



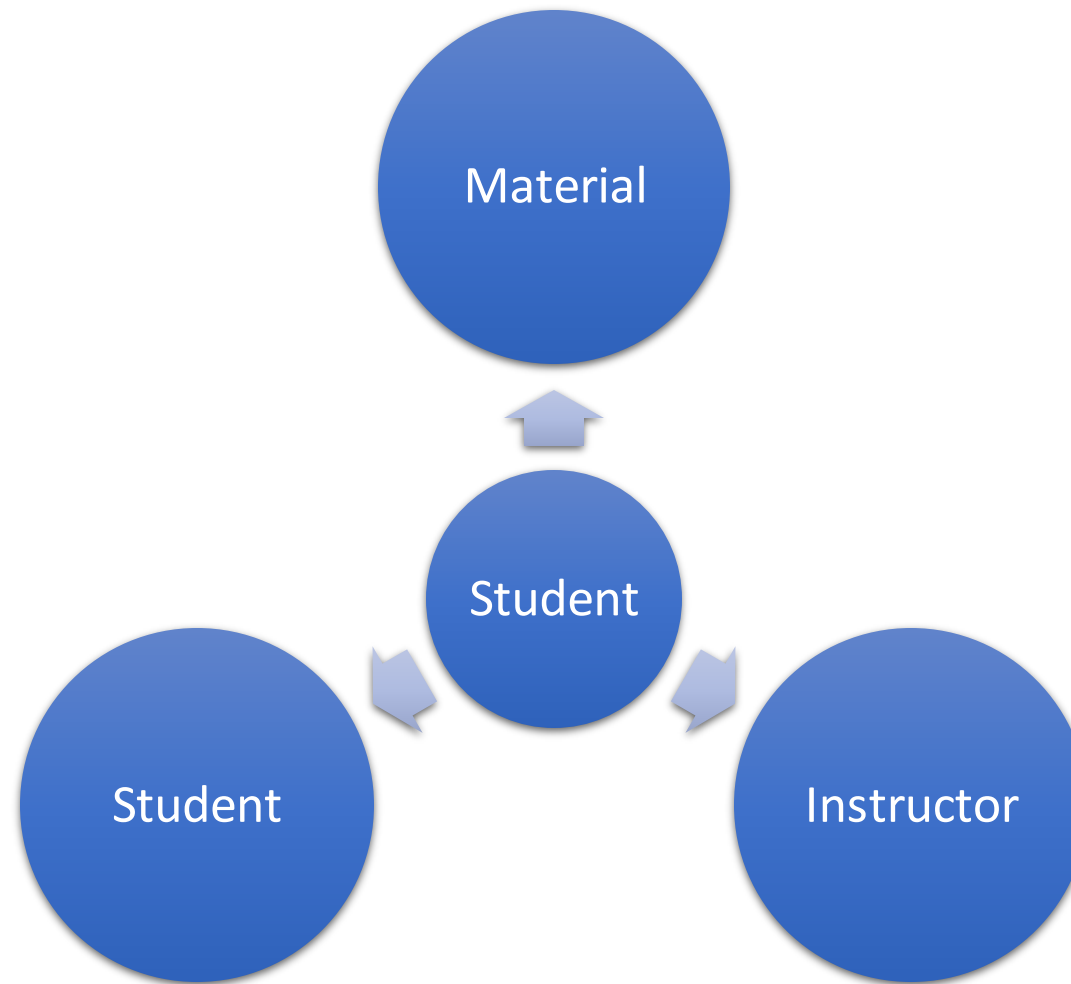
# How to Promote and Maintain Student Engagement in Online Courses

