

Alternative approaches to learning: How to motivate students to keep on learning



Why ?

**If you don't study,
you will become like
him**

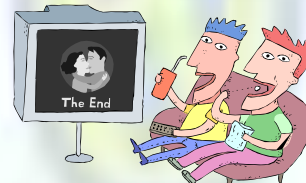
**Actually, I'm a
professor**



What students retain

Research (e.g., Arnold et al, 1991; Laird, 1985) suggests that students retain:

- 20% of what they hear
- 30% of what they see
- 50% of what they see and hear
- 70% of what they see, hear and say
- 90% of what they see, hear, say and do

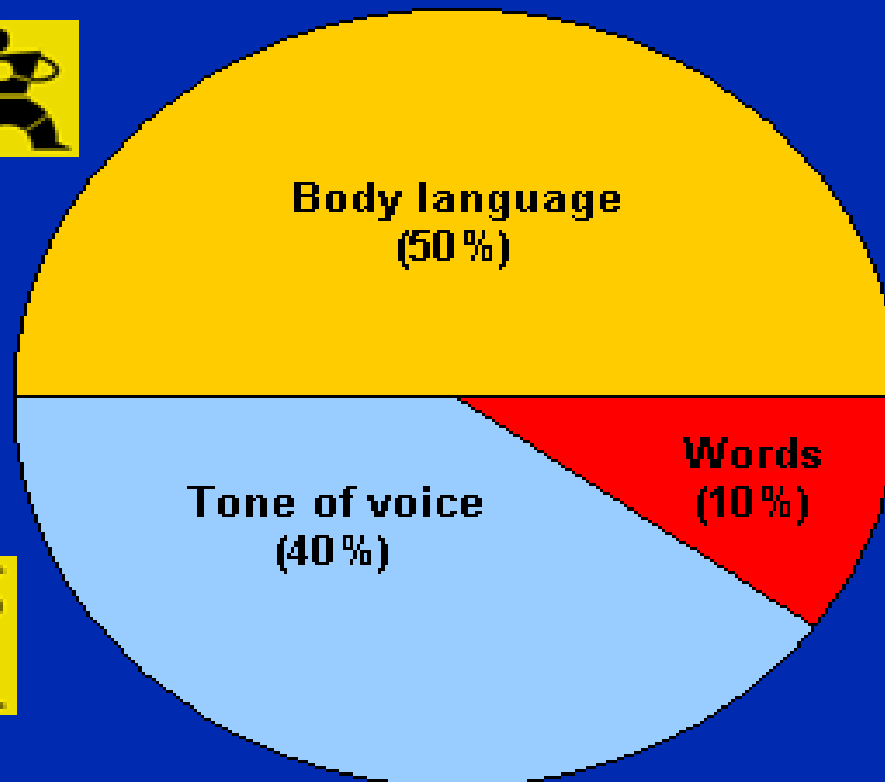


The way a message is conveyed



Face-to-Face Communication

The Way Your Message Is Conveyed



The 90/10 rule
In most talks, other, and
publics, a vast of
message are delivered by
apparent public use. The
total of the "90/10"
percentage is to be used, but
that the words message
are not usually
expected to be used in a
message.

Audience expectations during communication



Attention span:

- **U.S.A.:** 30 minutes
- **Australia:** 30 minutes
- **France:** 30 minutes
- **U.K.:** 30-45 minutes
- **Finland:** 45 minutes
- **Sweden:** 45 min. (continued)
- **Japan:** 1 hour
- **Germany:** 1+ hour
- **Mediterranean/Arab:** short

Keywords

Globalization ↔ Cross-cultural environment ↔ IT changes the form and the type of the work and of the labor market ↔ Skills ↔ Employability ↔ Readers of the world ↔ Viewers of the world ↔ Competitiveness ↔ Obligatory Studying becomes Learning to Enjoy studying for the Pleasure of Thinking ↔ Linking Literature and Poetry with each specific discipline ↔ Utilization of Body language ↔ Value Co-Creation and Value Co-destruction in Services and in the Higher Education Sector ↔ The duration of value of a degree: “duration of half-life of Knowledge” ↔ Alternative ways of studying ↔ MOOCs ↔ Gamification



And the last but not the least...



About MOOC and MOOCs



<https://www.youtube.com/watch?v=eW3gMGqcZQc>



<https://www.mooc-list.com/>

<https://www.coursera.org/>

<https://www.udacity.com/>

<https://iversity.org/>

<https://www.fun-mooc.fr/>

About Gamification

ABOUT GAMIFICATION



<https://en.wikipedia.org/wiki/Gamification>

<https://class.coursera.org/gamification-002/lecture>

<https://www.coursera.org/learn/gamification/>

Examples of Gamification



European Central Bank



<http://www.ecb.europa.eu/home/html/index.en.html>

Educational



<http://www.ecb.europa.eu/ecb/educational/html/index.en.html>

Generation Euro Students' Award



<http://www.ecb.europa.eu/ecb/educational/award/html/index.en.html>

Examples of Gamification (II)



Euro run game



<http://www.new-euro-banknotes.eu/Educational-Publications/EURO-RUN/Euro-Run-Game>

Euro cash academy



<http://www.new-euro-banknotes.eu/Educational-Publications/EURO-CASH-ACADEMY/EURO-CASH-ACADEMY>

TOP FLOOR - Make Your Way Up!



<http://www.ecb.europa.eu/ecb/educational/topfloor/html/index.en.html>

ECONOMIA - The Monetary Policy Game



<http://www.ecb.europa.eu/ecb/educational/economia/html/index.en.html>

Examples of Gamification (III)



Inflation Island - How inflation affects the economy



<http://www.ecb.europa.eu/ecb/educational/inflationisland/html/index.en.html>

The ECB explains



<http://www.ecb.europa.eu/explainers/html/index.en.html>

Learn to create something new



Prezi

<https://prezi.com/>

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Дякую за увагу!

Thank you for your attention!

Ευχαριστώ για την προσοχή σας!

