COIL Program in 3 weeks - preparing for the main course: the experience of the mini-module.

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Key Points

What can you expect from a brief mini-COIL experience?
What are some best practices for managing a brief, preparatory COIL module?
The importance of preparing students for the unique communication needs of an international collaborative project.
Abstract

A brief, 3-week COIL Mini-Module presented a unique set of challenges for students relating to:

- communication
- work habits
- cultural understanding
Course

1 week icebreaker → 1 Assignment → 1 Final Delivery
Icebreaker

Hey! 😊

My name is Aremy:
I am 23 years old. I'm on the last semester of my career in communications at La Salle University.

My favorite place in the world is New York 🌳 and I was able to be there in January two years ago.

I like to dance and watch sports.

I love my country 🇲🇽 and its people, I am a selfless person, dedicated and fun.

Nowadays I'm doing my social service in an organization that helps children and teenagers with cancer; I work as the community manager and collaborate in their events.

Like Comment

You, Alejandra Ortega Legaspi and Joe O'Neill

Sabrina Duckworth What sports do you like?
Like Reply October 6, 2015 at 11:59pm

Aremy Flores I love soccer and football ⚽️; my favorite football team are the New England, Patriots. Do you like sports too?
Like · Reply October 7, 2015 at 12:25am

Sabrina Duckworth I like football. My favorite team is the Saints!
Like · Reply 1 October 7, 2015 at 9:30am

Write a reply...

Karl McGrath New York City is huge and I love it there!!
Like Reply October 7, 2015 at 9:30am

Jon Doon I love New York City too, but I still love the country on NY more!
Like Reply 1 October 7, 2015 at 9:56pm

Rosalind Gatto What was your favorite part about New York City?
Like Reply October 9, 2015 at 12:05pm

Aremy Flores All. I Love their buildings, museums, Central Park, Times Square, the Statue of Liberty, their weather in winter, the restaurants, St. Patrick's Cathedral, Brooklyn, Manhattan and many more about NY 😊
Like Reply October 9, 2015 at 12:41pm
Final Delivery

**SOCIAL MEDIA**

**How People Receive Their News (2013)**

- 63% 
- 53% 
- 47% 
- 30% 
- 29%

**U.S.A.**

Social Media use by American adults has increased by 50% in the last decade to 65%.

- 90% of the 18-29 age group use social media and overall use continues to increase.

- It's estimated that 1/4 of an average American's work day is spent browsing social media for non-work purposes.

**Mexico**

In 2014, 74.2% of Mexico's population claimed to be Internet users.

- Almost 80% of Mexico's population are in social media.

- 37.5% of the population has more than 1 year using social media.

- 16.2% of Internet social networks have more than 20 years.

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**TV Streaming in the U.S. and Mexico**

Although there is high demand for SVOD services, regular television viewing is not extinct. In fact, Pittsburgh has an average of more than 5 hours a day is spent watching TV, thus resulting in Pittsburgh having one of the lowest demands for SVOD services.

- About 50% of Americans have something they stream TV with, like a laptop, a phone, a tablet, or something else.

This year Netflix made their first original series based in Mexico. Neverbefore it was opened countries with the streaming service.

- In 2013 the company registered first best numbers, with almost 4 million new subscribers, all when coming from outside of the U.S.

**Some stats:**

- 38% of American households have access to Netflix.
- The demand for SVOD services is 45%.
- 56% of the Netflix Latin America market corresponds to Mexico.
First week

- Some of the students waited until the last minute to tell the teachers that the communication between the teams was not happening. (3 teams of 15)

- We assumed that everyone knew how to interact in a Facebook group, but most of them had to invest a lot of time to learn how to communicate.
Professors’ Assessments

- Students complained about the assignment not being specific enough.
  - Can be resolved by creating more directed prompts, discussion topics

- Jan explained that US expect issues to be solved by the teacher
  - Need to encourage students to be active problem solvers

- Many of the SUNY Broome students are not used to working online.
  - Differences in level of study
End of the course

The main complaints from the students related to communication and cultural differences.

- Mexicans complained because US students did not answer immediately.

- US students complained that Mexicans expected a quick answer even if it was in the middle of the night.
I enjoyed the Collaborative Culture (COIL) portion of our course.
I learned about how to collaborate effectively online.
After the first assignment, communication with my team improved.
I was comfortable with the teachers introducing this experience to my course.
Which of the following features is (in your opinion) the most important to consider when participating in an online collaboration like this project?

- Flexibility: 7%
- Open Communication: 73%
- Prior Knowledge of the other culture: 13%
- Other: 7%
Conclusion

- US and Mexicans work differently, have different expectations of each other, may not work at night or answer immediately.

- Thus the students were faced with the question of how you work within those constraints.

- Although we cannot change our partners, the job must be done.
The main thing the students learned was how to manage to communicate.
Planning for the main course

Use an educational platform: Moodle

Give more time to the students to communicate