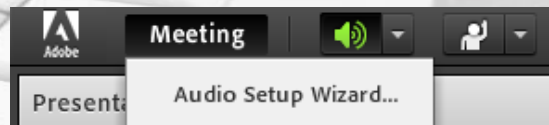


Welcome to Teaching + Learning Tuesdays

August 21, 2018

2:30PM

Please adjust your audio using the Audio Setup option under the Meeting menu.



Teaching + Learning Tuesday



**Failure *is* ~~not~~ an Option:
Smart Phones, Brain Science, & Gamification
in an OER Design**

Designing Learning to Encourage Persistence

Allison Haughton Martin, Director IEI,
Bossier Parish Community College, Bossier City, LA

What Do Game Designers Know That We Don't?

**Rethinking
Strategies
to
Engage & Retain
an Audience**





What you'll learn...

Non-academic Metacognitive Applications

Deep Game Structure

Retail Engagement & Retention

Brain Science of Learning

Short-term/Long-term Memory

Repetition, Retrieval, & Spacing

Translating into an Academic Model

BPCC's OER Design

Evidence for Success

Post-Graduate (ABD)

Computer-Mediated Communication (Linguistics):

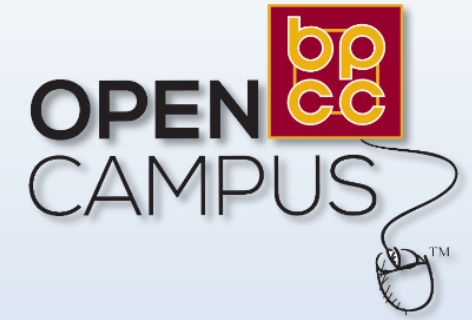
Punctuated Language Equilibrium

(University of Leicester, England)

Graduate

Hypertext Theory & Game/Play Applications to Literature

(Louisiana State University-Shreveport)



Higher Ed Instruction

Professor of English & Humanities

F2F/Online Design/Instruction (14 years)

Administration

Director, Institutional Effectiveness Initiatives

OER Online Mobile Design: *Open Campus*TM

Applications (6 years)

BPCC's Open Campus™ Project

Nationally Recognized as a Best-practice Model

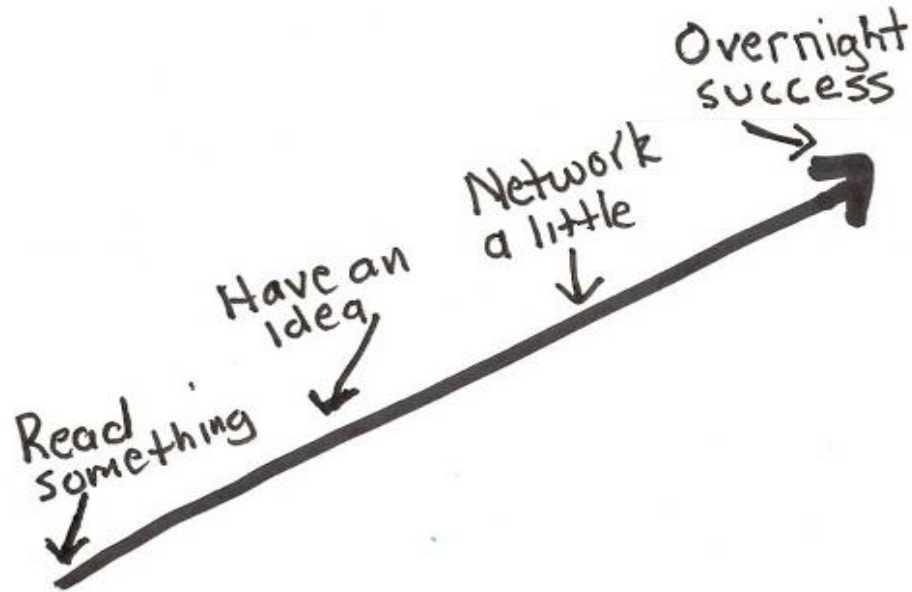


- AAUA's Khaladjan International Award
- NCIA's Exemplary Initiatives
- Wharton School's Reimagine Education Shortlist
- UPCEA'S Strategic Innovation in Online Education
- University Business Models of Excellence
- NCSD's Terry O'Banion Exemplary Practice
- Community College Futures Assembly
- 3-time Bellwether Top-ten Finalist
- \$1.8M DoE First in the World Grant**

IN A CURATED WORLD...

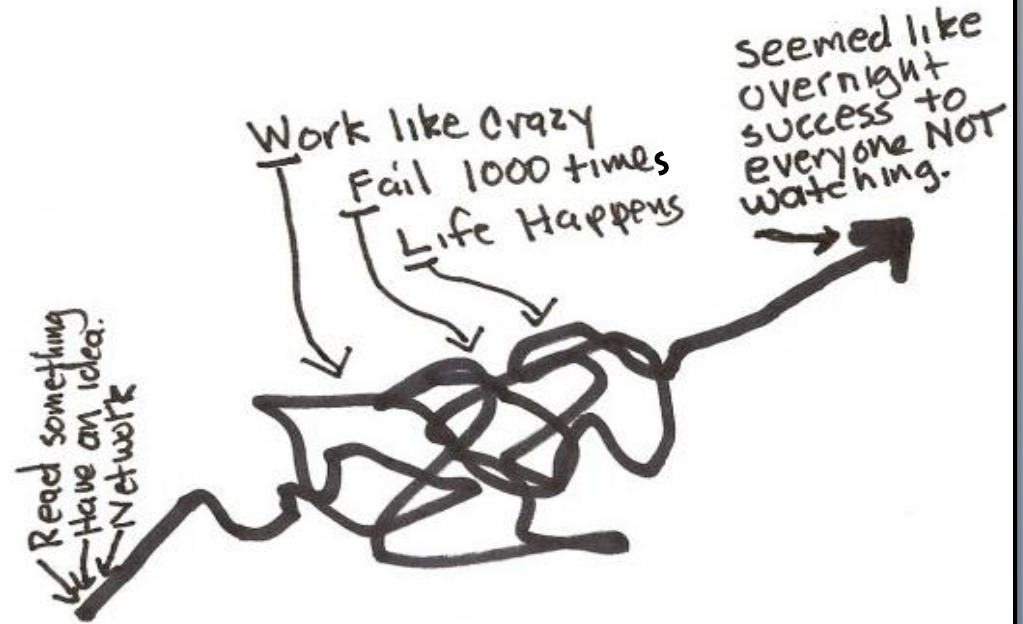
Profound life lessons often come to us in the form of **failure...**

Learning



What people think it looks like.

Learning



What it really looks like.

STUDENT PERCEPTIONS OF LEARNING

Deep Structure of Gamification/Game Design

Building Player Persistence



- *Chunking Content
- *Repetition
- *Retrieval Practice
- *Spacing

Learning via “Small Dose” Delivery:

brief challenges/assessments: small rewards/penalties,
self-evaluation: levels/counters,
identity: avatar/player & navigation: “frictionless”

Players instinctively understand
Failure is essential in learning to WIN

ONLINE RETAIL & SOCIAL MEDIA



GIVING BACK IS BEAUTIFUL. [LEARN MORE ABOUT THE ANN CARES CARD](#)

ANN TAYLOR US STORES CREDIT CARDS ALLISON'S ACCOUNT WISHLIST BAG (0) SEARCH

CLOTHING LUXEWEAR SHOES ACCESSORIES PETITES TALL WORK **AT THE MOMENT** SALE

AT THE MOMENT
MUST HAVE LOOKS
AT3WAYS
HERLEAD
INSPIRED BY
PANT FIT GUIDE
DENIM FIT GUIDE
STYLE GALLERY






FEATURES
BCRF
DENIM
ALL LUXEWEAR
OUR PANTS
BOLD FLORALS
PINKS THAT POP
SPRING FOR THE BOLD
GINGHAM

EXPLORE MUST HAVE LOOKS EXPLORE A.T. AT WORK


40% Off All Full-Price Shoes & Accessories*
VALID IN U.S. ONLY | IN STORES & ONLINE | *EXCLUSIONS APPLY


What's New In...


    

Dresses Jackets Pants Skirts Tops

AT the MOMENT
The stories and trends we're loving right now.

 **Work Wonders**
Discover A.T. at Work


 **SHOW YOUR STRIPES**
Shop The Trend

 **SPRING for the BOLD**

cat2600064

Add to Favorites bar isor® Hotels Vacation Rentals Flights Restaurants Things to do Allison

Profile Badge collection Travel map Bookings Payment Options Settings

 **amartin5**
Level 4 Contributor

Since Mar 2010


[Update Your Information](#)



1 Hotel Booked
34 Reviews
140 Ratings
17 Photos
10 Helpful votes

My TripCollective Dashboard

Next Achievement


Level 5: 4 reviews to go




Total Points **4,620** Current Level  Next Level 
380 points to go


My Badges (26 total) [View Collection](#)

Highlighted Badge


Readership
25,000 Readers

Next Up


Hotel Expert
Level 6


Luxury Hotel Expert
Level 3

Collect Points [Write a Review](#) [Add a Photo](#) [Add Forum Post](#)

My Contributions Total Points 4,620

Adult brains can process +/-7 items (chunks) of information at one time. (Miller, 1956)

The Brain Science...

