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## In Person, Online and In Between: Finding Balance as Instruction Increases

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# IN PERSON, ONLINE AND IN-BETWEEN: FINDING BALANCE AS INSTRUCTION INCREASES



# THE BACKGROUND

## General Ed Courses and the UT Libraries

- *First-Year Studies 101* – Welcome to the libraries!
  - *English 101: English Composition I* – Evaluating sources
  - *English 102: English Composition II* – Using specific sources
- 
- *Communication Studies 210: Public Speaking* – Advanced searches and scholarly sources
  - *Communication Studies 240: Business & Professional Communication* – Advanced searches and scholarly sources

# THE LEARNING OUTCOMES

## (A COMPARISON)

### CMST 210

After completing this course, students should:

1. Possess an understanding of the communication process;
2. Possess an understanding of how to prepare, deliver, and evaluate speeches;
3. Possess an understanding of how to adapt speeches to different audiences;
4. Possess an understanding of how to develop and deliver speeches that include intercultural/international topics;
5. Demonstrate an understanding of the ethical responsibilities associated with public speaking;
6. Demonstrate the skillful use of communication in public speaking contexts;
7. Demonstrate the capacity to manage speech anxiety.

### CMST 240

After completing this course, you should:

1. Possess an understanding of the communication process;
2. Possess an understanding of how to prepare, deliver, and evaluate messages in organizational contexts;
3. Demonstrate an understanding of the ethical responsibilities associated with business communication; and
4. Demonstrate the skillful use of communication in interpersonal, group, and presentation contexts

Haas, J.W. (2015). *Public speaking in a global context*. Plymouth, MI: Hayden-McNeil.

Haas, J.W. (2015). *Business and professional communication in the information age*. Plymouth, MI: Hayden-McNeil.

# THE BIGGER PICTURE

## Instruction Statistics

- **2012-2013**
  - 479 sessions (168 Gen Ed)
  - 13,708 students
- **2013-2014**
  - 629 sessions (185 Gen Ed)
  - 16,260 students
- **2014-2015**
  - 640 sessions (138 Gen Ed\*)
  - 20,165 students

*\*CMST 210 and 240: not included in 2014-2015 statistics*



Photo: [Pixabay](#)



# THE CHANGES

## Spring 2013

- Moved from "one-shot" to auditorium-style sessions
- Assessment through *Poll Everywhere* and three-part worksheet assignment

## Fall 2014

- Moved from auditorium to online assignment
- Assessment through three *Guide on the Side* tutorials and final quiz in *Qualtrics*

The screenshot shows the University of Tennessee Libraries Research Guides page for Communication Studies 210 & 240: Public Speaking & Business/Professional Communication. The page features a header with the university logo, navigation links (MyUTK, Online@UT, Tmail, Voicemail, A-Z Index), and a search bar. The main content area includes a breadcrumb trail, a list of tags, and a description of the guide's purpose. A sidebar on the right provides contact information for Rachel Radom, a subject librarian, and links to various resources. The main content area also includes a video of Sarah Kay presenting a TED Talk and a list of links for finding, evaluating, and citing sources.

THE UNIVERSITY of TENNESSEE **UT** KNOXVILLE  
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UT Libraries » Research Guides » Communication Studies 210 & 240: Public Speaking & Business/Professional Communication Admin Sign In

Communication Studies 210 & 240: Public Speaking & Business/Professional Communication Tags: business and professional

communication, cmst, cmst 210, cmst 240, cmst210, comm studies, communication, communication studies, public speaking, speech, speech 210

This guide will assist students with finding, evaluating, and citing sources for their speech assignments.

Home Find Sources Evaluate Sources Cite Sources

Home Comments(0) Print Page Search: All Guides Search

Home: Communication Studies & the UT Libraries

This guide has tutorials and videos to help you complete and improve your speeches.

Use the links below to begin. Learn how to:

- Find Sources
- Evaluate Sources
- Cite Sources in a Speech

For 210 students, use each link above for help with your library assignment. ([Library Assignment Part 1: Find Sources](#); [Library Assignment Parts 1 & 2: Evaluate Sources](#))

Sarah Kay presents a TED Talk.

For Research Help

Rachel Radom

Contact Info  
Email: rradom + (at)utk(dot)edu

Links:  
[Profile & Guides](#)

Subjects:  
ENGL 101, ENGL 102, CMST 210

Your Own Librarian!

