my blended learning course works

- One of my courses COMN 2311
- Web Site Organization and Operations
- Student perception data
  - Annual course evaluation survey
- Student behavioral data
  - Keystroke study
  - Lecture viewing and exam grades



# How I Got Started With MediaSite Videostreaming

- Began in 2002/3 with piloting a blended e-learning course to 50 undergraduate students as a section in a 200-student traditional classroom version
- 2006-2008 a choice for all students in both large classes
  - Stay or watch at home. 60% stayed.
- "2009 to Infinity" all lectures are "on line" only.



#### MEDIASITE VIDEOSTREAMING TECHNOLOGY

- Completely integrated streams of walk-talkobject aspects of lecture
- Lectures "on-demand"
- Simple to do
  - Requires little or no technical expertise or training
- Requires no costly or time-consuming postproduction



### **Blended Learning**

- The only difference from the classroom version students watch the lectures on the web
- Students are expected to:
  - Attend on-campus tutorials for <u>one hour</u> each week
  - This frees me from using "technology of participation." They have very effective teachers to support that part of their learning.
  - Submit assignments on line but also hand in hard copy assignments for marking
  - Take their end of term exams in a lecture hall.



#### **Blended Learning**

- Students have access to a video stream which they can view from
  - Designated computer labs on campus
  - Their own homes, provided they have a highspeed Internet connection



#### COMN 2311 Communication in Everyday Life Blended Learning

- The lectures are located on the course web site, which also features course readings and a database assignment submission system.
- The site has a number of useful features which I'll be happy to demonstrate later.



### Students Go to the Course Home Page



#### Students Go to the Course Home Page





A Note About the Weekly Readings: Please use the page numbers for the weekly reading based on the book you have. (Either **DK1a** OR **DK1b**). If you have the first edition of the text, follow the DK1a page numbers. If you have the second edition of the text, follow the DK1b page numbers. **DK2** is the "Selected Readings" for which there is only one edition. For clarification on the DK1a and DK1b, please see the <u>Required Readings</u> section of this website.

DATE	LECTURE TOPICS	READINGS
SEP. 10	<ul> <li>Course Introduction</li> <li>Why We Communicate</li> </ul>	Get started on the reading.
		DK1a pp. 1 - 7
		DK1b pp. 1 - 7
		<ul> <li>RL: "Maslow's Hierarchy of Needs"</li> </ul>
SEP. 17	<ul> <li>How We Think About Interpersonal Communication</li> </ul>	DK1a pp. 8 - 31
		DK1b pp. 8 - 19
		DK2: Reading 1

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#### Students Go To Lectures From Home Page



#### Lectures Page

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	<u>MediaSite Intro</u> I've already seen it - please take me to t	he lectures

#### Mediasite Intro

• We give them a short instructional video by Kelly Parke to watch if they choose to.



#### Lectures Page

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	MediaSite Intro         I've already seen it - please take me to the lectures	

# Then They Log In


# Then They Log In



#### **Second Term Lectures**

Note: Links become active when lectures become available.



In order to view the videos, **Mac users** will be prompted to install the Silverlight plug-in from Microsoft. Please follow the auto-prompts to successfully install the plugin.

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### In "Close Up"



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#### The First Thing They See



#### The Next Thing They See

🕐 Ask % Polls



COMN 2311 Lecture 1B Presenter(s): Dalton Kehoe, COMN 2311 Date: 9/10/2009 Time: 12:41 PM EST

Length: 19 Minutes 56 Seconds

Details



E Slide 1 of 29

powered by mediasite. Options - ? Help

**COMN 2311** Communication in Everyday Life WHY DO WE COMMUNICATE

Lecture 1b



Info

#### Examples

- Lecturing directly to a class
  - Model building in my 3<sup>rd</sup> year "Communication in Organizations" class
  - http://msl.stream.yorku.ca/mediasite/Viewer/Viewers/Viewer320TL.aspx?mode=Default&peid=4326cd9e-171d-4419-9aa8-79f34c99c640&pid=a0eff1cd-2da6-487e-85ba-0aecfeab7d84&playerType=SL1
  - 16:40
  - Humour and illustration in my 2<sup>nd</sup> year "Communication in Everyday Life" class
  - <u>http://msl.stream.yorku.ca/mediasite/Viewer/Viewers/Viewer320TL.aspx?mode=Default&peid=49b39bf5-8661-4cee-a26a-5d2c9ecdbadb&pid=37862553-5eb2-4729-a840-6d0cae4c6b6b&playerType=SL1#</u>
  - 18:17



# Lecture Length, Format and Energy

- Over the years the student evaluation surveys had provided some intriguing insights
  - Lecture length and format made difference in viewing perseverance
- MSL is television....it requires movement
  - Positive energy is communicated through the gestures of a well given lecture
- "Classroom Live" vs. Talking Head
  - The failed 2003 experiment.



