

collaborate
network
critique
share
Debate

Designing and implementing learning-centred blogs for university teaching: two cases

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Outline

- Describing two categories of blog:
community-based and course-based
- Illustration using two cases
 - ‘Orientation program students in SHTM’
 - ‘English for the media’
 - Outcomes
- Conclusion

Blog means...

Archiving

Digital diary

Asynchronous
communication

Self-expression

Intellectual
challenges

Social
networking

Challenges

- Students tend to use blogs mostly for **entertainment** purposes; they are not accustomed to responding to other blogs (Davidson 2008)
- The majority may **not voluntarily** add postings because they do not perceive the value of doing so in an **educational** context

Features and potential of blogs in education

- **Connecting** learners with their ideas
- Allowing learners to **contribute more** than they might in a conventional face-to-face context (McConnell 2006)
- Reading '**up-to-the-minute posts**' (Nardi *et al.* 2004)
- Reading through '**one convenient and coherent view**' using RSS feeds (Martindale and Wiley 2005)
- Developing an effective learning community that encompasses both meaning and **quality interactions** between participants (Wenger 1998)
- Allowing a **non-course** audience access through subscription or by invitation (Tryon 2006)

Blogs in use

- Community-based – learners have individual blogs, and tasks are **semi-structured** to allow them to self-express, reflect and share experiences
- Course-based – **ONE** blog, and tasks are **structured** to develop the intended learning skills and acquire knowledge of the course

Community-based blogs

Resource- and activity-rich

- Learners have individual blogs
- Provide current resources
- Facilitate working in groups

Learners can

- Design and write their own learning logs creatively
- Reflect on in-class activities
- Communicate with group members
- Communicate between groups
- Be supported by mentors
- Share experiences between members and mentors

Case 1

Community-based blogs for orientation programme in the School of Hotel and Tourism Management (SHTM)

Programmes:

- Hotel management
- Tourism management
- Convention and event management

School of Hotel & Tourism Management

THE SCHOOL | ACADEMIC PROGRAMMES | FACULTY & ADMINISTRATION | STUDENT SUPPORT | INDUSTRY SUPPORT | NEWS & EVENTS | ALUMNI | MEDIA CENTRE

Search Font

Leading Asia in Hospitality & Tourism Education

News on SHTM [more](#)

- Professor Cathy Hsu of PolyU Honoured with John Wiley & Sons Lifetime Research Achievement Award
- PolyU opens new dimension for students
- PolyU students won acclaims at World Tourism Forum Lucerne
- PolyU successfully hosted the third International Forum on China Hotel Brand Development
- PolyU contributes to reviving tourism in Sichuan

Upcoming Events [more](#)

Tuesday 18

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

• AUG 2009

☐ Lunch served at Millennium Training Restaurant

Tourism Demand Forecasting System
<http://www.TourismForecasting.net>

Teaching Hotel | Samsung Digital Lab for Hospitality Technology | HTRC Che-woo Lui Hotel & Tourism Resource Centre | Millennium Training Restaurant | Horizons [read now!](#) | BLOG [read now!](#)

Our Affiliations: International Academy for the Study of Tourism | APacCHRE | IeH | HSMAI | UNWTO | ISTTE | APTA | PATA | HFTP | Eta Sigma Delta | more

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Bloggging community: first-year students

Student Orientation Programme
School of Hotel and Tourism Management
2006/07

Welcome to SHTM OP Community [Sign in](#) | [Join](#) | [Help](#)

Home **Blogs** Forums Photos Workshop About OP

Blogs on this site

Workshop Facilitators

| Blog | Author(s) | Last Post | Posts | Articles | Comments | Trackbacks |
|------|-----------|--|-------|----------|----------|------------|
| | | | 0 | 0 | 0 | 0 |
| | | References for the Virtual Hotel Project | 3 | 0 | 2 | 0 |
| | | Competition | 4 | 0 | 1 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | | 0 | 0 | 0 | 0 |