Did you know, there is a UT librarian for every subject area? Find your [subject librarian](#), or learn more at each [subject librarian's research guides](#).

[CMST 210/240 Research Guide](#) (August 2014 screen capture)

# THE RESULTS - YEAR 1

## The Good

- Reached approximately 2,800 students – nearly 1,350 more than previous year
- Increased support for CMST 240 courses
- Offered a “ready reference” that saved time and supported ease of assessment
- Heard positive instructor feedback, including perceptions of students’ ability to identify scholarly sources and cite sources

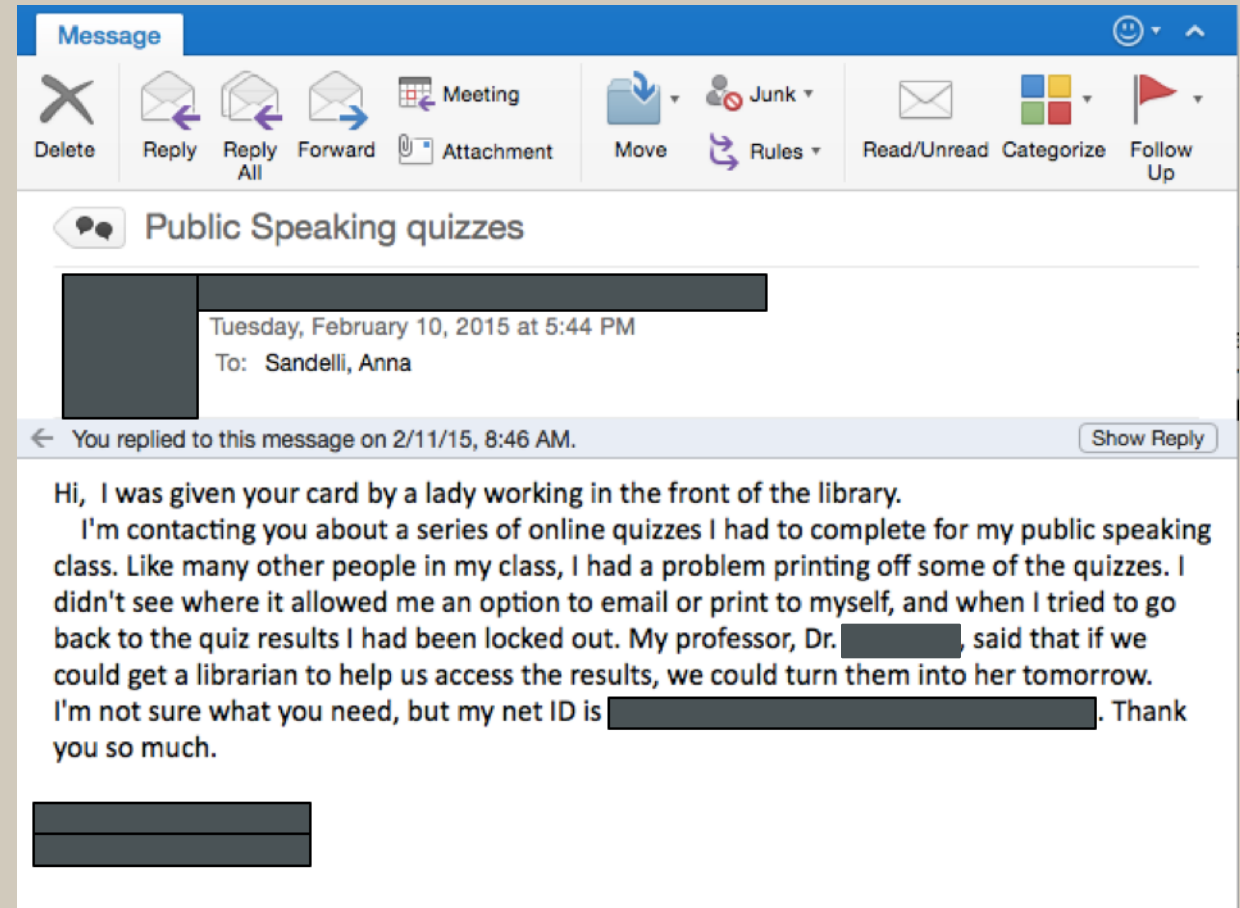
## The Not-So-Good

- Confusion over instructions
- Manual grading and e-mail overload
- Loss of personalization and ability for “instruction on the fly”
- Uncertainty over whether students really learned from the experience

