

# Building Rapport in Asynchronous Online Courses - Messages and Media

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# Asynchronous online courses offer many benefits

- Flexibility
  - Learners can engage with the course at their own convenience
  - Learners have more control of pace and schedule and study environment
- Inclusivity and accessibility
  - Learners do not have to live near campus, may be easier to balance with other life responsibilities
  - Can provide more accessibility for learners with disabilities
- Cost effectiveness
  - For learner (e.g., commuting costs, childcare costs)
  - For institution (e.g., space, scalability of course)



# They can also have unique challenges

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- Inlusivity challenges
  - Requires reliable internet and device access
  - Requires some technological skills and knowledge
- Feedback challenges
  - Less immediate feedback (e.g., discussion forums)
  - Feedback may not be as personalized
- Contextual and timing challenges
  - There may be more distractions in the learner's space than a traditional classroom
  - Learners typically need to be more proactive with time management
- Social challenges
  - More isolation, can be difficult to build rapport and a sense of class community

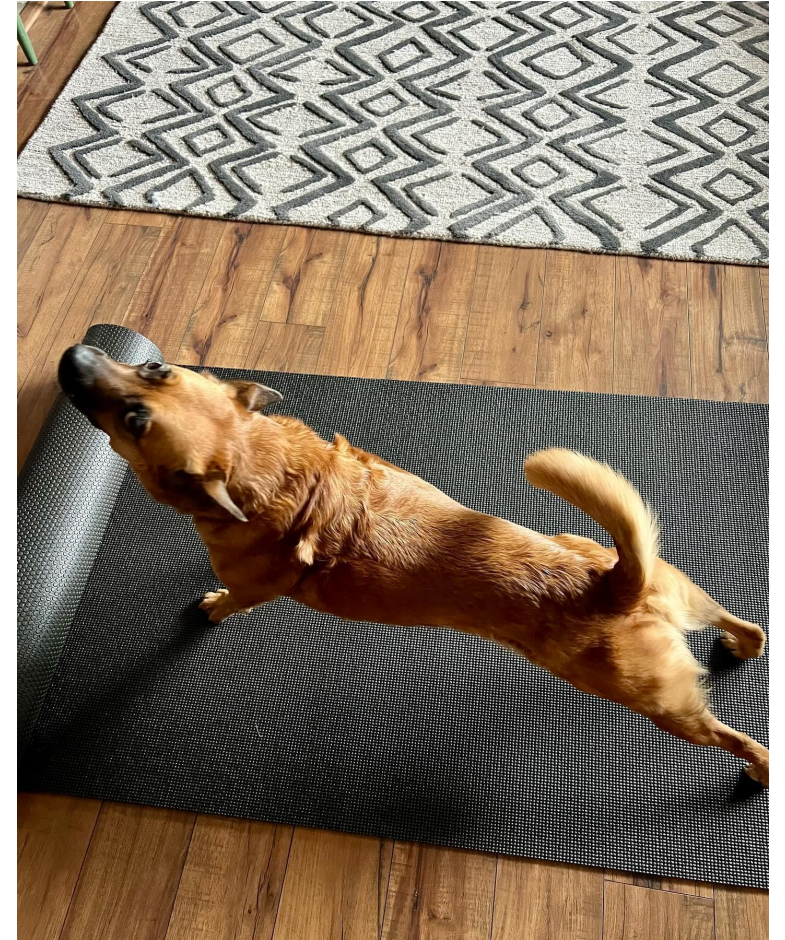


# Messaging as a way to build rapport

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- Weekly messages to students:
  - Written (or video with captions/transcript)
  - A brief summary of what we learned the previous week
  - A brief overview of what we're learning this week
  - Announcements, reminders about due dates
  - Connect via fun sharing (you can't go wrong with dogs)

e.g., A message from Zoe: Remember to take breaks and do some BIG stretches throughout the day!

