

THE CHINESE UNIVERSITY OF HONG KONG

Micro-Module Courseware Development Grant

Scheme 1: Basic Scheme

Interim Report (2015-16)

Report due 30 June 2016.

Please return by email to mmcd@cuhk.edu.hk

PART I

Project title:

Digital Storytelling in A Flipped Classroom: Use Teacher- and Student-Created Animated Videos to Teach Motivation Theories

Principal supervisor:

Dr. Jenny Tian

Department / Unit:

The School of Hotel & Tourism Management

Project duration: From January 2016 to December 2016

Date report submitted:

June 30, 2016

1. Project objectives

Is the project on track to meet its objectives?

Yes. The project has been carried out so far as proposed. It is on track to meet its objectives.

Have the objectives been changed as a result of the experience of working on your MMCDG project?

To a certain degree. To be precise, I am considering changing certain implementation details, although the primary objective (teaching theories with storytelling videos) remains unchanged.

2. Progress on process, outcomes or deliverables

What have been accomplished so far?

Students in my HTMG4800 (Hospitality Strategic Management) class in Term 2, 2015-16 completed a video case analysis by presenting their solutions in animated video clips.

Have any obstacles been encountered and what are the remaining tasks to be finished?

- It was only after I had purchased a one-year subscription plan for my students to use the GoAnimate for Schools (the online video making tool chosen for this project) that we found out the tool did not allow team members to work on the same video. This restrictive feature,

to a degree, discouraged team “co-production” of videos. Because of this, I’m planning to change the video project from a team task to an individual task in my class in Term 1, 2016-17. It also means I’ll have to modify the scope of the task to fit individual work.

- The original plan also involved making a lecture video. This, however, had to be changed to lecture in class (plus powerpoint slides posted on blackboard before class) due to students’ low interest in watching lecture videos.

Is the project still on time for completion (which includes preparation of the final report) on or before the grant expiry date?

Yes. I’m confident the project will be completed on time.

Provide a listing of project outputs to date.

- 4 teacher-made animated videos (one video case and two short clips explaining strategy concepts)
- 12 student-made animated videos
- 3 tutorial videos

3. Evaluation Plan

Have you altered your evaluation plans?

No. But the online activity statistics might not be accurate. Since all animated videos were saved on GoAnimate, that was where students watched the videos made by the teacher and their classmates. Although I also posted my videos on Echo360, the statistics showed that very few students went there. Unfortunately, GoAnimate does not provide view counts or other online activity tracking statistics. Other evaluation plans (quiz, feedback survey, and written report) were carried out as proposed.

Does your evaluation indicate that you have achieved your objectives?

I would say yes. Although a closer look at the student feedback survey results showed there seems to be extreme reactions to the project: Some students really liked the project, whereas some really disliked it because they were more familiar with the traditional case analysis. Such a pattern might not be that surprising given students’ diverse learning preferences. In the upcoming semester I plan to do a better tutorial job and adjust my project guidelines to allow students more options when it comes to how to present their work.

4. Dissemination Activities (reports, websites, video links, products, etc.)

Provide a listing of dissemination activities to date.

You can watch the following videos on Youtube:

- **Playlist 1: Teacher-made videos:**

<https://www.youtube.com/playlist?list=PLhDbQQbNNWLCkk1Lj9lBPwBxvj3gUOwsu>, including

- **Teacher-made case video: X Hotel – Part I:**

<https://youtu.be/GhujObqILN0?list=PLhDbQQbNNWLCkk1Lj9lBPwBxvj3gUOwsu>

- **Teacher-made case video: X Hotel – Part II:**

<https://youtu.be/tsd5nvUyHTU?list=PLhDbQQbNNWLCkk1Lj9lBPwBxvj3gUOwsu>

- **My interim report video:**

<https://www.youtube.com/watch?v=ZwY4avqaDsw>

- **Playlist 2: Student-made videos:**

https://www.youtube.com/playlist?list=PLhDbQQbNNWLAhUw2Ntcs_eG5CgnwQ1PcP