

## 2008 North American Society for Sport Management Conference (NASSM 2008)

### Web 2.0 meets faculty: Engaging students in their space

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**Teaching**

**Friday, May 30, 2008**

**Workshop/Symposium/Forum**

**(75-minute)**

**Session 11**

**8:30 AM - 9:45 AM**

**Abstract 488**

Not too many years ago, the overhead projector was a common teaching tool. As technology shifted to smart classrooms with computers, PowerPoint software, and internet connections; the overhead projector has been put aside.

Internet researcher Dave Taylor (2007) spoke about how the next generation of the internet, or Web 2.0, will transform the way business is conducted and change the way people learn. Web 2.0 is defined as a perceived shift in internet usage to websites which create community, collaboration and sharing of ideas among their visitors (O'Reilly, 2007). These websites will change the way users look at brands, product and services. In many cases, it will allow the user to develop an opinion on a product / service based on the opinions of others. Among others, technology companies leading the shift are Google, Apple, and the cell phone companies [with text messaging]; Youtube, Amazon, Wikipedia, Facebook, Myspace and all of the fantasy sports leagues are the end products made possible by Web 2.0.

Similar to change to smart classrooms, the Web 2.0 model will create an expectation from our students on how course materials are presented. Regardless of age, program, or delivery method [traditional or online] students will need to be engaged in their coursework; and will come to expect video technology from their instructors as a form of engagement.

Student Engagement is defined as the "time and energy devoted to educationally purposeful activities, which is the single best predictor of their learning and personal development" (NSSE, 1999). Engagement studies are conducted by college administration to help gauge their institutions performance as compared to their peers. In an open article to college trustees and board members, George Kuh states that student success [through engagement] is everyone's business (2005). Also, he believes that educators should embrace technology, and use it to engage their students (2007).

The objective of this workshop is to bridge the gap of student engagement, and Web 2.0; with cutting edge technology that faculty can use without a substantial learning curve or time commitment.

During the workshop, a live demonstration of how screen capture software works, and how it has been integrated into both traditional sport management and online courses. The software helps users produce videos [streaming and Flash], podcasts, MP3's and self narrated PowerPoint presentations. This is a must see presentation for schools that use WebCT or Blackboard. All those who attend will walk away with specific suggestions for integrating videos into courses and curricula. Sample projects, assignments, student feedback and results from using Camtasia videos will be shared.