



MEETING MILLENNIALS IN THEIR PREFERRED LEARNING SPACES

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- “Meeting Millennials in Their Preferred Learning Spaces,” presented at [Association of Private Enterprise Education](#), 42nd Annual Meetings, Maui, HI, April 10, 2017
- Published in “Tantalizing Technology to Teach Secondary Economics” (Chapter 7) in Mary Beth Henning (Ed.) [Innovations in Economic Education: Promising Practices for Teachers and Students K-16](#). Routledge: New York, NY, 2016.

<http://socrative.com/>

■ Room 41246

“Consumption is the sole end and purpose of all production; and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer.”

Adam Smith, [Wealth of Nations, 1776](#)

Quality Matters for Higher Education

Course Technology (Standard 6) —
technology choices work to ensure
students achieve desired learning
outcomes.



Summer 2016, First NMU cohort
of faculty completing the training

Quality Matters Course Design Rubric Standards

1. Course Overview and Introduction
2. Learning Objectives
3. Assessment and Measurement
4. Instructional Materials
5. Course Activities and Learner Interaction
- 6. Course Technology**
7. Learner Support
8. Accessibility and Usability

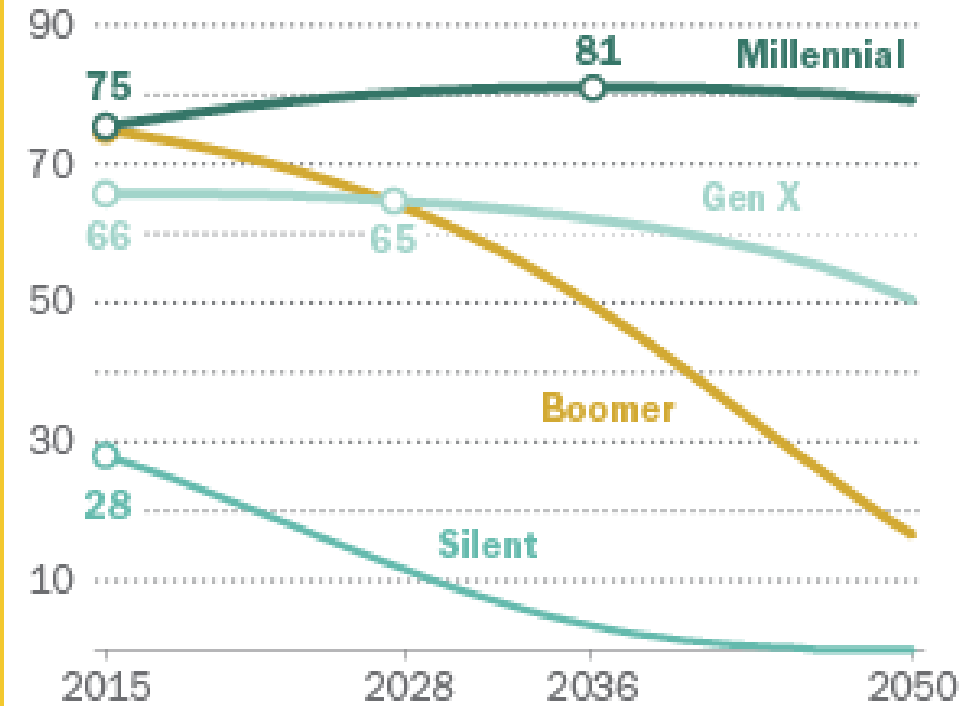
6. Course Technology

- 6.1 The tools used in the course support the learning objectives and competencies.
- 6.2 Course tools promote learner engagement and active learning.
- 6.3 Technologies required in the course are readily obtainable.
- 6.4 The course technologies are current.
- 6.5 Links are provided to privacy policies for all external tools required in the course.

KNOW YOUR AUDIENCE/ CONSUMERS OF CONTENT

Projected population by generation

In millions



Note: Millennials refers to the population ages 18 to 34 as of 2015.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2015 population estimates

PEW RESEARCH CENTER

What are the students technology preferences?

- Turn to the revealed preferences of students outside of class
- Consult the literature on millennials preference for smartphones, ways to use technology to deliver content, and creating social media spaces within your learning management systems
- Primary studies: Pew and Kaiser Foundation Studies

DEVICES

94% M2 students have cell phones

More Millennials Are Cell-Only		
	Have a cell phone	Are cell-only*
	%	%
All	86	21
Millennial	94	41
Gen X	90	24
Boomer	89	13
Silent	62	5

*Have a cell phone but do not have a landline phone at home.