Key Cognitive Principles Applied to Learning

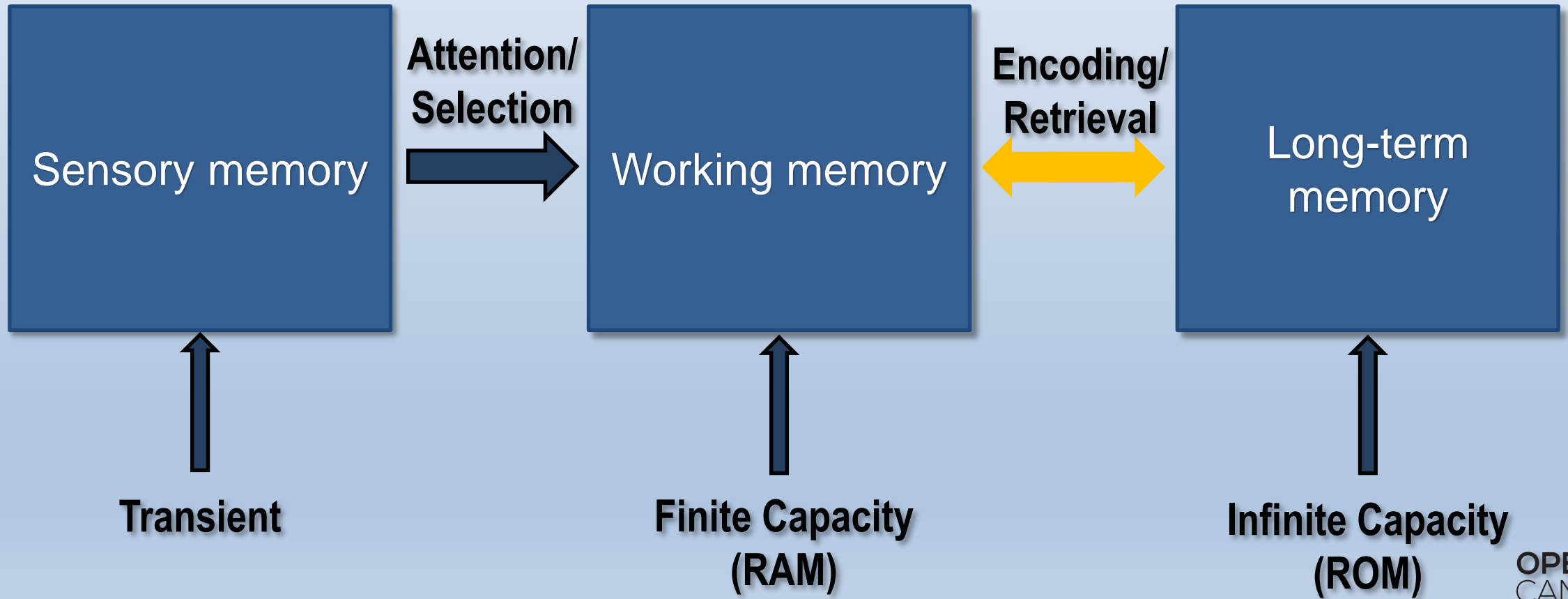
- **CH**unking Content
to encourage...
- **R**epetition
- **P**ractice Retrieval (RP)
- **S**pacing/Interleaving

See: Scholarship of Teaching & Learning



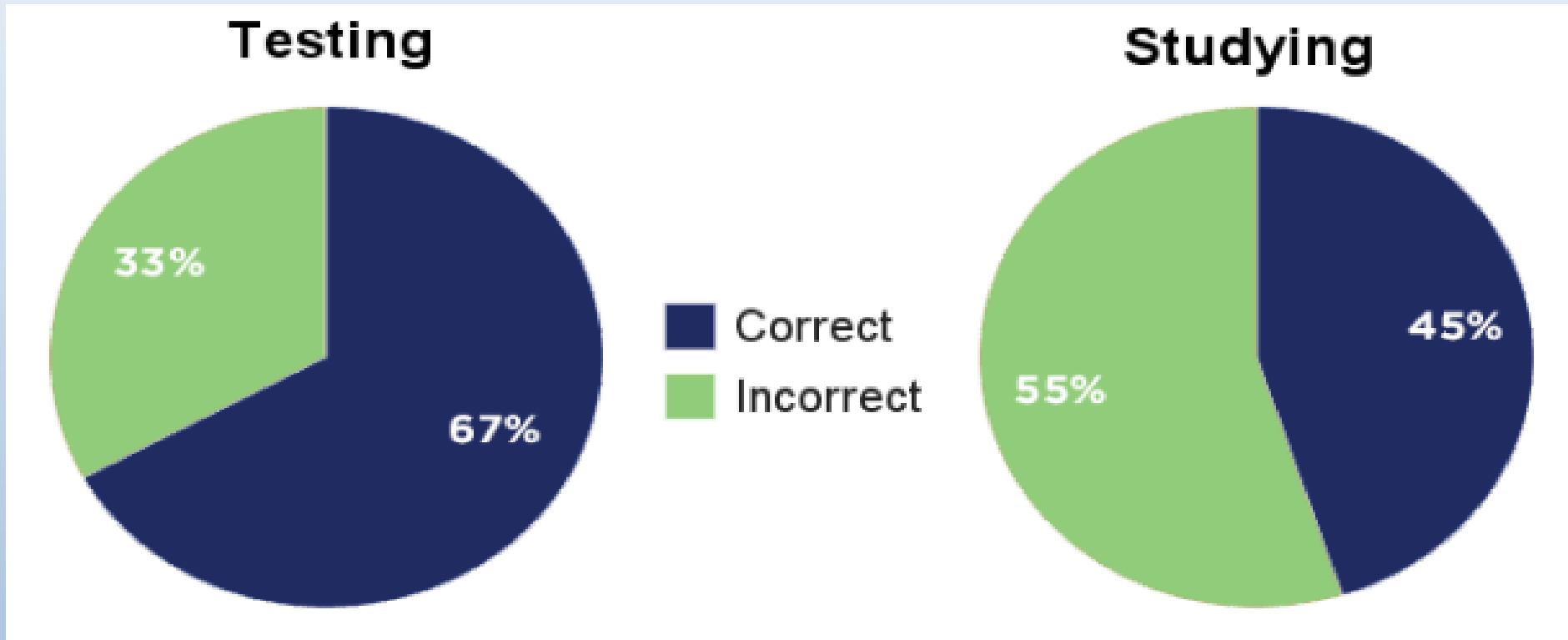
Teaching Students **Cognitive Load**

Why Cramming Doesn't Work



Based upon Mayer (2003) and Mayer & Moreno (2007)

Retrieval “...creates coherent and **integrated mental representations** of complex concepts, the kind of **deep learning** necessary to **solve new problems** and **draw new inferences**” (Karpicke 2016).



Testing: Forces you to remember information on the spot

Studying: Using Flashcards, reading, highlighting, taking notes

Roediger III, H. L. and Andrew C. Butler (2011)



Failure in Test-taking
+ Brief Assessments
+ Repeated Attempts
+ Time Intervals
Highly Effective Learning

