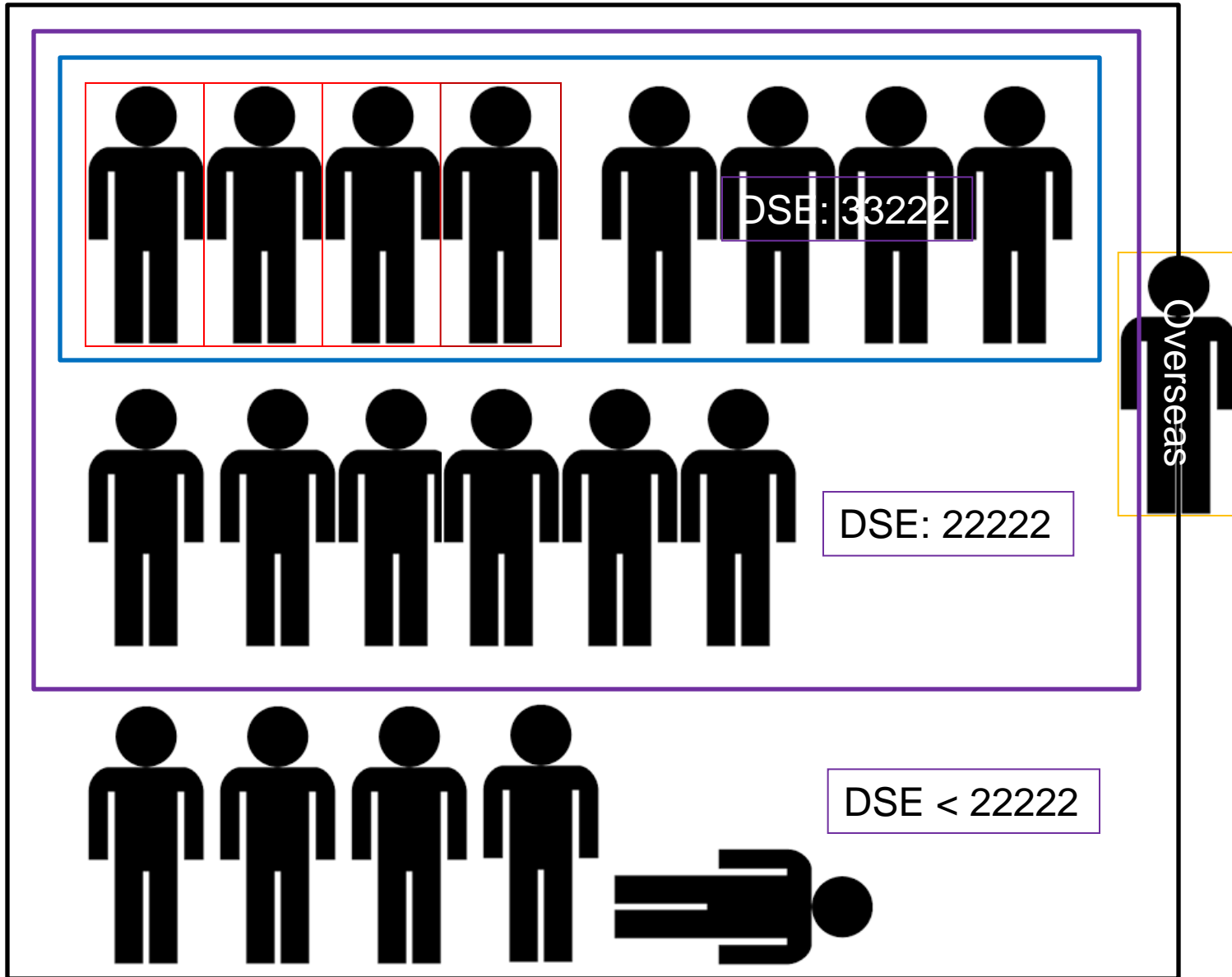


Understanding Associate Degree Students'
Learning Orientation, Strategy and Experience: A
Grounded Theory Approach Using Social Network
Media

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November 17th, 2016

Many are Called, but Few are Chosen



Research Problems & Objectives

- This proposed research aims to understand
 - What are associate students' learning experiences, learning goal & strategies?
 - How will these goal and strategies lead to suboptimal outcomes?
 - What can be done to mitigate these problems?
- Objectives
 - To advance our knowledge regarding sub-degree students' goals, strategies and problems of learning;
 - To develop a conceptual model to explain and to explore causes and solutions to problems of learning;
 - To provide pedagogical recommendations to educators on how to meet learners' needs.



Purgatory



Eavesdropping at Purgatory

- Method Design & Procedures
 - 6,000 text messages posted online in a Facebook Page created by students of a Hong Kong self-financed tertiary institution.
 - Adopted the Grounded theory method, texts were coded, categorized & theme searched.
 - A conceptual model built to reflect students' aspirations, learning strategies and outcomes.



Student Secrets

Met many good lecturers. They are good teachers, very helpful & friendly.

No difference between teaching approaches in secondary school and here...

