

2013 North American Society for Sport Management Conference (NASSM 2013)

Clickers in the Sport Management Classroom

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Teaching

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**20-minute oral presentation
(including questions)**

Abstract 2013-072

4:15 PM

(Room 406)

Today there are over one million audience response systems (clickers) in use nationwide. The clicker technology is being accepted more widely by professors as an easy, classroom-integrated tool. Clickers provide the ability to assess student attendance and participation and to enhance course and lecture content through the use of real-time polls and surveys. Professors have noted that the use of clicker technology has improved classroom discussion and participation. The clicker technology allows the professor to embed questions within their presentation slides, thus encouraging students to interact with lecture content. The professor also receives real-time feedback, which allows him/her to make an immediate determination of where students may be struggling to understand the lecture material. This technology places more control of the learning environment into the student's hands.

The presentation focus will be on the benefits of using clickers to promote student engagement in the sport management classroom, as well as evaluating the various uses of audience response systems. There will be a comparison of student performance from fall 2011/spring 2012 (classes not using the clicker technology) to fall 2012 (classes using clicker technology) in selected Sport Management courses. Lastly the presentation will focus on the common challenges that have arisen in the implementation of clickers, as well as strategies to overcome these challenges.