#### In One Class I Did "Classroom Live"



#### In Another I Tried: "Newscaster"





Two Approaches: Two Findings





### Students and I Hated It

- In terms of
  - Feeling engaged
    - Live lecture format for lecture was preferred
  - Technical (auditory) quality
    - "Newscaster" format
- Shorter is Better Than Longer
  - Students disliked 50 minute format tedious, boring
    - Only time course evaluations noticeably fell
    - Students reported their attention drifted around 25 minutes



# So I Changed The Way I Lectured

- I had to archive something worth watching, so instead of two 45-50 minutes lectures in a two hour block - from 2004 onward
  - Three 20-30 minute lectures per 2 hour block
- And learning a lesson from a colleague 36 years before, I added a "comedy" break after the first lecture
  - Comedy vid gets laughter, re-energizes, refocuses them for the next short lecture
  - I picked first few...turned it into a game for students
- After the second lecture they got the usual break (a little later than usual) and another short lecture



# **Change Brought Attention**

- The short lectures were being seen on line
- When I began to present this blended learning approach at conferences people paid attention
  - 2007 article in *The Chronicle* lit up education sites everywhere
  - Basically old guys can actually change
- Led to 2008 cover story in University Affairs



• The day I formally retired.

#### Other Features of the Site



#### **Course Team Page**



#### ProfTalk



ProfTalk

#### ProfTalk

Send your questions/comments to Prof. Kehoe

	Name
	Email Address
	Subject
where the second	Choose Course
	Question
	Submit
	*All Fields are Mandatory*

Only questions related to the course material will be answered. You must include a valid email address in order to recieve a response.

#### **ProfTalk Database**

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Kehoe | Student Submission Information Retrieval

#### **ProfTalk Messages**

Showing Messages 1 to 10 of 63

Click student's name for message details.

Student Name	Email Address	Subject	Course	Date Sent
Courtney Dale	courtney_d_11@hotmail.com	assignment #2	2311	11/16/2007 11:20:02 AM
Julia	ddhlqq@hotmail.com	about video and audio	2311	11/15/2007 4:05:00 AM
Julia	ddhlqq@hotmail.com	about #2 essay	2311	11/15/2007 3:00:39 AM
<u>Justine Tieri</u>	jtieri@yorku.ca	Exam	3311	11/12/2007 11:54:42 AM
<u>Tabish Bhimani</u>	tabish@yorku.ca	Video Links	2311	11/11/2007 3:36:47 AM
<u>Kaitlin Wright</u>	kaitlin0@yorku.ca	Ignore Previous Message	2311	11/8/2007 5:26:40 PM
<u>Kaitlin Wright</u>	kaitlin0@yorku.ca	Video Lectures	2311	11/8/2007 3:25:35 PM
<u>aliyah rafman</u>	rafman85@yorku.ca	password	3311	11/7/2007 10:35:51 PM
<u>Chris Maing</u>	cmaing@yorku.ca	Nov.1 video lecture	2311	11/4/2007 1:17:37 PM

## **Assignment Submission**



#### **Assignment Page**



### **Assignment Submission 1**

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## **Assignment Submission 2**

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## This Year We Also Tried

#### • Our First On Line Quiz

- Short, small % of their work
- Quiz was created with Quiz-creator and hosted in the cloud.
- Interesting problems
  - Opening time
  - Avoiding their "work day"
  - Length of quiz



#### Built-In Student Evaluation Student Perceptions

- Our course web site has a built-in survey feature
  - 35-45 Questions
  - Open source Lime survey software
  - "Face Sheet" Questions, plus
  - Faculty Course Evaluation Questions
    - Lecturer and Teaching Assistant ratings
    - Course ratings
  - Technology Evaluation Questions
    - How students use MSL
      - Lecture lengths
      - How often they go in
    - How students use Site Features
    - And always open-ended questions
  - Done every year



## Why Focus on the Web Site

- A well designed site sustains positive emotional energy
- Anything that makes it harder for the viewer to find information diminishes its impact
  - Ease of use sustains attention and positive emotional engagement
  - Don't get them thinking about the site, keep their minds on the material



#### Distraction Is Just A Key Stroke Away Students

- Don't read web pages they scan quickly.
  - It's not a textbook, it's an ad
  - Limited attention span mental hurry
- Don't analyze page content for direction.
  - They click the first thing that looks right.



