A case study of Task-Based Teaching

Computer creativity implementation performance

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Abstract

- This study explained the importance of computer skills by discussing association between skills and creativity.

- Using Task-Based Teaching simulates product promotion projects

- The findings suggest that showing more creativity if computer skills are more extensive, and the promotion projects are acceptance and recognition.
Content of the presentation

- Introduction
- Literature Review
- Research Design
- Data Analysis
- Research Results
- Conclusion
Various occupations utilize computer for increase work efficiency and quality (TQC, 2013).

A lot of factors (employee background, job characteristics, and the allocation of company resources) making the employees differ degrees of computer skills.

Computer skills associated with job performance (Amabile, 1983).

The motivation of this study would like to know the association between abundantness of computer skills and transforming ideal to job performance.
Research Design: Task-Based Teaching

Participant: students of business college

Course: Simulation of product promotion project

Research purpose: Verify promotion project combination computer skills are accepted and recognized by viewers.
Association between skills and creativity

- Everyone has the creativity, while skills are materialized creativity.
- Created with the skills of people, can improve quality of work.
- Excellent teaching situation, which can excite creativity and skills.

(Kuo & Kuo, 2005; Wu, Hsu, Jao, Chien Chen, Chang & Huang, 2008)
Perception

- Perception, the process of information being selected, organized, and interpreted.
- But only a few information will be noticed and retained.

There are two inferences for research purpose:

- If computer skills are abundant, able to create more attraction effective for works.
- The effects of computer skills works better, the viewers will be acceptance and recognition.
Research Design (1/5)

- Participant: students of business college
- Using Task-Based Teaching simulated product promotion project for course.
- Observed degree of computer skills, and how to present ideas
- Indicators to measure job performance: Viewer’s degree of acceptance and recognition.
Research Framework

1. Describe the research purpose
2. Literature review
   - Literature review
   - Gaining inferences for research purpose
3. Research teaching activities
   - Design the teaching activities
   - Implement
   - Data collection
4. Analyze the Data and information
   - Grouping the works and data
   - Interactive comparison
5. Verify inferences
6. Conclusion
Verify inferences:

1. If computer skills are abundant, able to create more attraction effective for works.

2. The effects of computer skills works better, the viewers will be acceptance and recognition.

This study employed a comparative research approach to verify whether inferences for research purpose.
Teaching Activity Design
Task-Based Teaching includes five elements:

1. purpose
2. context
3. process
4. product or the result
5. framework

(Clark, J., Scarino, A., Brownell, J., 1994)
Selected the topic

Setting conditions of works

Finished works

Show the works

Teacher review rated. Participants filled in a questionnaire.
Indicators to measure job performance: Viewer’s degree of acceptance and recognition.

Teacher setting conditions for measure acceptance and recognitiom as follows:

1. Attractive
2. Purchase intention
3. Project use the "story" type.
Work selection conditions:

1. Creativity
2. Image and illustration
3. Information skills

Separation Works.

The questionnaire was developed with the Likert five point scale.
Data Analysis Procedure as follows:
Compared the results of questionnaires

Analysis of viewer’s feedback and self-Comment

Comparative analysis of each group

Verified inferences for research purpose.
Data Analysis (2/5)

- Samples of student works as follows:
Work 1: Ali Mountain Tea

Using the Computer Skills: illustration, image design, presentation layout
Work 2: Kuanhsi Dianthera

Using the Computer Skills: illustration, image design, web sites built, e-book design, media embedded
Work 3: Paste Cake

Using the Computer Skills: illustration, presentation layout
Work 4: Bubble Bath & Shower Concentrate

Using the Computer Skills: presentation layout
Comparative analysis of the questionnaire

- Questionnaires dimensions:
  1. Attractive
  2. Purchase intention

- Summary of Qualifications as follows:
<table>
<thead>
<tr>
<th>Works</th>
<th>Attractive</th>
<th>Purchase intention</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Ali Mountain Tea</td>
<td>22.8%~23.5%</td>
<td>54.4%~55.2%</td>
</tr>
<tr>
<td>Kuanhsi Dianthera</td>
<td>36.7%~40.8%</td>
<td>36.7%~49.0%</td>
</tr>
<tr>
<td>Paste Cake</td>
<td>15.0%~23.0%</td>
<td>47.0%~49.0%</td>
</tr>
<tr>
<td>Bubble Bath &amp; Shower Concentrate</td>
<td>14.0%</td>
<td>38.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Very agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Ali Mountain Tea</td>
<td>21.3%~27.2%</td>
<td>50.0%~56.6%</td>
</tr>
<tr>
<td>Kuanhsi Dianthera</td>
<td>30.6%~46.9%</td>
<td>30.6%~51.0%</td>
</tr>
<tr>
<td>Paste Cake</td>
<td>25.0%</td>
<td>45.0%</td>
</tr>
<tr>
<td>Bubble Bath &amp; Shower Concentrate</td>
<td>10.0%</td>
<td>41.0%</td>
</tr>
</tbody>
</table>
Properties of products are linked on essencial of products (MBA Wikipedia, 2013).

