

Making the most of pedagogic research: the case of “Experts and Novices”

**Kingston University Educational Research
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Session Overview

In this workshop, we will explore how research into a learning and teaching initiative “Experts and Novices” can

- improve student learning
- provide opportunities for conference and journal publications
- form the basis for dissemination of good practice both inside and outside the institution

L+T Initiative: “Experts and Novices”

- Students briefed to write a literature review on one of three topics
- Three two hour sessions identified as “Experts and Novices” sessions
 - “Experts”
 - students who had completed in-depth reading of journal articles
 - “Novices”
 - read a chapter from the course text
- “Experts” explain their reading and thoughts to the “novices” with a view to clarifying their understanding of the topic
- Experts and Novices in action
 - <http://www.youtube.com/watch?v=Rw08ixRHjsA>
- End of each session, students asked to fill in a one page review, detailing contribution, learning and ideas for improvement

Experts and Novices in action



Experts and Novices in action



Research into “Experts and Novices”

- A qualitative approach
- Four focus groups: February and March 2010
- Twenty eight students from nineteen countries
- Each group lasted between 50 minutes and one hour
- Discussions transcribed by a professional transcriber

- Funded by an Academy of Marketing and Higher Education Academy Subject Centre for Business, Management, Accountancy and Finance teaching research and development grant (£2000)

Student Views



- <http://www.youtube.com/watch?v=CnCMpotju6A>

Conference and journal publications

- Anderson, D. (2010) “Experts and Novices”: applying theories of social learning to the study of marketing. *Proceedings of Assessment and Assessment Standards: Challenges for Business Education*. Business, Management, Accountancy and Finance Conference, Newcastle upon Tyne.
- Anderson, D. (2010) “Experts and Novices”: applying theories of social learning to the study of Marketing. Academy of Marketing and Higher Education Academy Subject Centre for Business, Management, Accountancy and Finance conference, Nov 2010.
- Anderson, D. (2011) “Experts and Novices”: can participative approaches to learning help the lonely academic writer? In: Patterson, A. and Oakes, S. (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Fields Forever*, Academy of Marketing, Liverpool. (Winner of Best Paper in Track)
- Anderson, D. (2011) Developing sustainable pedagogic models in a turbulent environment. *Proceedings of the Society for Research into Higher Education (SRHE) Conference, 2011*, Newport, Wales.
- Anderson, D. (2012) Focus Groups as Evaluation: Exploring Issues Connected with “Insider” Research. *Proceedings of the European Conference on Research Methodology for Business and Management Studies, 2012*, Bolton
- In draft: paper for Journal of Marketing Education on writing a literature review

Dissemination of good practice, inside and outside the institution.

- Staff Development event, as part of “Student as Producer” session, University of Hertfordshire, 18.11.11
- “Masters and Apprentices” on Entrepreneurship modules
- Faculty of Business and Law undergraduate awayday 18.6.12

Workshop Task

- Have you a similar case study to share?
- Which of your own practices could be the basis for research?