Engaging Gen Y students at university

What web tools do they have, how do they use them and what do they want?

Lisa Cluett, Judy Skene & Josh Hogan
How we got here...

Student Services

- Engagement and the ‘whole student’
  - Transition and retention
  - Learning skills and graduate attributes

Institution

- T&L
  - flexible delivery
  - skills training
  - model of excellence

Students

- UWA cohort
  - generational expectations
  - learning styles
Today…

N.O.D.E.

Networking On-line to Diversify Engagement

Preparation

Student survey
Staff survey

Application

Protocols
Pilot projects

Promotion

Postcards
Target
Student groups
N.O.D.E.

• Broadening options (rather than replacing them)
• Students sharing expertise and experiences
• Distinct/‘evolving’ role for staff

Web Tools, Information and Communication Technologies (ICT), Web 2.0, Web(n+1)...

• Read/write capabilities
• Peer-to-peer sharing
• Personalised and flexible
• NODE - blogs, wikis, podcasts, RSS, discussion boards, Lectopia, video-on-demand, IM/instant chat
## Student survey

- **Aim:** to provide solid data to use in the project
- **On-line form -** sent to FY students
- **Response rate –** 16.8%
- **Demographics (age, faculty etc) plus 3 sections**

<table>
<thead>
<tr>
<th>Logistics</th>
<th>Experiences</th>
<th>Expectations</th>
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<tbody>
<tr>
<td>• access</td>
<td>• habits/skills</td>
<td>• IT provision at UWA</td>
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<td>• ownership</td>
<td>• learning</td>
<td>• lectures and lecturers</td>
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<tr>
<td>• use of UWA</td>
<td>• communicating</td>
<td>• data storage</td>
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<td>website</td>
<td>• shopping, sharing</td>
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Notable findings...

**Logistics**
- 56% own a laptop
- 95% have internet access at home
  - (85% of which is broadband)
- 96% own a mobile phone

**Experiences**
- 46% use instant messaging at least once a day
- 61% use blogs (18% of students have their own)
- 71% download music and 66% use YouTube

**Expectations**
- 88% expect all lectures to be recorded
- 52% prefer face-to-face teaching (37% ‘don’t mind’)
- 17% would like to SMS their lecturers

A total of 37 ICT questions were asked
Experiences

- Blogs
- Lectopia
- Flickr
- MySpace
- Shopping online
- Download Music
- Podcasts
- Peer-to-peer file sharing
- YouTube
- Wikipedia and wikis
- SMS/texting (Mobile)
- Instant messenger
- On-line discussion
- RSS feeds

- No idea what this is
- Heard of but not used
- Able to read/view others’
- Able to create my own
- Able to train others
Notable experience...

Awareness of web tools generally high
- Highest – txt, IM, blogs, forums, Lectopia, wikis, download music
- Lowest – RSS, Flickr, podcasts,

<table>
<thead>
<tr>
<th>Blogs</th>
<th></th>
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<tbody>
<tr>
<td>No idea what this is</td>
<td>6.96%</td>
</tr>
<tr>
<td>Heard of but not used</td>
<td>31.62%</td>
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<tr>
<td>Able to read/view others’</td>
<td>37.82%</td>
</tr>
<tr>
<td>Able to create my own</td>
<td>17.85%</td>
</tr>
<tr>
<td>Able to train others</td>
<td>5.75%</td>
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</table>
Expectations

Do you expect all of your lectures to be recorded in some way?

- Arts, Humanities, and Social Sciences
- Engineering, Computing
- Life and Physical Sciences
- Agriculture, Landscapes and Natural Resources
- Law
- Economics and Commerce
- Education
- Medicine, Dental, and Health Sciences

Chart showing percentages of students indicating 'Yes', 'No', and 'Don’t know' for each category.
Expectations

- 88.70% wanted lectures recorded
- 51.9% preferred face-to-face teaching
- A further 37.4% didn’t have preference
- 9.3% preferred online

Please don’t replace face-to-face teaching with online modules. I would change universities if this happened. It would be good though to enhance face-to-face teaching with technology.