By Lu Ding, Instructional Designer

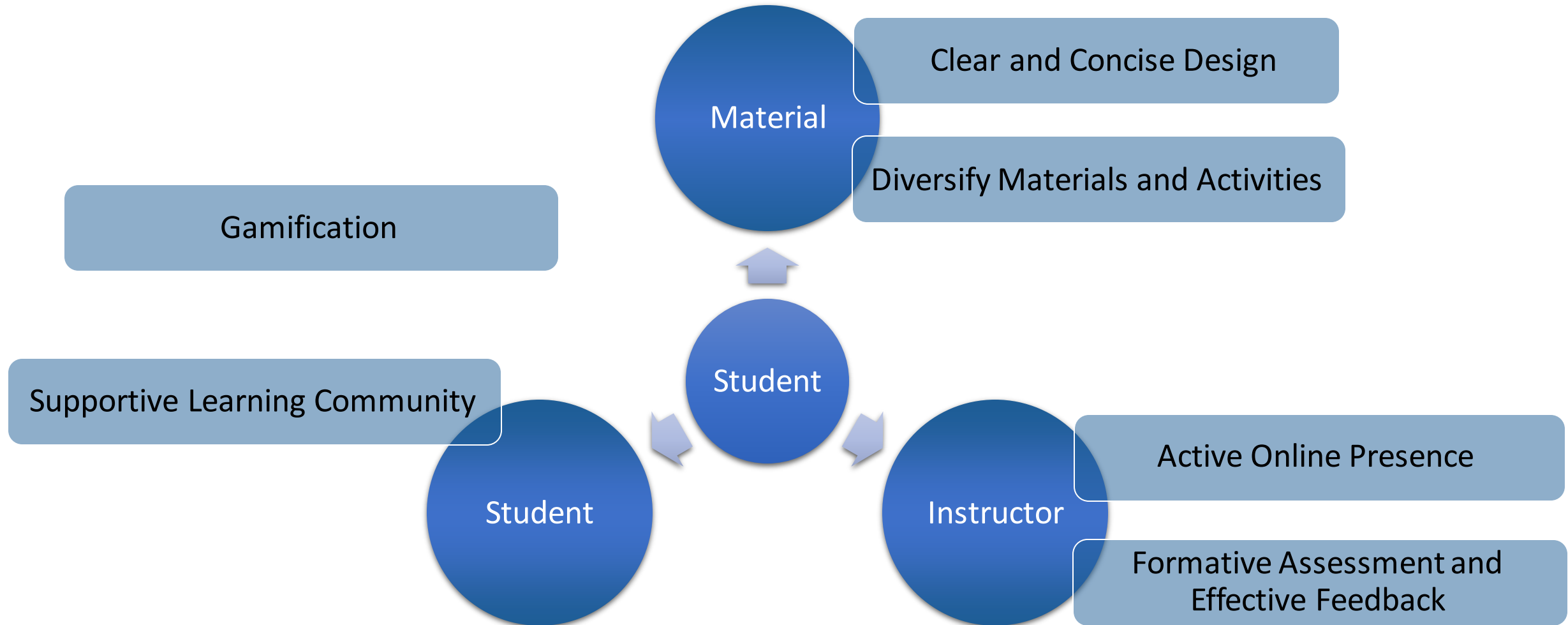
Faculty Development and Innovation Center

