



Audience Engagement Techniques Utilized by Agricultural Course Instructors

Joy Morgan, Assistant Professor

Jason Bullock, Doctoral Student

NC STATE
UNIVERSITY

College of Agriculture
and Life Sciences

- Student engagement and motivation are essential to effective instruction in a classroom setting. (Torok, McMorris, & Lin, 2004)
- Humor, questioning, and interaction are techniques used by university instructors as teaching tools to guide their instruction. (Torok et. al, 2004; Hill, 2016; Seaton, Vogel, & Pell, 1980; Lei, Cohen, & Russler, 2010; Bryant, Comisky, Crane, & Zillman, 1980)
- Questioning techniques have been used for centuries and are an integral component of the teaching-learning process. (Hill, 2016)





Purpose/Questions

Why this assignment?

- What engagement techniques do CALS instructors use in their course instruction?
- What are the most common audience engagement techniques used among CALS instructors in undergraduate courses?
- What engagement techniques do you use in your instructional delivery?

Context of Course and Original Assignment

Who, What, & Why?

Undergraduate Students in AEE 435

- Professional Presentations in Agricultural Organizations
 - Asked to evaluate an instructor within the College of Agricultural and Life Sciences.
 - Observe and make comments on the audience engagement techniques utilized during instruction.
 - Complete an evaluation checklist containing 20 engagement techniques, provide comments on the techniques observed, and describe how the instructor gained interest at the beginning and end of class.

Course Lesson

- Students were instructed on different engagement techniques and provided examples of their use prior to the assignment.
 - Engagement Examples: Humor, questioning, storytelling, startling statistics, note-taking, posture/movement, etc.
- Students were instructed on various interest gaining and closure techniques for use in presentations.



Gaining Interest

Students were instructed on gaining interest at the beginning.

Gaining Interest

- Tell a story, ask a question, shocking statistic, powerful quote, gripping photo, visual aid, or video



Ending Your Presentation

Students were instructed on how to end their presentation.

- Discussed and demonstrated 12 different [closing techniques](#).

Engaging Your Audience

Assignment: Take this checklist to one of your classes. As you listen to your professor, circle those engagement techniques that are used during the class. Jot down notes beside the engagement technique explaining how it was used. This is due on Wednesday. Upload to Moodle, email, or if you choose to handwrite, bring to class.

How did your instructor try to gain your interest at the beginning of the class?

Tips for Engaging Your Audience

| Strategy | Check if Used | Comments |
|-------------------------------|---------------|----------|
| 1) Learner Prep | | |
| 2) Posture and Movement | | |
| 3) Repetition | | |
| 4) Use Threes | | |
| 5) Alliteration | | |
| 6) Inside scoop | | |
| 7) Personal Experience | | |
| 8) Questioning techniques | | |
| 9) Analogies and Metaphors | | |
| 10) Story Telling | | |
| 11) Startling statistics | | |
| 12) Humor | | |
| 13) Games and Activities | | |
| 14) Note-taking | | |
| 15) Handouts | | |
| 16) Be brief and finish early | | |
| 17) Brand Your Presentation | | |
| 18) Show your Flaws | | |
| 19) Halo Effects | | |
| 20) Each one Teach One | | |

How did the instructor end the class?

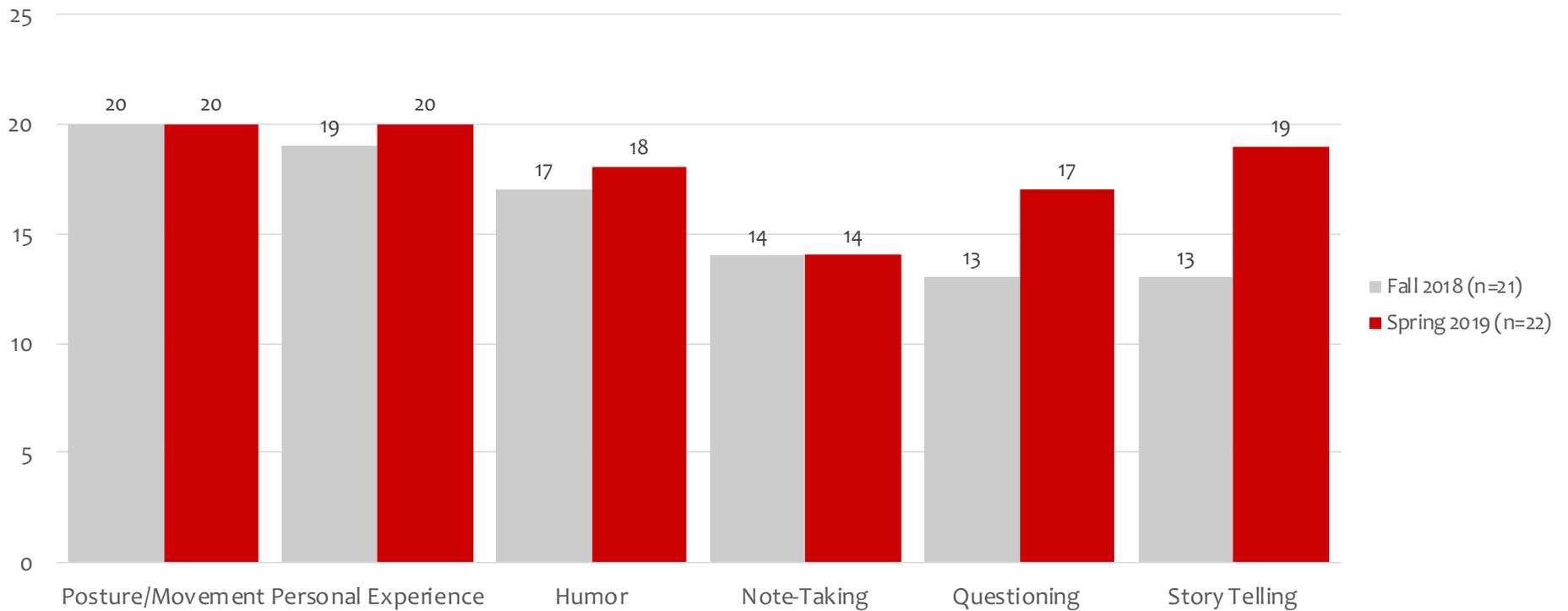
Engagement Checklist

Students were given this checklist and asked to evaluate one of their professors in the College of Agricultural and Life Sciences.

Results

Data collected from Fall 2018 and Spring 2019 students through their checklist completion (n=43).

Top Engagement Techniques



Conclusion & Recommendations

Now what?

Conclusion

- Instructors maintained engagement across all disciplines (n=12) through
 - Movement (83%)
 - Humor (83%)
 - Sharing Personal Experiences (91%)
- Posture & Movement was the most observed engagement technique among both sets of students (n=43)

Recommendations

- University Faculty should consider PD training on utilizing various engagement techniques to support classroom instruction.
- Future research focusing on a set discipline and targeting a specific assessment or evaluation program would help to provide insight to the impacts of engagement techniques on student learning and achievement.



Thank You

Joy Morgan



jemorga2@ncsu.edu



Jason Bullock



jhbullo2@ncsu.edu



References

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