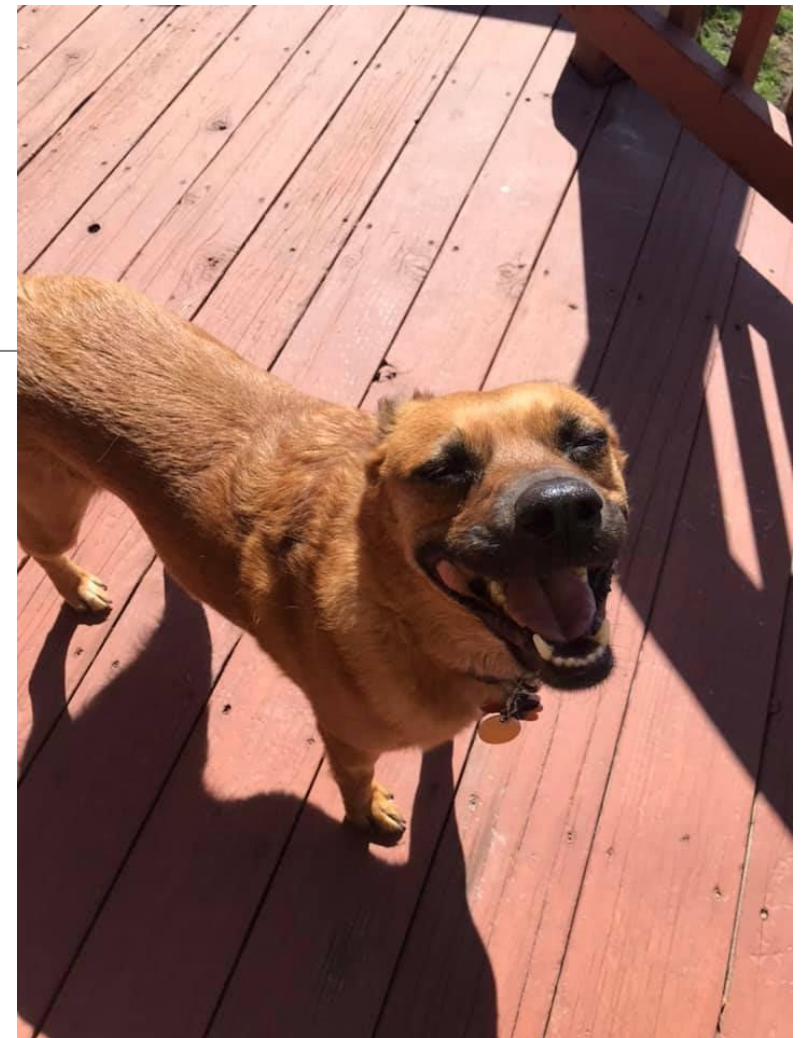




A message from Zoe: It's important to hydrate!

Lifhack - you can save snow on your muzzle for later.

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A message from Zoe:

Remember to make time for joy!

# Messaging as a way to build rapport

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- ~Week 3 email check-in with each student
- Pull information from Introduction Discussion Board to personalize the message
- Greeting and asking about hobbies, pets, family, job, other courses etc.
- Providing feedback on how they are doing in the course thus far
  - Praise what they are doing well
  - Reassurance of remaining assignments, extra credit opportunities, for enhancing final grade
- Offer to meet, answer questions, chat about course, studying etc., and to provide support
- Time intensive, more challenging in large courses
- Typically low response rate but can be highly impactful

# Media as a way to build rapport

- Low stakes, informal, straightforward and engaging assignments
  - Opportunities for students to share and lean into humor/fun (also a lot of fun to grade!)
  - Example: **Media Forum**
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Share a social psychology related piece of media! This could be a meme, song, audio clip, video clip, comic, advertisement, poster etc. It should be related to content from Weeks 1-3 of this course. You can post the media directly or share a link to it.

You can earn up to 2 points for your post:

1 point for providing a piece of media that is relevant to social psychology.