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# Student Engagement



# Six Strategies



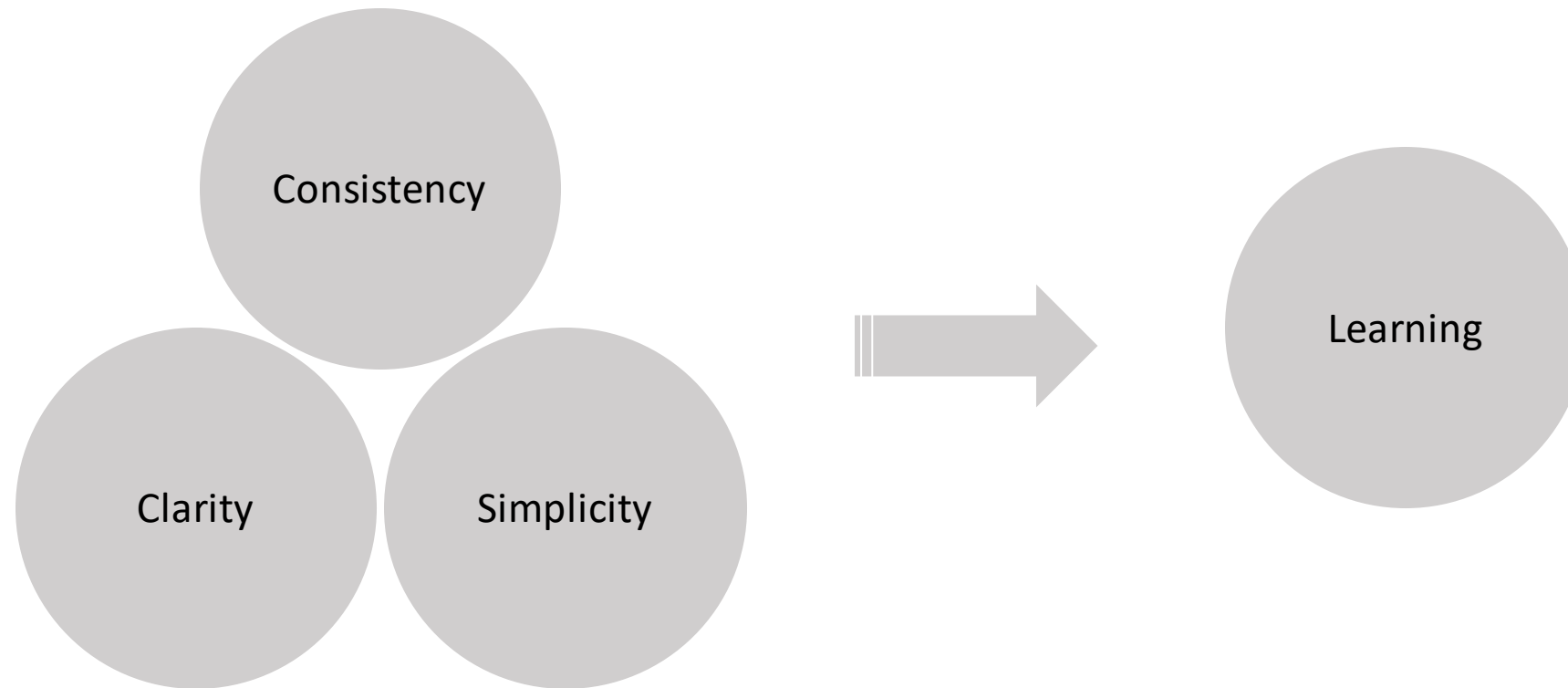


Strategy 1

# Student-Material Interaction

## Clear and Concise Design

# Clear and Concise Design



# Practical Strategies



Clarify when you are available and how quickly you will respond



Keep the materials consistent



Modularize materials in D2L: Explain the layout



Provide explicit instruction for students to complete assignments/activities



Help students plan ahead by scaffolding major assignments

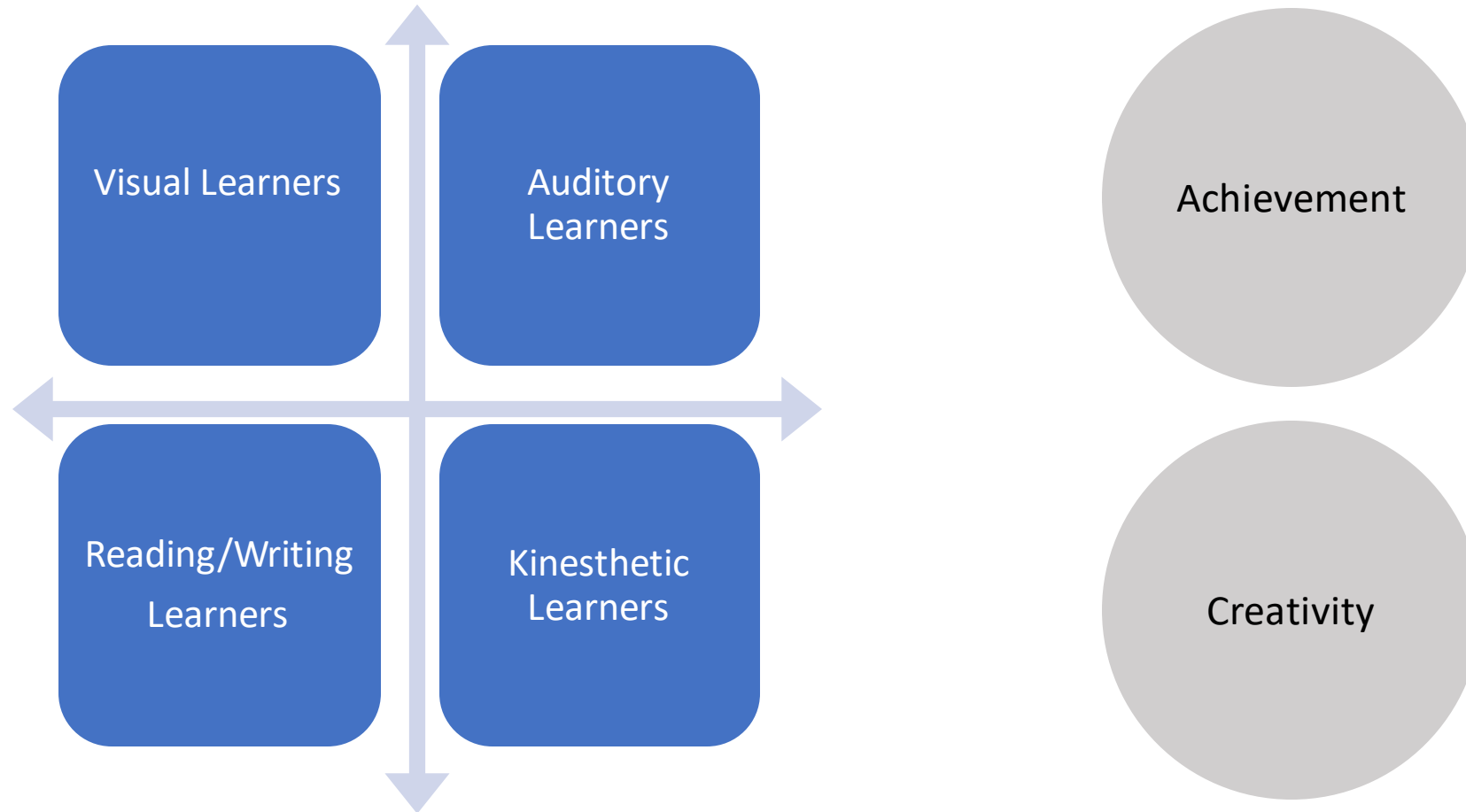


Strategy 2

## Student-Material Interaction

Diversifying materials and  
learning activities

