Seneca



Pocket of Innovation Webinar Series:

Developing a Class Response System to Promote Active Learning During Online Courses at Seneca College, Toronto, Ontario

December 1, 2020

"I love teaching online"

"I've been teaching online for 15 years"

Margaret Osborne
Professor, SIBM, Seneca Business
margaret.osborne@senecacollege.ca



Dr. Ken Kwong-Kay WongProfessor, School of Marketing, FCAD
ken.wong@senecacollege.ca



The Opportunity: Poor Online Engagement



Challenges faced by educators...



Poor Online Engagement

 Students are bored, confused, shy, tired, and distracted

Lack of Peer-to-Peer Assessment

Students learn from the professor but not really from their classmates

It's not FUN!

 We need to give students a good reason to attend the 8am webinars
 (I got 3 this semester!)

And...they need a way to recycle the questions or activities easily across sections to minimize workload!



The Opportunity: ZOOM Fatigue





Marketing class



Statistics class



English class



Advertising class



Biology class



Physics class



History class



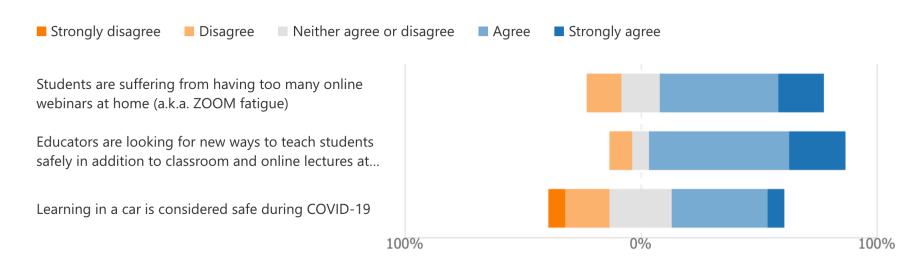
Ballet/Music class

The Opportunity: Survey



1. Please rate these statements about learning.

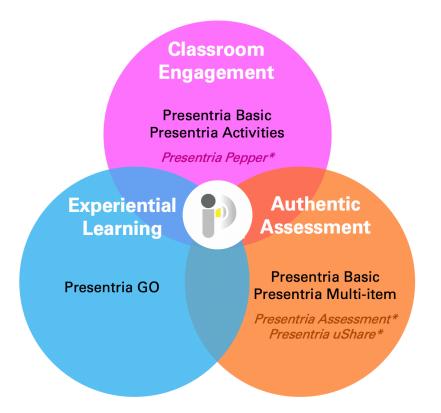
More Details



The issue of "ZOOM Fatigue" is also confirmed during our focus group and expert interview in Nov 2020.

Our Innovation: Presentria, a Scalable EdTech Platform









Presentria Basic

An advanced class response system designed by educators, for educators





Presentria Activities

Engage your students with 7 amazing group activities!





Presentria GO

Taking experiential learning to the next level.



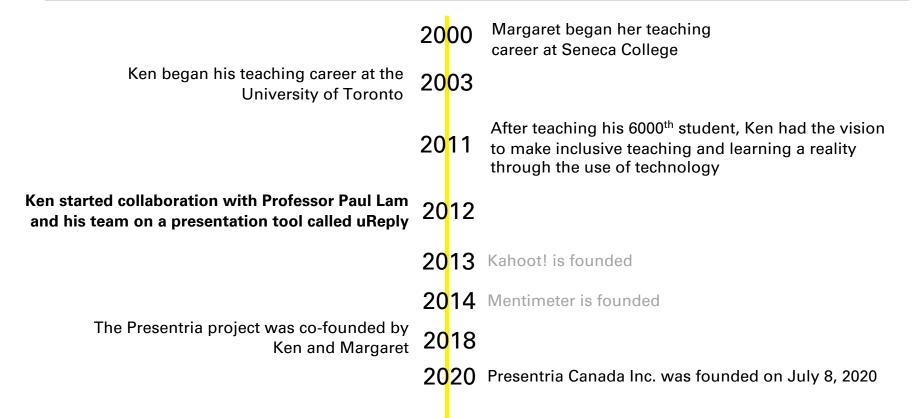


Presentria Multi-item

Online quiz and survey made easy, with auto-grading functionality!