Mentor

| Blog | Author(s) | Last Post | Posts | Articles | Comments | Trackbacks |
|------|-----------|--|-------|----------|----------|------------|
| | | My Present | 3 | 0 | 2 | 0 |
| | | Submission: Task 1 of Workshop 4 | 5 | 0 | 0 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | submission of task 2 of workshop 3 | 4 | 0 | 3 | 0 |
| | | | 0 | 0 | 0 | 0 |
| | | Submission:task1 of workshop4 | 5 | 0 | 1 | 0 |
| | | | 0 | 0 | 0 | 0 |

Popular Tags

about workshop

active learning Blogging bridge
Bridge-building building bridge
confident Creamy experience First
time goal group project mit
Multiple Intelligence plagiarism
powerpoint presentation skill
Process of Bridge-building project
references **stress**
teams students games university life
virtual hotel workshop1 students

[Browse All Tags](#)

Blogs

[RSS Syndication](#)

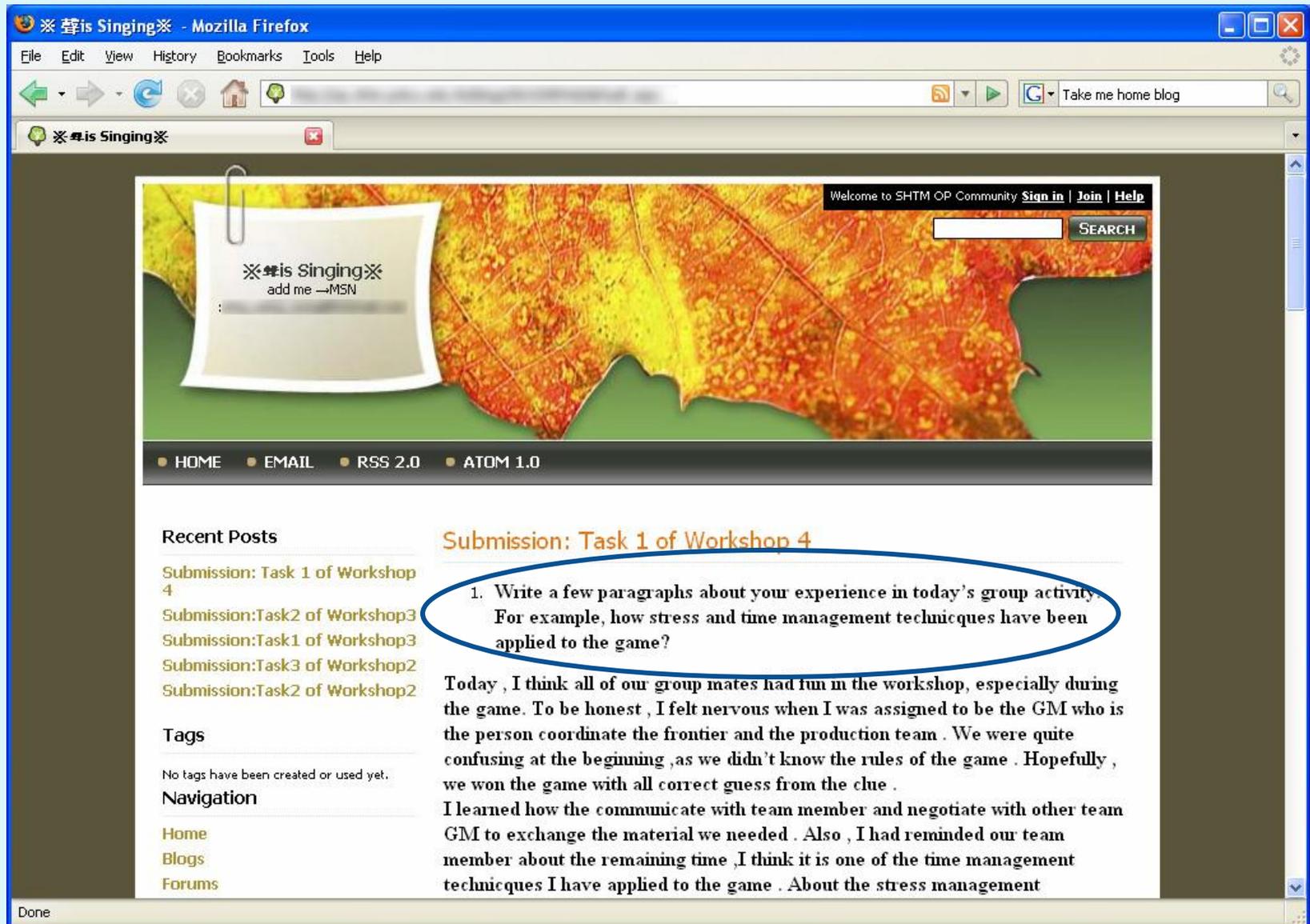
- [Opml](#)
- [Blogs on this Site](#)

