



Topic Defence Seminar

**“After-school e-Learning among Primary Students:  
An Experimental Study on Pull and Push Strategies”**

(in English)

**Presenter:** Mr. NGAN Man-yu, Frankie (Part-time PhD student)

**Date:** 19 October 2015 (Monday)

**Time:** 11:30 am – 1:00 pm

**Venue:** WYL314, Dorothy Y. L. Wong Building

**Chief Supervisor:** Prof. Xiangdong WEI (Professor)

**Co-supervisor:** Prof. Alex WONG (Assistant Professor)

**Abstract:**

This research evaluates whether and how providing students with supplementary after-school e-Learning resources can help improve their academic performance. Specifically, this research tries to understand the incentives and the usage patterns among students on using e-learning resources at home.

We first conduct a pilot study among 1,500 students in five primary schools that are located in three poor districts in Hong Kong. In this pilot study, we conduct a randomized controlled trial (RCT) to evaluate the usage patterns and the impacts of e-Learning during the summer holiday. Specifically, our RCT includes three different experimental arms: (1) providing students with traditional summer exercises only; (2) providing students with free e-Learning resources and imposing weekly deadline on e-Learning exercises (in addition to traditional summer exercises); and (3) providing students with free e-Learning resources and imposing end-of-summer deadline on e-Learning exercises (also in addition to traditional summer exercises). Our initial findings suggest that students are typically not much motivated to make use of the e-Learning resources and the usage rate are weak in general.

Based on the findings of the pilot, we propose to conduct further study to better understand the incentives and motivations among students on making use of the e-Learning resources. We propose to conduct a randomized controlled trial (RCT) to evaluate and compare the impacts of three different experimental interventions: (1) providing students with e-Learning resources only; (2) providing students with the e-Learning resources and giving certificates to students who show good academic progress and performance (i.e., e-Learning with pull incentives); and (3) providing students with the e-Learning resources and sending parents reminders about student's progress in e-Learning in text messages (i.e., e-Learning with push incentives). We plan to conduct this experimental study among 1,600 students in 10 primary schools in Hong Kong. **ALL ARE WELCOME**

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