Our Innovation: A passion for inclusive teaching and learning





Our Innovation: The Team





Dr. Ken Wong & Prof. Paul Lam



Margaret D. Osborne, MBA



Daniel Wong
Software Engineer



David Yeung
Software Engineer



Beryl Lau
Software Engineer



Grace Tsang
Project Manager



Victor Chan
Project Manager

Plus..... Kevin, Robert, and a group of talented Masters/PhD students and professors around the world.

Our Innovation: Presentria Basic / Multi-item



1. Multiple Choice



4. Likert Scale



2. Text



5. Private Messages



3. Fill-in-the-blanks



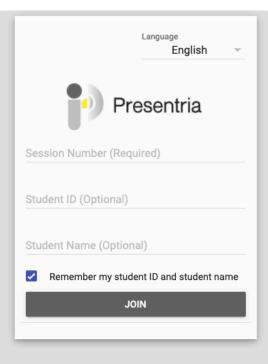
6. Numeric Value



- 6 question types
- YouTube video support
- Math formula support
- Word cloud generator
- Presentria is currently the only solution that enables "fill-in-theblanks" question type
- Actual questions and results are displayed on participants' devices

Product Demo: Presentria.com



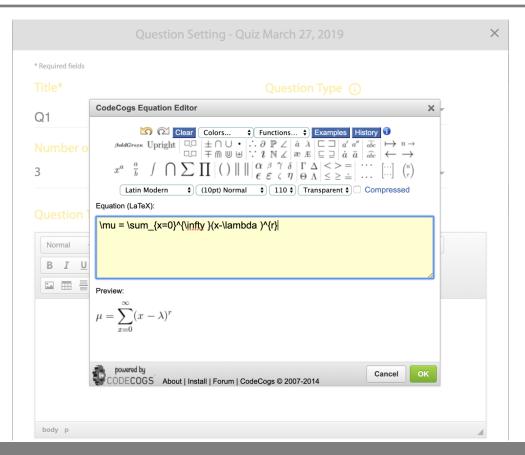




- **Questions Set Up**
 - Ad hoc
 - Question bank
 - Add shared question using a "code"

Math formula with LaTeX support





Our Innovation: Presentria vs. Mentimeter vs. Kahoot!









Question and answers are displayed on student's device







Easy sharing of question bank with other professors







"Fill-in-the-blanks" question type







Word cloud & video support







Math formula support using LaTeX







"Peer review" and "peer instruction" activities







Experiential Place-based Learning

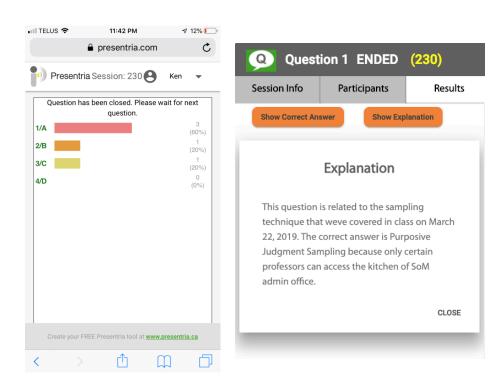




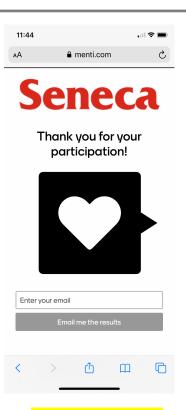


Our Innovation: Presentria vs. Menti





V.S.