Not reading books. Rely on lecture notes and past examination papers.

Don't want to answer any questions. Hate those who raise questions against my presentation.

"... I will not longer called ASSO JAI". I feel ashamed of this identity. This negative feeling drives me to work hard. I will not allow anyone to look down on me!

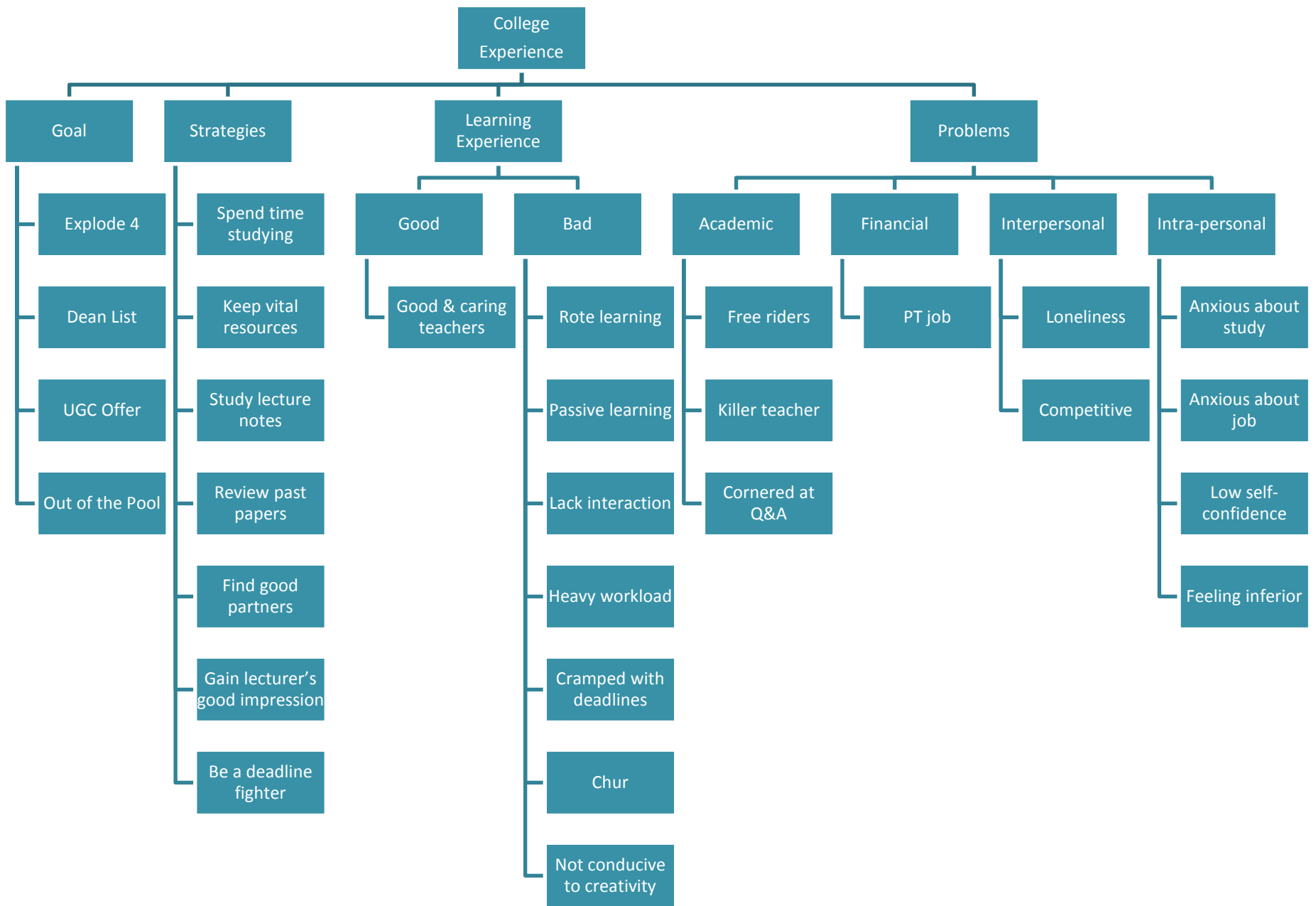
No interaction & discussion.

"...Starting from day 1, I've kept reminding myself...everyone is my competitor, even group mates. The game is cruel, a matter of life and death! No UGC offer is a total failure!

