

Can computer-supported collaborative learning (CSCL) enhance student engagement on Events Management courses?

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Assessment and Feedback –
What's the answer?

Session overview.....

- 1) Overview of MMU,
- 2) Web 2.0 technologies,
- 3) Computer Supported Collaborative Learning,
- 4) Social Networking Sites,
- 5) Preliminary Research Results,
- 6) Conclusions and Recommendations.

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MMU
01

We are the **UK's 5th most popular University**, receiving over 41,000* applications per year. We offer:

- **Over 1,000 courses and qualifications**, many with a strong professional bias.
- The highest concentration of postgraduate taught courses in the North West.
- Links with over 70 professional bodies and associations recognising both the quality and practical focus of our course provision.
- An extensive portfolio of training and professional development courses, including tailored courses to meet specific business needs.

* Based on applications received in 2007 and 2008. Data provided by UCAS

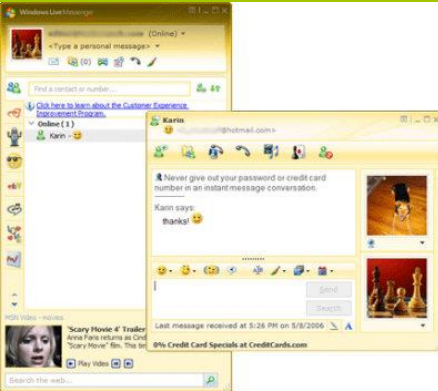
Manchester Metropolitan University was awarded university status in 1992 and is part of the largest higher education campus in the UK and one of the most extensive education centres in Europe.

With a history dating back 150 years, we have a combination of the traditional and the contemporary that sets MMU apart and gives us our distinct character.



Web Technologies

Web 2.0



**LIFE ISN'T ABOUT
FINDING YOURSELF.
LIFE IS ABOUT
CREATING
YOURSELF.**

(UNKNOWN)

SNS_s

C.S.C.L.

Dillenbourg, 1999

BLOGS

WIKIS

SKYPE

VIDEO

CONFERENCING

SNSs



Social Networking Sites



Boyd and Ellison (2008)

- 1. Creating a profile,**
- 2. Enabling connections,**
- 3. Viewing other's connections.**

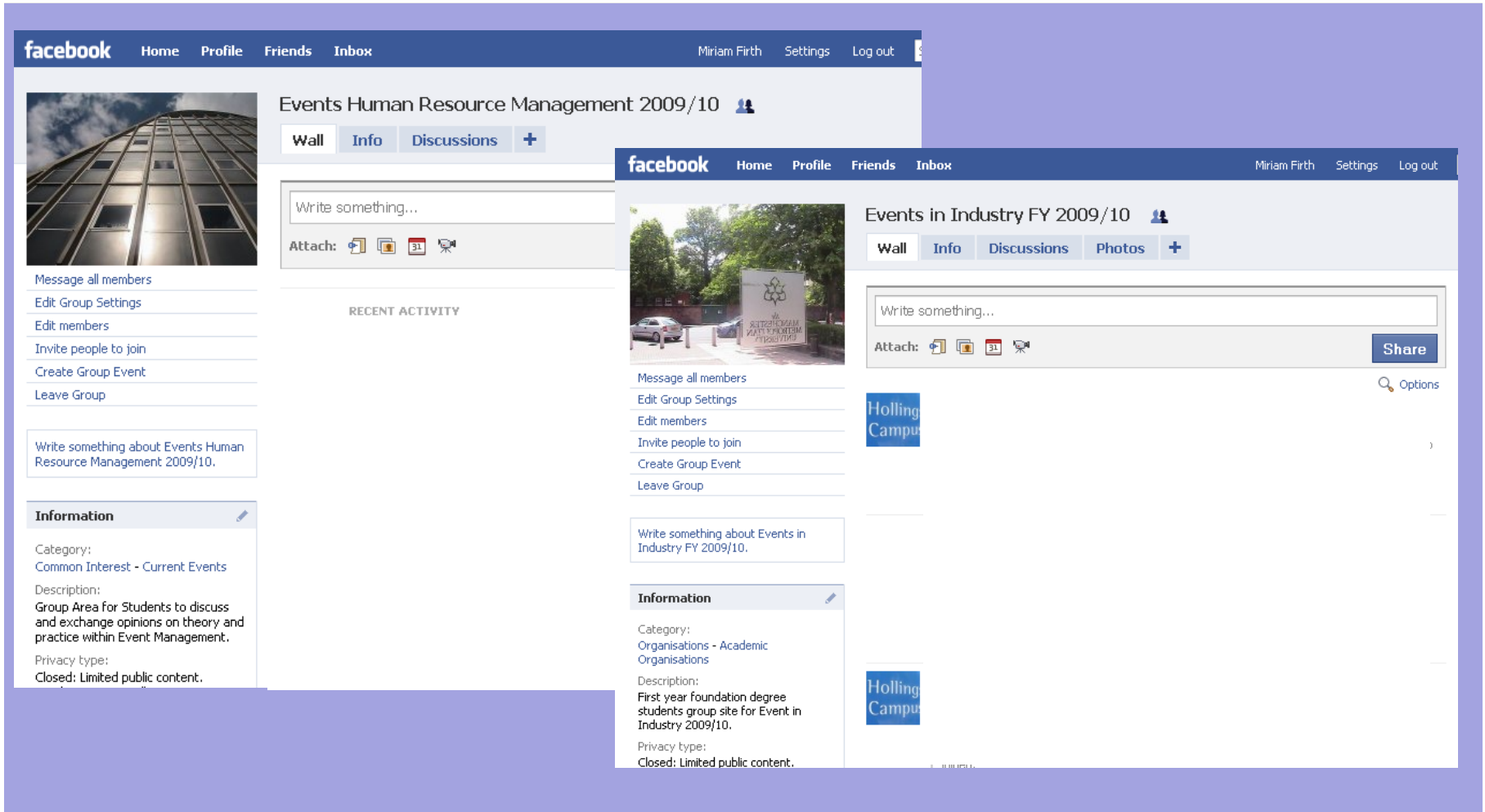
Research findings.....