Presentria

Mentimeter

Our Innovation: Presentria Activities

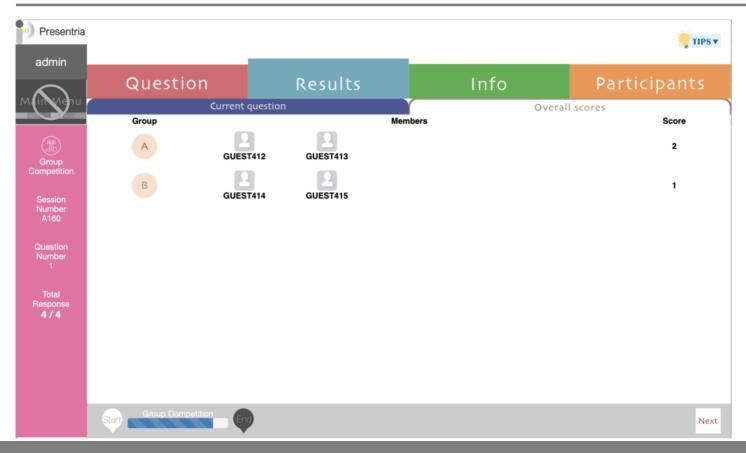


	Team Competition	Students form teams to compete. Individual scores are added up to create the team score. The team with the highest scores wins.
	Speed Challenge	Students compete to answer questions correctly in the shortest amount of time.
8	Level Challenge	Students have 2 lives and lose a life if they answer a question incorrectly or take a pass. Students with no more life left, lose the game. The number of lives is adjustable.
	Pick or Random	Instructor picks a student from the list or randomly to answer the question.
	Hand Raising	Students press a button on their smartphone or computer to raise their hands. The instructor selects a student to answer the question.
	Peer Review	Students answer an open-ended question, and then let their classmates check each other's work and give scores.
	Peer Instruction	Students answer the same question twice while in between, they discuss and learn from each other.

- Engage our online students with these amazing group activities!
- Presentria enables student-to-student evaluation via its online "peer review" activity

