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HANDS ON E.LEARNING

A MANUAL FOR OUR COURSES ON OLAT
HANDS-ON GUIDES, VOL. 5
1ST EDITION
VERSION 1.03

Chair of Marketing and Market Research
Institute for Strategy and Business Economics
University of Zurich, Switzerland

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PREAMBLE

Welcome to our guide on e.Learning with OLAT!

Thank you for your interest in the classes that we offer at the University of Zurich. We all share a similar passion: we not only love our subject, we also love to teach, to hand over some of our knowledge to you, to interact with you, to learn from your experience and perspectives, and finally to be able to accompany you for a short period of your life.

However, it is not all about passion and fun. We would also like to offer the best service we can. Therefore, we institutionalized eLearning content for all our courses. We think that it is evident to use the internet as a communication tool and that it offers additional possibilities to enhance your learning experience.

Target group for this document:

Students and users of our e.Learning content.
(You must have an OLAT account to be able to access our content!)

Motivating force behind this document:

One of our principles is the choice of adequate teaching and learning methods. Therefore, we have been creating a fully documented virtual learning environment for our students. This is what you can expect from our web space:

- general course overview
- online calendar
- teaching material from the classroom available to download
- additional material to facilitate in-depth studies on the topics
- student section where you can add material yourself
- flash SPSS movies
- interactive multiple choice questions for testing your knowledge
- flashcard glossaries
- discussion forums
- instant messenger for identifying who else is online and for direct interactions
- surveys to improve our services

Objective of this document:

This document has been written in order to help you use and understand the features mentioned in the OLAT environment.

At this point, we would like to state that this document is not intended for a comprehensive introduction to the basic functions of OLAT. If you have that sort of questions, please visit the OLAT help sites: <http://www.id.uzh.ch/dl/elearning/olatunizh.html>

Furthermore, this document should be understood as a “living document”. Thus, all of your ideas, feedback, and criticism are very much welcome and should be integrated in this document.

Courses available:

We offer different lectures and seminars at our department. Please have a look at our website to discover, which ones are available and offer e.Learning content. Please notice that our e.Learning courses are not meant to be stand-alone courses. They provide additional material to our lectures and seminars.

1. GETTING ACCESS

“We do not retreat from reality, we rediscover it.”

C.S.Lewis

Choose your course

We offer different courses at our department. Please have a look at our website to see which courses are available: <http://www.isu.uzh.ch/market-research/education/eLearning.html>.

Visit the OLAT website

There are different possibilities to find our courses on OLAT. The easiest way: just follow the links on our website. A different approach: use the search function on the OLAT website. There are many more ways to find our courses, but as stated earlier, please consult the OLAT help sites if you have any questions regarding basic features of OLAT (<http://www.id.uzh.ch/dl/elearning/olatunizh.html>).

All our courses have a homepage where you will find key information to the course. This document uses screenshots from our lecture “Quantitative Market Research I” as examples.

QMR1
Enrollment

Quantitative Market Research I
e.Learning

Outline

“I learnt very early on the difference between knowing the name of something and knowing something.”
Richard Feynman

The idea of this introductory course to « Quantitative Marketing Research » is to start with the ideas first, and their embeddedness into real-life, and actual research questions. Therefore, this course will not replace your statistics courses, but rather, be complementary to them. You will learn to identify research questions, connect them to empirical quantitative methodology, apply these methods to deliver interpretable results and formulate implications based on your results. It is not a course for mathematicians; instead it is directed towards students that want to apply mathematics to real problems.

This course will always take place in the fall semesters and it is the prerequisite to part II. You'll find all the necessary information concerning the course within this syllabus. From time to time, updates will be posted on our website, at the “Marketing” blackboard at Plattenstrasse 14, 4th floor, and on the eLearning platform.

Figure 1: Homepage QMR I

As you can see, this site contains the outline of the overall course. Further, the homepage gives information about the instructor, type, workload etc. as well as the objectives for learning. Please read this information carefully if you have not decided yet whether to join the course. After you have made up your mind, you might want to enroll.

Enrollment

This is only possible at the beginning of the semester; if you have missed the deadline for some reason, please send us an email including a short statement and your OLAT-account name.

If you want to join our course and to have access to all the corresponding material, you have to enroll. You can do so simply by clicking the menu item “Enrollment” in the upper left on the website. This will lead you to the following page:

Enrollment
To see the content of this course, please enroll.