Groups

- [Workshop Facilitators](#)
- [Mentor A kris Yung](#)
- [Mentor B Cyrus Yip](#)
- [Mentor C Sabrina Hui](#)
- [Mentor D Kwan Fung](#)
- [Mentor E Grace Lam](#)
- [Mentor F Ching Ngan](#)
- [Mentor G Alex Ho](#)
- [Mentor H Panda Wong](#)

Groups
with
mentors

Individual blog in the community-based blog



※ 聶is Singing※ - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Take me home blog

※ 聶is Singing※

Welcome to SHTM OP Community [Sign in](#) | [Join](#) | [Help](#)

※ 聶is Singing※
add me →MSN

HOME EMAIL RSS 2.0 ATOM 1.0

Recent Posts

- Submission: Task 1 of Workshop 4
- Submission: Task 2 of Workshop 3
- Submission: Task 1 of Workshop 3
- Submission: Task 3 of Workshop 2
- Submission: Task 2 of Workshop 2

Tags

No tags have been created or used yet.

Navigation

- Home
- Blogs
- Forums

Submission: Task 1 of Workshop 4

1. Write a few paragraphs about your experience in today's group activity. For example, how stress and time management techniques have been applied to the game?

Today , I think all of our group mates had fun in the workshop, especially during the game. To be honest , I felt nervous when I was assigned to be the GM who is the person coordinate the frontier and the production team . We were quite confusing at the beginning ,as we didn't know the rules of the game . Hopefully , we won the game with all correct guess from the clue .

I learned how the communicate with team member and negotiate with other team GM to exchange the material we needed . Also , I had reminded our team member about the remaining time ,I think it is one of the time management techniques I have applied to the game . About the stress management

Done

Reflecting class activities

edith~*

Search

[Go](#)

This Blog

[Home](#)

Tags

No tags have been created or used yet.

Navigation

[Home](#)

[Blogs](#)

[Forums](#)

[Photos](#)

[Workshop](#)

[About OP](#)

Archives

[September 2006 \(4\)](#)

Syndication

 [RSS 2.0](#)

 [Atom 1.0](#)

submission of task 2 of workshop 3

my Multiple Intelligence test shows that i hv people smart~i really agree with that and through the activity we had~i work along well with my groupmates~ we all deliver our ideas well~ and the bridge we built were the winner~with the longest 206cm~ so we call it the"206 Bridge" and took some photos~i am really glad about that!

through out the process~me and my gpmates cooperate well and we all try our very best to find some useful materials to build the bridge~ although we face difficulties at first~ but after we discuss we test and we try~ we finally built the wonderful "fast and safe 206 bridge"! that's lovely to look at what our group has achieve!



Published 24 September 06 07:25 by [06237631D](#)

Blogging group

Mentor from senior form inviting postings / sharing experience of university study

The screenshot shows a web page for the 'Student Orientation Programme' at the 'School of Hotel and Tourism Management' for the year '2006/07'. The page features a navigation menu with links for Home, Blogs, Forums, Photos, Workshop, and About OP. A search bar is located at the top right. The main content area displays a list of blog posts by 'Mentor I Karry Kwong'. The posts include:

- tired...**: A post about the challenges of university life, mentioning essays, presentations, and tests. It has 1 comment and 125 views.
- Submission: Task 1 [Workshop 4]**: A post reflecting on the end of the orientation programme and a workshop. It has 2 comments and 76 views.
- to ponder**: A post describing a bus journey home and the feeling of falling asleep. It has 0 comments and 88 views.
- Submission: Task 2 [Workshop 3]**: A post about group activities in a workshop. It has 1 comment and 76 views.
- Submission: Task 1 [Workshop 3]**: A post about the feeling of a workshop and the value of sharing experiences. It has 0 comments and 64 views.