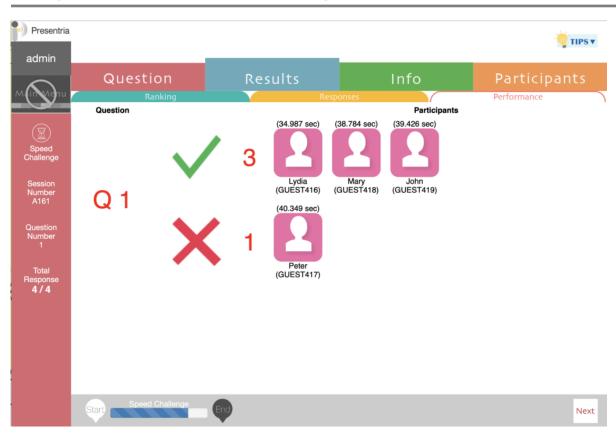
E.g., Team Competition





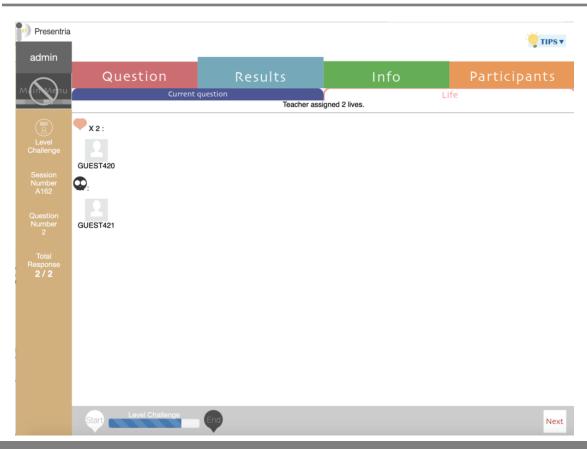
E.g., Speed Challenge





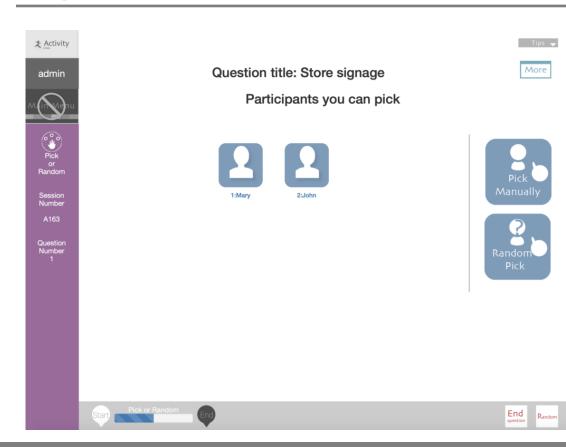
E.g., Live Challenge





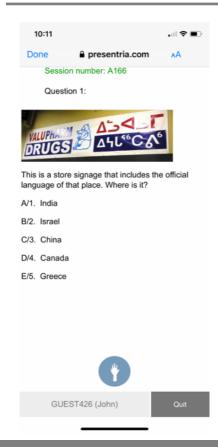
E.g., Pick or Random

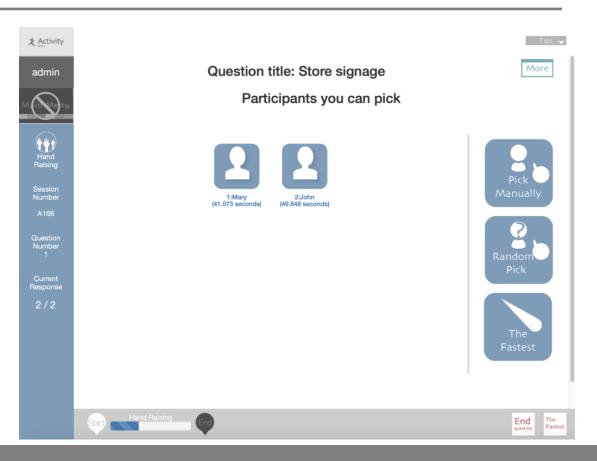




E.g., Hand Raising



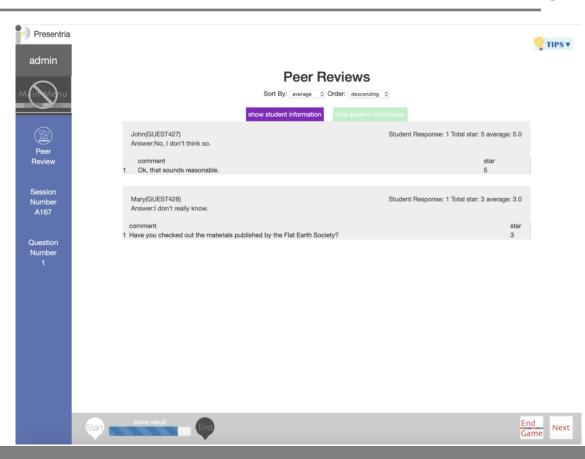




E.g., Peer Review





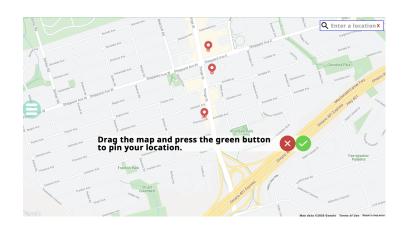


E.g., Peer Instruction



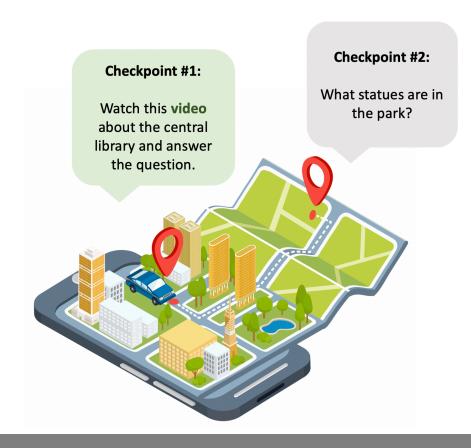






Innovative Solutions:

- Drive Thru Scenic Safari
- Experiential Place-based Learning
- In-Car Location-based Learning
- Orientation & Campus Tour



Product Demo: Presentria GO







Students can perform various tasks at the checkpoint.