Other millennial facts

- The 2015 Pew Research Study on teens and technology found:
 - 75% of teens have a smartphone, others have a cell phone
 - 85% of African-American teens have a smart phone.
- Lenhart (2015) discovered
 - A whopping 93% of teens go online daily

MILLENNIALS: MULTIMEDIA PREFERENCES

Daily M2 Use

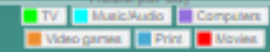


M2 daily use broken up by media 8.5 hours

Media category

8.5 hours per day

Hours per day



Hours/Day



4.5



2.5



1.5

Multi-tasking

1.2



0.6



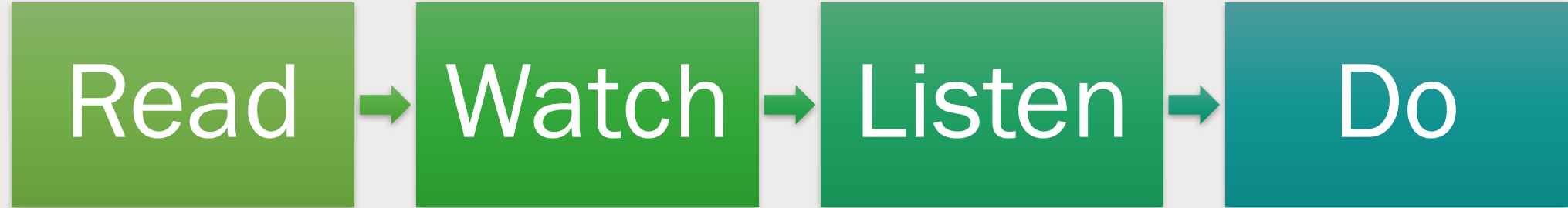
0.4



Since 2010, online and multi-media enhanced F2F courses

- The majority of students who start the course and are in the course by the start of week two (2), complete the course.
- Normal distribution of letter grades
- Significant along an economics learning curve (as defined by TUCE or CSE survey of understanding)
- Positive student evaluations
- Positive instructor evaluations (create transferrable courses to other faculty)

Every week in a fifteen week semester



“Intercollegiate Studies Institute: How Markets Work” (May, 2017)

- Making the content relevant to students through short readings and the classics with stated learning objectives and key concepts
 - *James Gwartney, et al., Common Sense Economics, Preface: pp. vii-ix; Part 1: pp. 5-14. (Kindle)*
 - *Adam Smith, An Inquiry into the Nature and Causes of the Wealth of Nations by Adam Smith, ed. Edwin Cannan (London: Methuen, 1904), Online Library of Liberty, Vol. 1., Book I, Chapters 1-2, pp. 5-18; Book IV, chapter 2, pp. 418-422. (Online)*
 - *Frédéric Bastiat, Economic Sophisms, trans. Arthur Goddard, Library of Economics and Liberty, (Online)*
 - *Ch. 7, “Petition for the Manufacture of Candles,” I.7.1 - I.7.29. (Online)*

Watch

with Dan Hammond, and The King's College's president Greg Thornbury

How Markets Work: Get the Fundamentals in this New Online Course

Critical Commons

For Fair & Critical Participation in Media Culture

Search for in Media

Featured Clips

United States of Tara
title sequence

Ken Burns on Colbert
Report

Grey Video

Six Million Dollar Man
opening

The Simpsons opening
by Banksy

Tag Cloud

animation auteur community
ctcs505 documentary
economics editing game
theory gender genre **in**
media res incentives
interface labor ifyt nuclear
opportunity cost pedagogy
pricing promotv **FACE** remix sci-
fi space supply and demand
technocinema
technology television tv vr

Lectures

Dissonance and
Soundtracks: A Lecture
Lesson Plan by Shawn M.
Higgins

Windows taskbar: Ask me anything, 3:11 AM 4/11/2017

Podcasts

- Podcasts with streaming capabilities
 - NPR is pushing their podcasts series with NPR addict plus EntreLeadership
 - CommonSenseEconomics.com/ (“Econ” addict)
 - Title, name of podcaster, affiliation
 - Key terms
 - Questions: Intro and conclusion (tied to voluntary standards and benchmarks)
 - Content (Link, original podcast)
 - <http://midnight-economist.com/> (coming during the fall of 2017)
 - <https://audioecon.com/> Smart listening for economics students (Rebecca L. Moryl)

Social media and interactives

- Social media assignments
- Educational Network Access and Canvas badges
- Interactives (Quality Matters, Summer 2017)

Thank you!

Tawni.org/presentations

- Purchase on Amazon or BarnesandNoble. Ferrarini, T. (2016). "Tantalizing Technology to Teach Secondary Economics" in Mary Beth Henning (Ed.) *Innovations in Economic Education: Promising Practices for Teachers and Students K-16*. Routledge: New York, NY.
- Tuesday, 3:50 - 5:05 pm, [3.G.2], Plagues, Zombies, the Apocalypse and Economics: An Economist's Guide to Surviving the End of the World, "That's Mine! - Property Rights among the Walking Dead"
- Wednesday, 10:25 - 11:40 am, [4.C.10], Free Market Economics and the Media (Chair)