# THE RESULTS - YEAR 1

**In 2014-2015, fewer than 75% of respondents correctly:**

- Identified missing elements in a citation
- Recognized authors' credentials
- Selected a scholarly source from among options
- Identified where on the Libraries' website to find books or articles on a specific topic



*Screen shot of e-mail request, Spring 2015*



# THE UPDATES - YEAR 2

## Fall 2015

- Clarification of instructions
- Interaction with instructors
- Explanations to students

## Spring 2016

- LibGuide personalization
- Virtual office hours
- Consults
- Walk-in workshops
- Snapshot e-mails and reports

## HERE TO HELP

### SPRING 2016 OFFERINGS FOR CMST 210 & 240

There are several ways you can get research assistance from the UT Libraries as you work on your assignments:

#### Virtual Office Hours

Use the chat box on the left side of this page to speak with your librarian in real time during the hours below, which are effective from March 22 - May 4, 2016.

You can also chat any time you see a blue "Start Chat" button available in the chat box.

Tuesdays	11 a.m. -noon
Wednesdays	1:30-2:30 p.m.

#### Consultations

Prefer coming to Hodges Library for help? Click the "Request a Consultation" link below this image to share your availability and which topics you would like to discuss (ex - brainstorming search terms, finding scholarly articles).

Please allow one business day for confirmation of your date, time, and room location.

#### Additional Options

You are welcome to e-mail your librarian, Anna Sandelli, at [asandell@utk.edu](mailto:asandell@utk.edu) with any questions. Please allow one business day for a response.

The UT Libraries also offer research assistance in person and online to all students, which are a good option if you have an immediate need. Learn more at [lib.utk.edu/askusnow](http://lib.utk.edu/askusnow).

# THE RESULTS - YEAR 2

## The Not-So-Good

- Little change in students' scores
- Low use of office hours and consults
- Unexpectedly high participation in evening walk-in workshop

## The Good

- Greater variety in students' questions
- Deeper appreciation for students' experiences with topic development, finding sources, and recognizing bias
- Start of new conversations with instructors (ex - visual literacy)

# THE RESULTS - YEAR 2

## CMST 210 and CMST 240

- 97% vs. 92% participation
- Differences in:
  - identifying a scholarly source
  - identifying where to find articles
  - Assignment timing

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UT Libraries / Research Guides / Communication Studies 210 & 240: Public Speaking & Business/Professional Communication / About this Guide


### Communication Studies 210 & 240: Public Speaking & Business/Professional Communication

This guide provides resources for finding, evaluating and citing sources.

**About this Guide**

- Part 1: Finding Sources
- Part 2: Evaluating Sources
- Part 3: Citing Sources
- Part 4: Final Quiz
- Getting Help: Research Assistance

**Your Librarian**



Anna Sandelli

**Need help?**

Please send me an email.


You can also search our FAQs, and/or submit your question.

**About this Guide**

Welcome to the UT Libraries' research guide for *Communication Studies 210 and 240*!

This guide features resources to help you complete class assignments by learning about three important characteristics of the research process: finding, evaluating and citing sources. At the end of the guide is a final quiz designed to put together everything you've learned through the guide's resources and activities.

Please be sure to check with your instructor about whether he or she would like to receive your final quiz results in print or e-mail format, as well as about grading procedures.



Sarah Kay, Project VOICE founder, presents a TED Talk.

**Ready to go?** Use the links to Parts 1, 2 and 3, at left, to get started.

**Have questions?** Visit the "Your Librarian" box, at left, to get in touch with your *Communication Studies 210 and 240* Librarian. You can also visit the [last page of this guide](#) for information about virtual office hours (online chat assistance), in-person consultations, and additional resources.