Figure 5: YouTube video



Figure 6: Text question

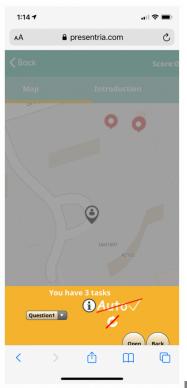


Figure 7: Multiple tasks in a checkpoint location



Students can perform various tasks at the checkpoint.



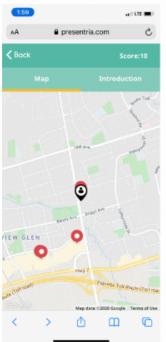






Figure 11: Certificate of Completion (PDF)

Figure 8: General Information

Figure 9: Scoring points at checkpoints

Figure 10: Immediate feedback



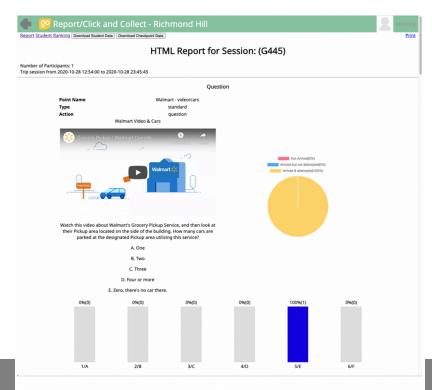


Figure 12: Online report on the uReply GO web interface



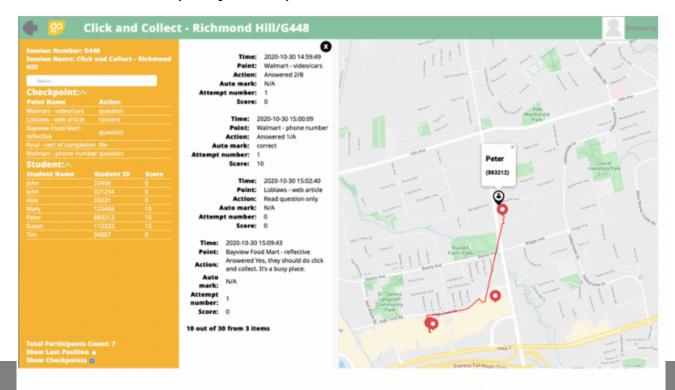


Figure 13. Online report showing trip information for a specific student in a map style.



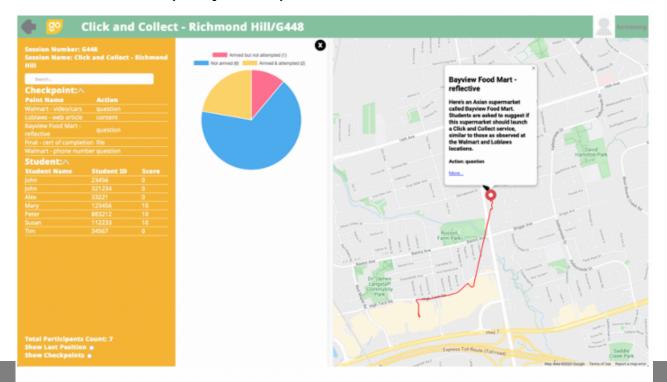


Figure 14. Online report showing trip information for a specific checkpoint in a map style.