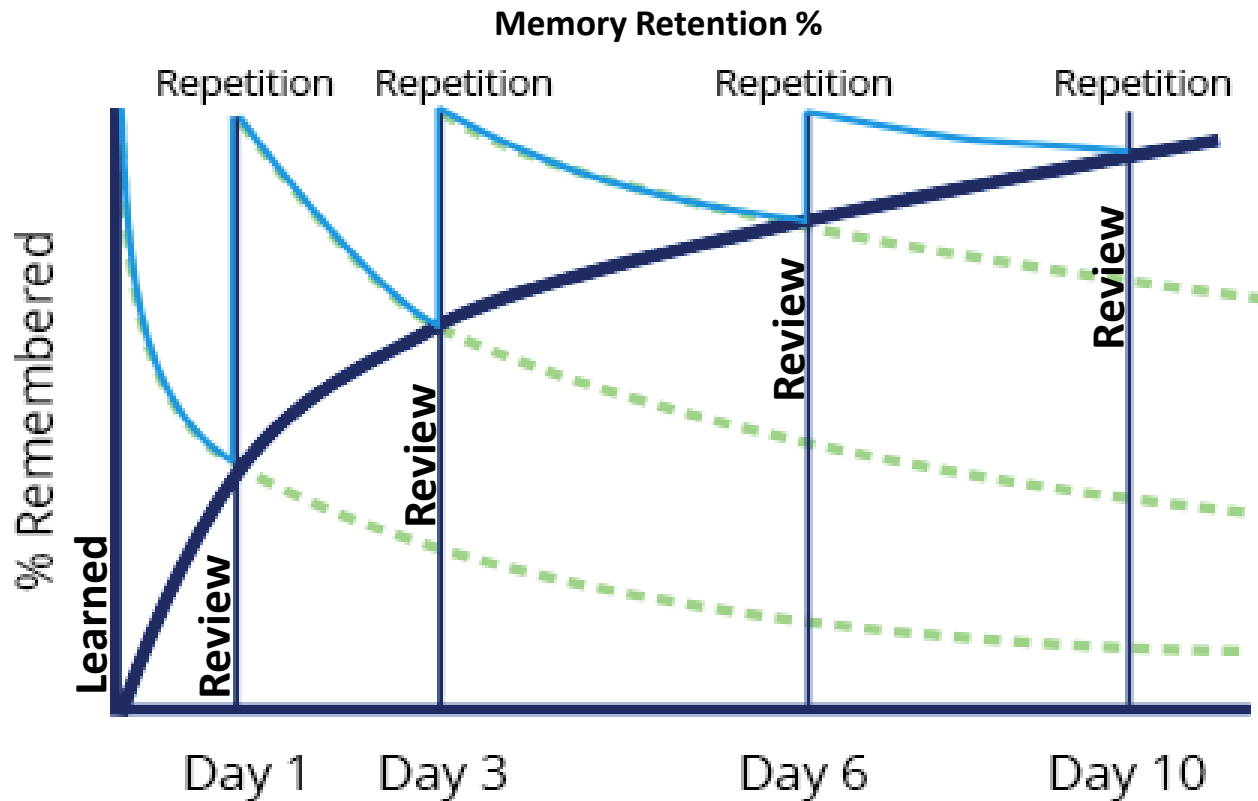
“Students who make unsuccessful attempts to answer test questions before receiving correct answers remember material better than if they studied the information.”

Richland, et al. (2009)

Spacing/Interleaving

Spending time learning one “chunk”...pausing to learn a second “chunk” before having mastered the first, then returning to the first, then moving to a third.

Spaced Repetition



Cognitive Load-balancing

- Switching brain cells “on” (during learning) and “off” again (during breaks)
- Unconscious has time to internalize the knowledge
- Repetition results in long-term memories
- **Opposite?** Blocked practice: mastering one thing before moving to the next

See also: “Cognitive Load during Problem Solving: Effects on Learning” John Sweller (1988)

*CHUNKING CONTENT

Compartmentalized experiences

*REPETITION

Multiple views/attempts



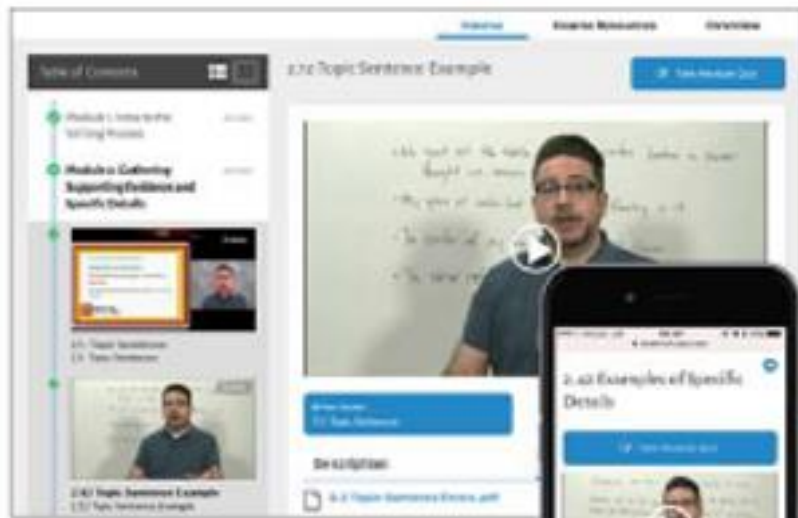
*PRACTICE RETRIEVAL

Quizzes: brief wins/losses

*SPACING/INTERLEAVING

Modules w/ Outcomes

Practicing with **QUIZZES** can help you learn faster!



From any device, click
"Take Module Quiz"
to launch a quiz.



The key is practice!

Each module

- 1 quiz
- 10 items
- unlimited attempts

~

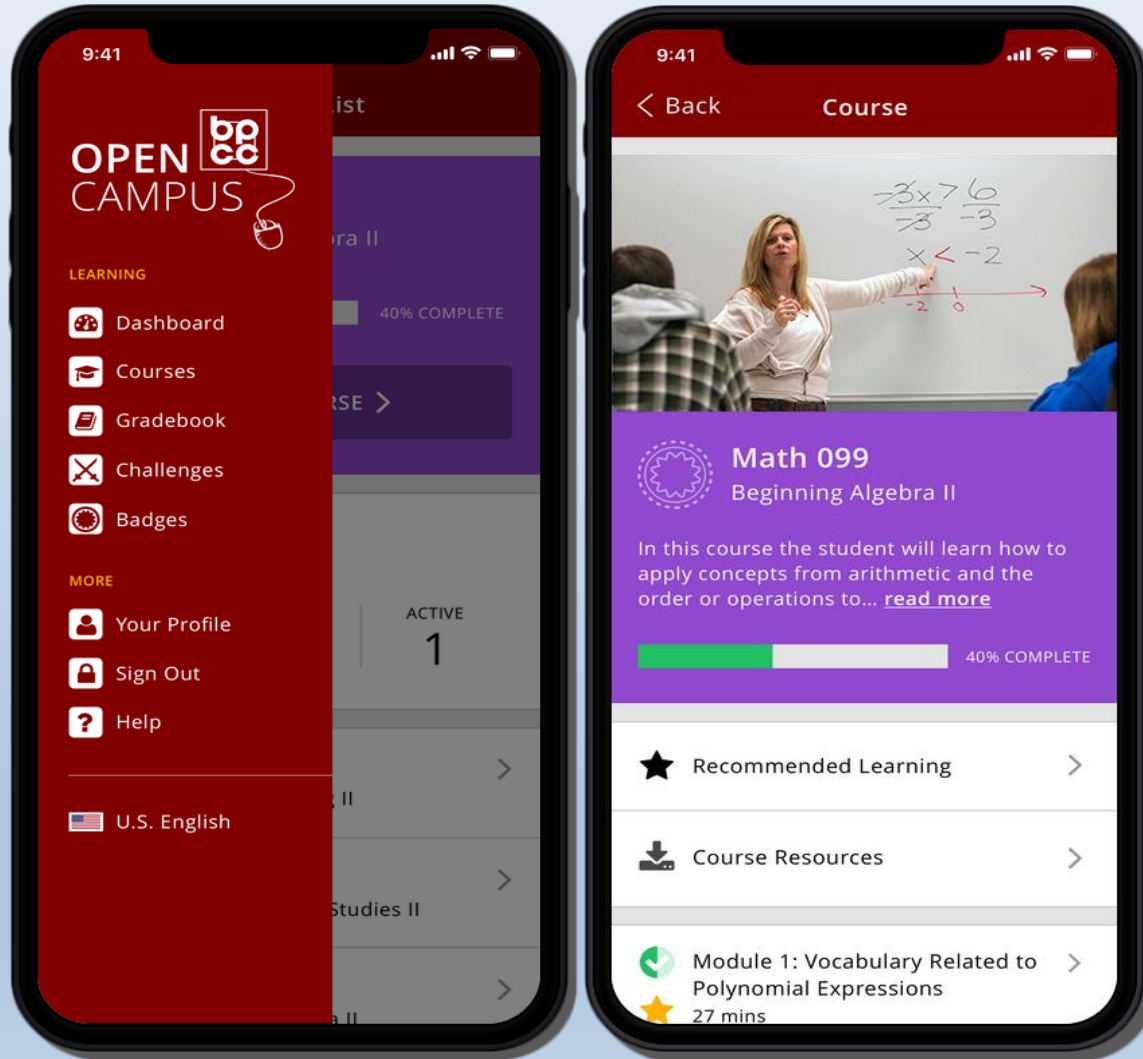
Choosing a wrong answer
can often help you
remember more

USER ACCEPTANCE/INFORMATION SYSTEMS CONTINUANCE THEORY

Perceived Usefulness and Ease of Use

“PROMPTING FLOW” or
“*FRICTIONLESS*
CONTENT ACQUISITION”

- The “medium” *is not* the “message” *Were McLuhan and Ong Wrong?*
- Course design: simplistic, intuitive, predictable
- Every module, every course tracks identically