# Diversifying materials and learning activities





# Practical Strategies



## **Use different assignments/projects**

1. Multimedia presentations
2. Online discussions
3. Exploration
4. Portfolios
5. Case study



## **Use different teaching styles**

1. Flipped classrooms
2. Synchronous and asynchronous
3. Video/Audio lectures
4. Guest speakers



## **Use different style of activities**

1. Individual activity
2. Group activity

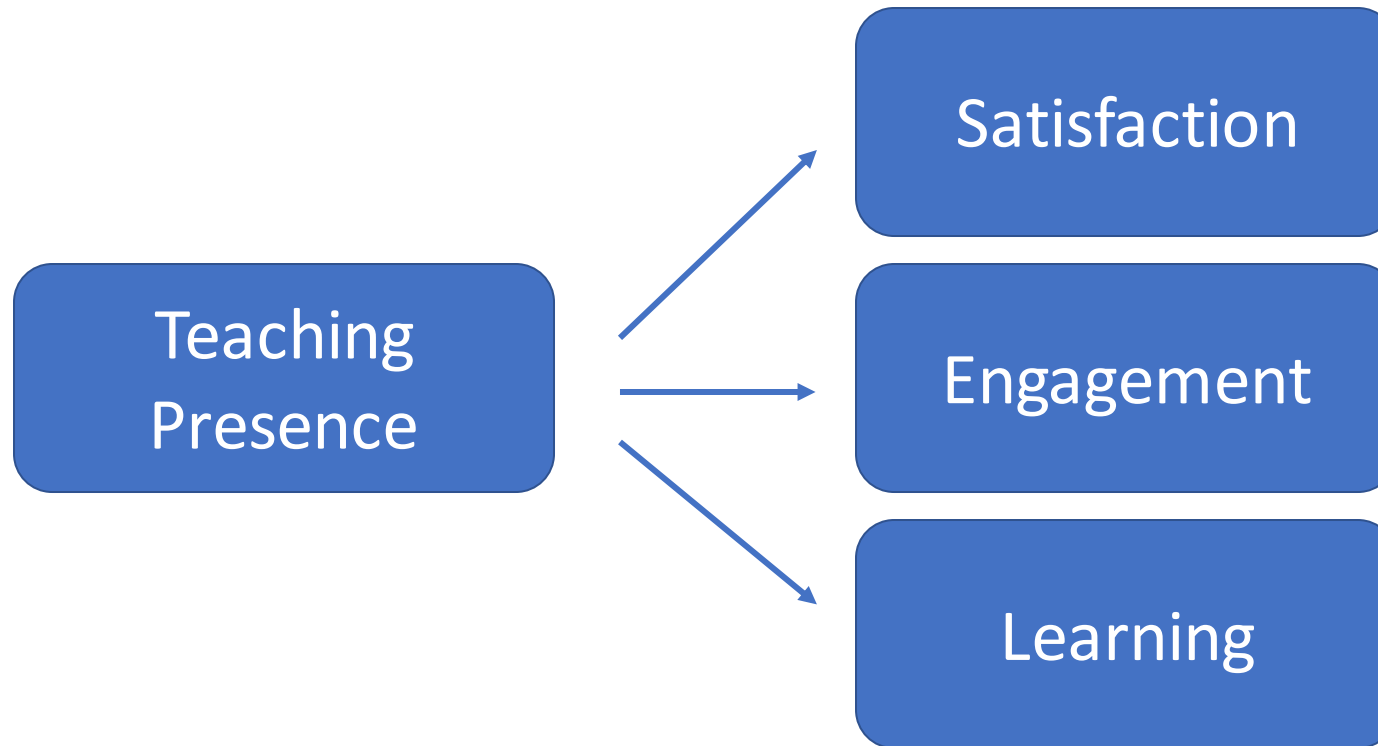


Strategy 3

# Student-Instructor Interaction

## Active Online Presence

# Active Online Presence



# Practical Strategies



Create a personalized welcome to class announcement



Add a robust bio (with photo) in course information



Use announcements and show your presence in online discussion boards



Host synchronous class meetings/virtual office hours/record video lectures



Reach out to students who are “no shows” and “low scores”: Intelligent Agent



Strategy 4

## Student-Instructor Interaction

Formative Assessment and  
Effective Feedback

# Formative Assessment and Effective Feedback



- Formative Assessments
  - Help us understand student learning and adjust our teaching
  - Help us provide constant feedback to show our presence
  - Help student learning
  - Prevent students from cheating

# Practical Strategies

Good feedback says four things:

- What are the good or successful features of the assessed work
- What are the poor or less successful features of the assessed work
- How the student can improve in this piece of work
- How the students might do better work in the future

