

# Online course development tools

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# WHY I CHOSE THIS TOPIC

# Need for case studies in online courses

- This type of study may not have the ability to produce valuable quantitative data, but it's still valued by scholars.
- Online course attendant: “I would suggest that the course has more interview videos with other companies' representatives as I was very interested in the Study case of Mogotel”.



# Need for case studies in online courses

- Case studies are analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.
- A case study is useful for a number of scientific purposes, but it has proven to be especially effective for testing out theoretical claims





# Types of case studies

- Single illustrative case study – “illustrate” or describe an event or situation to introduce with the topic or acquaint with the terminology associated with the topic
- Collective or multiple case studies – several bounded cases on issue.
- Cumulative case study –designed to pull together information for several events/situations and aggregate for greater generalization.
- Exploratory case study - to gather basic, initial data that could be used to identify a particular question for a larger study.
- Intrinsic case study – unique cases
- Critical instance case study –to challenge a universal or generalized belief, to raise questions or challenge previously held assertions.



# Advantages

- Case studies are more flexible than many other types of research and allow the researcher to discover and explore as the research develops.
- Case studies emphasize in-depth content. The researcher is able to delve deep and use a variety of data sources to get a complete picture.
- The data is collected in a natural setting and context.
- Often leads to the creation of new hypotheses that can be tested later.
- Case studies often shed new light on an established theory that results in further exploration.
- Researchers are able to study and analyse situations, events and behaviours that could be created in a laboratory setting.



# Disadvantages

- The uniqueness of the data usually means that it is not able to be replicated.
- Case studies have some level of subjectivity and researcher bias may be a problem.
- Because of the in-depth nature of the data, it is not possible to conduct the research on a large scale.
- There are concerns about the reliability, validity and generalizability of the results.



# Lessons learned from case studies

- Company intro video
- Links to company information
- Video interviews
- Important - checking the understanding of students
  - In online sessions
  - Assignments
  - Quizzes
- Several smaller subcases



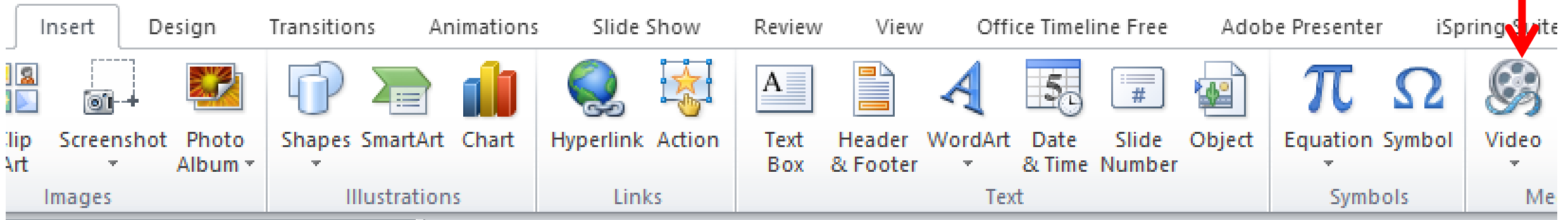


**Video interviews to  
reveal case studies online**

# Tools for video interviews



# Use on interview videos in ppt



- From File
- From web site


# Publish in youtube



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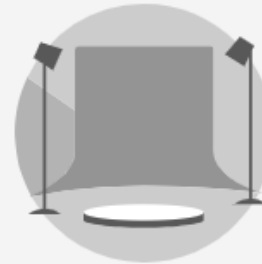
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