“Explaining User Acceptance of Information Systems” (Praveena, K. & Sam Thomas, 2013)

SOCIAL PRESENCE THEORY: MULTIPLE, NON-VERBAL CUES



The degree to which a person is perceived as a 'real person' in mediated communication... Gunawardena, 1995

Establishing Closeness and Connection

- **Face = Trust**

BPCC instructors, not 3rd party participants

- **Authenticity/Imperfections**

“Meet Your Instructor” tab

- **Instructor bio/credentials/interests**

More about Social Presence Theory:

www.mnsu.edu/its/academic/isalt_social_presence_theory.pdf

Initial trust was found to be enhanced for websites employing photographs and video clips... Khalid Aldiri, et al. (2008)

The Human Face of E-Business: Engendering Consumer Initial Trust Through the Use of Images of Sales Personnel on E-Commerce Web Sites

Khalid Aldiri (University of Bradford, UK), Dave Hobbs (University of Bradford, UK) and Rami Qahwaji (University of Bradford, UK)

Source Title: [International Journal of E-Business Research \(IJEBR\) 4\(4\)](#)

Copyright: © 2008 | Pages: 21

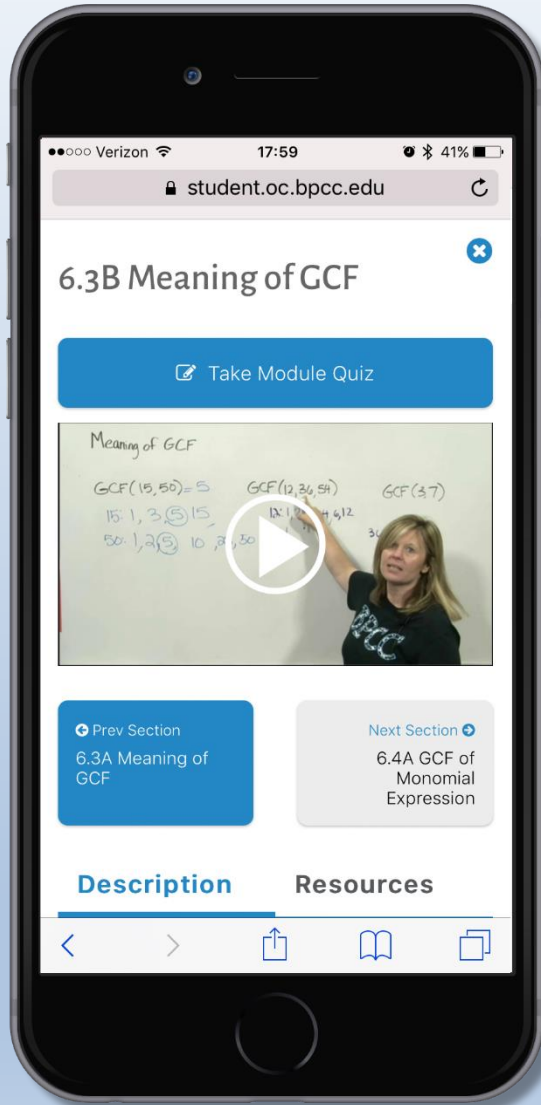
DOI: [10.4018/ijebr.2008100105](#)



For gaming, see “The Effects of Avatar-based Customization on Player Identification”
Selen Turkay and Charles Kinzer (2014)

Open Campus Mobile Phase 1

The contents of BPCC Open Campus™ Mobile were developed under grant #P116F150084 from the U.S. Department of Education. However, contents do not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the Federal Government.



ADULT LEARNING THEORY: ENCOURAGING SELF-EFFICACY

Based upon factors adult learners prefer...

Perceived best use of time

- **24/7 access: front-loaded learning outcomes**

Practical, *how-to* demonstrations

- **Unlimited views: lectures/sequential steps**

Immediate feedback/just-in-time support

- **Immediate quiz responses**

More about Adult Learning Theory:

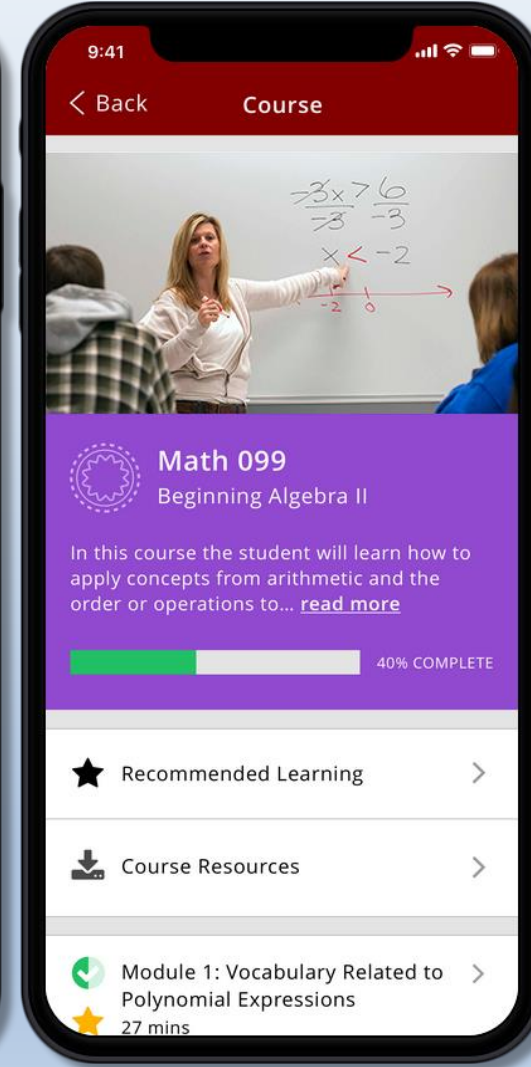
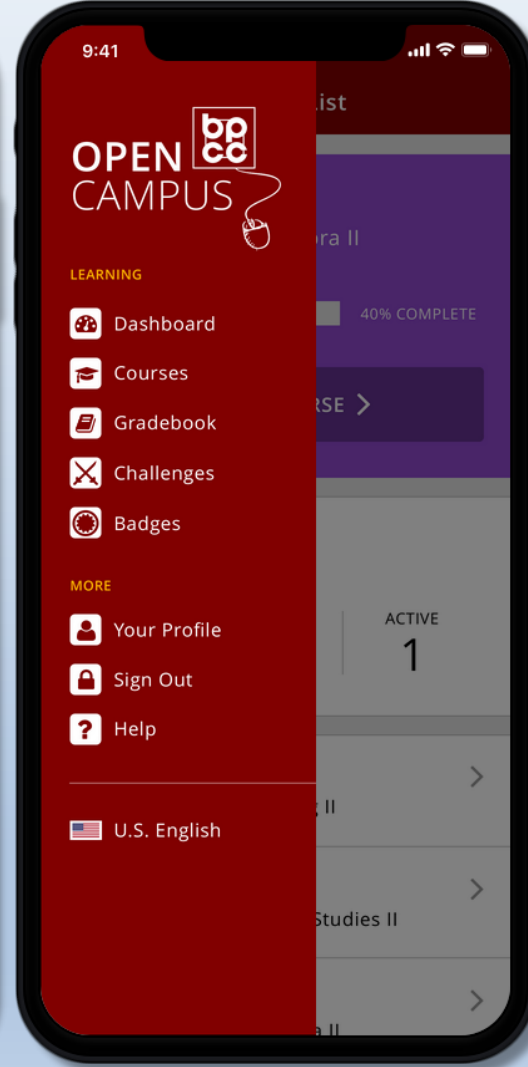
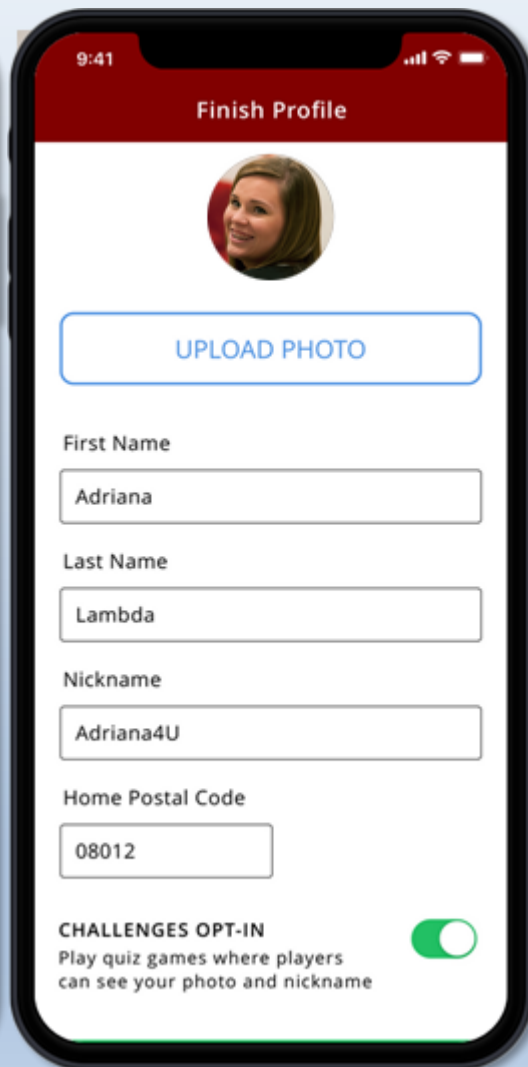
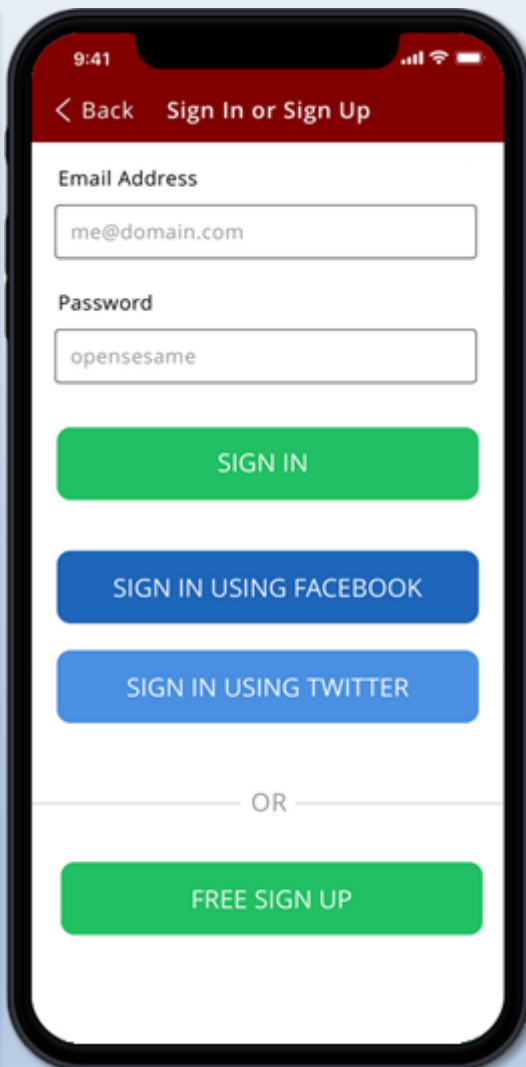
elearningindustry.com/the-adult-learning-theory-andragogy-of-malcolm-knowles

