

AN APPLICATION OF CLICKSTREAM TRACKING FOR MOBILE LEARNING

Cheuk Fong CHAN

Hong Kong Baptist University

Rex CHIU

Hong Kong Baptist University

Grace NG

Hong Kong Baptist University

Theresa KWONG

Hong Kong Baptist University

PAPER ABSTRACT

A clickstream is the recording of the parts of the screen a computer user clicks on while web browsing or when using a software application. In e-learning activities in which decision-making by the learners is required, clickstream data become especially useful for teachers to visualize how learners go through the learning process. By applying clickstream tracking, teachers also have the opportunity to examine the effectiveness of the e-learning activity design. Although there is an increasing trend towards analysing clickstream records to understand user behaviour patterns in e-commerce, there are as yet few studies on the effective use of clickstream data by teachers for tailoring learning activities.

This presentation will discuss how clickstream tracking is applied in an ethical-induction learning trail project, in which students visit various locations around a university campus, make use of their mobile devices to retrieve different location-specific information, consider different ethical scenarios, and produce responses under different circumstances. The clickstream data reveal how some learning activities are more effective in engaging students to explore ethical choices. The analysis of the collected data can assist teachers to better embed e-learning activities in the curriculum to enhance student learning.