

# Quality Enhancement Grant Scheme

**Progress Report**

**Project No. : 13/QEGS/2011**

Reporting Period : From 1 March 2013 (month/year) to 31 August 2013 (month/year)

## Part A

Project Title : Development of Four Mobile Learning Modules to Enhance the Language Proficiency of Students


Name of Grantee : Open University of Hong Kong

Project Period : From September 2011 to December 2013 (Revised)

## Part B

Please use separate A4-size sheets to report the progress with regard to the following aspects:

1. Types and brief descriptions of Project activities held/completed during the reporting period (*the information may be presented in the form of a table*).
2. The dates, time, venues and number of participants / beneficiaries of Project activities held, and resources (e.g. equipment, manpower) used for the implementation of Project activities.
3. Project milestone(s) and deliverables attained at the end of the reporting period and evidence showing the attainment of milestones and deliverables.
4. The percentage, in terms of key tasks, of the Project completed at the end of each reporting period.
5. Project variation\*, if any, during the reporting period, together with details and justifications

Signature: 



Organisation Chop: \_\_\_\_\_



Name of Authorised

Person: Prof. John Leong

Name of Grantee Open University

Organisation: of Hong Kong

Position of Authorised

Person: President

Date: 27 September 2013

\* A separate written application should be submitted to the Grantor for prior written approval.

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## 1. Project activities held/completed during the reporting period

Dates, time and venues	Brief descriptions of activities and resources used for implementing the Project *	Number and types of participants (if applicable)
Mar 2013	<p>Units 1-3 were circulated to Academic Reviewers. They commented on the units, and Team members made revisions accordingly. Units 4-6 of the four modules were developed. Team members reviewed and commented on them. All Unit 4 of the four modules were revised. All Unit 1 of the four modules were edited.</p> <p>The content was transformed to be programming codes using iBook Author Tool. The interface of the prototype units were designed and tested. The widgets were being developed for the interactive activities and exercises. The audio and visual scripts were being prepared for recording.</p>	<p><b>Development Teams:</b></p> <p><i>Use of Chinese</i>            Producer: Dr Eva Tsang            Instructional Designers: Anna Lo            Content Writer: Terry Yip and YC Law            Academic Reviewer: Dr HT Ma            Editor: Teresa Ho            Technical Leader: Nelson Lee            Software Engineers: Anfernee Lo, Bowie Poon            Creative/Artwork Co-ordinator: Anthony Lai            Multimedia and Graphic Designers: Yau Mei Ching, Echo Lam, Suie Sung            AV Technician: Jacky Chan</p>
Apr 2013	<p>Units 4-6 were circulated to Academic Reviewers. The commented on the units and Team members made revisions accordingly. Units 5-6 of the four modules were revised. Final editing of all units was completed. <i>The development and transformation of the module contents and learning activities was completed.</i></p> <p>The detailed programming instructions for Units 1 and 2 of all 4 modules were provided by the Development Teams. Interface of all four modules were re-designed and prepared by the Technical Team.</p>	<p><i>Use of Putonghua</i>            Producer: Dr Eva Tsang            Instructional Designers: Mity Choi            Content Writer: Dr PY Zhang            Academic Reviewer: Dr HT Ma            Editor: Brenda Lin            Technical Leader: Nelson Lee            Software Engineers: Anfernee Lo, Bowie Poon            Creative/Artwork Co-ordinator: Anthony Lai            Multimedia and Graphic Designers: Yau Mei Ching, Echo Lam, Sam Wong            AV Technician: Joe Lo</p>
May 2013	<p>The title of module of “Business Communication for the Workplace” was amended to “Business Communication for Executives” due to a similar course title currently offered by OUHK.</p> <p><i>The production of audio-visual clips for the four courses was completed.</i></p> <p><i>The development of an eBook prototype in app format was completed.</i> A dummy version on mobile device for each of the four modules was completed and reviewed by Team members. Technical Team then amended the interface and functionalities according to Team members’ comments. The team also started working on an iPad app for voice recording activities.</p> <p>The recruitment advertisement of the post of Research Assistant was placed.</p>	<p><i>English for Effective Communication</i>            Producer: Dr Eva Tsang            Instructional Designers: Iris Pong, Ross Vermeer            Content Writer: Henry Fan, Sarah Ng            Academic Reviewer: Dr Peter Storey            Editor: Caroline Leung            Technical Leader: Nelson Lee            Software Engineers: Anfernee Lo, Bowie Poon, Brian Ho, Cherry Lee            Creative/Artwork Co-ordinator: Anthony Lai            Multimedia and Graphic Designers: Echo Lam, Renee Cheng, Suie Sung            AV Technician: Andrew Wong</p>