(Student survey comment)
Further analysis

- Survey results by:
  - Faculty
  - Age
  - Gender
  - International/Domestic student
- Comparison with Uni of Melbourne survey:
  Kennedy, Krause, Churchward, Judd & Gray (2006)
  First year Students’ Experiences with technology: Are they really digital natives?
Progress to date

**Done/progress**
- Podcasts/Lectopia recordings of Learning Skills sessions
- RSS generation from events Calendar
- Staff procedures manual hosted as a wiki
- IM/chat to follow-up Faculty teaching
- **Development of node.live site**

**Next**
- wide-scale promotion of node.live
- further training of staff and students
Welcome to the UWA node live community! Here's your chance to form online networks with other UWA students, so please feel free to register and post some content (if you are a UWA student or staff member).

On this site you can have your own blog, create a wiki, post to a forum, comment on other people's stuff and form groups with other users.

If you are new to node live then please check out our protocols and guidelines for posting content.

More NODE survey stuff
Thu, 25/05/2007 - 17:41 - jskene

The faculty that had the most respondents to the NODE student survey that owned laptops was Law. 61% of respondents from Law had laptops whereas overall 57% of students responding owned laptops.

Students from Engineering, Computer Science and Maths were most likely to access the internet more than twice a day -74% of respondents do. Followed by Med students (62%) and Business School students (63%). FE CM students were also most likely to use instant Messenger at least twice a day (35%).

Exams #2
Tue, 19/06/2007 - 10:26 - Elma

Four down one to go. That's the equation I'm faced with at the moment. I've completed four exams and damn I'm feeling good about it. I'm one of the lucky few who have an exam on the final Friday which is shocking but that's not much I can do about that. At the moment I'm pretty stoked still even though that exam is a fair way off because it is just an objective which I've almost passed already, and I've finished all my med units which are of most importance to me.
node.live: Blogging

A Landscape for Learning
Thu, 10/05/2007 - 19:05 — zennaku
Tom Wilson interviews George Seddon about his book "A Landscape for Learning", and the landscape and grounds in and around UWA.

zennaku's blog  Add new comment  Read more  46 reads  flag as offensive

Your Thoughts on Blogs: The New University Workspace?
Thu, 10/05/2007 - 11:18 — lana
As part of UWA’s Teaching Month (which, to be honest, is "Teaching 17 Days!" but that just sounds nuff on flyers and banners), the Faculty of Arts, Humanities and Social Sciences is running a

lana's blog  1 comment  Read more  251 reads  flag as offensive

Time to Get Up to Date!
Mon, 07/05/2007 - 18:32 — Anne
One of the best things about Uni life is that there is always so much going on!

Anne's blog  Add new comment  Read more  67 reads  flag as offensive

Mid Semester Update
Mon, 07/05/2007 - 14:19 — Elia
Elia's blog  Add new comment  Read more  66 reads  flag as offensive

Installing software on a new PC

Who's online
There are currently 1 user and 9 guests online.
Online users
- admin-j

Recent blog posts
- More NODE survey stuff
- Exams #2
- NODE Student Survey
- Exams
- Showcasing CRC Early Career Scientists

Current weather
Perth

Active forum topics
- What is UniAccess?
node.live: More blogging

Social Groups

The NODE project
Wed, 21/02/2007 - 15:15 — Lisa

48 reads  flag as offensive

Link Week round up
Wed, 11/04/2007 - 17:30 — admin:j

Today I posted some pictures of the 2007 Link Week Festival to the Transition site. Check them out here, and here

![Image of a Link Week event scene]
**node.live: Books (or ‘Wikis’)**

The shoe man

**Tue, 15/05/2007 - 13:54** — Wayne Balts

Wow! I’ve worked here for eight years and had absolutely no idea about Vlad the shoe man!!

Just goes to show I need to get out and about more.

And he is a bargain to boot. (NO PUN INTENDED)

**Tue, 15/05/2007 - 14:45** — Barbara Levit

Who’s online

Who are currently 1 user and 10 guests online.

Online users

- admin-j

Recent blog posts

- More NOE survey stuff
- Exams #2
- NOE Student Survey
- Exams
- Showcases CRC Early Career Scientists

Current weather

- Perth
  - Clear sky
  - Temperature: 21 °C
  - Wind: North, 27.8 km/h
  - Pressure: 1011 mbar
  - Rel. Humidity: 23%
  - Visibility: 10 kilometers
Any questions?

Please explore node.live, and we welcome any feedback to:

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