



## Slide-Topology: The Traditional Presentation Versus Infographic for the New Generations Online Learning.

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**Abstract.** The attractive presentation could engage and motivate students in online learning. It is certainly leading to an effective class participation and understanding of learners. This study aims to assess the traditional slide presentation and infographic presentation on new generation's engagement, motivation, and understanding. Where the infographics in slide are not related to the teaching topic. The qualitative was applied with in-depth interview and focus group. The result revealed that students have positive feedback toward infographic presentation even though the animation is not concern with the presentation issues. Thus, one of important issues for new generation online learning is the attractiveness of learning material. It attracts the attention and motivation to learn which lead to an effective online learning.

**Keywords:** New Generations, Online Learning, Presentation

### I. INTRODUCTION

In Thailand, the learning has gradually adjusted from onsite to online in all level for specific period. Many institutions have implemented the policies, according to the five-year planning of the Ministry of Education's Educational Development Plan No. 11 during 2012-2017 indicated enhancing the use of technology as a tool for education. The purposes are to develop new generation admiring to learn, having the skills to seek knowledge, and a life-long learning in order to keep pace with changes in the global community. And to develop variety of learning resources to support the pursuit of knowledge. Specifically, the sources of knowledge base on technology (Thongvittayapron et al, 2018). The advancement of technology allows students and teachers able to search and share the knowledge resources. In the meantime, various types of online learning have been used such as, social media, YouTube, Google meet, Zoom, and massive online open courses through website. It is in view of the fact that the quality of education would create intellect human capital that resulting to the development of the country and its competitiveness in global market.

Since, the COVID 19 spread out resulting to the country lockdown. Howbeit, the learning activities have to be continued with the use of technology. Optimizing the learner's knowledge and skills, multi learning activities via technology have been employed for instance; game-based learning, discussion, seminar and project-based learning. Seemingly that Thai students are familiar with online learning and well understand the lesson. It is because of the institutions have blended between onsite and online learning for a while. Unfortunately, in one semester students have to learn more than four subjects, meanwhile the assignment is double which increasing pressure to learners instead of the feeling of willing to learn. As refer to (Thaipost, February 01, 2021) reported that the secretariate of Ministry of Higher Education, Science, Research, and Innovation enjoined taking care of students properly since online learning is one of the causes of high stress to students leading to self-destruction. This situation results from the learning environment was swiftly changed to online one hundred percent. According to Hong et al (2021) cited online learning create the academic procrastination affecting to learning strategies such as behavioral detachment in which led to students' success. It is, also, the cause of psychological problems and reducing self-discipline. Moreover, the difficulty of learning topics may augment the tension of students and losing their self-assure. Even thought, from the statistic Thailand has higher number of teenagers using social media increase sharply. Thus, it seems that Thais are acquainted with the usage of social media, online information searching, and finding knowledge. According to Thongvittayapron et al, (2018) revealed that the number of social media users are around 11 million persons, and the majority of these groups are students. aging in between 14-26-year-olds. These teenagers require close supervision for both learning and personal issues consulting from lecturers and

parents. Thence, this study aims to assess the usage of traditional presentation versus infographic presentation affecting to the understanding of learners. Where, the animation in the infographic is not related to the learning topic. The notion of this study come from the belief that if students understand the lesson clearer, it would be resulting to reduce stress, anxiety and psychological stain. And it is from the notion that if students understand the lesson well they will be more self-assure in responding and participating to the online learning.

## II. METHODS

The experiment of using traditional presentation and infographic presentation were employed to target group. Where, the infographic presentation contents are not related to the learning issues. After that, the in-depth interview and focus group were applied for this study. And, the content analysis was conducted. The sample were third year students at College of Hospitality Industry Management; SuanSunandha Rajabhat University. There are 35 samples aging around 19–21-year-old. The interview was conducted after the online learning session ended. In addition, a set of pre-test and post-test questions, and supplementary learning material were distributed as usual like onsite learning.