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<p>June 2013</p>	<p>The Development Teams refined the content and instructions of Units 1-2. A final review of the dummy version of all four modules was performed to ensure the correctness of content and to sort out technical problems. The Technical Team started the production of Units 1 to 2. Audio recording and photo shooting was underway.</p> <p>The candidates of the post of Research Assistant were shortlisted and interviewed.</p>	<p><b>Business Communication for Executives</b>          Producer: Dr Eva Tsang          Instructional Designers: Yoyo Iu, Caroline Leung          Content Writer: Eunice Tang          Academic Reviewer: Prof YK Ip          Editor: Ross Vermeer          Technical Leader: Nelson Lee          Software Engineers: Anfernee Lo, Bowie Poon, Cherry Lee          Creative/Artwork Co-ordinator: Anthony Lai          Multimedia and Graphic Designers: Yau Mei Ching, Echo Lam          AV Technician: Arno Poon</p>
<p>July 2013</p>	<p>The Development Teams refined the content and provide detailed programming instructions for Unit 3 of all four modules. The multimedia components of Units 1 to 3 of all modules were transformed into the mobile interface.</p> <p>A research assistant for this project assumed duty and she started to plan the evaluation study on the effectiveness of the mobile learning moduels for language enhancement in higher education.</p>	<p><b>Research Assistant:</b>          Belle Cheung</p> <p><b>Evaluation study:</b>          Dr KS Yuen          Dr Eva Tsang          Belle Cheung</p>
<p>Aug 2013</p>	<p>The Development Teams performed checking on the completed iBooks of Units 1 to 3. Units 4 to 6 of all four modules were under preparation for development. Technical Team finished the development of Unit 1 to 3 for all modules. Selected screen captures of the units are found in Appendix 1.</p> <p><i>The collaborative tools - online discussion forum and voice recording were developed and embedded into all four modules. The features including dictionary, color highlight, note-taking, bookmarking and so forth for all modules were made available. The Research Assistant started to recruit students for the evaluation study.</i></p> <p>In the pilot study plan, about 200 students from OUHK will participate for a 3 to 4 weeks period of studying unit 1 to 3 of all modules. They will be asked to take a pre-test beforehand and complete a post-test and a questionnaire upon completion of the study. A \$200 book gift coupon will be given to students as an incentive fee.</p>	
<p><b>* Evidence showing the attainment of milestones scheduled for completion during the reporting period should be attached (e.g. photos, learning materials, webpage screens, promotion leaflets / posters, relevant reports, etc.).</b></p>		

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## 2. The percentage, in terms of key tasks, of the project completed at the end of the reporting period

Milestones scheduled for completion during the reporting period **	% attained	Remarks
1. Development and transformation of the module contents and learning activities	100%	
2. Development of an eBook prototype in app format, collaborative tools for interactive learning, and features / functionalities for mobile learning modules	100%	
3. Production of audio-visual clips for the four courses	100%	
<b>Overall Project</b>	<b>100%</b>	

## 3. Project variation (a separate written application should be submitted to the QEGS Secretariat for prior written approval.)

Descriptions of variations (e.g. change of the project scope or duration, deferral of completion date, relocation of an amount exceeding 10% between items of expenditure in the budget)	Date of approval sought from QEGS Secretariat
<p><b>1. Budget for manpower</b> According to our originally proposed budget, there are two types of staffing – one is part-time staff for the development of multimedia components and mobile features, and the other is contract out-service staff, who are responsible for developing course content. We have already recruited the contract service staff to write the course content, but are having difficulty in recruiting part-time staff for the multimedia module development. Therefore, requested that part-time staffing be changed to full-time, either by new recruitment or using existing internal staff. This request only applied to services starting 1 January 2013. The request was subsequently approved by EDB.</p>	15 April 2013
<p><b>2. Budget for equipment/facilities</b> We have budgeted \$100,000 for AV editing tool, and \$8,000 for iPad devices to try out our mobile content. It is now found that the AV editing tool is costing less (\$60,000 only), but we wish to purchase more iPad devices so that more students can participate in the trial of the mobile content. Hence, we requested \$40,000 of the AV editing tool budget be moved to the iPad devices item (within the same budget group). The request was approved by EDB.</p>	15 April 2013
<p><b>3. Project schedule</b> Our original plan was to use our University's existing course materials in the mobile modules. However, due to various concerns from the University, as well as copyright issues, only about 30% existing OUHK content can be used, and the rest has to be developed from scratch. So there has been a delay in the development work. At the time of writing the report, the mobile features have already been developed, and the course content confirmed; but the development of the later part of the content are still in progress. As more time is required to develop such contents, the Project Team has requested to deferred the completion of the project by four months, to 31 December 2013. The request was approved by EDB.</p>	15 April 2013

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## 4. Financial position as at the end date of the reporting period

<b>Expenditure items</b>	<b>Approved budget (a)</b>	<b>Committed or actual expenditure (b)</b>	<b>Balance [(a)-(b)]</b>
a. Manpower	986,000	692,970.51	293,029.49
b. Equipment / facilities	158,000	119,500.65	38,499.35
c. Services	320,000	221,394.00	98,606.00
d. General expenses	20,000	-	20,000.00
e. Others	91,000	-	91,000.00
<b>Total</b>	<b>1,575,000</b>	<b>1,00,865.16</b>	<b>541,134.84</b>
<b>Project Income (if any)</b>			<b>18,329.87*</b>
<b>Total Balance</b>			<b>559,464.71</b>

\* Interest income on grant received.