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: Digitizing Cultural Studies Pedagogies

Principal supervisor: Katrien Jacobs

Department / Unit: Cultural and Religious Studies

Project duration: From January 2016 to December 2016

Date report submitted:

1. Project objectives

This project aims to construct five micro-modules that will integrate methods of eLearning into a core course for the BA in Cultural Studies, CURE 1009 Research Methods in Cultural Studies, which I will teach in Fall 2016. The course is an introduction to the field of Cultural Studies and its varied research methods and practices.

Every year this course has a specific sub-theme and the theme in Fall 2016 will be "Public Intellectuals and Social Media." The course will allow students to carry out a research project and to use social media and eLearning as part of the learning process and class assignments.

In July 2016 I will hire a RA to help prepare the class website and teaching materials. After running thecourse in Fall 2016, the course and the use of micro-modules and eLearning will be evaluated, fine-tuned and made available to other teachers.

I have obtained a license for Camtasia with the help of Taylor Tang and have produced the 3 micro-modules with Camtasia. I have also uploaded the modules on the Blackboard Course via Echocenter

I have titled the three micro-modules as follows:

2. ***I am that Charming Message:*** (4 mins) An introduction to students as to why and how they can make good use of the Blackboard discussion board.

3. ***The Revolution Will Not be Tweeted***: (7 mins) A short lecture about an important debate about the benefits and pitfalls of social media as a tool of social activism.

4. ***My Dear Beloved Medium:*** (7 mins) An introduction to the first assignment in which they have to do an online ethnography of how Hong Kong citizens make use of social media.

When I started producing the modules, I realized that I had to rethink my objectives as well as the design of the videos. I found out that the videos have to be much shorter and livelier than a regular ppt presentation used during a lecture. The video file size is also an issue as we cannot upload large video files. So I have learnt how to condensed and redesign my slides and made sure that each module is shorter than 8 minutes.

I will hire Ph.D. student Hou Lixian as part-time RA for the course from July 01 till November 30. She will help me with designing the other micro-modules, she will help with designing a website, and she will assist with the sessions of the course that will take place in the computer lab.

2. Progress on process, outcomes or deliverables

The project is running on schedule and I have not experienced any major problems. Since the course will run in Fall 2016, most of the project will be carried out from mid July to end of November 2016.

3.**Evaluation Plan**

I have not altered the evaluation plan and will invite a group of students and colleagues to evaluate the course, micro-modules and eLearning methods in December 2016.

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

Video links for the micro-modules are

I am That Charming Message (4 mins)
https://ess.itsc.cuhk.edu.hk:8443/ess/echo/presentation/04e3bdc1-0100-4088-81de-a9256cbb7

[d2a](#)

The Revolution Will Not be Tweeted (7 mins)
https://ess.itsc.cuhk.edu.hk:8443/ess/echo/presentation/af0be2c5-da32-4678-b6e2-b3a437d8060a

My Dear Beloved Medium (7 mins)
https://ess.itsc.cuhk.edu.hk:8443/ess/echo/presentation/0a2d3dd6-694e-4c1c-a38d-3c72822b47c0

In April 2016 I gave a paper 'Popular Culture, Social Media and Sexuality in the Hong Kong Classroom' at the *Association for Asian Studies* in Seattle. In this paper I talked about eLearning and the Flipped Classroom and mentioned the MMCD project.