➔ Choose one of the learning groups below to enroll.

1 Entry

Name ↓ »	« Description »	« Number of places Taken/Total »	« Status »	« Enrol »	« Cancel enrolment »
QMR1 HS09		46	Not enrolled	Enrol	-

Figure 2: Enrollment

We assign at least one learning group to each of our courses; this is necessary to manage the access privileges of the enrolled students. Sometimes we offer more than one, especially for courses that involve group work. Every group will have access to the general course material, but in addition, we can assign exclusive group forums, folders etc. to each individual group. Choose one and click the link “Enrol” in the fifth column of the table. You should now see the following confirmation.

Quantitative Market Research I
e.Learning

Outline

“I learnt very early on the difference between knowing the name of something and knowing something.”
Richard Feynman

The idea of this introductory course to « Quantitative Marketing Research » is to start with the ideas first, and their embeddedness into real-life, and actual research questions. Therefore, this course will not replace your statistics courses, but rather, be complementary to them. You will learn to identify research questions, connect them to empirical quantitative methodology, apply these methods to

Figure 3: Enrollment confirmation

You may have noticed, with this step you have gained access to more content and features: see left of the page.

Attention!

If you are a student at the University of Zurich, please be aware that your enrollment does not mean that you have booked our course for your semester. For this purpose, please visit the official UZH booking tool:

http://www.students.uzh.ch/booking_en.html

2. COURSE CONTENT

“A learning experience is one of those things that say,
‘You know that thing you just did?’ Don’t do that.”

Douglas Adams

Introduction to structure and features

There are several modules in our e.Learning environment. This chapter explains them one by one, so that you can easily follow them on the website if you want. You get access to them via the navigation menu at the left of the screen. There are two different types of menu items: one leads you directly to a module or feature, the other one opens up an additional navigation branch. So, please check those for more content.

Infoboard

The “Infoboard” provides you with news and updates regarding the e.Learning environment and the corresponding lecture or seminar. Please, keep in mind to check it regularly, so that you will not miss any important information during the course.

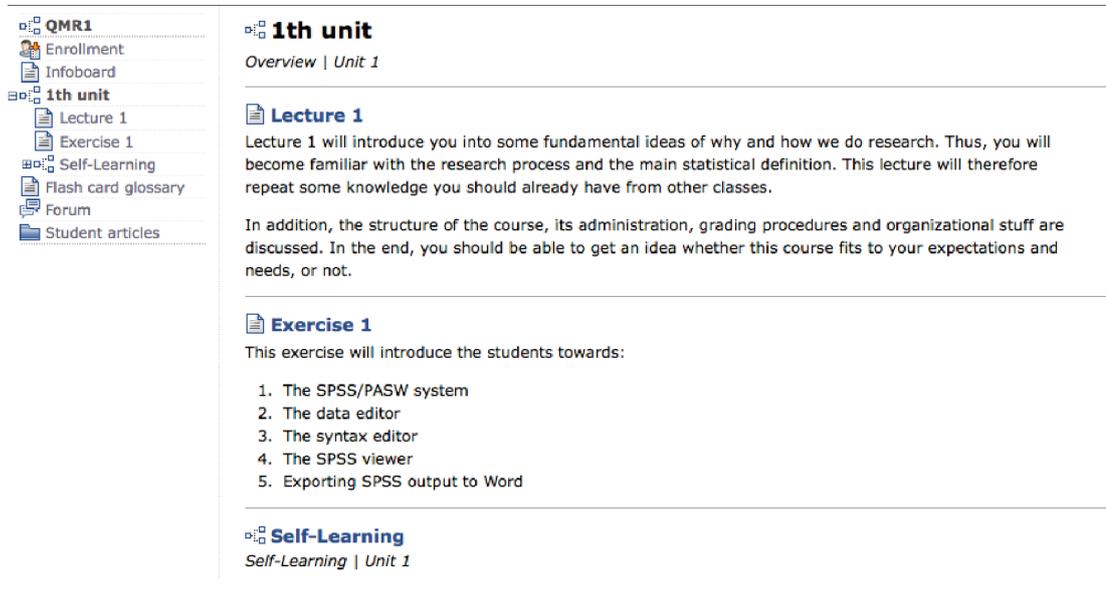
The screenshot displays the e.Learning platform interface. On the left, a navigation menu includes 'QMR1' and 'Enrollment'. The main content area features a header for 'Quantitative Market Research I e.Learning'. Below this, an 'Outline' section contains a quote by Richard Feynman: "I learnt very early on the difference between knowing the name of something and knowing something." The text further explains that the course is introductory, focusing on real-life applications of quantitative methodology, and is a prerequisite for part II. Updates are noted to be posted on the website, the Marketing blackboard at Plattenstrasse 14, 4th floor, and the eLearning platform.

