

The Open
University

From clicks to coherence



How might online distance learning contribute to
coach development?

Ben Oakley

Ben.oakley@open.ac.uk

June 2017

UK Coaching recommended

Exploring sport coaching and psychology



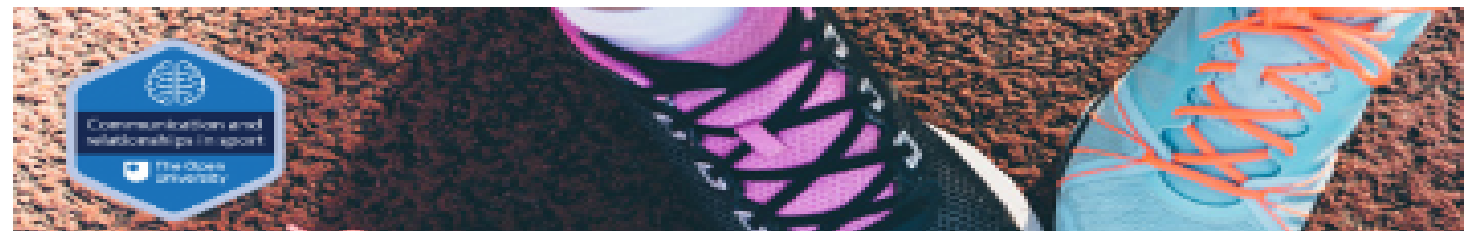
June 2018

UK Coaching recommended

Free course

Communication and working relationships in sport and fitness

You're on this free course ✓



1. How do coaches learn?
+ implications for online learning

2. Who / Why?

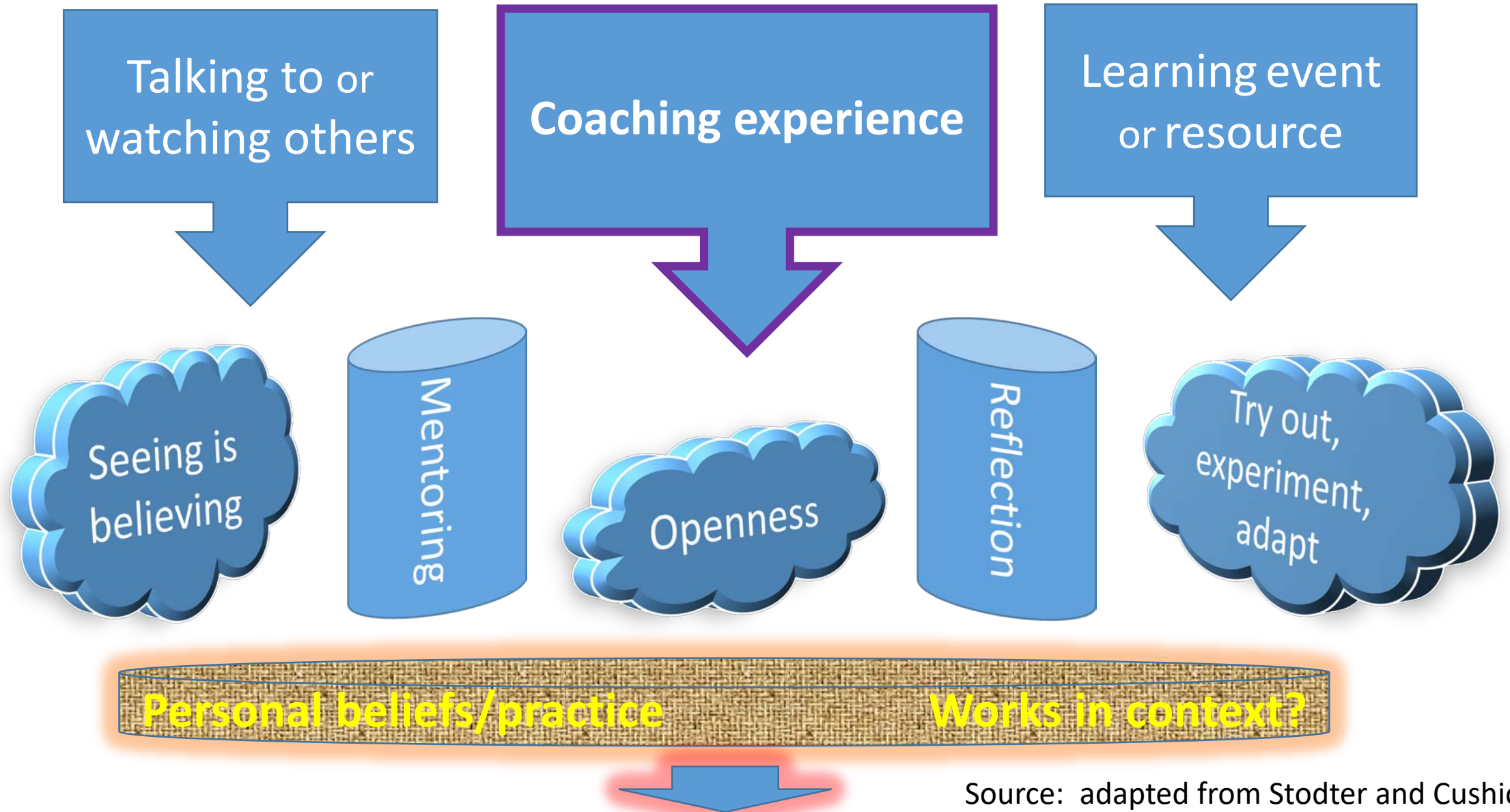
Data: *analytics, surveys (pre/post), Facebook*