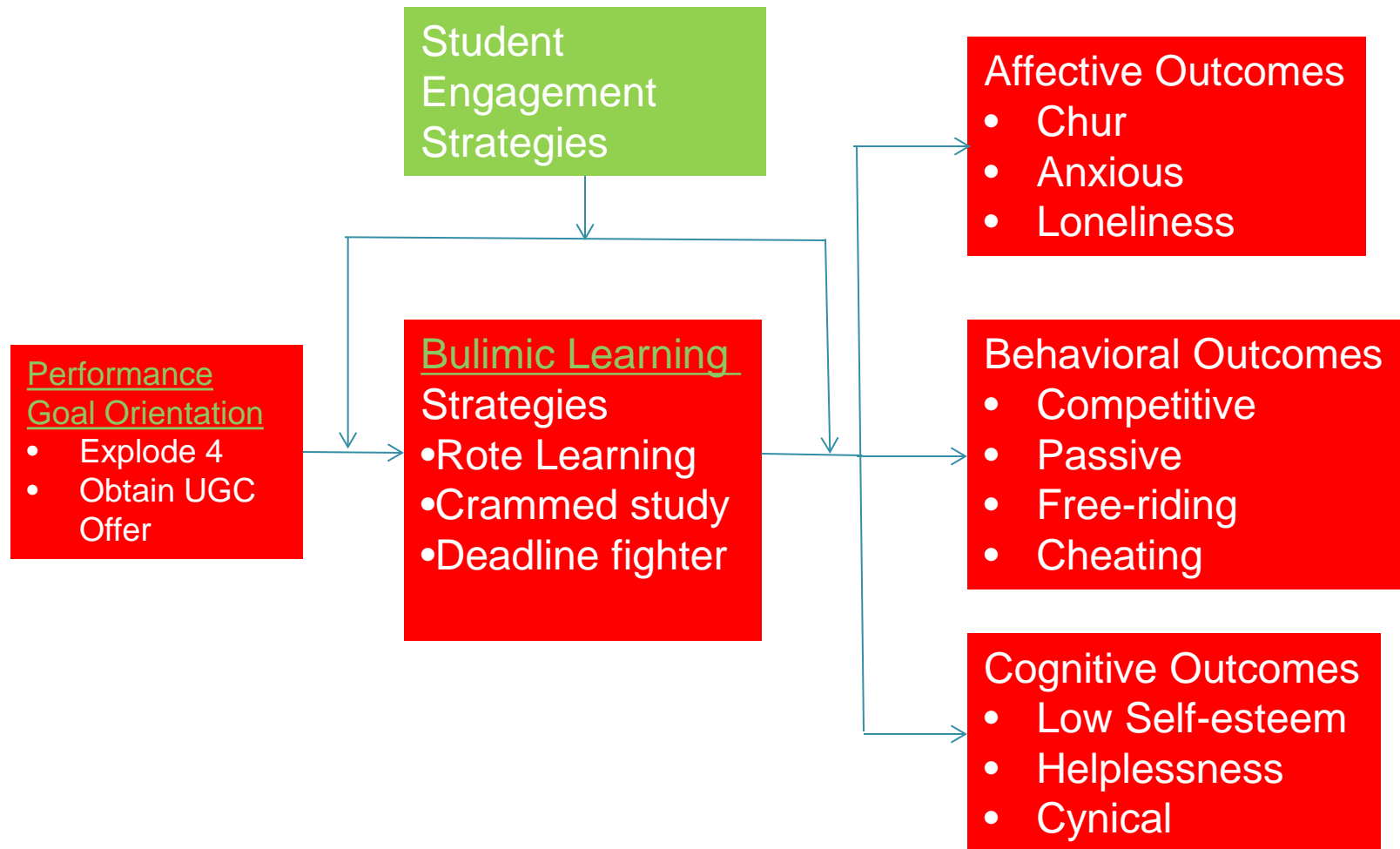
Not conducive to creativity.

Don't want to waste my parents' money. I found a summer job working 10 hours a day. I work OT for 2 to 6 hours a day to earn more and to have a day off. I have worked for two weeks without break!





A Conceptual Model



Yes, What can WE do?

- Be a conscientious teacher
 - Work hard to make teaching interesting.
- Clear goals and standards
 - Tell students what they expect them.
- Appropriate workload
 - Give time for understanding
- Appropriate assessment
 - Providing them with feedback



Be a Starfish thrower & make a difference to that one



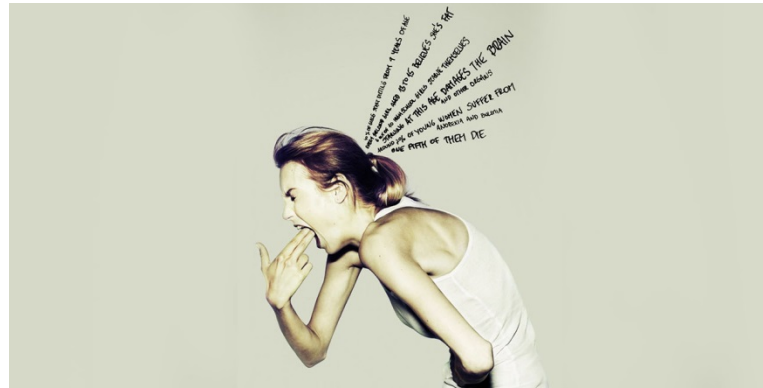


Thank You

- Performance Goal Orientation
 - To avoid task failure and to gain favorable judgments about their competence.
- Learning Goal Orientation
 - To enhance competence level, overcome task difficulties.
 - Dweck & Leggett (1986)



Bulimic Learning



Learn

Test

Forget