Using Kahoot!
to engage large, undergraduate business classes

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Participatory Learning?
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**Instructor Perspective**
- Assess prior knowledge
- Ongoing formative assessment
- Engagement with material, peers and instructor

**Student Perspective**
- Assess own understanding
- Receive immediate feedback
- Apply conceptual knowledge
- Feel engaged and supported
Corporate Social Responsibility

- Required course for nine different programs
  - Not all of these programs are in the College of Business and Economics
- Consistent enrollment of over 300 students
Tools used in the past

- Google forms
- Mentimeter
- Poll Everywhere
- Discussion
Gamify the classroom
The first link under "Company Information" on your course guide is Kahoot!
The first link under "Company Information" on your course guide is Business Market Research Collection.
<table>
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<th>Name</th>
<th>Score</th>
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<td>Jeanette</td>
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Feedback

Kahoot was the best part!

Great job! Very engaging and informative. I liked Kahoot.

Kahoot was great. Please keep it

Good involvement with the crowd. Kept it interactive

Librarian was very engaging and voice was clear and precise. Kahoot was well utilized in engaging and ensuring audience comprehension.

Excellent presentation. It was engaging, interesting and informative.
Change Question Type

Quiz
Introduce, review and reward

Jumble
Brand NEW game

Discussion
Initiate and facilitate debate

Survey
Gather opinion and insight
Design Modification #1

Change Question Type

- **Quiz**: Introduce, review and reward
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Change Question Type

Quiz
Introduce, review and reward

Jumble
Brand NEW game

Discussion
Initiate and facilitate debate

Survey
Gather opinion and insight
Design Modification #2

Adjust Timing

For questions that require analysis or numerous steps, you can either:
1. Adjust the timer in Kahoot! to be between 5 and 120 seconds
2. Provide them time to work on the question before starting the question in Kahoot!
Summary

• Kahoot! addressed the limitations of other technologies
  • Engagement, assessment, feedback, flexibility
• Ways to adapt Kahoot! to fit your audience and learning objectives
• Always important to use technology with purpose!
THANKS!

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