3. Engagement ... **what works?**

4. Response / **Impact**

How do coaches learn?



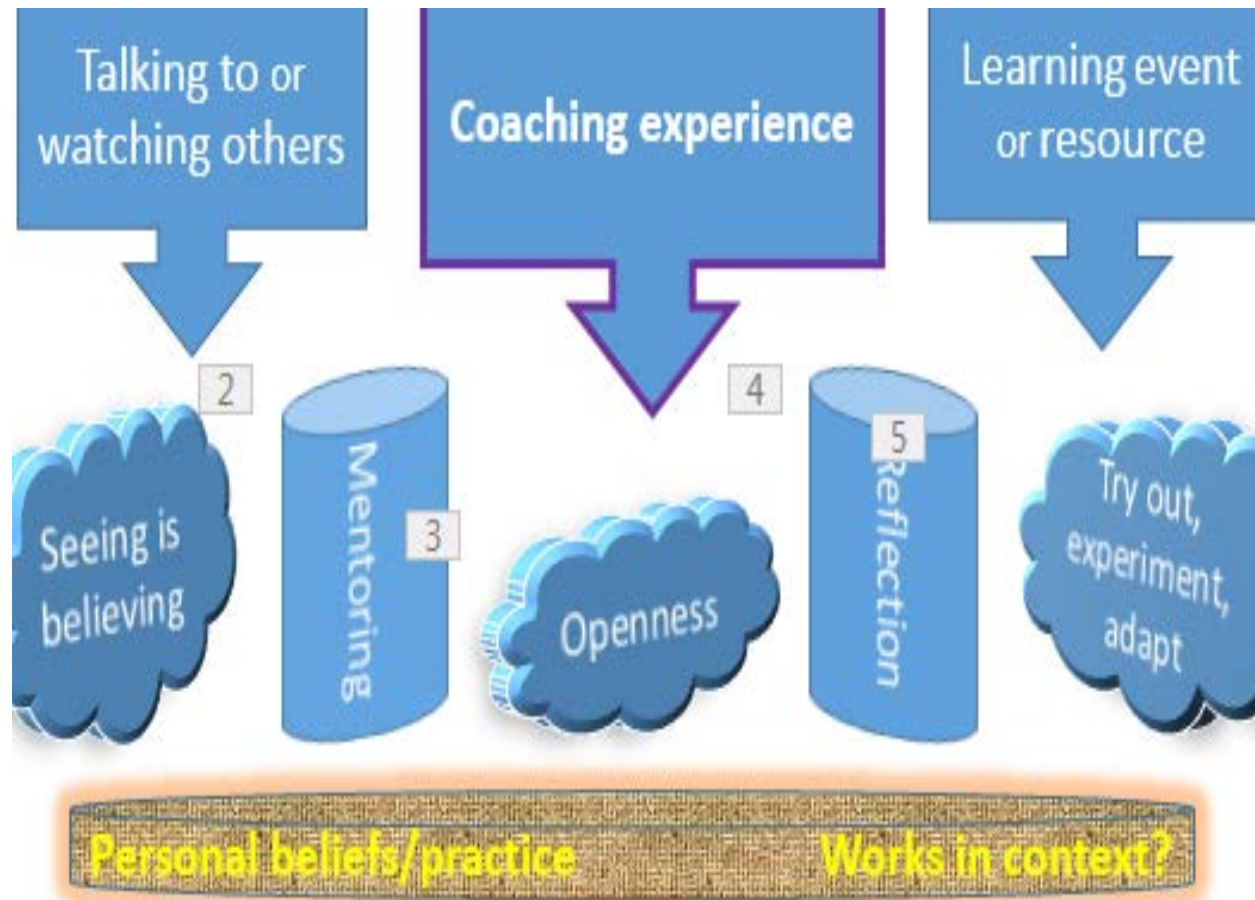
Implications for online distance learning