Open Campus™ Mobile-Responsive LMS Hybrid Design

Soft Launch: October 1, 2019



- Resizes for device: desktop, tablet, smartphone
- Alternative Social Media sign-up
- Simplified sign-up
- Challenge opt-in
- Slide bar navigation
- Optional Pre-course assessment
- Progress bar, completion icons, for self-evaluation



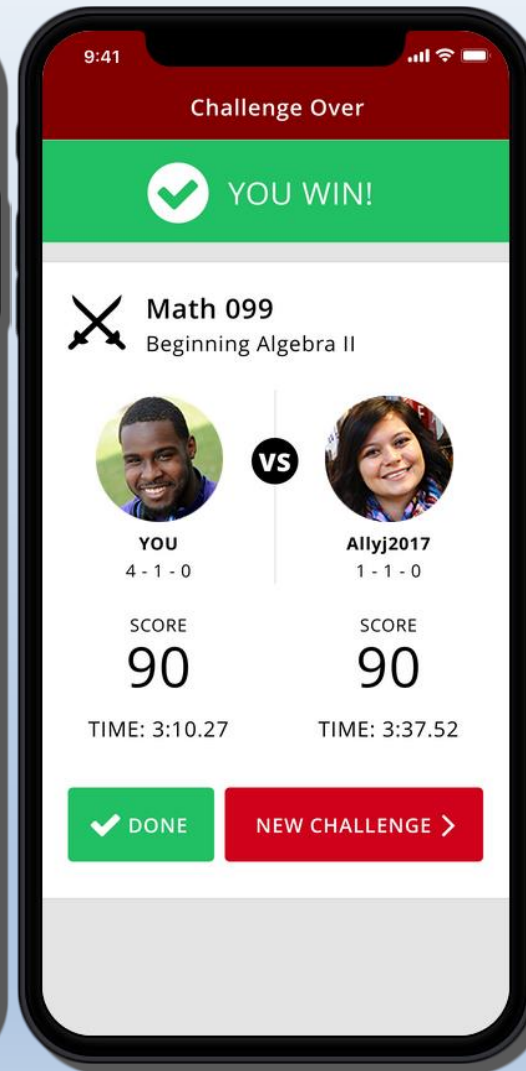
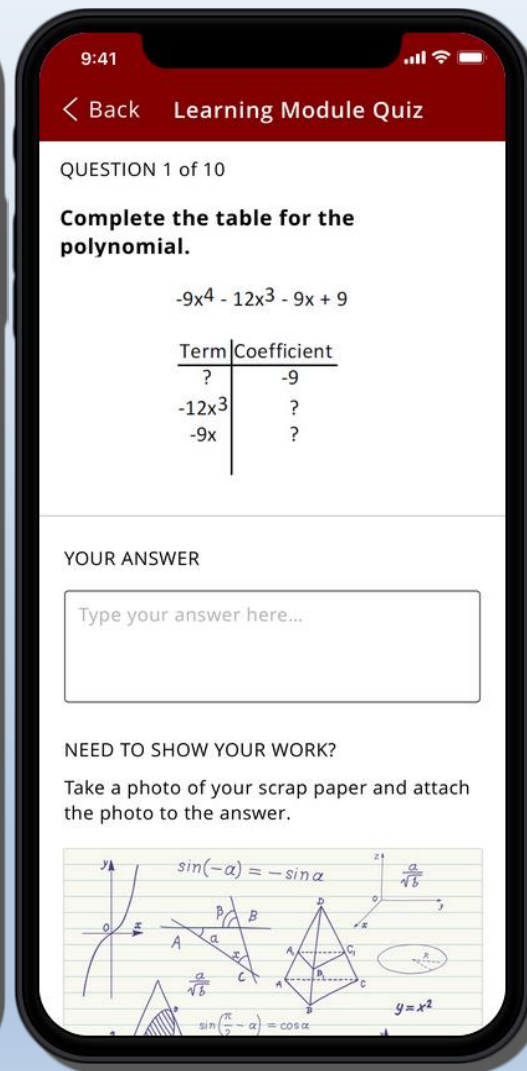
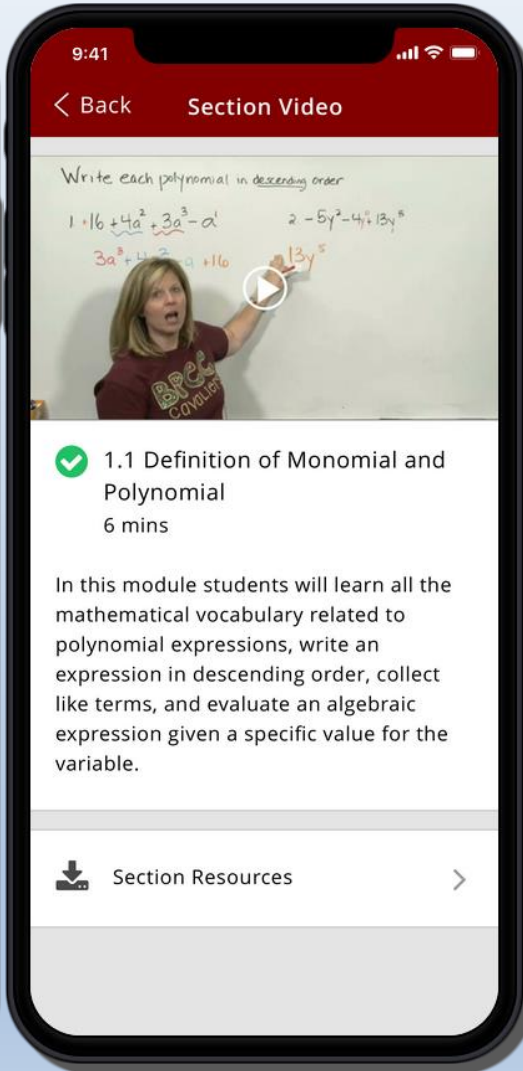
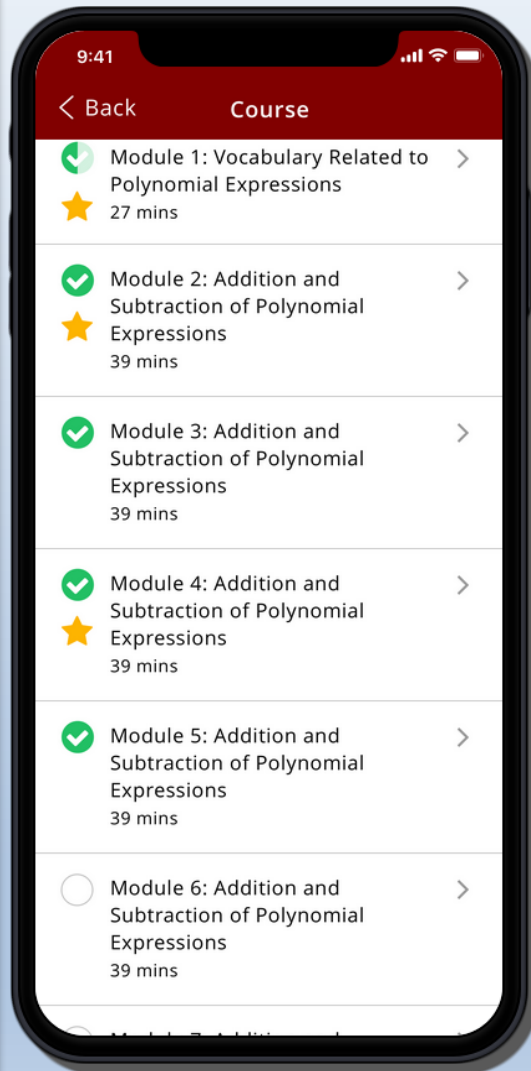
The contents of BPC Open Campus™ Mobile were developed under grant #P116F150084 from the U.S. Department of Education. However, contents do not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the Federal Government.