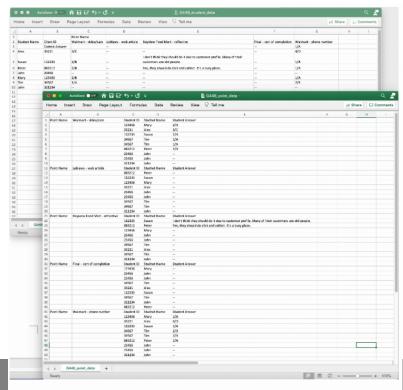
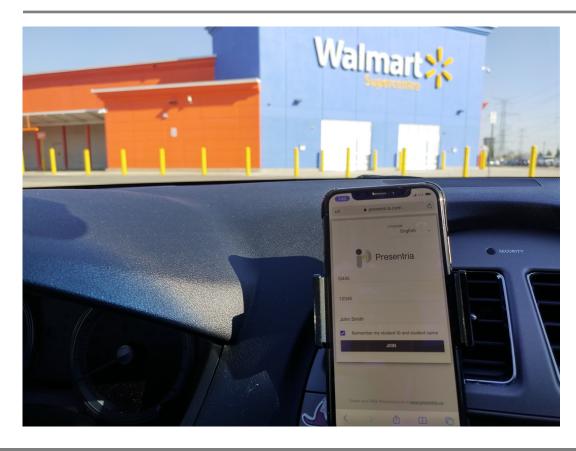


Figure 15. Student and checkpoint information is shown in Excel spreadsheet format.





Benefits: Student Recruitment (Video)





Benefits: Presentria in Action – Seneca College





Applied Marketing Research MRK455, Newnham Campus, Seneca College



Introduction to Marketing BAB235, Newnham Campus, Seneca College



Marketing II MRK200, Markham Campus, Seneca College

Benefits: Presentria in Action – Seneca College





Applied Marketing Research MRK455, Newnham Campus, Seneca College.



Introduction to Marketing BAB235, Newnham Campus, Seneca College



Applied Marketing Research MRK455, Newnham Campus, Seneca College



Marketing II MRK200, Markham Campus, Seneca College



Introduction to Marketing BAB235, Newnham Campus, Seneca College

Outcome: Feedback from Seneca professors



"I've been using Presentria in my three Brand Management graduate certificate courses. I have found it to be a very easy and intuitive tool. With all of the different question format options that Presentria offers, it enables me to tailor how I engage with my students. I believe that Presentria will really help me with keeping my students interested and engaged."

Duncan Reith

Professor of Marketing, Seneca College
Seneca

"I was introduced to Presentria in the early days of the Pandemic. It's a pragmatic tool for instructors who don't need to be in the same physical space as their students. In our climate, it's particularly handy during "snow days." Like any other useful app or program, Presentria takes a bit of practice; but it's well worth the investment of time."

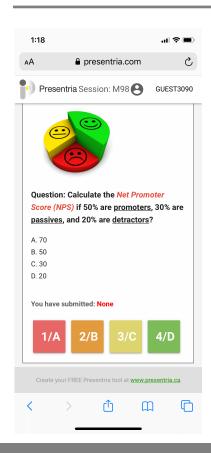
Reza Alavie

Professor of Marketing, Seneca College

Seneca

Outcome: Feedback from Seneca professors





"Presentria is such an interactive tool. It is user-friendly and helps me engage students in class."

Dr. Alireza Faed

Professor of Marketing, Seneca College

Seneca

"I used Presentria GO for my lecture on outdoor advertising, which enabled me to walk my students through a neighbourhood and observe the kinds of outdoor advertising, and have a really specific and topical discussion"

Jared Breski

Professor of Marketing, Seneca College

Seneca

Outcomes: Feedback from local professors



"I am using Presentria in an introductory course with 285 students because of its ease of use on a variety of mobile platforms. With Presentria, I can generate a word cloud on the spot to highlight the overall sentiment in the answers submitted about a current event."