On the right side, there are sections for 'Popular tags' (with a note that no tags have been used yet), 'Blogs' (with RSS syndication and links to Opml and Blogs on this Site), and 'Groups' (listing various mentors and students).

My Present

After finished typing My Past, i think i shall talk abt My Present. it's the 2nd yr i study in SHTM, as i said b4, i meet new fds and lecturers here and my favourite lecturer is Thomas, actually i met him when the time he's responsible for a talk in SPACE, talking about his 2nd love -- Antarctica (i think.....), which is one of his expertise. i still remember i had asked him a question: Do you think the green house effect will be the biggest threat to the Antarctica's tourism industry? He's really a knowledgeable & funny guy...anyway, he's so kind that always thinks from our angle and comes up with the best solution to solve our problems, and it's becoz of him, i am recommended to assist Mr Tony Tse to update part of the HKTB website. In SHTM, opportunities are offered to me to get involved into various tasks like the one i mentioned b4 & "Virtel" which is a simulator of a virtual hotel.

When working in a group, do try to set all the rules and norms first, once the confrontation or argument exists, you maybe able to follow them to handle those situations, coz the ultimate result of an unhappy grouping can turn fds into enemies which u & me don't want to see. Anyway...communication is the key to succeed. by the way, it would be exciting if u can broaden ur horizon by making attempt to interviews with Co., even for group projects. For

**Yr 2 student
sharing
experience**

Outcomes

The community-based nature of the blogs attracted many to **view** these **postings**. The blogs not only **bridged** the **face-to-face** and the **virtual learning** environment, they also **scaffolded communications** for students between courses, between students from **local, exchange** and **international backgrounds**, and **across year** groups.

Course-based blogs

Resource-rich

- Allow access by students from the same course or across cohorts
- Provide course-related resources
- Link to online discipline-related practice or journals
- Subscribe to high-quality articles with RSS feeds

Learners can

- Access resources
- Review current resources
- Practise writing tasks
- Reflect on learning activities
- Post comments

Case 2

Course-based blogs in 'English for the media':
Create multiple opportunities for students, as
future journalists, to develop **writing fluency**
and **presentation skills** in mass media

The screenshot shows a Windows Internet Explorer browser window displaying the WebCT course homepage for 'English for The Media'. The browser's address bar shows the URL: http://webct2.polyu.edu.hk/SCRIPT/ENGL318_20071_B/scripts/serve_home. The page title is '(ENGL318_20071_B) English for The Media - WebCT 4.1.5 - Windows Internet Explorer'. The course title is '1st 2007/08: (ENGL318_20071_B) English for The Media'. The page features a 'Course Menu' on the left with links to 'Homepage', 'Content Module', 'Discussions', 'Mail', 'Assignments', 'BLOG Demo', and 'News Blog (Sem1-4)'. The main content area has a banner for 'ENGL318 ENGLISH FOR THE MEDIA' and a grid of icons for 'Content Module', 'Discussions', 'Mail', 'Assignments', and 'News Blog (Sem1-4)'.

Case 2

WebCT: content,
discussion forum,
email, assignment

Blogs:

Archived resource

Group blogs

The screenshot shows a blog page with an orange header. The main content area features three posts, each with a title, a date circled in blue, a thumbnail image, a description, and a 'Filed under' category. The left sidebar contains navigation links for categories, meta, blogroll, and archives, with the 'june 2009' link in the archives section also circled in blue.

ENGL318 Multimedia Resources
Welcome to this blog, please give your valuable comments and share your views with us.