Figure 4: Infoboard

Our e.Learning platform will be developed and improved continuously.

Units, Sessions, Lectures, Exercises

Under these menu items you will find the core and most important part of our e.Learning content. Every lecture or exercise is complemented by its own site containing information, downloads and self-learning content. Usually one element covers one week in your course planning. See the following screenshot for an example of “Quantitative Market Research I”: lecture, exercise and self-learning for the first week. By clicking the structure menu item “1st unit” you will get an overview.



The screenshot displays a course navigation menu on the left and a main content area on the right. The menu includes 'QMR1', 'Enrollment', 'Infoboard', '1th unit', 'Lecture 1', 'Exercise 1', 'Self-Learning', 'Flash card glossary', 'Forum', and 'Student articles'. The main content area is titled '1th unit' and contains sections for 'Lecture 1', 'Exercise 1', and 'Self-Learning'. The 'Lecture 1' section includes a paragraph about the research process and a note about course administration. The 'Exercise 1' section lists five tasks related to the SPSS/PASW system. The 'Self-Learning' section is partially visible at the bottom.

QMR1
Enrollment
Infoboard
1th unit
Lecture 1
Exercise 1
Self-Learning
Flash card glossary
Forum
Student articles

1th unit
Overview | Unit 1

Lecture 1
Lecture 1 will introduce you into some fundamental ideas of why and how we do research. Thus, you will become familiar with the research process and the main statistical definition. This lecture will therefore repeat some knowledge you should already have from other classes.

In addition, the structure of the course, its administration, grading procedures and organizational staff are discussed. In the end, you should be able to get an idea whether this course fits to your expectations and needs, or not.

Exercise 1
This exercise will introduce the students towards:

1. The SPSS/PASW system
2. The data editor
3. The syntax editor
4. The SPSS viewer
5. Exporting SPSS output to Word

Self-Learning
Self-Learning | Unit 1

Figure 5: QMR I, 1st unit overview

Lecture 1 / Session 1

For each lecture there is an outline, so you will get an idea of its topics. We always state the learning objectives, sometimes there is a short overview as well (check the right column). Additionally to the slides that we use in our classes (you will find them for download in the right column), we provide you with some information on the readings that are required, recommended, and to be followed-up etc. If possible we try to have articles and papers for download, just follow the links when they are available. Always check the right column for more content.

- QMR1
- Enrollment
- Infoboard
- 1th unit
 - Lecture 1
 - Exercise 1
 - Self-Learning
 - Flash card glossary
 - Forum
 - Student articles

Quantitative Market Research I | e.Learning Unit 1
Lecture 1

Outline

Lecture 1 will introduce you into some fundamental ideas of why and how we do research. Thus, you will become familiar with the research process and the main statistical definition. This lecture will therefore repeat some knowledge you should already have from other classes.

In addition, the structure of the course, its administration, grading procedures and organizational stuff are discussed. In the end, you should be able to get an idea whether this course fits to your expectations and needs, or not.

Objectives For Learning

This lecture has the following learning objectives:

- Get in touch with empirical, quantitative marketing.
- Repeat existing knowledge about some fundamental statistical terms.
- Get an idea whether this course fits to the individual student's needs.

Overall, these are the key terms of the week that you should have discovered:

- Descriptive statistics

Slides

 **Download**
(last edit: 21.09.09)

Objectives For Learning

 **View Overview**
(last edit: 13.09.09)

Self Learning

 **Multiple Choice**
(last edit: 21.09.09)

Figure 6: Lecture 1 / Session 1

Exercise 1

In case you attend a lecture that comes with an exercise, you will find a corresponding site of its own as well. There you will find the outline, objectives, readings, downloads and further information.

- QMR1
- Enrollment
- Infoboard
- 1th unit
 - Lecture 1
 - Exercise 1**
 - Self-Learning
 - Flash card glossary
 - Forum
 - Student articles

Quantitative Market Research I | e.Learning Unit 1
Exercise 1

Outline

This exercise will introduce the students towards:

1. The SPSS/PASW system
2. The data editor
3. The syntax editor
4. The SPSS viewer
5. Exporting SPSS output to Word

Objectives For Learning

This exercise has the following learning objectives:

1. Get in touch with SPSS/PASW.
2. Learn how the software is basically arranged.
3. Learn how to enter data into SPSS/PASW.
4. Learn how to work with SPSS/PASW.

