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**Thesis Presentation: How
can we use Constructivist
Theory to Guide Module
Learning?**

Constructivist Theory

The constructivist learning theory is the idea that learning is based off of experiences. A student will learn from actually “doing.”

Learning Module

Theory being put to use:

Module created, uploaded into LMS, outside activities added to gain user experience.

www.socialmediamarketing.moodlecloud.com

The Constructivist Classroom in Connection

List provided by Professor Schneider

1. Begin with whole - expanding to parts
 2. Pursuit of student questions
 3. Learning is interaction - building on what students already know
 4. Instructor interacts with students
 5. Assessment via student works, observations, tests
 6. Knowledge is dynamic and changes with experiences
 7. Students work in groups
1. Begin with learning module - expand with activities
 2. After module, assignment for any questions on what else they would like to learn
 3. Learning interactions within module - build knowledge from module with activities after the course
 4. Within Moodle assignment submissions, teacher can provide feedback on a student to student basis
 5. Within module-quiz questions provided, outside of module-assignments allow student to show what they have learned by observing other's content and then creating content
 6. Within assignments the students choose marketing campaigns to follow and then expand upon using social media of their choice - different medias offer different knowledge
 7. Final assignment asks for students working within the same social media site to interact with each other and grow together within the campaign they will be working on

What did I Learn?

- Adobe Captivate
- Constructivist Theory in relation
- Moodle