

LINGNAN UNIVERSITY
Department of Marketing and International Business

CLD 9011 Using the Internet for Learning and Research
2017-18 Second Term

INSTRUCTOR:	Prof. CHEN Yu-Jen
CLASS MEETINGS:	Monday: 11:00- 12:30, SEK105 Thursday: 14:00- 15:30, SEK105
OFFICE HOURS:	Monday: 09:00- 11:00 Tuesday: 10:30- 12:00 Thursday: 11:00- 11:30 or by appointment (preferred)
OFFICE:	SEK 101/ 12
E-MAIL:	yujenchen@ln.edu.hk
REQUIRED MATERIALS:	Class notes will be uploaded to <i>Dropbox</i> one day before each class meeting

BRIEF COURSE DESCRIPTION:

As the Internet has become an indispensable tool for students, this course provides a systematic treatment of the online technologies for learning and research across academic disciplines. It provides a review of the state-of-the art technologies that can aid learning and research in various phases, from idea generation and literature review to data collection and disseminating research findings on the Internet. It introduces students to online databases, search engines, intelligent systems, social network media, and the corresponding set of methods and analytical tools for learning and research of both qualitative and quantitative nature. This course is interdisciplinary and prepares students to be competent, productive and responsible in applying Internet technologies for academic achievement.

LEARNING OUTCOMES:

On completion of this course, students will be able to do the following:

1. Explain the available and emerging information technologies that can be adopted for learning and research of various purposes in the process of academic inquiry,
2. Evaluate and deploy various information sources and analytical tools for investigating academic research subjects,
3. Apply the tools enabled by information technologies to develop and conduct research to address issues of concerns by researchers in arts and sciences,
4. Complete a research project using online research skills and integrate various types of information (text, graphics, and audio/video) from online sources for dissemination on the Internet, and
5. Address the social and ethical issues related to the responsible and productive use of information technologies for knowledge acquisition and development.

MEASUREMENT OF LEARNING OUTCOMES:

Comprehension, evaluation, application and the implications of learning and research technologies will be assessed in individual assignments that will require students to investigate relevant issues related to learning and research in the online environment (LO1, LO2, LO3, LO4, LO5)

Application of the tools enabled by information technologies to develop and conduct research and ethical implication will be assessed in group projects that will require students to develop and complete a research project on a specific academic subject of their choice, using online information and research skills and integrating various types of information (text, graphics, statistics, and audio/video) from online sources for dissemination on the Internet. Peer evaluation of participation in group project will also be a part of this assessment. (LO3, LO4, LO5)

Comprehension and application of the learning and research technologies will be the focus of the final examination that will employ short essay type questions. (LO1, LO2)

ASSESSMENT

Continuous assessment	70%
<i>Individual Assignments</i>	15%
<i>Qualtrics In-Class Test</i>	15%
<i>Group Project</i>	30%
<i>Class Participation</i>	10%
Final Examination	30%
Total	100%

Note: Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

COURSE POLICIES

1. Students are expected to be fully prepared to participate in class discussions.
2. Students are responsible for completing assignments, obtaining notes and any handouts, and keeping themselves informed of any announcements made in class, irrespective of attendance. I do not take attendance; however, individual assignments may be held in the class. Students will be excused for any legitimate reasons for their absence from class (e.g. illness, religious holidays, family emergency, and other personal or business matters). Nonetheless, I will expect a notice of your absence before or after the event.
3. Unacceptable class conduct includes late arrivals, early departures, sleeping in class, reading extraneous material in class and initiating and participating in irrelevant discussions.

4. All cellular phones & other electronic devices must be turned to slight mode during class hours. Tablets and laptops are permitted *only if* they are used for note taking. If you are expecting an important phone call/ message and need to use the device during the class meeting, you **NEED** to inform me prior to the class.
5. All assignments are due in class at the beginning of class or via email on the dates indicated on the syllabus. Late assignments *will not be accepted (unless you receive **prior approval** from me)*. Without convincing justification, late submission could result in a maximum of 50% deduction of the score.
6. Special needs, religious observances, should bring them to my attention in the “first two weeks of class.”
7. For team project or assignment, each member is required to participate and contribute. Although team project is evaluated via overall team performance, individual difference occurs when contribution varies significantly.

Submission Guideline for Final Project Written Report

The goal of the written report of your group project is to allow the group to provide a more comprehensive report that includes more details about your research project.

Students are advised to include the following content:

- 1) Executive summary
- 2) Research motivation
- 3) Research question
- 4) Methodology (data collection)
- 5) Results (data analysis)
- 6) Conclusion and discussion
- 7) Dissemination plan
- 8) References/ Appendix / Table / Figure

The report should follow APA style. You can check the following link to learn the APA tutorial <http://flash1r.apa.org/apastyle/basics/>.

In addition, the text in the report should be in single column, double-spaced format. Keep the layout of the text as simple as possible. Do not import the figures into the text, but, instead, indicate their approximate locations directly in the text. The report is expected to be no more than 2,500 words, while there is no minimum requirement. If the report exceeds the word limitation, please try to condense them or move some information to the appendix. If there is a **NEED** to go beyond 2,500 words, please seek for my approval *before* your final submission. Each group is required to submit a soft copy (Word format is preferred) to me ONLY via email at (yujenchen@ln.edu.hk) by 5:30PM of April 25th (Wednesday), 2017. *Late submission without early notice and approval will result in a maximum of 30% deduction of the original mark on the report.*

It should be noted that I will not tolerate any form of dishonest practice such as plagiarism, collusion or falsification of data. *Whenever you are using any ideas or words from others, please make clear the sources of your quotations and references. A reference list is required to be included at the end of your report.* If a student attempts to commit any form of dishonest practice, it is regarded as a case of cheating and may be brought to the Student Disciplinary Committee when necessary.