Readings

Required reading

Exercises

 **Download**
(not yet available)

Self Learning

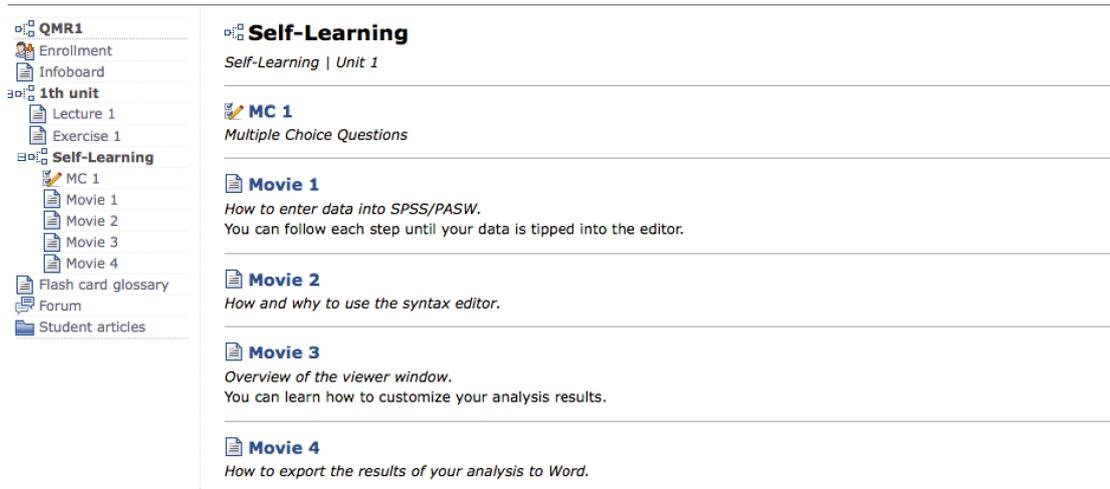
 In the following you'll find SPSS/PASW movies that will introduce you into the following basic ideas.

1. Get in touch with SPSS/PASW.
2. Learn how the software is basically arranged.
3. Learn how to enter data into SPSS/PASW.
4. Learn how to work with SPSS/PASW.

Figure 7: Exercise 1

Self-Learning

Each unit might contain its own self-learning section:



The screenshot shows a course navigation menu on the left and a self-learning section on the right. The menu includes: QMR1, Enrollment, Infoboard, 1th unit, Lecture 1, Exercise 1, Self-Learning, MC 1, Movie 1, Movie 2, Movie 3, Movie 4, Flash card glossary, Forum, and Student articles. The self-learning section is titled "Self-Learning | Unit 1" and contains four movie entries: MC 1 (Multiple Choice Questions), Movie 1 (How to enter data into SPSS/PASW. You can follow each step until your data is tipped into the editor.), Movie 2 (How and why to use the syntax editor.), and Movie 3 (Overview of the viewer window. You can learn how to customize your analysis results.). Movie 4 is also listed with the title "How to export the results of your analysis to Word."