HOME SITE

categories
advertisement
animation
drama
film
interview
lifestyle
news
online tools
reality show
review
sitcom
software
student work

meta
login
entries rss
comments rss
wordpress.org

blogroll
demonstration

archives
june 2009
april 2008
march 2008
february 2008

channel 4 river cottage 26jun09
<http://www.channel4.com/services/videoplayer/popup.jsp?name=st>
Filed under: Lifestyle | 0 Comments

chinese song mocks cnn 15apr08

Chinese song mocks CNN
Filed under: News | 0 Comments

60minutes: high school rules
12apr08

School Rules!
Filed under: News | 0 Comments



News Blog (ENGL318 S02)

News Blog (ENGL318 S02)

Categories

- Editor's Column (5)
- Local News (7)
- Main News (7)
- Review (8)
- Sports & Entertainment (14)

Go!

All categories

Bookmark

Open All | Close All

- Journalism
- News online/blogs
- Newspapers / Magazine
- Radio
- TV

Archives

- May 2007
- April 2007
- March 2007
- Recent...
- Older...

Friday, April 27, 2007

Posted by LAU Ming Kit in Sports & Entertainment at 04:34 | Comment (1) | Trackbacks (0)

Get yourself Vista-Capable

A notebook computer can bring you a convenient platform for working and entertainment. It can also lead you to the "Vista world"—a new standard of computer system with enhanced functions and capabilities.

Continue reading "Get yourself Vista-Capable"

Friday, April 27, 2007

Posted by LAU Ming Kit in Sports & Entertainment at 03:42 | Comments (0) | Trackbacks (0)

Davis Carries the Warriors to Top the Top Seed



[slide](#) [Make Your Own](#) [★ View All Images ★](#)

In the first game in NBA Playoffs 2007, Baron Davis, who finished with a near triple-double, led the eighth seed of the Western Conference to defeat the Dallas Mavericks, which is the top seed and have the best record of 67-15 this season.

Continue reading "Davis Carries the Warriors to Top the Top Seed"

Calendar

← May '07

Mon Tue Wed Thu Fri Sat Sun

| | | | | | | |
|----|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

Quicksearch

Blog Administration

[Open login screen](#)

Practising web-based writing

- Headline
- Subtitle
- Hyperlinks

The image shows two side-by-side browser windows. The left window displays a news article titled "Symbol of Red" with several paragraphs of text. A hyperlink in the text, "interruption of the torch relay by Zhang-demonstrationists", is circled in red. The right window shows the homepage of "The Standard" news outlet, featuring a "Flame-out" article with a photograph of a person holding a torch. The Windows taskbar at the bottom shows various open applications and the system clock.

Symbol of Red

In artistic angle, red represents courage, vigor and power. In history, red is a sign of the loyalty in army. In religion, red is used to illustrate grandeur in Buddhism while it represents the Holy Spirit in Christian. In eastern culture, red is a symbol of passion, future, hope and braveness. In short, red has a positive meaning in different races, different countries and different fields. In China, red represents full of joy in the festivities.

The day of Olympic torch relay is a significant grand occasion in Hong Kong. It is so meaningful to use red T-shirt, national and HKSAR flags as a mark of solidarity and unity of Hong Kong people to welcome the torch.

Show Our Support to Beijing Olympics

China tackled a lot of difficulties to win the right of hosting the Olympic Games and is facing many challenges during the torch relay, like the [interruption of the torch relay by Zhang-demonstrationists](#). It is Hong Kong's pride to be the first stop of the torch relay in China after it has been carried through 19 cities across five continents. It is a good suggestion that everyone should wave the flag and dress in red on that day to show their support for the spirit of the Olympic Games and the torch.

We urge school principals and employers to allow their students and staff to dress in red so that all Hong Kong people can come forward in support of the Beijing Olympic

The Standard

The Standard Finance The Student SING TAO GARET

The Standard

The Standard Finance or Intelligence

Affirmative The best Liberal Studies activity for the talented

Business

Flame-out

Tuesday, April 08, 2008

The Paris leg of the Beijing Olympic torch relay was cut short last night after citywide protests against China's crackdown in Tibet.

