

Mobile App Prototype

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Planning:

Effective communication is key in our everyday lives, yet miscommunication happens more than it should. Understanding the principles of communication is essential for professionals entering the workforce. This module on Effective Communication is meant for undergraduate students in marketing, education, business, or communication studies. Most undergraduate students are between the ages of 18-24 and assumed to be well versed in the use of mobile devices. This module will be offered in an online, mobile environment and accessible from anywhere a student has an Internet connection. The learner will need to be familiar and comfortable with using their smartphones as their primary learning tool. This module is meant to help prepare the student for classroom lecture where they will discuss in further detail effective communication.

Because the “app” is meant for use outside of the classroom, it will have to compete with various distractions that students face on a daily basis. Because of this, the content is broken into smaller chunks that the student can view at their own pace. The student will also be allowed to reference the “app” while participating in classroom discussion; this will help to solidify their understanding of the principles.

At the completion of the course the following objectives will be accomplished:

- Given a scenario, infer why a communication misunderstanding occurred.
- Using own words, explain effective communication.
- Given alternative definitions, define communication.
- Given alternative options, identify the 2 most frequently recognized modes of communication.
- Given alternative options, select the correct order of the signal systems by consciousness of use.
- Given alternative options, classify a given signal system.
- Given alternative options, classify a given communication barrier.

Assessment of the above learning objectives will be achieved through multiple choice questions, short answer responses, and video responses. The short answer responses and video responses will be submitted to the teacher for grading and feedback as they assess higher levels of learning.

Design:

The design of the website being used will need to be engaging and will need to follow good design principles in order to hold the learners attention. With the course being provided on a mobile platform students may become easily distracted with other apps, so each learning session will be delivered in small chunks, which should help with learner retention. In order to keep the course accessible to all learners it will be designed in a web format that is accessible by all smartphones regardless of the mobile platform.

Mobile devices pose an instructional hurdle of limited screen size and can make reading long passages of content cumbersome. Because of this, the amount of written copy presented will be minimal and the more complex materials will be delivered through video lectures. The video lectures will be broken down to 5 to 10 minute sessions and will focus on small chunks of content at a time.

For the beginning sessions, learners will be presented with knowledge based assessment questions to ensure they understand the main principles of the content. Learners will be required to show their comprehension of the principles by submitting video responses to questions asked by the instructor; these will assess the higher levels of learning.

Website function:

The website will contain multiple pages, one for each different topic of discussion, learners will be able to visit each page at their own pace. There will be deadlines provided for the learners on the video responses; this will ensure proper grading and response time from the instructor on these projects. Any images or videos used will be optimized to reduce load time and ensure quick delivery of the materials. The design of the page will be a minimalist approach with a sophisticated color pallet.

The following pages will be available for the learner to choose from:

- Home
- Signal Systems
- Communication Process
- Check Your Knowledge

The home page will be the first screen the learner sees and it will provide instructions for the site.

The Signal Systems page will introduce the 12 Signal Systems of communication and as the class progresses each signal system will have links added that discuss the system in further detail. A link for the first signal system, verbal, will be provided as an example.

The Communication Process will be illustrated and described in the Communication Process section.

For the “Check Your Knowledge” section, the learner will be presented with some multiple choice knowledge checks and immediately remediated if they incorrectly answer any of the questions. There will also be a challenge presented in this section that will assess the learners understanding on a deeper level.

Because this is supplemental material for the class, follow up lecture and group projects will need to be utilized in order to ensure the learners fully understand effective communication. As part of a follow on activity the learners would need to present examples of effective communication and ineffective communication and then explain why they chose each example.

<http://dianeries-app-prototype.weebly.com/>

References

Smith, D., (1992). *Creating Understanding: A Handbook for Christian Communications Across Cultural Landscapes*. Grand Rapids, MI: Zondervan.

<http://www.skillsyouneed.com/general/communication-skills.html>