Multimedia Educational Resources for Blended Learning

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What motivate us...

- Textbook examples are classic but usually distant
- Students’ learning style are now different
Online lecture can be lengthy and sometimes boring...

- Argumentation as an important aspect of practices of science and science education
- Design of professional development for argumentation practices
- Future work in positioning the role of visual representations in argumentation
- Consistency with contemporary innovations in technology and the making of epistemic objects
- Enriching the epistemic landscape of science education
Will it be better if... the videos are produced by students themselves?
Video Teaching Cases

1. Arouse students’ interest – learning economics in THEIR own language

2. Apply knowledge learnt in the class to real life – find examples in THEIR own daily life

3. Stimulate interaction

4. Promote cultural exchange
The Workflow...

Production of econ video

In-class video show

Revision + re-submission

Development of complementary material

Post-production + refinement

Educational resource for blended learning
A sample...
Introduction

What are the essential elements of a university life? Apart from studying, organizing students’ societies and internships, international exchange is an indispensable part for a university student. There were two brothers studying at the Chinese University of Hong Kong: Ricky and Jason. They were granted a chance for joining an exchange programme at Manila. They were excited and nervous since this was the first time for them to step into a foreign country. The story covered their preparations for the exchange journey. To solve the homework problem, they decided to buy an all-round travel card first, then they met a shop-owners who possessed supernatural power... Then they went to buy air tickets, where they had to choose between standard and standby tickets... Could these two brothers go to Manila successfully?

The video introduces the concept of price discrimination through the stories of Ricky and Jason. It explains how the companies practice price discrimination in reality. Apart from learning economic concepts, students can learn a bit of the university lives through this video.

Key Question
How to identify price discrimination in daily life?

Key Concepts:
1. Reasons for price discrimination
2. Types of price discrimination
3. Conditions for price discrimination

Learning Outcomes
Understand the practice of price discrimination and its effects to sellers and buyers.
Teaching Case

True / False Questions

MC Questions

Discussion Questions

One way to price discriminate is to separate the market. The video uses MTR as an example to illustrate price discrimination.

a) According to the video, how does MTR separate students from adults?

b) MTR recently offers “Ride 10 get 1 free” scheme to passengers who use Octopus Card to take MTR journey at least 10 times from Monday to Friday in the same week. Are passengers given a free-ride automatically? With reference to the information on the MTR website, how to redeem the benefit? (http://mtr.com.hk/eng/whatsnew/ride10_2012.html)
Facilitating T&L

- Economic forum
- Online discussion

... and more!
Economic Forum

Video is shown in class and worksheet is distributed.

Groups are formed and students have 30 mins to discuss the questions on the worksheet.

Question-and-answer with reward follows.
2011 Video Project for DSME 1030
Online Discussion

Students’ written work is posted on Facebook and comments from peers are invited.

The final version is submitted after consolidating others’ comments.

The idea of collaborative & peer learning
Students’ Feedback

The adoption of peer-created video helps in various aspects.

Q1: Effective in clarifying concepts?
Q2: Effective in showing linkage of concepts & real life?
Q3: Can deepen understanding?

Scale: 1=Absol no, 3=Neutral, 5=Absol yes
Online Platform for Multimedia Educational Resources (PMER)

Functions

- Video cases to enhance T&L
- Tips to nurture creativity
- Video production basics

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Thank you!