The torches journey by foot ended outside the French parliament, where deputies hung a Tibetan flag on a railing. The torch was taken by bus on the final half of its trip to a stadium in the south of the city.

The stop came on a day of drama that saw security officials extinguish the torch four times as protests against China's policies on human rights and Tibet turned a relay through Paris into a jarring series of stops and starts.

Enhancing
writing with
multimedia:
*A promotional video
for
Olympic equestrian
events in Hong Kong*

Hong Kong Riding High

Ada Chan Wednesday 30 April 2008



A promotional video of the Equestrian in Hong Kong

Enhancing writing using images



(Captured by Apple)

Have you ever thought of meeting your soul mates through the Internet? Apart from chat rooms and dating websites, it's now very trendy to meet new friends, even lovers through online games.

Online game is one of the most popular entertainments in Hong Kong. You may think that only adolescents play online games. In fact, there are lots of people from different age groups [playing online games regularly](#). Undoubtedly, most of them are teenagers. In holidays, they even play online games over 12 hours a day.

In fact, there is a special culture inside the world of online games. It is the marriage relationship among the players. Almost every player in the games has a lover but they are not real lovers. Do you want to have this kind of relationship which only exists in the invented world?

Carol Yeung, who has played online games for 2 years, met her boyfriend through an online game. It's very easy to meet new friends as long as you talk to the strangers actively. Also, there are many lovers who knew each other in online



(Source: <http://news.bbc.co.uk/2/hi/technology/4183340.stm>)

Learning from the previous cohort

- Good examples
- Bad examples

Group 1 Newsblog

Do you have a “good” Mental Health?

06 DEC

Date: 02 Dec 2007



Eat healthier, do exercise into schedule, no smoking & excessive drinking, etc. Everyday, people face hundreds of healthy questions, but many of them seem to ignore an important thing, it is mental health. Did you know what is mental health?

10 October of every year is World Mental Health Day, according to World Health Organization, mental health is defined as a state of well-being in which individual realized his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.

Stress is one of main causes which can affect your mental health. Stress is a part of our life, everybody face different stress everyday, and there are good stress and bad stress. A mild stress can be beneficial to us, it can motivate and energize us to do something better. On the contrary, a severe stress can be harmful, even then our physical health. In facts, most people think stress is a negative feeling rather than a positive feeling, that's why most people hate stress. Stress management is very important, but before stress management, people must clearly understand that where does their stress come from? There are six main sources of stress: 1) Gender: the relationship with your spouse, boy/girl friends 2) Home/Family 3) Social relationship, include friends 4) Housing problem 5) Financial issue 6) Work

Outcomes: Survey 2006-07

- ‘The online news blog **enhanced** my learning **experience**’ (mean = 4.00; s.d. = 0.385)
- ‘The online news blog was an **effective** way for me to **share ideas** and thoughts’ (mean = **4.00**; s.d. = 0.61)
- ‘The online news blog enabled me to **learn** more **from other students**’ (mean = **4.00**; s.d. = 0.67)
- The lowest score was ‘Did you **encounter** any **technology problems** while using the online news blog?’ (mean = **1.25**; s.d. = 0.44)

Outcome: Survey 2007-08

- ‘The online news blog enabled me to **learn** more from **reading the work of peers**’ (mean = **4.09**; s.d. = 0.53)
- ‘I **welcomed** group members **sending me comments** on my postings in the blog’ (mean = **4.09**; s.d. = 0.53)
- The lowest score was ‘I am very **familiar** with **postings to a blog**’ (mean = **3.23**; s.d. = 1.02).

Most of the educational activities inherent in course-based blogs are likely to become less frequent by the end of a course

Conclusion

- Learning-centred environment allows the **active participation of learners**
- Educators can design learning-centred blog: course-based and community-based, depending on the **intended learning outcomes** of a **course or programme**
- Learners can actively publish high-quality creative work, while their peers and students from previous cohorts can make **valid, just-in-time comments** that enable the **fostering of academic interdependence** in the learning community

THANK YOU

My contact: Paula Hodgson (etpaula@hku.hk)

