

Social Presence and Cultural Competence In the Online Environment



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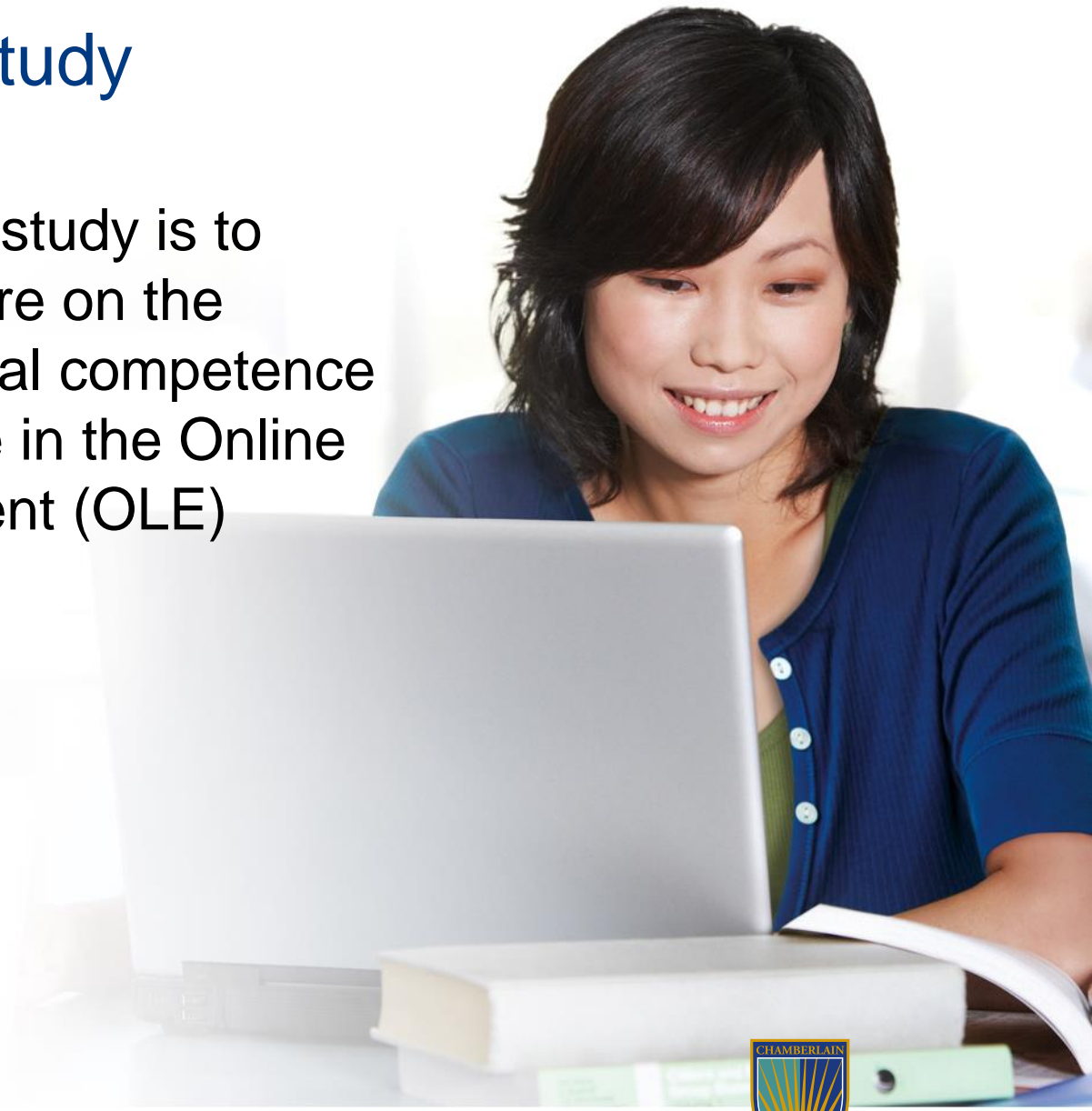
Objectives

- Review the purpose of this study
- Discuss the importance and applicability of social presence
- Discuss the background of cultural competence
- Discuss the methodology of the study
- Review the findings of this study



Purpose of this Study

- The purpose of this study is to examine the literature on the importance of cultural competence and social presence in the Online Learning Environment (OLE)



CHAMBERLAIN *Care*

- Demonstrates empathy to truly be concerned with others
- Increases retention and graduation
- Excels in creating extraordinary nurses