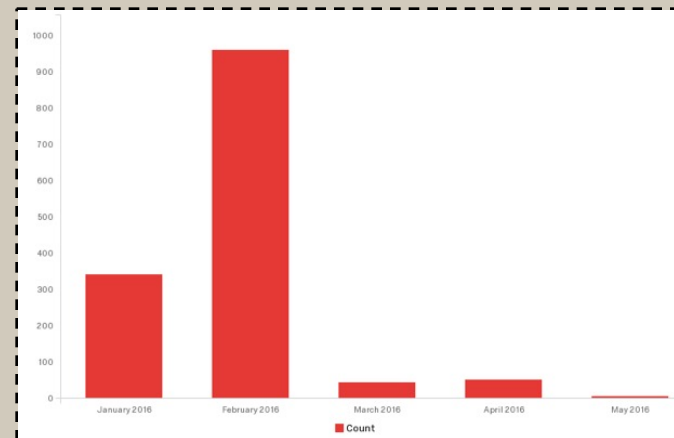
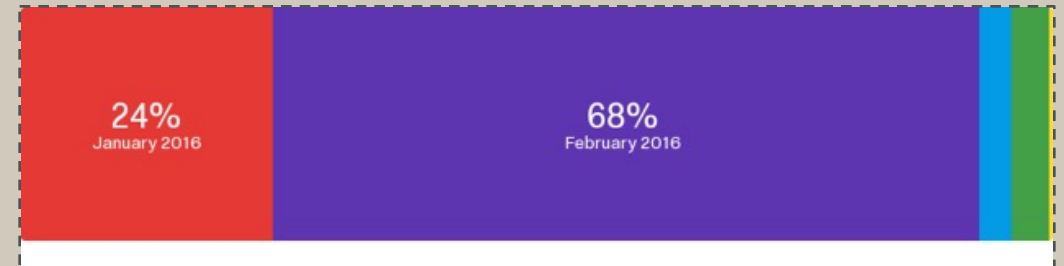
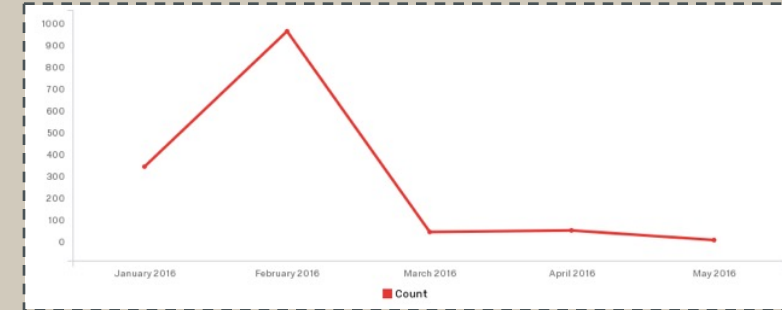
**Next: Part 1: Finding Sources >>**

[CMST 210/240 Research Guide](#) (May 2016 screen capture)

# THE REFLECTION

## Considerations

- Added value vs. duplicative efforts
- “Bite-sized” experiences vs. “all-you-can eat” offerings
- Assignment approach vs. guiding philosophies
- Information in context for each course



*Three different visualizations of CMST's final quiz completion dates, illustrating how the same information can be conveyed in varied ways.*

# THE REFLECTION

## ***NCA's Learning Outcomes in Communication and the ACRL Framework***

- Research as Inquiry
- Information Creation as a Process
- Authority is Constructed and Contextual

National Communication Association. 2015. *What should a graduate with a communications degree know, understand, and be able to do?* Retrieved from <https://www.natcom.org/LOC/>

### **LOC #3: Engage in Communication inquiry**

- Interpret Communication scholarship
- Evaluate Communication scholarship
- Apply Communication scholarship
- Formulate questions appropriate for Communication scholarship
- Engage in Communication scholarship using the research traditions of the discipline
- Differentiate between various approaches to the study of Communication
- Contribute to scholarly conversations appropriate to the purpose of inquiry

### **LOC #4: Create messages appropriate to the audience, purpose, and context**

- Locate and use information relevant to the goals, audiences, purposes and contexts
- Select creative and appropriate modalities and technologies to accomplish communicative goals
- Adapt messages to the diverse needs of individuals, groups and contexts
- Present messages in multiple communication modalities and contexts
- Adjust messages while in the process of communicating
- Critically reflect on one's own messages after the communication event

### **LOC #5: Critically analyze messages**

- Identify meanings embedded in messages
- Articulate characteristics of mediated and non-mediated messages
- Recognize the influence of messages
- Engage in active listening
- Enact mindful responding to messages



# THE NEXT STEPS

## Four areas of opportunity

- Increasing connecting with instructors
- Cultivating conversations with students
- Exploring different needs of CMST 210 and 240 courses
- Experiencing what students experience in the physical and online classroom



Photo: [Pixabay](#)



# DISCUSSION & QUESTIONS

**Thank you!**

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