Online & Digital Education: Myths and Truths

February 12, 2015
Agenda

- Myths & Truths
- Berkeley Haas Online Course Examples
- Discussion
MYTH 1

Online learning can’t match the quality of classroom learning
Truth #1:

- U.S. Department of Education found that on average, students receiving instruction online performed slightly better than those in classrooms, and that the difference was even greater for students in hybrid online programs.
Data analytics can track class progress...

Leadership Competencies for Current and Aspiring Managers

Activity
Each bar represents the number of page views on that day. An orange bar indicates that some user took an action within the course on that day.

Assignments
Each bar is an assignment. The green layer represents the percentage of students that turned in the assignment on time. Assignments that are late are yellow, and missing assignments are red.

Grades
Each bar is one assignment. The thin vertical whisker extends from the lowest score for any student in the course to the highest score. The thicker bar extends from the 25th percentile to the 75th, with the median marked.
Track day-to-day activity.

View overall assignment completion

View grade distribution
...or individual progress

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<thead>
<tr>
<th>Student</th>
<th>Page Views</th>
<th>Participations</th>
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Sort and filter to identify students who are excelling, or at-risk

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MYTH 2

Online learning = Pre-recorded Video (MOOCs)
Truth #2: Many modes*

Asynchronous
• Simulations & Games
• Discussion Forums
• Pre-recorded Guest Lectures
• Multimedia-rich Lecturelettes

Synchronous
• Live Lectures/Discussion
• Student-to-Student
• Breakout “Rooms”
• Virtual office hours
• Polling

*All courses will include on campus components
MYTH 3

Online courses may be convenient for students but they are a burden for faculty.
Truth #3: Resources available to help you include:

- Instructional Designer
- Graphics/Animation Specialists
- Video Production and Editing
- Technology Leaders
- GSIs
- Haas Digital Thought Partners
- ECSM (Haas)
- Educational Technology Services (Campus)
Example: Canvas/bCourses

- Organization
- Navigation
- Mail
- Components...
Example: Dropboxes & SpeedGrader

- “Private” submission
- Detailed instructions
- File upload, online entry, “offline” submission
- Rubrics
- SpeedGrader
Example: Discussion Forums

Threaded Discussions
Include text, video and audio content

“Public” Submission
Share images, files, links
Example: Discussion Groups

- Smaller, more manageable discussions
- Fosters familiarity
- Provides student-owned “group space”
Example: Quizzes and Auto-feedback

- Numerous auto-graded question types
- Traditional works too
- Individual answer and general answer feedback
Interactive Simulations

In **Phase 3** of this simulation, you'll be given secondary funding options.
Interactive Simulations

- Situational experience
- Applied decision making and analysis
- Feedback

“Good-bye,” Xenglu says sadly. “Wings and another whirlwind kicks up, lifting you and Nada off the mountain in the range.”

“It’s a tengu-kaze,” Nada explains.

The tengu-kaze deposits you, now in farmer’s clothes, on the road in the middle of nowhere. “Look out, stupid farmers!” shouts someone from behind.

You turn slowly to face Sencho, who is dressed in ninja armor. “I said, ‘where’,” he bellow.

Still you don’t move. He draws his sword.

Suddenly your fear has a thought. Xenglu’s last trick—to set you up for

If you decide to grab Nada and dive out of the way, turn to page 78.

If you stand your ground, turn to page 11.
Behind the Scenes
Tour of the Studio

Alternatives to CEO Interview

- Business Unit/Division President
- Self-Assessment (If you are the CEO)
- Mentor
- Key Characteristics of Interviewee
  - Responsible for Strategic Decision Making
  - Profit and Loss (Surplus/Deficit) Responsibility
  - Business-wide, cross-Function Perspective
  - No functional managers (i.e. Executive V.P of Marketing, Director of Engineering, etc.)
- Archival Research on your CEO (i.e. review of business press and other sources)
Fast-paced Online Classrooms

Dollar Auction
Collaborative group work

Main Classroom

Breakout rooms (small group work)
Collaborative group work
Polling and other interaction
Animation and Motion Graphics
On-Location Video
Existing Online and Hybrid Courses

- Power & Politics (Anderson)
- Leadership Competencies (Schultz)
- Data & Decisions (LaBlanc)
- Social Media Marketing (Katona)
- Game Theory (Morgan, LaBlanc)
- Entrepreneurship/i-Corp (Lester Center)
- Managing Innovation & Change (Chesbrough)
- Leading Innovation – CEE
QUESTIONS & COMMENTS