Potential Pedagogical Benefits and Limitations of Multimedia Integrated Desktop Video Conferencing Technology for Synchronous Learning (MIDVCT)

Drs. Maurice Schols
CONTENTS (1)

• Introduction
• Examples of MIDVCTs
• Objective of the study
• Research questions
• Literature review
• Participants
• Setting and Procedure
CONTENTS (2)

• Data collection and analysis method
• Pedagogical benefits
• Pedagogical limitations
• Conclusions
• Further research
INTRODUCTION (1)

Multimedia desktop video conferencing is a new technology that allows coordinated online audio and visual interactions with geographically separated learners and instructors by making use of multimedia integrated tools.
INTRODUCTION (2)

• Some video conferencing systems include tools to facilitate communication and support for multiple users / hosts in different locations
- video, audio, text chats
IT IS FOR FREE!
Dear Mr Ewals,

Subject: Vacancy for Purchasing Manager

I would like to apply for the position of purchasing manager as advertised online at www.nationalevacaturebank.nl on 3 March (2009).

With much interest I read the job vacancy online for the inkoop manager at www.nationalevacaturebank.nl. The vacancy strongly appealed to me because of my current study and the function requirements particularly connects very well with my education and interests.

I am currently a third-year student at the Fontys International School of Economics in Venlo. I am studying International Marketing. My education will last one more year and then I will graduate. This year I have been an intern for Vespo a textile company. I was an assistant of their purchasing manager and have been an intern there for five months. During my internship I learned to work independently and result-oriented and also to be a team player. I am able to handle…
OBJECTIVE OF THE STUDY

To explore the potential pedagogical benefits and limitations of multimedia integrated desktop video conferencing on student learning.
1. What theoretical insights can be derived from secondary literature with regard to multimedia learning?

2. What are the pedagogical benefits and limitations of using MIDVCT as perceived by the learners participating in this study?
LITERATURE REVIEW

- Literature review of use of video conferencing and multimedia learning and related learning theories
- About 20 papers reviewed
- 11 used in current study
- 2 books used
PARTICIPANTS

• 67 freshmen participated in the study
• All were following one of the main study tracks:
  1) International Business and Management Studies
  2) International Business Economics
  3) International Marketing
• All 67 students volunteered.
SETTING AND PROCEDURE

• Investigation of multimedia integrated desktop video conferencing technology (MIDVCT) in the teaching of English to first year students at Fontys University, Venlo

• 32 video conferencing sessions were studied over a period of three months

• Local site (instructor’s room = host) and off campus sites (students)
DATA ANALYSIS METHOD (1)

- A qualitative research method was used
- A focus group interview
- Individual interviews based on the interview guide approach
**DATA ANALYSIS METHOD (2)**

**Focus group**
- Nine participants
- Inventorize thoughts and feelings

**Individual interviews**
- Nine individual interviews
- Inventorize thoughts and feelings

**Results**
1. Pedagogical benefits
2. Pedagogical limitations
PEDAGOGICAL BENEFITS

Fostering synchronous collaboration

Learner motivation and engagement

Accommodation for different learning styles
PEDAGOGICAL LIMITATIONS

• Overload of information during the video conference sessions
• Overkill of multimedia resources
CONCLUSIONS

• Significant ties between the literature / theories used and qualitative data
• Students perceived the use of MIDVCT as enhancing their learning
• However, data analysis with regard to the potential pedagogical limitations shed light on several disadvantages
FURTHER RESEARCH

• Due to the small scale research study, the research findings only reveal students’ perceptions with regard to the use of MIDVCT

Interesting topic for further research would be the use of MIDVCT in relation to learning outcomes