# Distraction Is Just A Key Stroke Away Students

- Don't figure out how the site works.
  - They keep clicking and until they get somewhere.
  - If something works they use it again.
- So, don't make them think about the site.
  - Delay or distract them and you disengage them.



# Engaging Site Design: Focus Their Energy

- Make the "clickables" obvious
- Name all pages
  - So they know where they are
- All pages have one idea or focus
  - So they know they have arrived and what's there
  - Limit Information Per page
    - Reduce the visual "noise"
  - But if you have "big" pages:
    - Break into clearly defined areas.
    - Easier to focus on each idea.



# Engaging Site Design: Focus Their Energy

- Navigation is always in the same place
  - On our site: top of page
  - So they know how to go there and get back
- Make pathways short
  - One or two clicks if possible



# We Think The Site Is

- Easy
  - To use. Clickables name concepts and mark required pathways.
- Simple
  - To read. One idea per page, sub-divided pages, low clutter (visual noise), navigation always in same place.
- Seamless
  - In operation
  - Built with ASP.net
  - A MYSQL database backend
  - This allows us a 'dynamic' site: (the flasher, assignment submission and retrieval)



#### Student Perceptions: Course Evaluation Survey

The organization and usefulness of the course and website 85-90+% of the students agreed or strongly agreed to such questions as:

- The course was well organized and well prepared.
- The course website is well organized and resourceful.
- Course goals and objectives were clearly specified.
- I know significantly more about this subject than I did before I took this course.
- This online version encouraged students to take responsibility for their own learning.
- I would recommend the online version of this course to others.



#### Student Perceptions: Course Evaluation Survey

A 87 - 97+% rating of "excellent" or "very good" was achieved for all aspects of the course,

- Subject matter,
- Readings,
- Assignments and evaluation, as well as
- Quality of instruction (lecturer).



#### Student Perceptions: Course Evaluation Survey

- In terms of their perception of the ease-of-use of the technology:
  - 94% agreed they had adequate computer skills and access to computers, and learning the video streaming software did not distract from learning course material
- 89 94% would recommend this course to others.
  - Overall our positive evaluations have remained consistent across all years of the experimental and full "on line" version of the courses.



### Lecture Attendance and Grades

- Key Stroke analysis of lecture attendance and exam grades
- Usage predictive of student learning outcomes
  - Replicated patterns of traditional lecture hall
    - 2 distinct groups with 2 distinct correlations
- High duration, high consistency students did well in first term and end-of-year exams
- Inconsistent, low duration students in first term do poorly but become more consistent in second term and do better in the end
  - Better chance to redeem themselves than they would have had in traditional lecture situation
  - Review lectures before exams; go in more often, stay longer
  - Videoblog reminder in January



#### Linking Usage back to Perception

- Typical students comment:
  - "I would definitely say that online courses require a certain amount of "self-discipline."
  - Struggle to find motivation to persevere was common
  - Advice
    - "Keep up with lectures" "Make time for them every week."

#### • Otherwise

- "There are really no differences between the two types"
- "On-line lectures better because I can control the lecture. I can go forward or backward and repeat..."
- High tutorial attendance reported for all students



# Typical "Advantages" Comments

- Ability to watch lecture at my convenience
- Ability to take advantage of reviewing key points of lecture as many times as possible
- Very easy to use
- Eliminates social pressures and distractions that are associated with sitting in a lecture hall
- A great learning experience



# THANKS FOR YOUR TIME AND ATTENTION

Prof. Dalton Kehoe York University Communication Studies Department

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## **Energy and Engagement**

- Appropriate preparation and structure
  - Complement your energy with clarity
  - Overview opening Verbal signposts Overview close (where we've been, where next)
  - Tell stories and use visual technology

