

## **How It Started**

I've always been interested in various e-learning techniques. I stumbled upon GoAnimate in one of my searches for video-making apps. It fits my need for an easy-to-use storytelling tool and thanks for the MMCDG that made this project possible.

## **Project Design**

I designed this project not just for promoting e-learning but also for a “philosophical” purpose. At hotel school, we expect our students to have empathy, to be able to put themselves in other people’s shoes. I believe story reading and storytelling are important ways to improve one’s sensitivity to other people’s feelings and situations. I hope my e-learning project will motivate my students to see management theories as stories that are rooted in reality and can be applied to change business practices for better. This project was designed to teach psychological and behavioral theories using teacher- and student-created animated videos. A cost-efficient, flexible, and easy-to-use online tool – GoAnimate was used to create animated videos.

## **Project Implementation**

The project was implemented in two courses I taught, one on strategy and the other on organizational behavior (OB). In the strategy course, I created a 12-min video about a fictitious hotel called Hotel X. The hotel’s parent company hired a new general manager, who then launched a series of strategic changes. Unexpected problems followed. It was a quite complex story touching on issues in multiple dimensions. Students were asked to analyze the case and illustrate their solutions in a video (in a “what should have been done” or “what will happen next” format). A different video project was assigned in the OB course. Students were asked to recall their own internship jobs and make a video about their best experience (or worst experience). Then they needed to offer further improvement suggestions or solutions by linking OB theories to their work reality.

## **Student Feedback**

This was the most interesting, intriguing, and sometimes frustrating part of this project. Students enjoyed watching the videos. The presentation session when students saw other groups’ videos for the first time was a good time for the entire class. There were some enthusiastic video makers who used GoAnimate not only for my class projects but also for promoting student activities or preparing for job interviews. A few students have continued to use the tool even after graduation. This certainly made me very happy. On the other hand, there were students who did not like the idea of video-making that much. Some said they didn’t see storytelling or video-making any useful in their future jobs. I hope they might change their perceptions. Probably due to these extreme reactions, my survey questions on the degree of student satisfaction with their learning experiences led to average responses slightly over 3 on a 5-point scale.

## **Personal Reflection**

As a teacher, I enjoyed working on this project despite the challenges. I intend to continue to use animated videos in my future teaching and make it a better experience for my students.

**Video report** can be found here: <https://youtu.be/ieYzC67IfXY>