Use specific examples when commenting on student work

Use synchronous meetings/announcements to address FAQ or common errors



Strategy 5

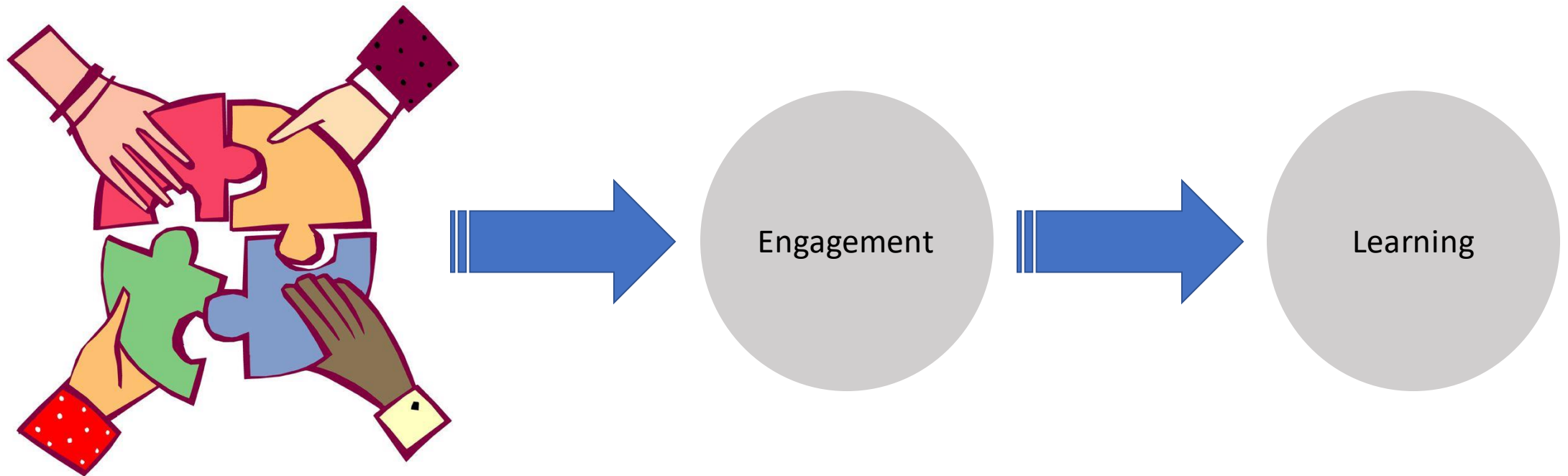
## Student-Student Interaction

### Supportive Learning Community



# Supportive Learning Community

- A group of people who share the same academic goal.



# Practical Strategies



Establish norms for student interaction



Maintain positive and motivational tone



Use exercises to help students get to know each other

Ice-breaker

Café shop discussion



Provide opportunity for students to help each other

Help-seeking

Peer review



Provide a “Wrap-up” each week

Kudos to ...