Research	No. of respondents	Location of respondent	Gender balance	Age of primary users	Frequency of Facebook use	Primary use of facebook
<i>Skeele and Grudin, 2009</i>	430	Business	22% Female 78% Male	<25	Several times a day 5.3% Daily 11.6% Occasionally 19.3%	Not researched
<i>Joinson, 2008</i>	241	Students	67% Female 33% Male	Mean age of 26	Daily 38% More than once a day 27.5%	Keeping in touch 52%
<i>Kolek and Saunders, 2008</i>	464	Students	48.1% Female 51.9% Males	Undergraduates at the University of Massachusetts	Not researched	Not researched
<i>Firth, 2009</i>	511	Students	73.4% Female 20.5% Male	18-25 91.6%	73% used at least once a day.	Sharing information 70.9%

Research findings.....

- **96% of respondents had a Facebook account,**
- **73% used this SNS at least once a day,**
- **Sharing information was the main motivation for using Facebook (70.9%),**
- **Only 64% used the managed learning environment (MLE) chosen by MMU,**
- **66.7% say they would like to use Facebook alongside their course.**

Practical delivery




The image shows two overlapping screenshots of Facebook group pages. The top-left screenshot is for the group 'Events Human Resource Management 2009/10'. It features a cover image of a modern building facade. The page includes a navigation bar with 'facebook', 'Home', 'Profile', 'Friends', and 'Inbox'. Below the navigation bar, there are tabs for 'Wall', 'Info', 'Discussions', and a plus sign. A text input field for writing a message is visible, along with an 'Attach' button and icons for photo, video, calendar, and chat. A list of group actions is on the left: 'Message all members', 'Edit Group Settings', 'Edit members', 'Invite people to join', 'Create Group Event', and 'Leave Group'. An 'Information' section is at the bottom, showing the category 'Common Interest - Current Events' and a description: 'Group Area for Students to discuss and exchange opinions on theory and practice within Event Management.' The privacy type is 'Closed: Limited public content.'

The bottom-right screenshot is for the group 'Events in Industry FY 2009/10'. It features a cover image of a building entrance with a sign that reads 'AUTOCENTRE MANCHESTER METROPOLITAN UNIVERSITY'. The navigation bar is similar to the first screenshot. The 'Attach' button is followed by a 'Share' button. The 'Information' section shows the category 'Organisations - Academic Organisations' and a description: 'First year foundation degree students group site for Event in Industry 2009/10.' The privacy type is 'Closed: Limited public content.'

Practical delivery

- 148 members between two groups,
- Only 4 discussion tasks for each subject,
- Collaborating through opinion and experience.

		van der Wagen, (2007), Chptr 2, pg172-189 Tomington <i>et al</i> (2005), 6 th ed. Chpt 2, pg83-96 Beardwell and Clayton (2007), Chpt2, pg122-154	Seminar = Review of the Verna and Dewe (2008) with group discussion and questions.
5	26 Oct	<i>Legislation relating to employment in the Events Industry</i> <u>Reading:</u> Van der Wagen, (2007), Chpt 1, pg89-103 Tomington <i>et al</i> (2005), 6 th ed. Chpt 2, pg99-119 Beardwell and Clayton (2007), Chpt4, pg416-452	NO SEMINAR  Find us on Facebook TASKS = Answer Facebook discussion board on volunteer motivation and satisfaction. Download 6 journal articles and print ready for week 6 seminars.
6	2 Nov	<i>Volunteer Management; policy, process, models, recruitment and retention.</i>	Task = Review all articles downloaded from week 5, download and print lecture notes for week 7.



facebook DISCUSSION BOARD 2;
Volunteer motivation and Satisfaction

- **Gain experience 100%**
- **Industry specific; studying Events Management**
- **Skills and experience gained quicker than in usual employment**
- **Benefits and incentives really help.**

Group Name	Task and participants
EHRM (106/'207')	HRM Practices (34) Volunteer Motivation and Satisfaction (14)
Einl (42/'64')	Events Associations (17)

Conclusions

- Continuous feedback on all areas of unit delivery and learning outcomes is required,
- Online technologies can work effectively within HE collaborative work,
- Collaborative learning ensures a range of learning needs are met through experiencing the theory as well as discussing ideas with peers,
- Students consistently use and prefer Facebook to other SNSs,
- Students would like to use Facebook alongside their study,
- Participants have engaged with CSCL on Facebook and given appropriate opinions.

Recommendations

- Give letter of terms and conditions,
- Explain intentions; friends? Personal disclosures?
- Set tasks promptly,
- Monitor and evaluate progress,
- Report findings in sessions,
- Keep checking if students like it or want to use it.

Thanks!

Any questions?

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Research findings.....

- **511 respondents,**
- **73% Female, 20.5% Male, 6.1% N.A.**
- **91.6% aged 18-25,**

34.2%	28.8%	17.2%	13.3%	1.4%
1st	2nd	3rd	4th	5th
Year	Year	Year	Year	Year

Research findings.....

