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TPACK Instructional Design Analysis # 2

Technology: YouTube

Content: Supplemental support for students regarding important orientation information

Pedagogy: Visual learning

Lesson content

This will be an online video for students to refer to after their college orientation. The targeted population for this assignments are FTIAC and transfer students. The video will primarily help students understand important university policies, guidelines, and resources to use, to support their success as a newly admitted college student.

The video tutorials will take place under a YouTube Channel, under the Colleges Advising Office page. Students will have the opportunity to visit multiple tutorial videos that will provide aid for students understanding of college policies and instructions, how to navigate university resources such as Degree Works, Canvas, UM-Dearborn Connect, and other student success tools, along with messages from the university advising office regarding how to register for classes, faculty/advisor introductions and strategies for student success.

Example: Students will attend an orientation where a ton of valuable information is given to them in a short amount of time. Students often become overwhelmed with content, and can easily forget what is being taught to them. Upon completion of their orientation, students can use this YouTube channel for additional support for them to refresh or relearn what was taught to them during their orientation. From a different perspective, students could have access to all the video tutorials prior to their orientation. Students could view these videos to get an understanding of what will be presented at orientation, so when it comes time to their orientation students will have a baseline understanding of what orientation staff is telling them.

The goal of the tutorials are to provide students with a visual opportunity outside of orientation. Although there is not a formal assessment associated with this instructional design, this platform will serve as a resource students can refer to if they have questions or need supplemental support on important information given to them at orientation.

Content: The tutorials will serve as resources for students to refer to if they need supplemental assistance with information that was presented to them during their orientation. Since YouTube

is live 24/7, students will access to this information at any time of the day. Students will be able to apply their understanding of the information throughout their college career.

Pedagogy: The pedagogy of this lesson is conveying message and information in a visual approach. Visual learning can be used to present information in an easily accessible way that is less formal than navigating the university website, or speaking with someone over the phone.

Technology: Students will utilize the technology to enhance their understanding of information that was presented to them during orientation. YouTube is a video-sharing website that services people with information and video content on specific topics.

PCK – Pedagogical Content Knowledge

Define: Visual learning is an effective pedagogy in providing supplemental support for students regarding important orientation information.

Describe: It is required for all students to participate in a new student orientation. However, all students are not on the same page when it comes to what teaching strategy best meets their needs. While some prefer the learning style of lecturing, others like hands-on and visual learning. Giving students the option of having multiple domains of learning will likely link to their success. Having this outlet will allow students to not only have the “lecture-like” learning they receive in orientation, but also a visual approach that may suit better for other students.

Support: According Kouyoumdjian, (2012) “A large body of research indicates that visual cues help us to better retrieve and remember information. The research outcomes on visual learning make complete sense when you consider that our brain is mainly an image processor (much of our sensory cortex is devoted to vision), not a word processor.”

TCK – Technological Content Knowledge

Define: The TCK of this instructional design is using YouTube/videos as a digital platform for students to use and develop their understanding of orientation information.

Describe: Videos can be used for not only teaching and relaying information, but also for learning in and outside of the institute (or in this case the orientation). YouTube videos will serve as a resource for students to learn or relearn information that is critical to their college careers. These tutorial videos will provide students’ knowledge of university policies, how to access campus resources, how to navigate through university portals, and other important information taught at orientation.

Support: Once as an entertainment media, Youtube has revolutionized into a platform that is transitioning the educational model we use today. According to McKenzie (2008), “students are enjoying viewing and sharing visual content online. Visual tools create a connection between the content and viewer”. Using an supplementary tool like YouTube is used to promote student engagement and success in a more meaningful approach.

TPK – Technological Pedagogical Knowledge

Define: YouTube will allow visual learning.

Describe: All students have different learning styles. Some prefer hands-on learning, some prefer lecture style. The hopes of using various platforms including visual learning where students can obtain the same information will hopefully reach all the students learning needs.

Support: According to Cardine (2008), “many videos on Youtube are academic and professional in nature and when used properly will reinforce classroom discussions and engage college student due to the images and audio used”. Although each student has their favorable approach to learning, visual learning can promote retention in a fun and meaningful way will reach a certain type of learner.

TPACK – Technological Pedagogical & Content Knowledge

Define: The TPACK frameworks represents the integration of technology to help reach all students learning needs. YouTube will act as a digit, visual learning tool for newly admitted students to learn university policies, guidelines, and resources for their success as collegiate students.

Describe: Students will utilize YouTube videos as educational tools to enhance their understanding of content given during an orientation. Students are required to attend an orientation prior to starting at a new college, however orientations can be very overwhelming. Using video content may be more fitting for some students learning styles, therefore having this opportunity will touch on those students needs. Also having access to these videos, students will be able to revisit the content they learned at orientation at their free will.

Support: Visual learning is one of three basic types of learning styles in the Fleming VAK/VARK model. There are multiple approaches to visual learning-charts, pictures, videos, ect. Providing students with multiple ways of learning will increase productivity and retain that will ultimately help with their success as a student. YouTube can be integrated in educational settings by providing relevant information to students of all levels. According to Burke, (2008) “YouTube can be a valuable instructional resource, and illustrates the potential of Web 2.0 tools

that learners of the current generation identify with”. As education continues to transition, technology is becoming more and more integrated into its features and lessons.

References

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