Figure 8: Self-Learning

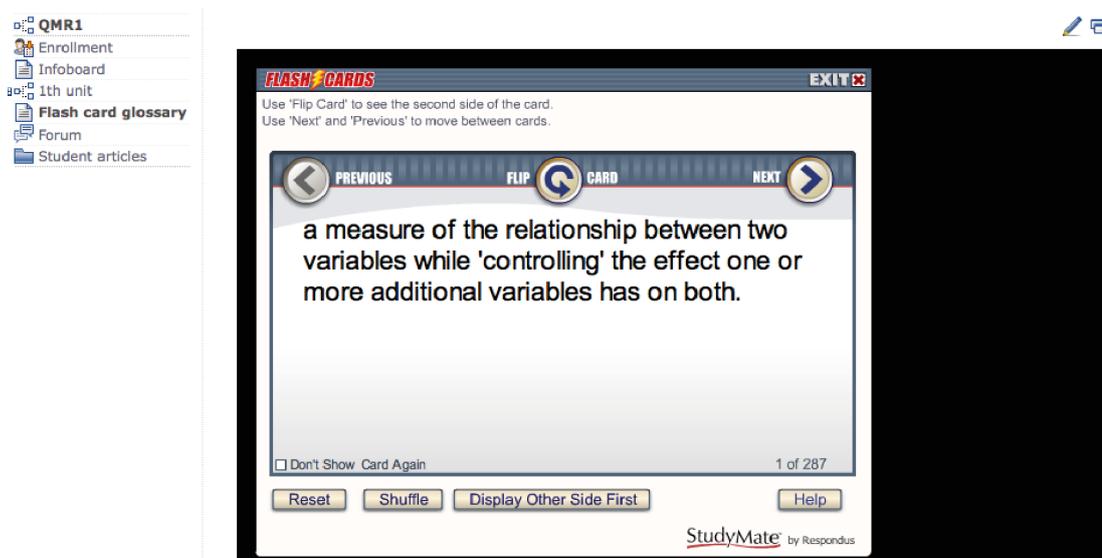
As you can see from this example, we love mounting challenges by offering as much content as possible to our students. In the case of “Self-Learning / Unit 1” we were able to find some really helpful movies and to create an “OLAT-test” with some - c h o i c e questions.

(Please resort to the OLAT manual regarding help with tests and the multiple choice module http://www.id.uzh.ch/dl/elearning/olatunizh/dokumentationen_1.html).

The material you will find depends on your course.

Flashcard Glossary

In the case of the course “Quantitative Market Research I” we are able to provide you with a little flash module. This flashcard glossary is a set of flip cards that you can use to strengthen your knowledge



The screenshot shows a flashcard glossary interface. The navigation menu on the left includes: QMR1, Enrollment, Infoboard, 1th unit, Flash card glossary, Forum, and Student articles. The flashcard interface has a title bar "FLASH CARDS" and an "EXIT" button. It includes instructions: "Use 'Flip Card' to see the second side of the card. Use 'Next' and 'Previous' to move between cards." The main area displays a card with the text: "a measure of the relationship between two variables while 'controlling' the effect one or more additional variables has on both." Below the card are buttons for "PREVIOUS", "FLIP CARD", and "NEXT". At the bottom, there are buttons for "Reset", "Shuffle", "Display Other Side First", and "Help". A checkbox "Don't Show Card Again" and "1 of 287" are also visible. The footer reads "StudyMate by Respondus".

Figure 9: Flash card glossary

Hit the arrow buttons to move back and forward, the button in the middle flips the card and shows you the solution.

Forum

Each class has its own forum where you can start discussions and raise topics. We check this board on a regular basis for ideas, questions and problems. You are invited to help your fellow students and take the initiative and get involved yourself.

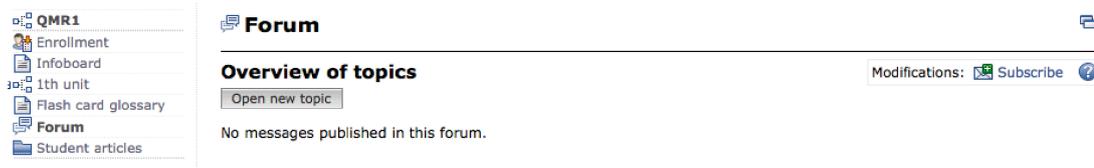


Figure 10: Forum

To start click “Open new discussion”. Please try to give your topic a clear name to ease the process. If you have a question or a problem, please check first whether it has already been answered.

Student Articles

You are invited to upload interesting articles that you have read as PDF files. Before you do so, please remember the following:

- firstly, create a new folder with your name on it
- check that the file has a proper naming (year, journal, author, title)
- upload the file into your folder

We trust you to only upload proper material that has a serious connection to our course.



Figure 11: Student articles

Surveys

Although there are centralized class evaluations by the University of Zurich, we care for our own evaluations and, in addition, we offer our own assessment tools. They help us to survey our teaching effectiveness and are handed over to the students at the end of each semester.

We work with two questionnaires on OLAT: the ex-ante and the ex-post survey. The ex-ante survey is handed out to the students before the classes start using the e.Learning platform. The ex-post survey is published after the last course session and students are highly encouraged to deliver their feedback.

To start a survey or questionnaire, click on the specific link in the navigation menu and then start.