Strategy 6

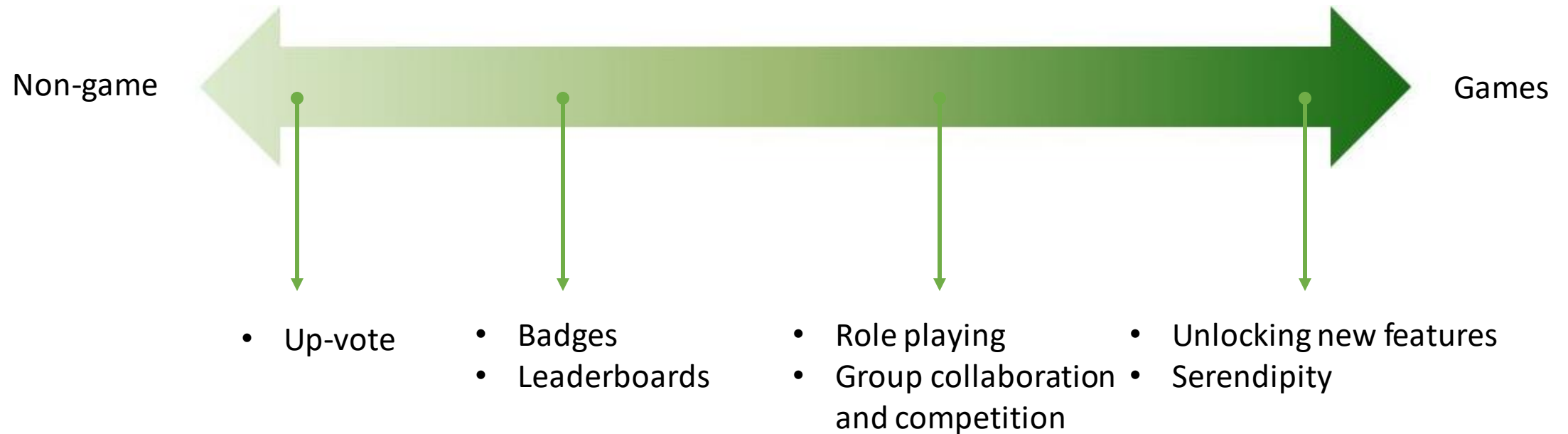
# Gamification

# Gamification

- Definition
  - A process of adding a fun layer to a learning activity to engage learners (Ding et. al, in press).
- Examples
  - Airline loyalty programs
  - Running apps
  - Starbucks
  - Piano stair ([example](#))

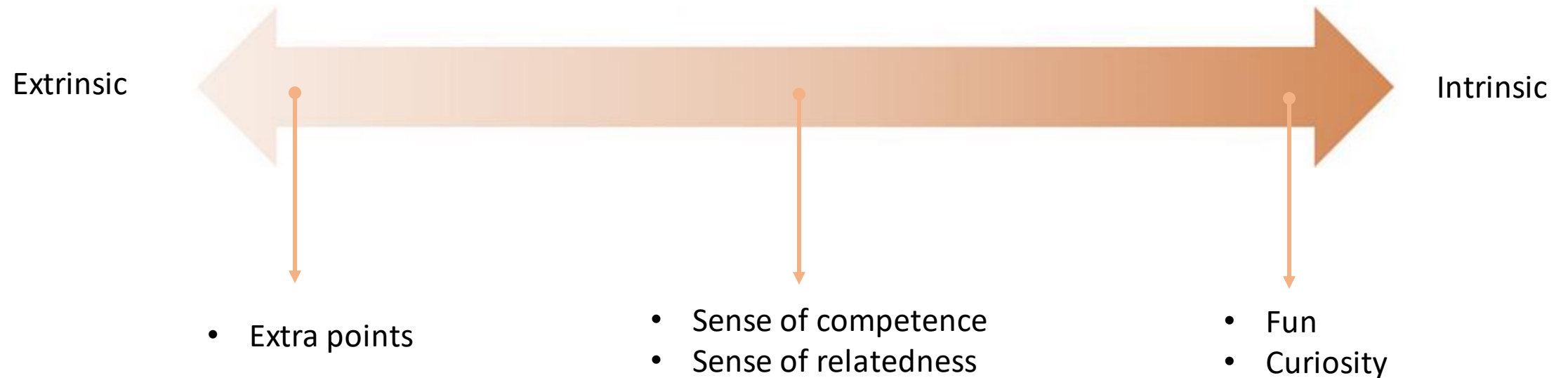
# Practical Strategies

## Gamification



# Practical Strategies

## Rewarding




# Use Intelligent Agent to Gamify

### New Item

#### General

Headline +  
{FirstName} {LastName} Brings Down the House!

#### Content +



In all of my years of reviewing scene studies and monologues, I have never been treated to such a wonderful performance in all of my life. The world of theatre will never be the same after {FirstName} {LastName} hits the stage. This new up-and-comer is a sensation and I am simply at a loss for words.

5 Stars!!

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# Take away

- Make the Course as Clear and as Concise as possible
- Show Teaching Presence
- Encourage Student Interactions
- Keep the Surprising Element Alive



# Q & A

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## Contact Information

- Email: [lding@eiu.edu](mailto:lding@eiu.edu)
- Office: Booth 1009
- Phone: 217-581-3716

## Reference

- Ding, L., Kim, C., & Orey, M. (In press) Design of gamified asynchronous online discussions, *Technology, Pedagogy, and Education*.