

Road to Academic Literacy *Kim and Richard* (Video)

Focus Group

Time: 2:00p.m. - 6:00p.m; Wednesday 17 June 2009
Place: Room 513, Teaching Building, CUFE, China
Participants: 48 students from 2007 intake from classes A, B, C and D
Facilitators: Gao Cui Ming (Christina), Wang Lu Ying
Method: Discussing and answering questions while watching the video

48 students:

Questions	Yes	No	NA*	Maybe
Have you heard about academic honesty?	36	11	1	
Do you know how to use it [Harvard referencing]?	33	4	11	
Is the video too long?	14	20	14	
Would you prefer to watch the video without the interactive questions?	20	6	22	
Did you know any of those people?	33	6	9	
Is it possible to get overnight success?	1	22	23	2

*NA: No Answer

Qualitative Responses from students:

1 Introduction

Academic Literacy means 学术研究技巧 (academic study skills), thinking critically and fighting against plagiarism. The video is talking about critical thinking, creativity and academic honesty and getting better grades and a better job in the future. The video inspires and motivates me to plan and study more efficiently; use other people's ideas and make reference lists. It improves my confidence to research and think critically.

Students cheat by copying the web, books and newspapers; looking at other's papers; talking with others in exams and using cell phones to send answers. To avoid cheating they should list the source of the materials in a reference list at the end of the essay: author's name, publishing date and website and use quotation marks or paraphrase the content.

2 Practice makes perfect

Overnight success is just a dream because most famous people spend lots of time improving their skills. "Chance always provides for well-prepared people." If you want to be successful, you must work hard to practice skills at university.

3 Critical thinking

Critical thinking is at the heart of academic thought and is vital in one's career. We should think critically about other peoples' opinions and develop our own ideas in academic research. The drafting process involves thinking critically about a first draft

and then correcting it to be more perfect.

It is acceptable to think critically about someone's opinion because it evaluates the opinion, not the person holding the opinion. Every question has many different answers and when we discuss we find the truth.

4 Creativity

The *Shakespeare* example shows how people get ideas from different places such as books. They combine old ideas to create new. We can borrow other's ideas and then think about these ideas. All people can be creative.

The *Mao segment* explains how his ideas were based on the thinking of many famous men. Old ideas are the basis of new ideas. We should mix other famous people's ideas and bravely bring forth our new ideas.

The *milkshake mixing* example shows that if you mix two old ideas together, even you don't know what new ideas will be born. Use your creativity with different ideas can make something totally fresh. A little change can make a totally different result.

The *music mixer* exercise shows us that as different music instruments playing together can create different songs, so we can mix up different ideas and make new ones to show academic creativity. It is better to do something ourselves and learn from it than follow other's ideas.

The Walk Learner story shows us we should not copy others and forget ourselves. It tells us the damage of copying other's ideas.

Quiz

1. What does plagiarism mean?

- Cheating.
- Steal other people's opinion and mind.
- Copy one's assignment or words without using references.

2. What does fabricated mean?

- To invent or produce something false in order to deceive.
- Make up false ideas or make some false true in some way.
- To say something without evidence.

3. What does collusion mean?

- A secret agreement between two or more parties for a fraudulent, illegal or deceitful purpose.
- Plagiarize with each other.
- Work with others so the ideas and opinions become the same.

Final scene

The students created [their assignment] again and succeeded so they both got a good result. They helped each other and improved together.

Road to Academic Literacy *Kim and Richard* Academic Literacy (Video)

Face to Face Interview

Time: 8:00a.m - 9:50a.m Monday 22 June 2009
2:00p.m - 3:50p.m Monday 22 June 2009
10:10a.m - 12:00a.m Friday 26 June 2009
2:00p.m - 3:50p.m Friday 26 June 2009

Place: Room 504, 505, 509, Teaching Building, CUFE

Interviewees: 43 students from 2007 intake from classes C and D, only 24 watched the videos

Interviewer: Gao Cui Ming (Christina)

Good points

- Flash is so beautiful.
- The video is well produced.
- Music is so beautiful.
- Good explanation by giving good examples.
- Video pictures are vivid and excellent.
- The style of humour attracts students.
- Good combination of Chinese and foreign thinking.

Problems

- The picture frame is so small.
- The word size is so small, especially the word size and colour of *Quick Tips*.
- The font of *Quick Tips* is not so good, not easy for viewers to see clearly.
- The speaking speed is a little fast, it influences understanding.