

Doug Vogel
Professor of IS
AIS President

Mixed-mode Presentation Support

Presentation Support

- Traditionally in the classroom
 - Chalk board / white board
 - Overhead projectors
 - PowerPoint
 - Embedded audio and video
- Breaking away from tradition
 - Limitation of same-time / same-place
 - Limitation of instructor-centric presentation
 - Limitation of stand-alone institutions
- From continuous to disruptive innovation



The Learning Bubble



Personal Motivation

- Necessity becomes the mother of invention
- Technology provides degrees of freedom
- Situations
 - Students in multiple locations
 - Team projects needing sponsors
 - 59 students in a class with learning activities designed for less than 30
- Desire for ease of implementation



Echo360 Selective Viewing

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ess.cityu.edu.hk/ess/echo/presentation/5d690d9a-de9e-4a47-83ea-ff4d5a6a3eab

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APR 11, 2013 9:10:18 PM - LU, YUZHU
Yuzhu LU - CSR & Auditing

1

2

APPS

- Scenes
- Bookmarks
- Discussions
- Info
- Help
- Feedback
- Share

Voluntary Corporate Social Responsibility (CSR) Reporting and Auditor Conservatism: Evidence from China

by, Yuzhu LU
Department of Accountancy
City University of Hong Kong

00:00:14 / 00:27:34

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97% 1:23 PM 5/19/2013

Summary Statistics

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201302 - FB8914 Doctoral Seminar

Course Statistics View Trends By Echo

Unique Viewers & Cumulative Views by Echo

Date	Unique Viewers	Cumulative Views
1/17	0	0
1/31	0	0
2/7	0	0
2/28	0	0
3/7	7	7
3/7	6	13
3/7	4	17
3/7	4	21
3/7	7	28
3/7	3	31
3/12	3	34
3/14	12	46
3/14	5	51
3/14	4	55
3/14	5	60
3/14	4	64
3/14	5	69
3/21	6	75
3/21	3	78
3/21	2	80
3/21	3	83

Recent Activity

Use the discussion feature to engage other viewers by adding dialog, comments or posting links while watching an Echo. [Click here to learn more.](#)

Echoes Reports

Available Most Recent 20 Echoes

- FB8914 Doctoral Seminar (FB8914-S61) 201302 April 18 6:55 PM
- ms:TONG Shaolong April 11 9:32 PM
- Yuzhu LU - CSR & Auditing April 11 9:10 PM

FB8914 Doctoral Seminar (FB8914-S61) 201302 Play

Statistics

MEWING

Unique Cumulative Average

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Drill Down

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Echoes Reports

Available Most Recent 20 Echoes

- FB8914 Doctoral Seminar (FB8914-S61) 201302**
April 18 6:55 PM
- ms:TONG Shaolong**
April 11 9:32 PM
- Yuzhu LU - CSR & Auditing**
April 11 9:10 PM
- EF - So Pik Ki**
April 11 8:39 PM
- MKT- XU Hua**
April 11 7:58 PM
- Hong Kong's Aggregate Labor Market - Wang Bin**
April 11 7:31 PM
- FB8914 Doctoral Seminar (FB8914-S61) 201302**
April 11 6:55 PM
- Xin JIANG**
April 09 8:49 PM
- Consumer creativity-Zou Lingfei**
March 28 9:54 PM
- Ke Wang - Annual Report Readability and Crash Risk**
March 28 9:34 PM

Yuzhu LU - CSR & Auditing Play

Statistics

VIEWING

Unique Viewers	5	Cumulative Views	5	Average Completion	53%
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ENGAGEMENT

Discussion Topics	0	Discussion Replies	0
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USAGE HEAT MAP

Minimal Low Moderate High

0:00 00:27:34

Hot Spots 1 Warm Spots 9

EchoCenter.5.2.2013-04-30.1

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Blackboard Forum Feedback

Blackboard Learn - Mozilla Firefox

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Blackboard Learn x Echo360 x CityU WebMail 2.0 x +

https://eportal.cityu.edu.hk/webapps/portal/frameset.jsp?url=%2Fwebapps%2Fblackboard%2Fexecute%2Flauncher%3Ftype%3DCourse%26id%3D_ WebSearch