The traditional PowerPoint presentation has been designed in accordance with the epistemology for adult learning slide design should include maximum seven bullet points while each bullet should be only seven words. The Slide has to be white and clear with the alphabet in black. Which only the key words represented (IATA, 2013). Nevertheless, the infographic PowerPoint was also created. The infographic is an information or data presented by a collection of images, charts with few texts. The infographic communicates by using visual information instead of words (Nediger, 2020). In this study, the infographic slide has no visual relate to the learning contents, but just the texts concerned to the subject. The traditional slides and infographic slide as shown in figure 1 and 2 respectively.

The target group was, firstly, joined online learning of human resource management subject. The presentation was conducted by using traditional slides presentation. A week later, the target group was instructed online learning with infographic slides presentation. Then, the in-depth interview and focus group were implemented online. The limitation of this study is must conduct online, since the special regulations on face-to-face meeting was executed.

### **PERFORMANCE MANAGEMENT : PM**

- Hardest Task
  - For line manager, evaluate & work
  - Focus on improvement performance
- PM
  - Every 3; 6; yearly
  - People do not like to hear weakness feedback
  - Resulting to layoff, promote, pro-long probation period

*FIGURE 1. Traditional Slide (7 Bullets with 7 Key Words in each line)*



FIGURE 2. Infographic Slide, (Health Care Animation unrelating to the topic)

### III. LITERATURE REVIEW

The knowledge of human capital is critical for every country, precisely in today knowledge economy. As Lauder et al (2012) represented the knowledge drives capital. That is the focal point of economic competitiveness of the nations. It would allow a country having advantage in global economy. At the same time, the individual who invest in knowledge could earn high paid and secure job. Thence, Thai government has issued the National Education Act B.E. 2542 states that educational management must be develop Thai people to be a complete human being, body, mind, wisdom, knowledge, virtue and culture living happily with others. A person has equal opportunity to receive a basic education of not less than twelve years. That is state must provide thoroughly with quality and at no cost (Rattanasuthikul & Kwansanga, 2021).

However, during the COVID 19 pandemic the lockdown policy was implemented, as well as social distancing was compulsory. Albeit, the education needs to move on by changing the mean of learning from onsite to online a hundred percent. It is the learning that students and lecturers are physically segregated and deliver the lesson by using technology. In any cases, scholars found that the online learning causing students stress, anxiety, difficulty in learning and understanding the lesson, losing concentration, require high self-discipline and difficult to get recommendation (Aguilera-Hermida, 2020; Pan, Schmitt & Bjork, 2020; Hwang et al, 2021) Anyhow, the students' satisfaction (Caskurlu et al, 2021) and the effective learning for the benefit of students. The effectiveness of online learning depends on learning environment, and the use of technology properly to engage participation of learners (Aguilera-Hermida, 2020). In the meantime, based on learning theory there are various types of learning activities gaining attention and engagement of learners. As of andragogy the learner was called participants. The active learning should be applied, since they have experiences to share from their real-life problems. Then, the cooperation from participants is important as they are the primary resources of samples and ideas. Therefore, the learning environment has to free from the feeling of fear, state the objectives and benefit, building the learners' confidence, enhancing dialogue. (IATA, 2017). Where Corley (2011) cited that adult can control oneself to learn namely self-directed learning. Subsequently, the educational activities for adult learner to achieve the objectives must conduct the learning in sequences. And allow learners to create the learning method, tools, and resources for learning. While, Dale (1970) stated three learning styles including; learning from direct experience, learning from image recognition, and learning from things that students have not seen before. As refer to his model the cone of experience, it can be concluded that a person learning from direct experiences accumulated develop from the images follow by conclusion and conceptualize as understand. The learning by practicing and teaching others students are able to remember longer than experiencing media and visual tools, reading pictures.

Noting that Tissanana (2012) mentioned the Sebastianism theory is widely applied in the 20th century for teaching and learning. The assumption of the theory is human learn from five senses with

three level of learning containing sense activity, memory characterized, and conceptual thinking. Yet, the problem-based learning (PBL) is another popular applied for today learning. It allows learners facing real situations and participate in problem solving. The PBL helps learners learn meaningfully, and able to develop essential skills for living and lifelong learning (Conklin, 2013; Masek & Yamin, 2010; Newble & Cannon, 1989). The PBL learning strategy is a group-based learning which the investigation and questions come from each member. PBL allows students to analyze their thinking in complex situations. In addition, students are also pressured to think critically and creatively. Moreover, it also increases motivation for learners as they practice from real situations, which makes them to become more confident.