Students who has abundant computer skills, will have the ability to combine creativity and product, the product could be accepted and recognition.
## Attractive

<table>
<thead>
<tr>
<th>Works</th>
<th>Questionnaire question</th>
<th>Very agree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ali Mountain Tea</strong></td>
<td>1. Acception of product</td>
<td>22.8%</td>
<td>54.4%</td>
</tr>
<tr>
<td></td>
<td>2. Satisfication of product</td>
<td>23.5%</td>
<td>55.2%</td>
</tr>
<tr>
<td><strong>Kuanhsi Dianthera</strong></td>
<td>1. The story are attracted by you</td>
<td>36.7%</td>
<td>44.9%</td>
</tr>
<tr>
<td></td>
<td>2. Presentation are attracted by you</td>
<td>40.8%</td>
<td>49.0%</td>
</tr>
<tr>
<td></td>
<td>3. E-book presents are attracted by you</td>
<td>38.8%</td>
<td>38.8%</td>
</tr>
<tr>
<td></td>
<td>4. Background music are attracted your attention</td>
<td>38.8%</td>
<td>36.7%</td>
</tr>
<tr>
<td></td>
<td>5. Website are attracted by you</td>
<td>38.8%</td>
<td>42.9%</td>
</tr>
<tr>
<td><strong>Paste Cake</strong></td>
<td>1. Feeling funny after introduced Paste Cake</td>
<td>23.0%</td>
<td>47.0%</td>
</tr>
<tr>
<td></td>
<td>2. You will want to taste Paste Cake</td>
<td>15.0%</td>
<td>49.0%</td>
</tr>
<tr>
<td><strong>Bubble Bath &amp; Shower Concentrate</strong></td>
<td>1. Creative</td>
<td>14.0%</td>
<td>38.0%</td>
</tr>
</tbody>
</table>
"Kuanhsi Dianthera" used the most computer skills, created media effects are more abundant for properties of products than others.

The works are linked on essencial of products, the product could be accepted and recognition.
<table>
<thead>
<tr>
<th>Works</th>
<th>Questionnaire question</th>
<th>Very agree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ali Mountain Tea</td>
<td>1. I will consider to purchase Ali Mountain Tea.</td>
<td>22.8%</td>
<td>56.6%</td>
</tr>
<tr>
<td></td>
<td>2. I have high willingness to purchase Ali Mountain tea.</td>
<td>27.2%</td>
<td>50.7%</td>
</tr>
<tr>
<td></td>
<td>3. This story has the willingness to enhance your purchase.</td>
<td>21.3%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Kuanhsi Dianthera</td>
<td>1. Presentations enhance you to buy product</td>
<td>46.9%</td>
<td>30.6%</td>
</tr>
<tr>
<td></td>
<td>2. E-book enhance you to buy product</td>
<td>34.7%</td>
<td>38.8%</td>
</tr>
<tr>
<td></td>
<td>3. Website promotion enhance you to buy product</td>
<td>36.7%</td>
<td>30.6%</td>
</tr>
<tr>
<td></td>
<td>4. If the usefulness of website are increases, make you want to buy products</td>
<td>30.6%</td>
<td>51.0%</td>
</tr>
<tr>
<td>Paste Cake</td>
<td>1. After introduced Paste Cake, you will purchase it as a gift</td>
<td>25.0%</td>
<td>45.0%</td>
</tr>
<tr>
<td>Bubble Bath &amp; Shower Concentrate</td>
<td>1. Marketability</td>
<td>10.0%</td>
<td>41.0%</td>
</tr>
</tbody>
</table>
Summary of viewer's feedback as follows:

- The content abundantness
- Creativity
- Consistency
- Presentation layout
- Illustration
- Image design
- Promotion skills
The feedback focus on Creativity, Image and illustration, Information skills and promotion skills.

“Ali Mountain Tea” and “Kuanhsi Dianthera” satisfied reviewers, and “Kuanhsi Dianthera” used the most computer skills, created media effects are more abundant, proportion of persons sum “Agree” and “Very Agree” even reaching 89.9%.
Summary of self-Comment as follows:

- Team interaction
- Customer Segmentation
- The impression of goods
- The viewer's thoughts on computer skills
- Reflect on promotion project
Through Task-based teaching, student can experience workplace practices.

Students think about the pros and cons of their present work, and train analysis of skills.
“Kuanhsi Dianthera” one question of Questionnaire said: “If the usability of website are increases, make you want to buy products”, proportion of persons among “Agree” Agree“even reaching 81.6%.

If the website would be usefulness, it should be supported by information skills.
Summary analysis of Qualifications, viewer’s feedback and self-Comment:
- Reviewers focus on creativity, Image design, Information skills.
- If website functions are useful, should be supported by computer skills.
- From the above results can be explained by:
  1. If computer skills are abundant, the creativity the promotion projects are acception and recognition.
  2. Affect viewers’ purchase intention.
Research Results(7/7)

The results verified inferences, inferences supported the research purpose:

Promotion project combination computer skills are accepted and recognized by viewers.
Conclusion (1/2)

- The findings suggest that showing more creativity if computer skills are more extensive, and the promotion projects are accepted and recognized.
- The research using “Task-Based Teaching” to simulate a situation to promoted products, and discussed the association between abundantness of computer skills and job performance.
- Promotion project combination computer skills are accepted and recognized by viewers.
How to increase the variety of computer skills will be the key point by education.

Task-based teaching are inspired of management education, improve the gap between management education and practice.