

## Teaching Excellence Case Study

*The use of online media in classroom for enhancing students' learning experiences: YouTube, Socrative and Kahoot*

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**Module:** A300BSS Doing Business in China

**Student Level:** Undergraduate (Level 4 and 6)



### LINKS TO EDUCATION STRATEGY PILLARS

- Innovation and digital fluency
- Intercultural and international engagement
- Embedded employability

### AIMS

The lecturer wanted to enhance the effectiveness of teaching and learning on the module by using online media tools. **Socrative and Kahoot** were chosen as tools which could be used to enable students to **actively participate** without losing face, which was important given the high proportion of Chinese students. Additionally, **YouTube videos** were used as an innovative means of **helping students to understand** the often very technical content of the module.



Image: Jisc

### ACTIONS

A combination of online tools were introduced to suit different purposes and learner needs. To make practical links between the module and real world events, **topical YouTube videos** were selected which complemented the subject of each session, and were played as students arrived in the classroom. Students were also asked to **read the news each week** and to engage in conversations in class about current developments relating to the module, thereby increasing their employability.

To gain insights into students' profiles and views, two **in-class surveys** were carried out using **Socrative**, one at the start and one at the end of the module.

Meanwhile, **Kahoot** was used to **help students check their learning**, with small prizes to incentivise participation. All of these tools encouraged students to play an active role in class and to share their own views.

This was especially valuable for students who had come from the Chinese education system and were less accustomed to expressing their personal opinions.

### IMPACT AND STUDENT FEEDBACK

- Of the three tools, YouTube was the most impactful, as it helped students to **gain up to date knowledge** that they would not have done through reading alone.
- The **MEQ (Module Evaluation Questionnaire) score** for the module increased from 73% to 94.4% following the introduction of Kahoot, YouTube and Socrative
- "It (Kahoot) gives an opportunity to check your knowledge in an entertaining way"
- "Video(s) I would not watch otherwise...(they) keep us up to date"

### TOP TIPS

- Course teams can use online media to make classroom interaction **more dynamic**, as well as breaking down cultural and structural barriers between lecturers and students.
- Encouraging students to engage with **up to date news sources** (e.g. via YouTube) can complement the more established literature on class topics, giving them a practical focus and boosting their employability.
- It **can take time** for students to get used to new teaching methods (in this case, watching videos), and different groups of students may respond differently. So, **be patient** and don't panic if the innovation doesn't work first time.