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Learning in a HyFlex Model

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Learning in a HyFlex Model?

Abstract

In response to COVID-19 and to ensure social distancing, some Universities moved to a HyFlex model of teaching for the 2020/2021 academic year. This model offers students a choice to participate in face-to-face in-person synchronous class sessions or attend class sessions via video conferencing, like Zoom. Although a vaccine promises a return to normal in the fall of 2021, the HyFlex model will persist. This research compares learning of in-person vs. Zoom students using Kahoot quizzes and provides insights into the student experience with student surveys. Analysis of the Kahoot quizzes shows that students on Zoom consistently perform worse on quizzes than in-person students. Student surveys suggest that paying attention on Zoom is harder especially given the number of distractions available. Student and instructor insights and suggestions for improved HyFlex delivery are discussed.

Keywords: HyFlex, multi-format synchronous learning, online, face-to-face.

Relevance to Marketing Educators, Researchers and Practitioners: HyFlex teaching became normative following the COVID-19 outbreak. This research presents evidence of learning difference between in-person and video conferencing students and provides instructor and student-based insights on how to improve this multi-dimensional learning format.

Track: Education/Experiential Learning