Prof. Robert Ott

Interim Chair, School of Image Arts, FCAD

Ryerson University, Canada





Outcomes: SSO / Site Licenses*



Our solution has a 90%+ market share in Hong Kong



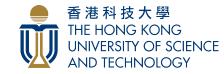
- City University of Hong Kong
- The Hong Kong Polytechnic University
- Lingnan University Hong Kong
- Hong Kong Baptist University
- The Hong Kong University of Science and Technology
- The Education University of Hong Kong
- Hong Kong Shue Yan University
- The Chinese University of Hong Kong
- The Chinese University of Hong Kong, Shenzhen



















^{*} System integration and service provided by Paul's Edvant team

Outcomes: A proven solution for educators around the world



The Chinese University of Hong Kong

- As of Nov 30, 2020, there are 2,000+ registered professor accounts in CUHK alone!
 - 100-300 professors are actively using the system per semester
- Since our initial software release in September 2012
 - 20,000+ sessions have been run
 - 4.5 millions+ pageviews (responses from students)



Outcomes: A proven solution for educators around the world



"Presentria is a superior choice to shift online learning from bi-directional to multi-directional and multi-lateral, when it is about learning. As online education is becoming a normalized approach to instruction, around the world, tools like Presentria are the difference between a good experience and a superb one. I strongly support the product and the vision behind Dr. Wong's innovative and award-winning approach.."

Dr. Mark Esposito

Institutes Council Co-Leader, MOC, Harvard Business School Harvard University, USA



Outcomes: A proven solution for educators around the world



"I set up a test course G433 which seems to work rather well with the maps in Glasgow. I love the idea, and it is relatively easy to get a hang of the tool."



Dr. Nathalie Sheridan

Lecturer (Senior Adviser) Academic and Digital Development

Academic Lead for Mentor Development

University of Glasgow, UK

"We offer technology training to several hundred education graduate students each term. This Presentria tool could be something we share with them. It could also be something of value for our institution"



Dr. Martha Cleveland-Innes

Professor and Program Director Master of Education Program Athabasca University

Outcomes: Feedback from educational experts



"Presentria helps to promote active learning and enhance engagement in online classes. The tool pushes polls and questions to the student's device to encourage group discussion with innovative questioning techniques, which get more students involved in class participation."



Online Learning News, July 1, 2020
Teachonline.ca
Contact North

"Thanks again Ken for the demo today! Very impressed. This is fascinating....subscribes to the notion that the school is the community!"



Robert Martellacci

Blogger & Publisher of MindShare Report Organizer of EdTech Leadership Summit

Outcomes: Interview with EdTechTV





How Award-Winning Professor Dr. Ken Wong is Democratizing Learning through his Latest Product Innovation @Presentria & pscp.tv

Outcomes: Recognition from the Ministry of Colleges and Universities





"As a leader in digital learning solutions, your development of Canada's first experimental place-based online learning tool, enabling PSEs to deliver lectures outside the classroom during COVID-19 brought exceptional benefits to students, Ontario's postsecondary community and beyond."

The Honourable Ross Romano
Minister of Colleges and Universities
Sep 2020

Challenges

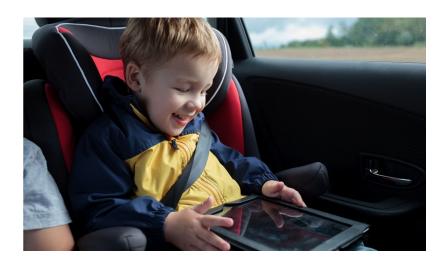


- "I've not heard about you, are you real?"
- "I'm happy with my Menti, don't bug me."
- "You're only 3 professors, how can you compete with giant firms like Kahoot! and others?"
- "Are you GDPR, AODA, ____, ___, ___, ___, compliant?"
- "I can't believe that you're giving out FREE accounts, is it a scam?"
- "Single Sign On (SSO): Yes, but \$\$\$....."

Potential: In-Car Location-based Experiential Learning











Potential: In-Car Location-based Experiential Learning









Survey



- https://bit.ly/3jZvFi2
- https://forms.office.com/Pages/ResponsePage.aspx?id=Svc06-dYi0qeWUM-TEEnV4kmhSj-JuBLn2k-q2GVnE5URUkwOThKVDRISUc2VzZPUTJIMTVQMDc5UC4u



Survey: In-Car Location-based Experiential Learning

This online survey should take about 3 minutes to complete. Participation is voluntary, and responses will be kept confidential. You have the option to not respond to any questions that you choose. Your consent is given by your electronic response below instead of a signature. You will be asked to reconfirm your consent following completion of the questionnaire. Since the questionnaire is anonymous, it is not possible to withdraw consent after the questionnaire is submitted but you will have an opportunity to withdraw consent at the end of the questionnaire if you choose to do so.

