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

Kingston University Educational Research Forum 15 June 2012

Dr Deborah Anderson and Dr Catherine Gurling, Kingston Business School
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](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


- 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?