1 point for explaining the piece of media to us - making it clear what concept, theory, study, term etc. from social psychology it illustrates. You may also want to tell us where we learned about this concept, theory, study, term etc. (what chapter, other reading, activity, video etc.).

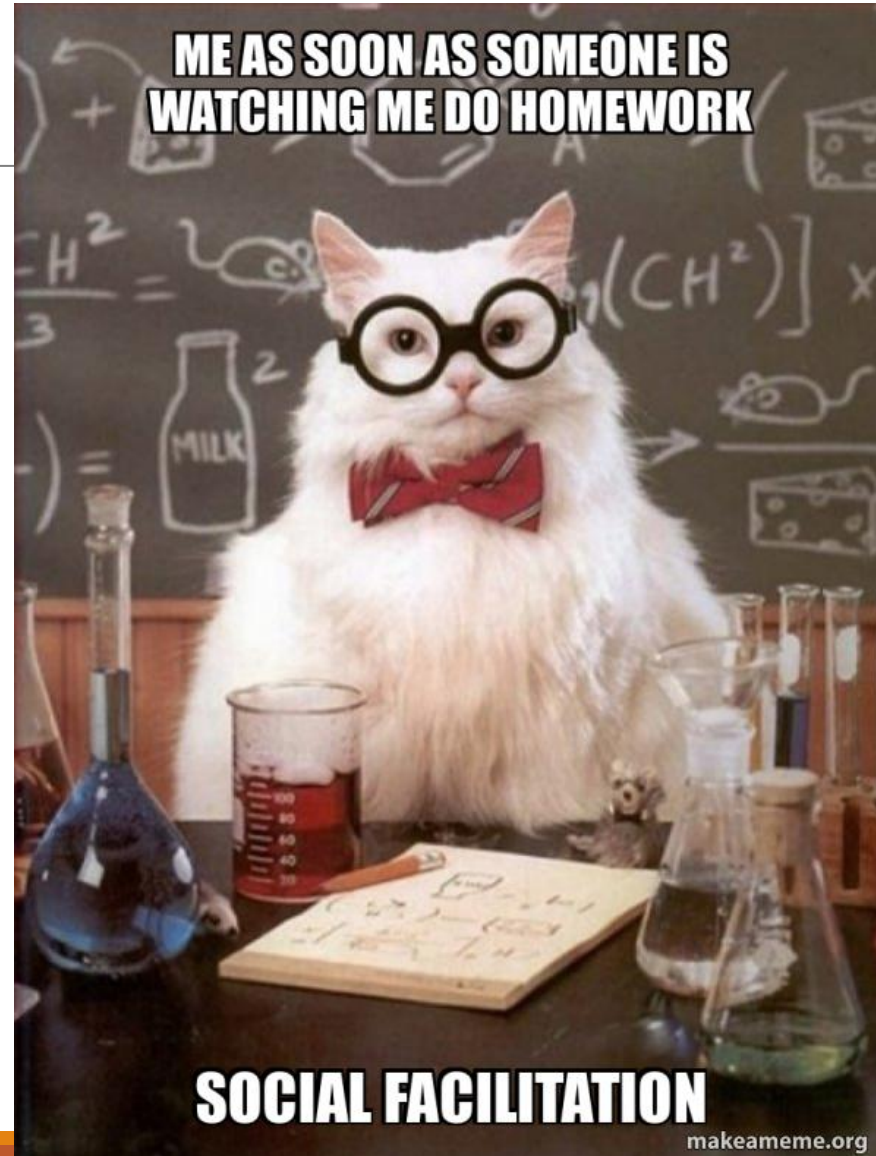
# Media examples – Social Psychology

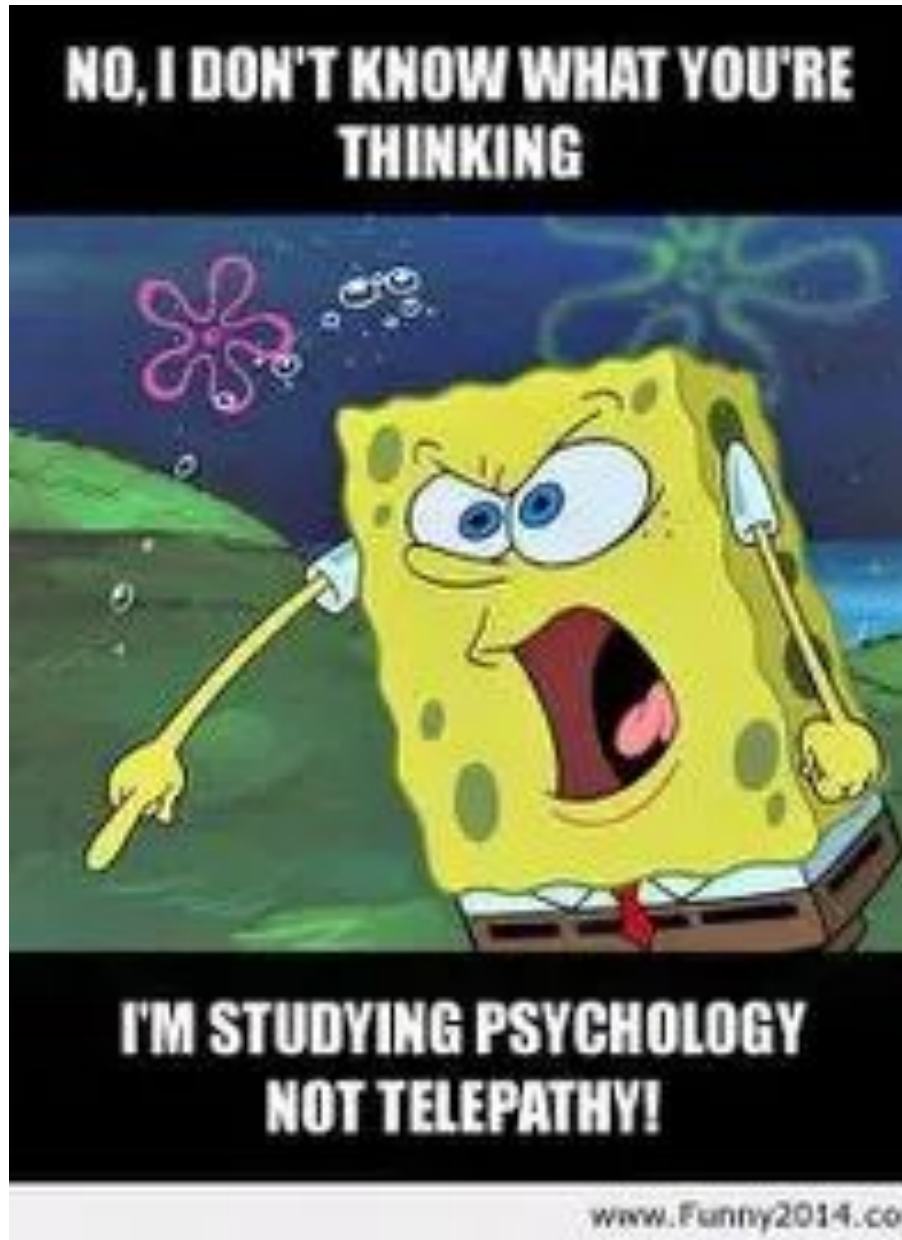
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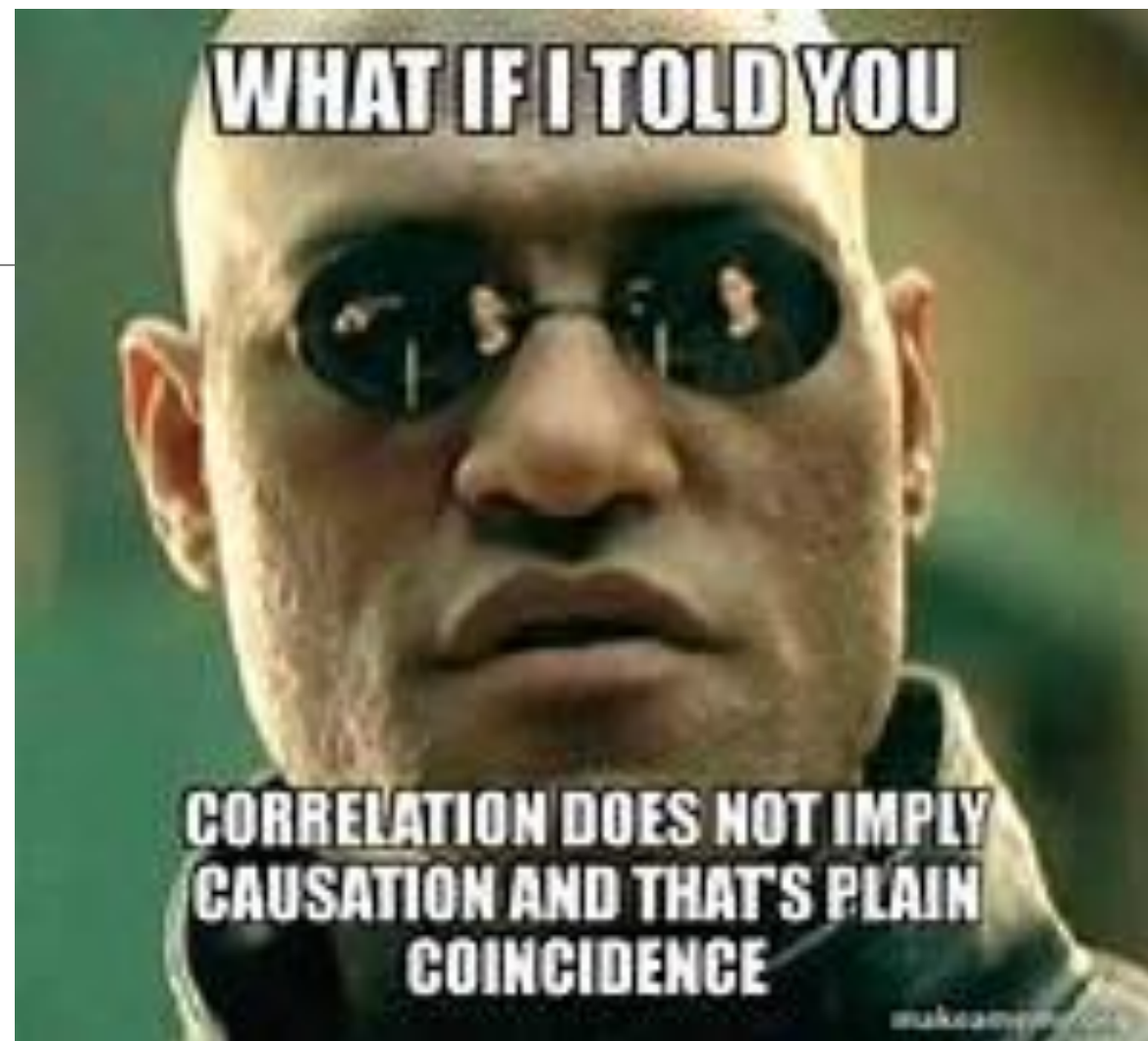
- Taylor Swift's songs
  - “You Belong with Me” in relation to Social Comparison Theory
  - “Anti-Hero” in relation to self-concept and self-awareness
- YouTube videos that explain specific concepts
  - Some are especially well made, using as optional resources
- Analysis of the movie *Mean Girls* in relation to social norms, conformity, and group hierarchies



