

DIGITAL COMMUNICATION IN THE 21ST CENTURY.

EVALUATION REPORT

Reference no.	2021-1-LV01-KA220-HED-000031178
Training programme	Digital Communication in the 21 st Century
Venue	Technical University of Cartagena (UPCT), Spain
Date	April 25-29, 2022
Host partner	UPCT



INTRODUCTION AND OVERVIEW

Overview of Digital Communication in the 21st Century training programme.

This report provides the data analysis of Digital Communication in the 21st Century training programme, which was carried out by Technical University of Cartagena (UPCT), Spain

The training was held at UPCT as host and responsible institution for the activity in April 25-29, 2022, in compliance with SUCCESS project description. This 5-day learning/teaching activity included a range of lectures, seminars, debates, case studies and multiple team-building activities distributed as shown below in the schedule of the course, and aimed at improving participants' oral communication and presentation skills on line. It was focused on the following areas:

- Enhancing writing skills in the digital means
- Mastering digital oral communication and presentation skills
- Honing social, interpersonal and teamwork skills in a multicultural setting.

The instructors of the course belonged to the academic staff of the UPCT, and the engineering professional domain, precisely from AED Engineering company. Attendants were selected from all applicants acceding to high motivation, adequacy to engineering or IT studies, and interest in the topic, through a selection interview after submitting their Curriculum Vitae and a motivation letter.

The schedule and contents of the programme are the following:

	25 th Monday	26 th Tuesday	27 th Wednesday	28 th Thursday	29 th Friday
9-9:45	-Welcoming, -Opening speech by Rafael Toledo, Vice Rector of International Affairs and European University. -Introducing the project, -Getting to know each other	On-line oral presentations	On-line oral presentations	Business communication / video-meetings & Debate language Conducted by, AED Engineering	Video-meeting; Debate through students' presentations on a specific topic, conducted, AED Engineering
9:45-11:30h	Digital writing skills				
11:30-12h	Coffee break				
12-13h	Digital writing skills practice	Group work	Group work	Group work	Evaluation of the course and closure
13-14h	Group work: agree on a topic for your presentation	Group work	Group work	Group work	

Contents:

Day 1. Digital writing skills.

-Raising awareness on digital genre

-Examples of digital writing

-Looking closer at a digital written genre (ongoing, collaborative, technical-professional, formal/informal, concise): the expert forums

Day 2. On-line oral presentations I

-Introduction. Online vs Face-to-Face Presentations

-Presentation structure. Opening, body and closing; narrative

-Setting and slides

Day 3. On-line oral presentations II

-Signposting language.

-Body language and building rapport on line.

-Other skills: Q & A sessions; Multicultural presentations.

Day 4. Business communication and video-meetings, AED Engineering

-What communicate and how to communicate in the workplace: on-line business meetings.

-Language for debating.

Day 5. On-line meeting, AED Engineering

-Video-meeting; Debate through students' presentations on a specific topic, conducted by AED Engineering.

As a final assignment, the participants delivered a group online oral presentation held as a video-meeting on the last day of the training programme. Based on the successful task performance, the participants were awarded with the Certificates

EVALUATION OF THE TRAINING PROGRAMME

Evaluation methods

Digital Communication in the 21st Century training programme evaluation report is a tool of internal quality control, carried out by retrieving quantitative and qualitative feedback from the participants.

Quantitative feedback is based on the questionnaires completed by all the participants. It was administered on line after the oral presentations the last day of the course, covering the whole population: 22 respondents. Participants were asked to state their level of satisfaction on the course by rating a series of 13 items using a Likert scale (Strongly agree; agree; neutral; disagree; and strongly disagree). A final open question was added so that participants could provide any other feedback.

Qualitative feedback is based on an interview of the multicultural groups formed for the development of the programme. Qualitative feedback is used to capture expressive information not conveyed in quantitative data and their rationale behind, contributing to gain an understanding of underlying reasons, opinions and motivations.

Evaluation results

1. Course evaluation results: Quantitative feedback.

Please, estate your gender.

● Woman	12
● Man	9
● Non-binary	1
● Prefer not to say	0



1. The topics and contents covered were relevant to the course.

● Strongly agree	13
● Agree	8
● Disagree	0
● Strongly disagree	0
● Neutral	0



2. The instructional materials (i.e., handouts, slides, exercises, assignments) increased my knowledge and skills in online communication.

Strongly agree	7
Agree	13
Disagree	1
Strongly disagree	0
Neutral	1



3. The activities were clearly explained.

Strongly disagree	2
Disagree	0
Neutral	0
Agree	11
Strongly agree	9



4. The activities were useful.

Strongly agree	8
Agree	12
Disagree	1
Strongly disagree	0
Neutral	1



5. This course was helpful in upgrading my skills.

● Strongly agree	12
● Agree	5
● Disagree	2
● Strongly disagree	0
● Neutral	3



6. The knowledge, skills, and information gathered during this course will help me become a better communicator.

● Strongly agree	7
● Agree	13
● Neutral	0
● Disagree	1
● Strongly disagree	0



7. Communication, support, and feedback from the instructor(s) were satisfactory.

● Strongly agree	7
● Agree	13
● Neutral	0
● Disagree	1
● Strongly disagree	0



8. This course posed a difficult challenge.

Strongly agree	1
Agree	2
Neutral	5
Disagree	9
Strongly disagree	5



9. The quality of course materials was satisfactory.

Strongly agree	9
Agree	11
Disagree	0
Strongly disagree	1
Neutral	1



10. Interactions between students in this course were satisfactory.

Strongly agree	17
Agree	5
Disagree	0
Strongly disagree	0
Neutral	0



11. The organization of this course was satisfactory.

Strongly agree	12
Agree	9
Disagree	0
Strongly disagree	0
Neutral	1



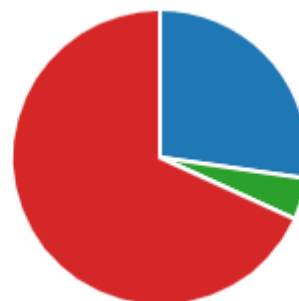
12. I would highly recommend this course to other students.

Strongly agree	15
Agree	5
Disagree	1
Strongly disagree	1
Neutral	0



13. Overall, this course met my expectations for the quality of the course.

Strongly disagree	6
Disagree	0
Neutral	1
Agree	15
Strongly agree	0



14. Is there any other feedback you would like to provide?

8 answers:

"The information that was covered was really helpful and I already feel more comfortable doing online presentations after this week's courses. Thank you for this great opportunity!"

"Everything was very good"

"Emeyzing :) :) wish for participating for next one 😊"

"I loved to talk to people from other countries and better my understanding of the English language"

"Thank you to SUCCESS project and the team!"

"I hope that these courses will be held more and that everyone will have the opportunity to use them"

"Thanks for this great opportunity!"

"The time is too short to explain our online presentation."