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香港城市大學 City University of Hong Kong Douglas VOGEL

My CityU Teaching & Learning Content Collection Univ. Services (Staff) Univ. Services (Student) RSS

Tools
EchoCenter

COURSE MANAGEMENT

- Control Panel
- Content Collection
- Course Tools
- Evaluation
- Grade Center
- Users and Groups
- Customization
- Packages and Utilities
- Help

Select	All	None			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	My presentation visual	Yuzhu LU	4/26/13 1:48 PM
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RE: My presentation visual	Yuzhu LU	4/26/13 2:04 PM
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RE: My presentation visual	Douglas VOGEL	4/26/13 2:16 PM
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RE: LU, Yuzhu	Yagang LU	4/29/13 10:25 PM
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RE: LU, Yuzhu	Yuzhu LU	5/1/13 9:15 PM

Select: All None

Message Actions Collect

< RE: LU, Yuzhu >

Reply Quote Edit Set Flag Delete

Author: Yagang LU Total views: 31 (Your views: 4)

Posted Date: Monday, April 29, 2013 10:25:37 PM HKT

Edited Date: Monday, April 29, 2013 10:25:37 PM HKT

Parent Post

Dear Yu Zhu,

Many thanks for your sharing!

I would like to make a suggestion on your presentation! With attending this sharing section, I noticed that you and me have the same issue to be improved in the future. We have to change our presentation style while the presenting. We should pay more attention to communicate with our audience, such as using body language and eye touch to make our presentation much more interested and effective. Is it right?

Just for sharing and self-motivated!

Best

Yagang

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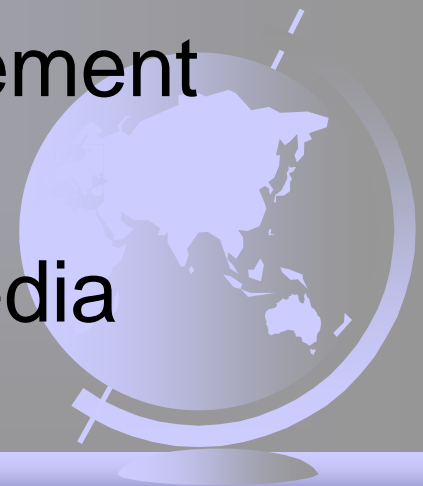
Positives

- Enables pedagogical flexibility
 - Students at multiple locations
 - Simultaneous presentations
 - Anytime / anyplace engagement
 - Support for multiple learning styles
- Sustained interaction over time
- Record of accomplishments
- Assessment support
- Ability to re-use multi-media materials
- Versatile and highly scale-able



More Positives

- Minimal special attention to technology
 - Integrates with other activities
 - Launches within Blackboard
 - Supports use of “niche time” and review
- Support for segment selection based on interest using presentation visuals
- Ability to monitor student engagement e.g., review of video
- Prepares students for a multi-media future



Issues

- Presentation discipline
 - Need to be careful to get consistent audio level
 - Need to be sensitive to camera positioning
- Editing is not easy
- Requires decent bandwidth
- Need to think through attendance expectations
- Reliability merits attention and backup



Wishlist

- Dashboard for continual feedback
- Integrated chat
- Polling features
- Easier editing
- Separation of longer sessions into segments
- On-request “branching” for additional detail
- Additional platform robustness



Massive Open Online Courses (MOOCs)

- TED / Coursera (started by Stanford faculty)
- American Council on Education
Recommends 5 MOOCs for Credit
- Institutions considering credit transfers
- “Fundamentals of Online Education”
suspended indefinitely after dysfunctional,
technical and design issues
- Professor Leaves a MOOC in Mid-Course
in Dispute Over Teaching





The future is
challenging,
but bright!!