# Meme examples – Social Psychology











Source: <http://bit.ly/3Yjy3EX>



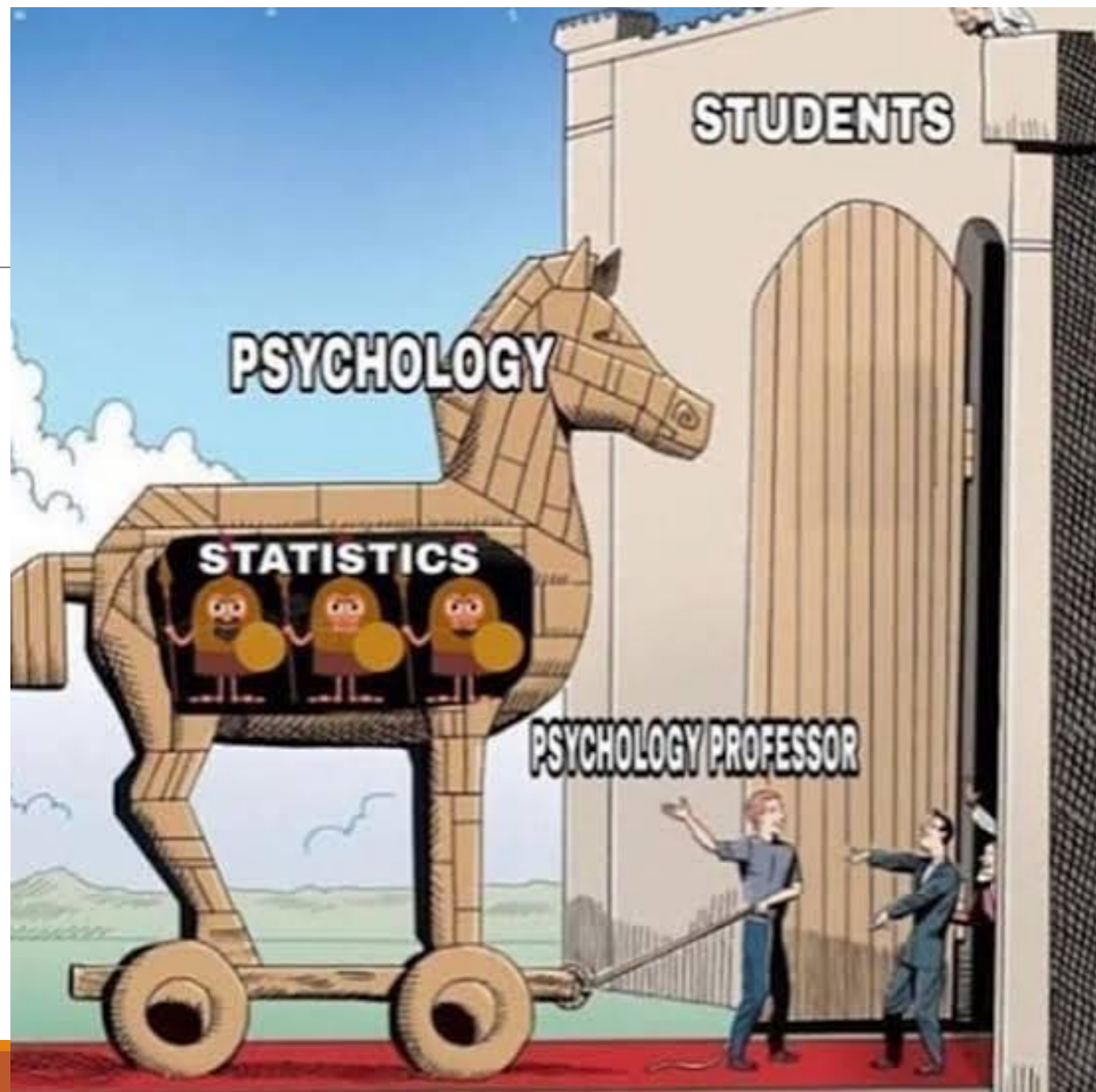




First year uni students: \*exist\*  
Psychological researchers looking  
for participants:

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# THANK YOU!

Share your favorite teaching-related memes/media! :



☐ To download these slides