

In this project, we introduced the new pedagogy of eLearning and the flipped classroom into the core course CURE1009 Research Methods in Cultural Studies. We integrated technology-aided methods of learning and doing research into the traditional qualitative and ethnographic research methods in Cultural Studies. We found the new pedagogy to be a good fit for this course and students were very satisfied with this course.

In this project, we produced 6 micro-modules to try out the method of flipped classroom. The first three micro modules focused on teaching students the concepts of online activism and online celebrity culture, while the latter three focused on teaching the students how they could do interviews, videotape these interviews and publicize their research via a blog. The students reacted very well to those micro-modules. We asked the students to practice what they have learned from micro-modules in the media lab and they did quite a good job, as shown in their weekly assignments, as well as mid-terms and final projects. But it should be noted that we could not completely rely on online materials and some in-class explanation of the content is still needed.

In terms of evaluation, we made two evaluation plans. One was informal and formal interviews with students to find out how students were reacting to the new teaching methods. The other was our evaluation meeting at the end of the course by inviting the program directors in our department and students to discuss the outcomes. In both evaluations, students showed quite positive comments stating that this course increased their motivation to learn and that they had become more actively involved in their studies. The program directors in our department, after our discussions, also agreed that such new pedagogy did work to improve students' learning and our project was adaptable for the other courses in the future.

For the outcomes of this course, we have produced a course website www.cure1009.com, where the short video-report for the course, all our teaching materials and the students' mid-term and final projects are uploaded. Teachers from our department and other departments could get access to such materials and we believe the website will be of good help for their teaching. While we used the user-friendly web-based software wix.com to produce this website, we think Facebook and other social media could also be used to share information and materials so that not only the university teachers and students, but also the general public, could have access to it.

We have also learnt the following lessons from this project: 1. As new teaching methods and novel pedagogies, TAs with both technical and academic skills are of importance to help the students to clear out some of the confusion; 2. The media lab is an important environment for students to carry out weekly assignments based on the micro-modules that

they have learned at home. Thus, we suggest that CUHK should: 1. Invest in larger media labs with the appropriate hardware and software and make them available to teachers in the Faculty of Arts; 2. Offer funding to the Faculty of Arts so that each department could hire TAs to help produce e-learning materials for teaching.