Another matter, the learning material presentation is crucial helping learner better understand the lesson. As refer to IATA (2013) stated that the clear, black and white with maximum seven bullet points and seven keys words in each bullet are powerful for andragogy. In contrast to Duarte (2015) highlighted the visual presentation is the key for good communication. Visual helps to change the audiences' mind. Human communicates and express via pictures, drawing, not with a word. For example; children starting to draw and paint before speaking, and back in history 15000 Before Christ Era (BCE), human being communicates by drawing in the cave, 3000 (BCE) the Egyptians communicate via pictographic in the murals. It is worth noticing that human being familiarized with visual and colors from innate, then following by speaking and text.

The new generations are the Millennials also known as Generation Y, and Generation O. Espinoza, Ukleja&Rusch (2010) said the Millennials are those who born between 1978-1996, while Generation O are born from 1997 onward. The scholars explained the difference of generations by implication of maturational theory, generational theory, life course theory. In view of maturational theory, the traditional belief, attitudes and values change by the age. Whilst, generational theory is explained that the attitude and values were framed in both individual and group. The generation in which a person be part determines the thoughts, feelings, and behaviors. For the life course theory explained the generation's differences by sociological context. People who have similar age tend to shape the perspectives that exist with them the whole life, such as phenomenon like World War II, Great Depression. Thus, the new generations in this study are those who born with the rise of modernity like technology, social media, e-commerce. Logically, the students should be accustomed with online learning.

#### IV. RESULTS

As it can be noticing that, the infographic slides as shown in figure 2 is the animation concerning with medical issue. Whereas, the traditional slide presentation in figure 1 is clearly demonstrate black and white with key words. The animation held the interest of students. Due to its colorful and each page of infographic contain difference animation. The learning is interesting, easy to understand, and not monotonous. As refer to the in-depth interview as following;

Student 1: "I am exciting to see animation. It held my attention to study."

Student 2: "I understand the lesson better than black and white slide." "However, I still like classroom learning because I can meet with friends, I can ask them or teacher immediately."

Student 3: "The infographic is not monotonous, so I am not sleepy." "Even though, I do not like online learning much because sometimes the sound delayed and lost. It is not easy to understand but the picture keeps my attention."

Student 4: "During the post-test, the animation reminds me the lesson I have learnt."

Student 5: "I did not recognize that the animation is not relate to the topic until I was told by you." "Somehow, it helps me well, when doing exercise and the test. Because the picture show up in my mind."

Whereas, the traditional slides are bland and not interesting to learn. However, the slide is clear, look easy to understand. In contrast, it is not holding the interest of learners. According to the personal communications follow;

Student 1: "It looks clear, but not attract my attention for listening." "I think I can read it myself. That makes me missing an important explanation from teacher."

Student 2: "I am not much familiarized with online learning when I see plain slide, I am getting bored."

- Student 3: “The color of slide presentation is lifeless.” “Only one to three slides are okay, but for the whole lesson I lose my attention.”
- Student 4: “Seeing the unimaginative slides, I do not want to participate responding the questions during learning.”
- Student 5: “The good point of plain slide is I must keep my focus on teacher explanation and write my own words. But it is tired and difficult, sometimes I feel demotivated for learning.”

## V. DISCUSSION AND CONCLUSIONS

Even though, the online learning has been practices for a while before the COVID 19 pandemic. Still and all, students are not familiarized much because of its environment. And the online learning requires high self-discipline, motivation to learn from the learners. According to the maturational theory, generational theory, and life course theory the new generation in this era are born with the advancement of technology, television, computers and social media. Thus, their values and life experiences are familiarized with visualization rather than texts. Hence, material enhances students online learning should be well-design, the usage of color theory, pictures could attract the interest and motivation to learn. As an evidence for the in-depth interview is clearly demonstrate the students’ perspective toward traditional slide and infographic slide. Furthermore, organization could apply the result of this study for the employees training and development. Considering that this study is based on the concept of andragogy. The infographic makes learners getting the presentation idea and understand the topic easier. The infographic leads to motivation to learn and attract the attention of learners.

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