

How You Instantly Survive Edutainment Expectations Applying The New Idea™ Method In Your Class

Dr. Alexander Belyakov, G. Raymond Chang School of Continuing Education



The portmanteau "**edutainment**" (education + entertainment) presents a rising trend in higher education. Traditional educational materials help less in reaching teaching goals. Faculty have to compete for the vanishing attention of disengaged students with a variety of mobile devices. Furthermore, as workload and students' expectations are growing, preparation hours for lectures remain limited. How do you satisfy your need to excel in this challenging environment?

Educator as an Innovator follows the latest trends. Do you know them?

Educator as a Deliverer or, even better, Over-Deliverer, meets students' expectation and provides some extras. The over-delivery process should involve:

- Asking our students what they need and how we can help them;
- Listening to students;
- Responding to them on time or instantly; and
- Providing them with resources to help solve arising issues.

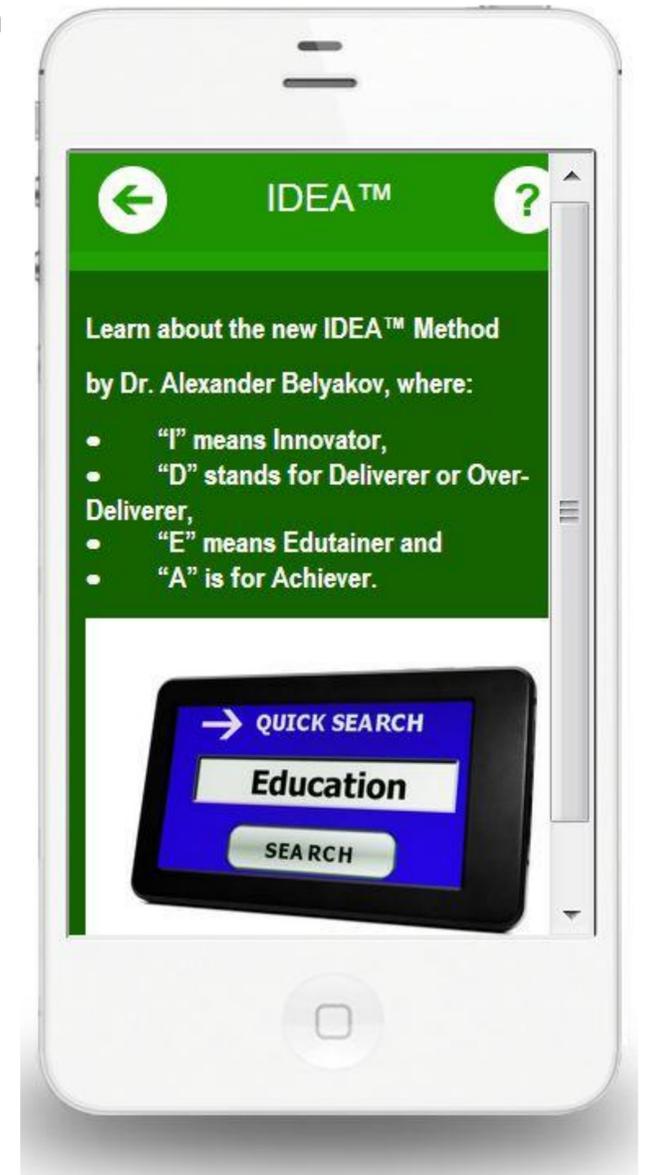
Educator as an Edutainer is not an artist, but a creative multi-media user. My understanding of the edutainer role in the IDEA™ Method is based on a step-by-step transition from a current stage of educator with the printed word approach towards widespread use of available educational technologies. Millennials want to have fun in our classrooms.

At the same time, here is **a need for discussion about edutainment, student satisfaction and achievement.** Billsberry asked some excellent questions about management education: "Do student satisfaction scores have any effect on what is happening in the classroom? Do students understand the power they hold over their instructors? Do management educators recognize and respond to these dual pressures of satisfaction and achievement? If so, how are they responding? Are management educators becoming management edutainers?" (Billsberry, 2014, p. 155).

Educator as an Achiever. How can we take care of course outcomes? Student-centered teaching methods shift the focus of class from the instructor to the students. Learners' achievements increase the level of their confidence in knowledge or skills. Furthermore, the more instructors help out, the more successful our students and we become. The IDEA™ Method is highly applicable in teaching without borders—mental or technical. Through applying it, you will be glad to finally reach success.

Sources:

- Billsberry, J. (2014). The Rise and Rise of Management Edutainment. *Journal of Management Education*, 38 (2), 151-159.
- Mangold, K. (2007). Educating a New Generation: Teaching Baby Boomer Faculty About Millennial Students. *Nurse Educator*, 32(1), 21-23.
- Pastorino, E. (2006). When Generations Collide in the Classroom. In B. K. Saville, T. E. Zinn, S. A. Meyers, & J. R. Stowell (Eds.), *Essays from Excellence in Teaching* (chap. 2). Retrieved from the Society for the Teaching of Psychology Website: <http://teachpsych.org/resources/e-books/eit2006/eit2006.php>



Example of an unsolicited evaluation of my course that exceeded all expectations thanks to the IDEA™ method: [linkedin.com/in/alexbelyakov](https://www.linkedin.com/in/alexbelyakov)

Millennials "want tasks to be fun and prefer to "collaborate" rather than command." (Pastorino, 2006, 18).



"The millennial generation expects learning to be fun and interactive." (Mangold, 2007, 22).

Q & A: belyakov@ryerson.ca
<http://alexbelyakov.com>