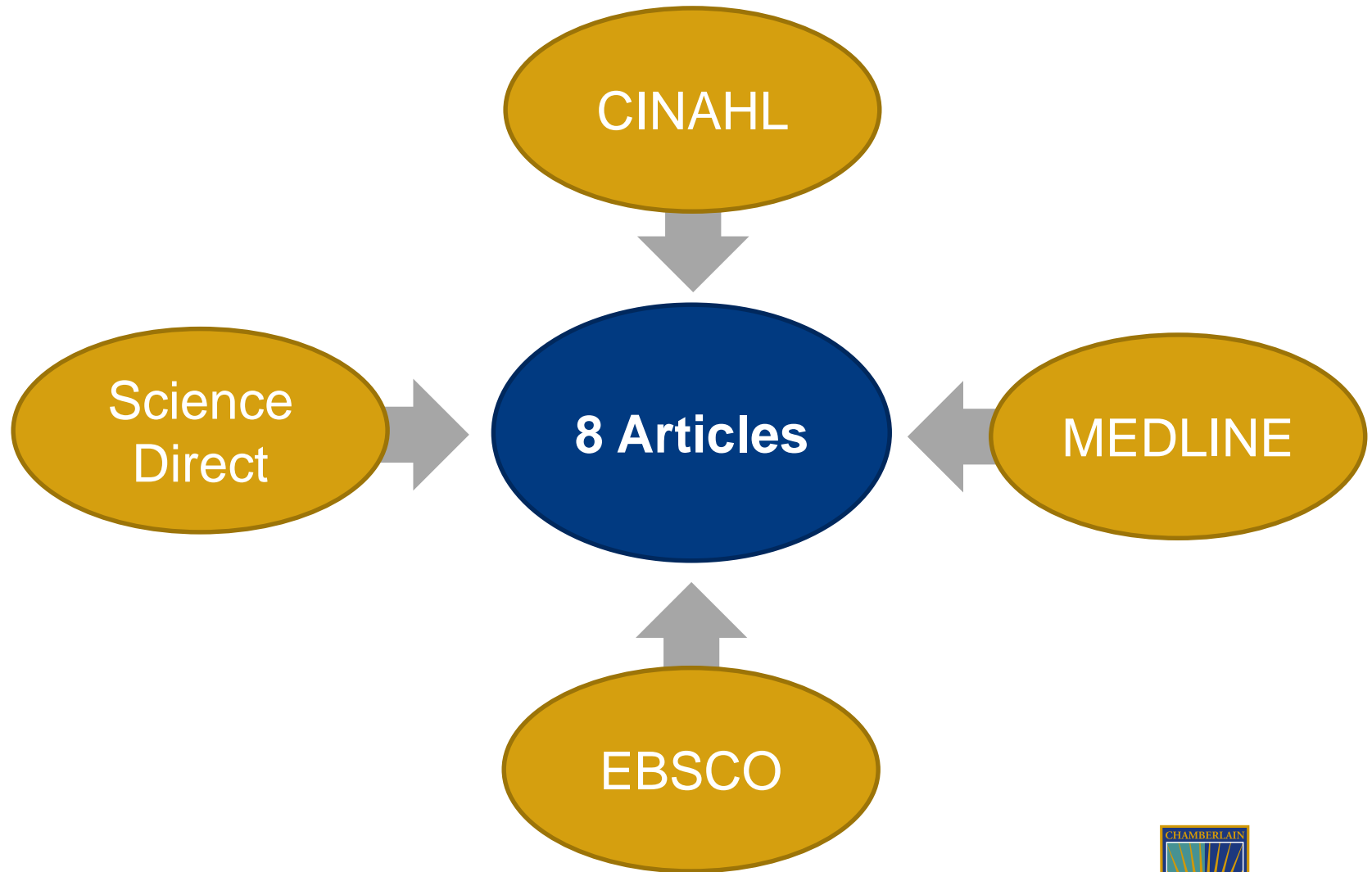


Background

- Growth of new technology
- Asynchronous and synchronous events
- Higher dropout rate
- High flexibility in online learning
- Lack of teacher intimacy, presence and interaction



Methodology



Review of Literature

Sung and Mayer 2012

Social Presence is affected by five factors:

1. Social respect
2. Social sharing
3. Open-mindedness
4. Social identity
5. Intimacy



Review of Literature

Biocca, Harms and Burgoon (2011)

- Social presence is the degree personal interactions
- Social presence increases the feeling of security

American Association of Colleges of Nursing (AACN)

- Cultural competence in online learning
- Attitudes, knowledge and skills necessary for providing quality care to diverse populations of online learners



Literature Review

Allen and Seaman (2011)

- 6.1 million students are learning from an online course
- 31% of higher education students have experienced at least one course in an online environment

Boston, Ice and Gibson (2011)

- Lack of social presence is the main reason for high attrition in online courses



Literature Review

Zhan and Mei (2013)

- Quantitative and qualitative study
- Assessed the effects of both academic self-concept and social presence on student achievement and satisfaction

Hart (2011)

- Social presence influenced the satisfaction levels of online students



Literature Review

Leong (2011)

- Found social presence is not directly related to student satisfaction
- Relationship is mediated by cognitive absorption

Kim, Kwon and Cho (2011)

- Student's gender and work status do not affect their perceptions of social presence



Literature Review

Bowers and Kumar (2015)

- Found students perceived stronger teacher and social presences in the online classroom compared to those enrolled in the traditional class

Borup, West and Graham (2012)

- Video technologies may offer significant help in enhancing social presence
- Increased teacher accessibility improved their perception of social presence



Literature Review

Asselin (2014)

- Found instructors who exhibited respectful and encouraging attitudes toward students improved social presence
- Caring online increased the students' sense of caring



Implications for Nursing Practice

- Contributes to the growing body of knowledge on social presence
- Provides a review of the relationship between social presence, student's learning and cultural competence
- Highlight factors affecting students' success in the online learning environment



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