Open Campus™ Mobile-Responsive LMS Hybrid Design

Full Public Release: January, 2019



- Recommended Learning: Starred (pre-course assessment results)
- Self-assess progress: Checks: successfully completed
- Videos: <5 min.
- 10-item quizzes (pooled/randomized)
- Flexibility for instructor adoption/expansion (show your work)
- Challenges: "Swords Up" meme



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Open Campus™ Mobile-Responsive LMS Hybrid

Badging & My Cavalier (Beta)

Badges

- Badges reflect successful quiz completion: 70% or better
- Images are pieces of the Cavalier: cap, feather, cape, sword, boots, etc. (badges slightly more defined than here).
- Colors correspond with course signature color.
- Subtle: self-evaluation (grayed areas for what's left to complete)

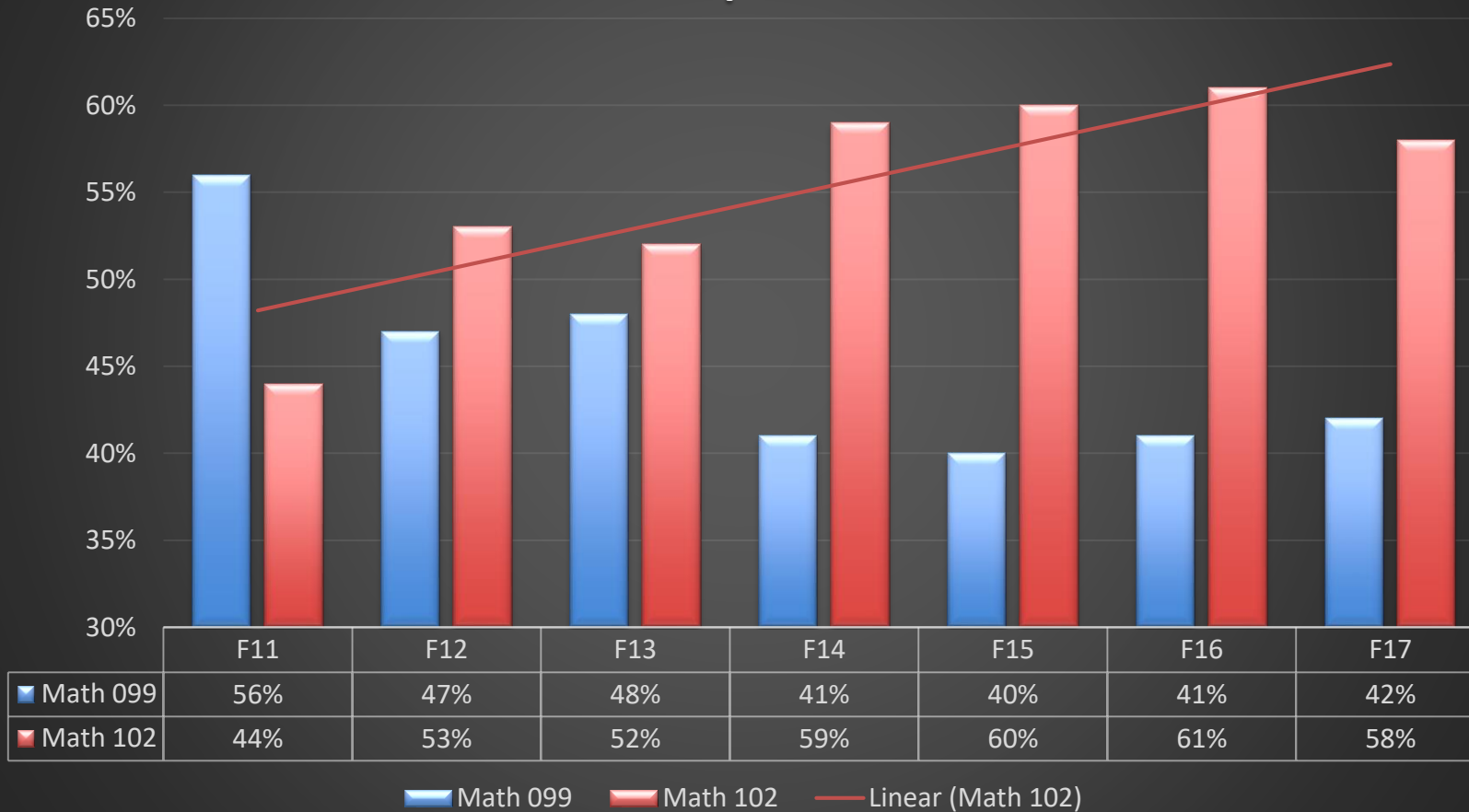


My Cavalier

- Progress of badging reflects progress of individual badge icons.
- Students successfully pass quizzes to get badges for each article of clothing/armor (cap, feather, boots, sword, etc.) to become a full Cavalier.
- Subtle self-evaluation: Grayed areas are wardrobe/badges yet to be earned.
- Colors correspond to course signature color
- Subtle encouragement to adopt BPCC identity

7-Year, Diachronic Data: Math 102 vs.099 Enrollment

College Algebra (Math 102) Placement/Enrollment Comparison



Placement/
Enrollment Rates

10% increase

4-Year Sustained

Students'

Cost Savings

(\$550/3 hour course)