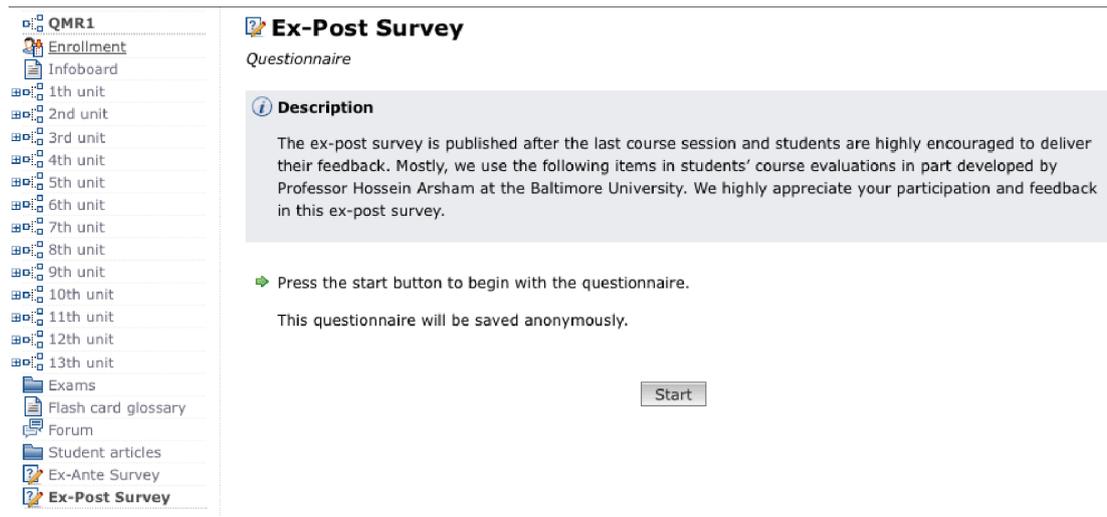


Figure 12: Start survey

The questions will be presented in the following format:

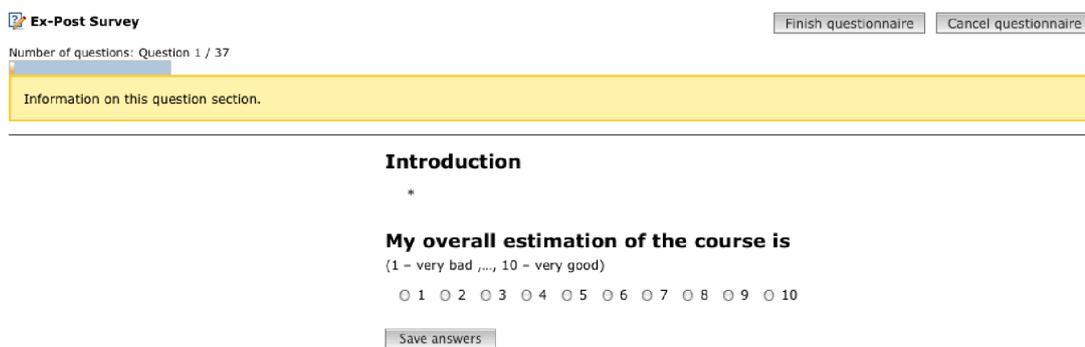


Figure 13: Survey sample question

Choose your answers and then press save to see the next page. You are not allowed to go back, so be careful to answer all the questions when there are several on the same page.

You are allowed to cancel the questionnaire anytime you want, but then no answers will be saved. When you want to start it later on again, you will have to start from the beginning.

If you click on “Finish questionnaire”, your results will be saved and it will not be possible to change them anymore.

For more information on questionnaires resort to OLAT-Help.

3. FAQ

Questions not asked so far.

A samurai once asked Zen Master Hakuin where he would go after he died.

Hakuin answered 'How am I supposed to know?'

'How do you not know? You're a Zen master!' exclaimed the samurai.

'Yes, but not a dead one,' Hakuin answered."

Zen saying

If you need help after reading this, please ask in the forum or give us feedback by email, **subject: OLAT (your concern), market-research@isu.uzh.ch.**

APPENDIX: LIST OF HANDS-ON GUIDES

Vol. 1	Hands on Curriculum
Vol. 2	Hands off Plagiarism
Vol. 3	Hands on Literature search (@ UZH)
Vol. 4	Hands on Presentations
Vol. 5	Hands on e.Learning with OLAT
Vol. 6	Hands on Scientific Writing

Other hands-on guides are already in preparation. If you have suggestions, or do have an update for a guide, please let us know. Feedback is always appreciated.