. . .

1. Please rate these statements about learning.

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Students are suffering from having too many online webinars at home (a.k.a. ZOOM fatigue)					
Educators are looking for new ways to teach students safely in addition to classroom and online lectures at home.					
Learning in a car is considered safe during COVID-19					

Bonus for all webinar attendants



- Free BASIC account for all of you, no expiry date, no ads.
- Not a trial.
- I won't sell your contact info to 3rd party.
- I'll probably e-mail you twice a year:
 - System maintenance
 - Merry Christmas / Happy Holidays



Product offerings and pricing





Yes, it is really free!

Free

No ads, no expiry date

Presentria Basic

Presentria Multi-item

Presentria Activities

5 Ouestions Per Session

No Reporting

Regular Server

100 Students Max.

.

Free Sign Up

Advanced

Great value!

C\$20 / year

Per Instructor

Presentria Basic

Presentria Multi-item

Presentria Activities

Unlimited Questions

Detailed Reporting

Advanced Server

500 Students Max.

Standard Support

,

Buy / Free 30-day Trial

Pro

Most popular

C\$40 / year

Presentria Basic

Presentria Multi-item

Presentria Activities

Presentria GO

Unlimited Questions

Detailed Reporting

Advanced Server

500 Students Max.

Premium Support

Buy / Free 30-day Trial

Enterprise

Trusted by tier-1 universitie

Quoted

Contact Us Today!

Presentria Basic

Presentria Multi-item

Presentria Activities

Presentria GO

Unlimited Questions

Detailed Reporting

Single Sign On (SSO)

Global AWS Hosting

Customized Branding

Contact Us

Potential: Presentria Robot







School Closure due to COVID-19





COVID-19

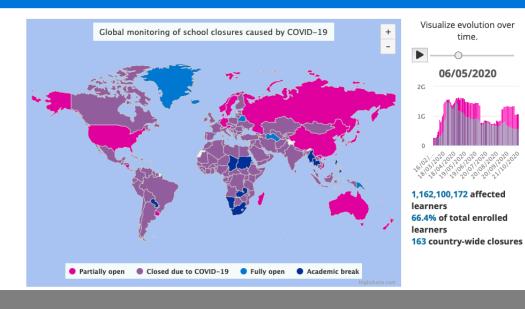
Global Education Coalition

What we do

Stories & Ideas

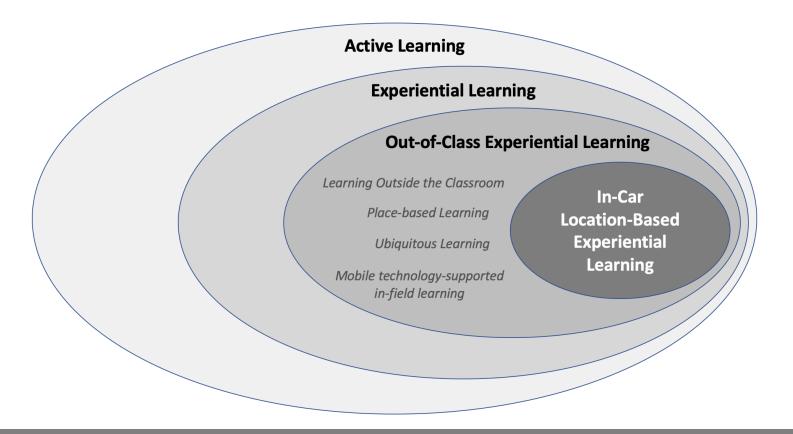
Resources

COVID-19 Impact on Education



In-Car Location-Based Experiential Learning (ICLBEL)





Work, Play, and Study





