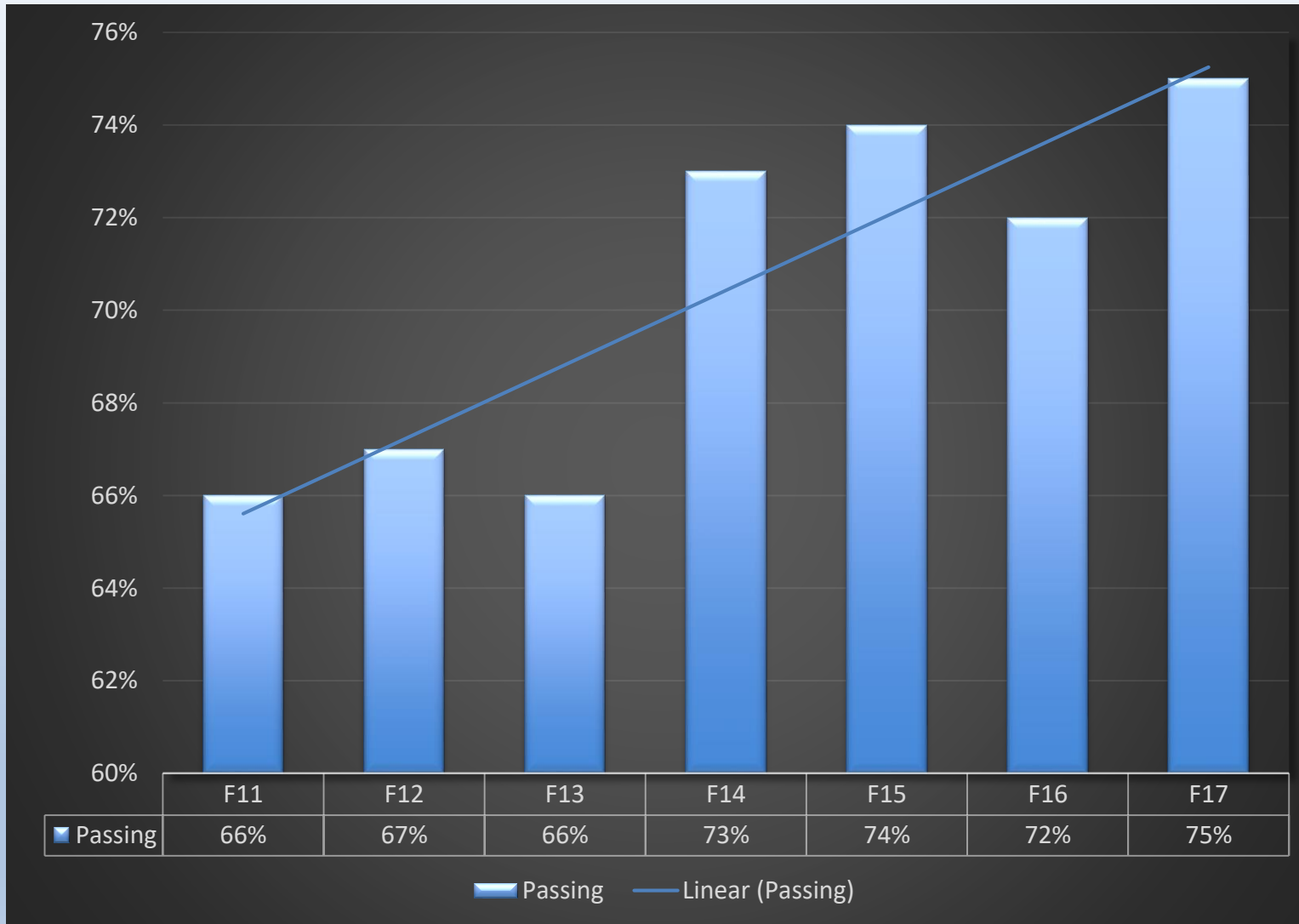
\$139,500+

Cumulative

College Hours Saved

761

7-Year, Diachronic Data: Math 102 Pass Rates



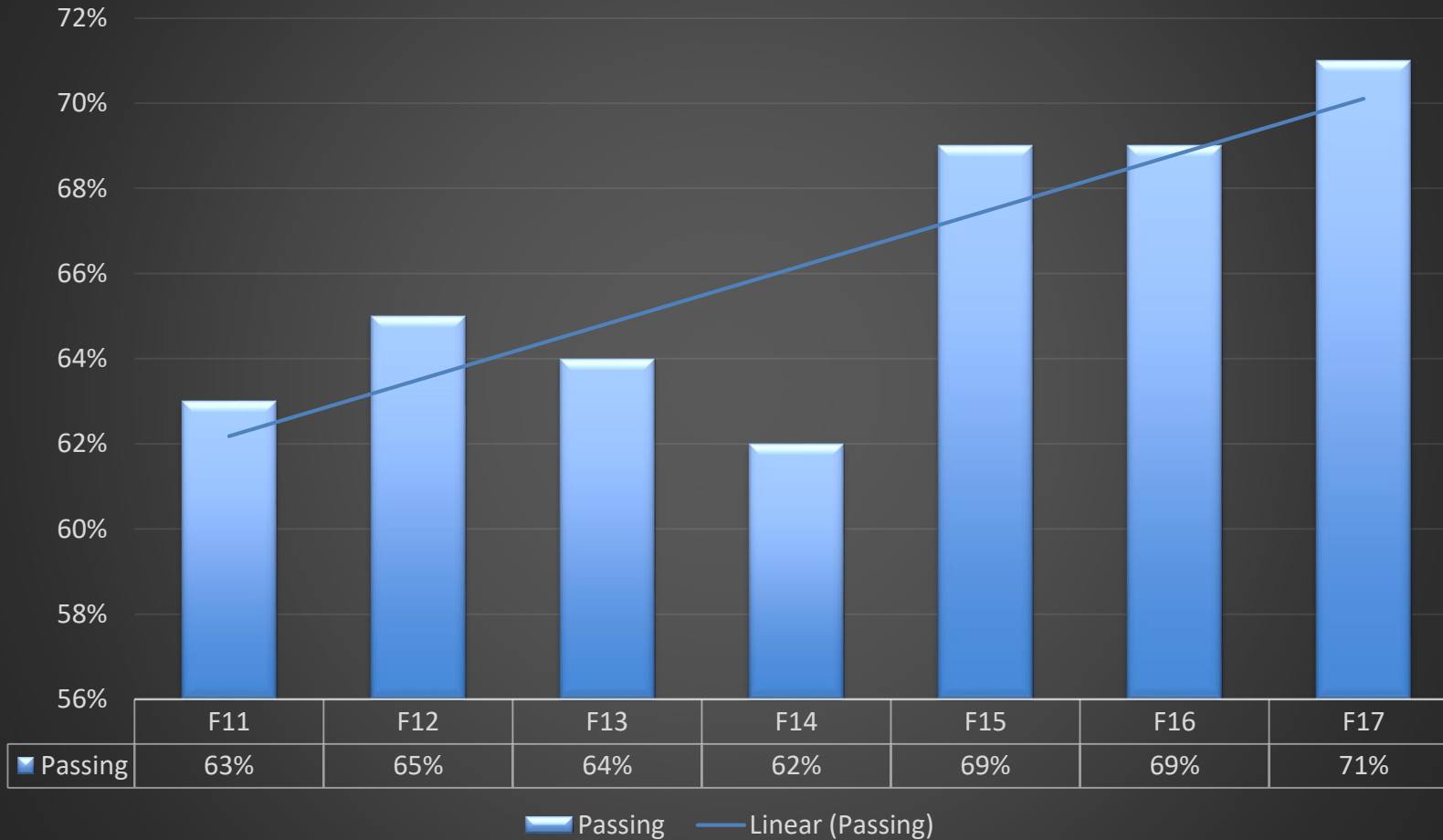
Pass Rates
7% increase
4-Year Sustained

Students'
Cost Savings
(\$550/3 hour course)
\$71,500+

Cumulative
College Hours Saved
223

7-Year, Diachronic Data: Math 099 Pass Rates

Beginning Algebra II (Math 099) Pass Rates

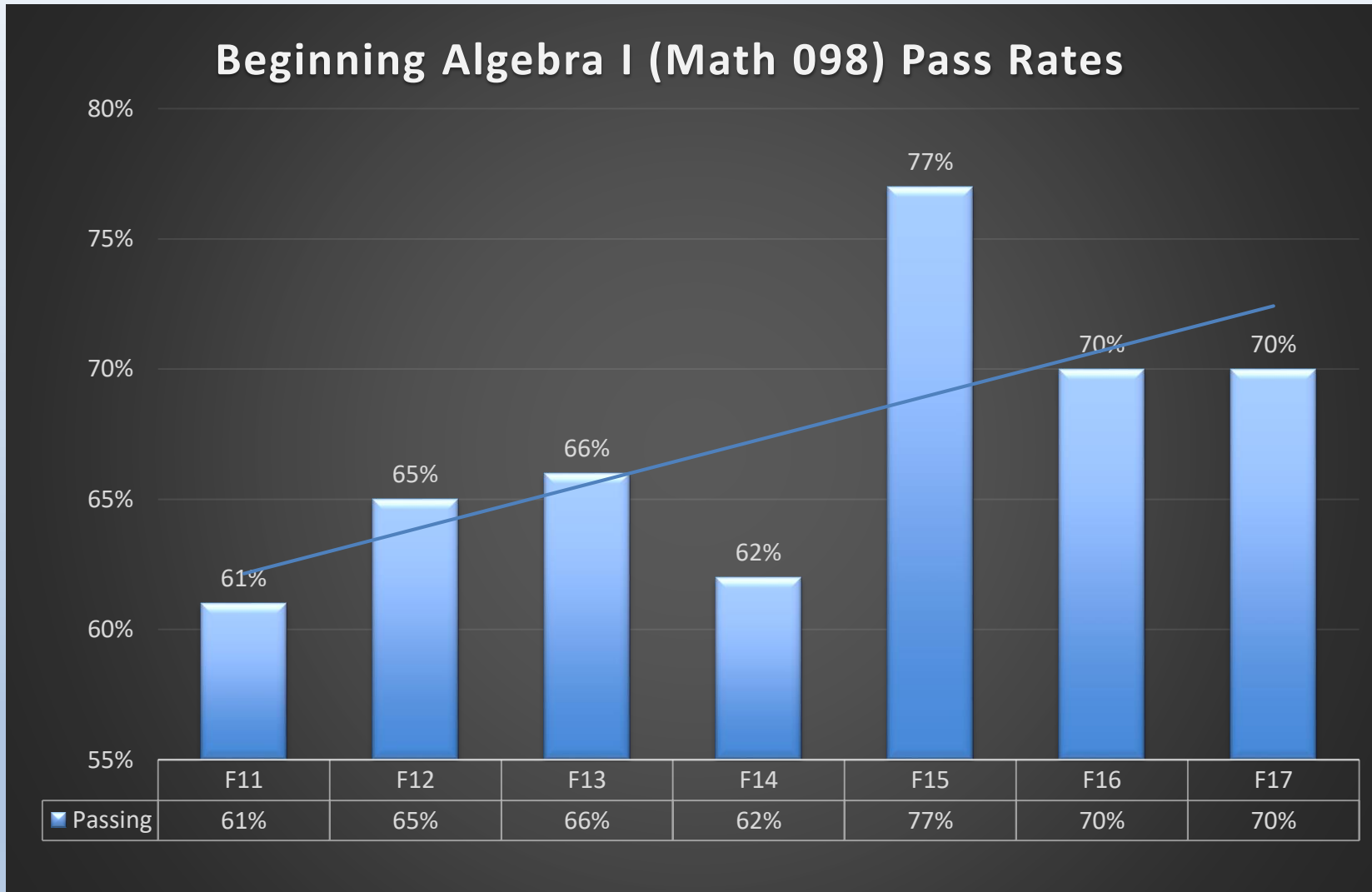


Pass Rates
6% increase
3-Year Sustained

Students' Cost Savings
(\$550/3 hour course)
\$40,000+

Cumulative College Hours Saved
200+

7-Year, Diachronic Data: Math 098 Pass Rates



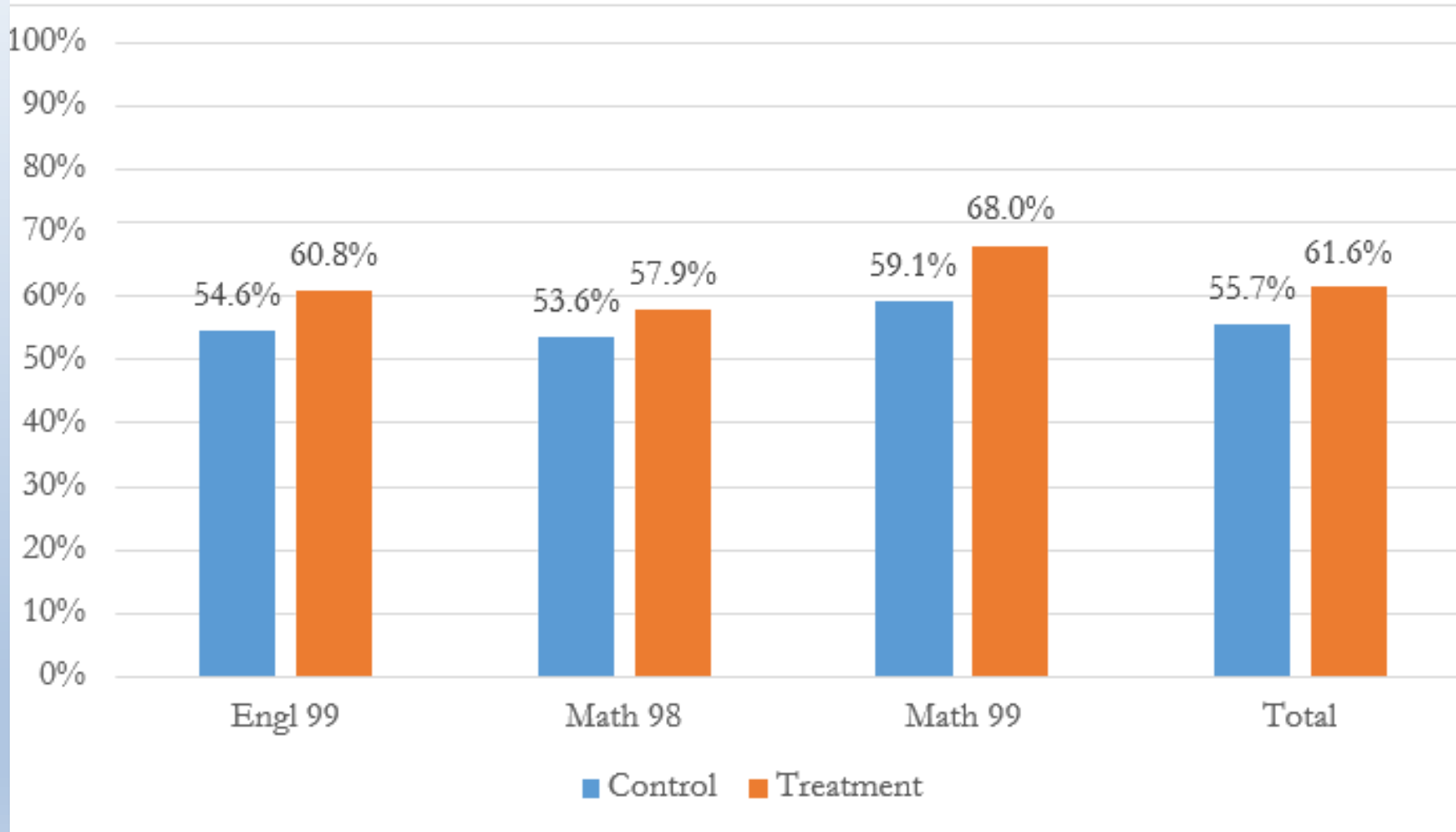
Pass Rates
9% increase
3-Year Sustained

Students'
Cost Savings
(\$550/3 hour course)
\$50,000+

Cumulative
College Hours Saved
400+

SPRING 2017 CLUSTER RANDOMIZED CONTROL TRIALS

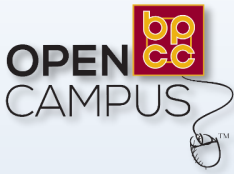
PERFORMANCE OUTCOME DATA: 980 STUDENTS/34 CLASSROOMS



Results:
Treatment students
6% more likely
to have passed...

English 099
6.2% increase
Math 098
4.3% increase
Math 099
8.9% increase

*Giani Consulting LLC, *Independent Evaluator's Report*
2nd Annual FITW Grant Performance Report to the U.S. Dept. of Education (2017)



SCALING OPEN CAMPUS™ *DESKTOP* TO ADDRESS EDUCATION NEEDS ACROSS LA: 200,000+ Contacts

- LCTCS: 13 COLLEGES SYSTEM/STATEWIDE
- CAREER COMPASS OF LA: 30 PARISHES
- LOUISIANA TECH UNIVERSITY
- NORTHWESTERN STATE UNIVERSITY OF LA
- UNIVERSITY OF LA-MONROE
- COMMUNITY RENEWAL INTERNATIONAL®
- SHREVEPORT/BOSSIER BUSINESS ALLIANCE
- BARKSDALE DEPLOYED MILITARY
- LA DEPARTMENT OF EDUCATION
- OCHSNER HEALTH SYSTEMS®
- LA JUVENILE JUSTICE SYSTEM
- LOFSA/LA BOARD OF REGENTS



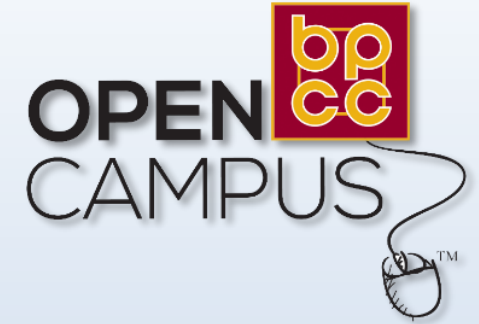
3.6 Million Viewing Minutes * 208 Countries/Territories



Statistically, every minute, every hour, every day, someone, somewhere around the world is watching a BPCC-branded, Open Campus™ video lecture.

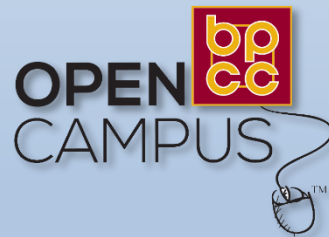
Thanks for Attending!

BPCC Open Campus™ Project
Bossier Parish Community College
Shreveport/Bossier, LA 71111



CONNECT...

Allison Houghton Martin amartin@bpcc.edu



Original Desktop Version

bpcc.edu/opencampus



[@allimart](https://twitter.com/allimart)



[BPCC Open Campus](https://www.facebook.com/BPCCOpenCampus)



[youtube.com/user/bpccopencampus](https://www.youtube.com/user/bpccopencampus)

Upcoming TLT Sessions

September 18, 2018 at 2:30 pm

Low-Income Students and Career Pathways

Want to showcase your expertise? Is there a teaching technique that has been effective in the classroom? Apply to be a TLT presenter!

For more information: www.sctechsystem.edu/tlt



Give us your feedback

- <https://www.surveymonkey.com/r/August2018TLT>