Varied voices – audio/quotes/blogs

Consider forums

Model practice – Video

Draw on prior experience



Be reflective – prompts, guiding questions & comment

Encourage experimentation

Tone

- be discursive
- ... 'a way'
- ... 'you'/'your'

Who / Why

- Gender: 65:35
- Education: 54% no degree-level study
- Motivation: 67% prof. development purpose

Source: Start of course survey (n=377)

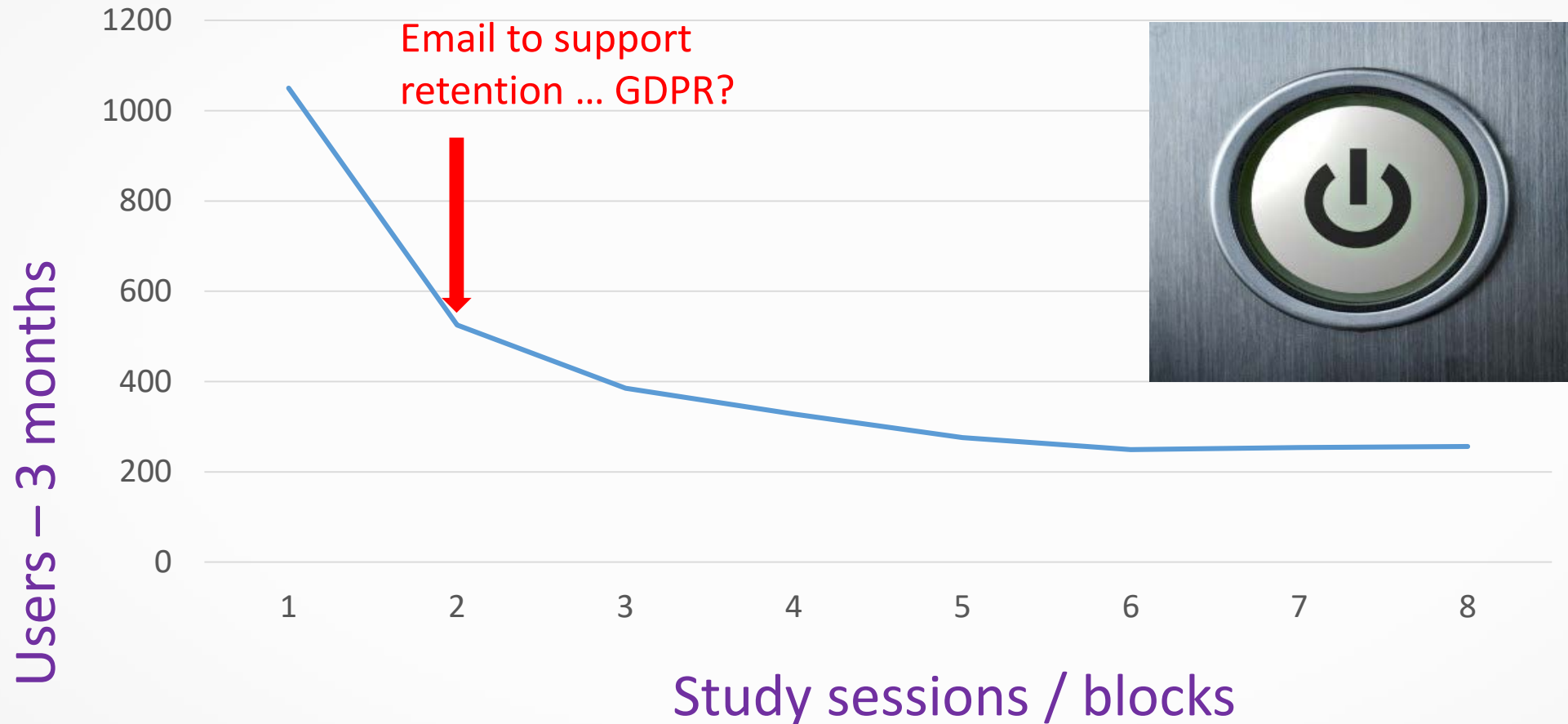
Found via?

- Recommendation 46%
- Search engine 31%
- Twitter / Facebook 9%


Accessibility?

Diverse coaches?

Digital engagement – retention over time

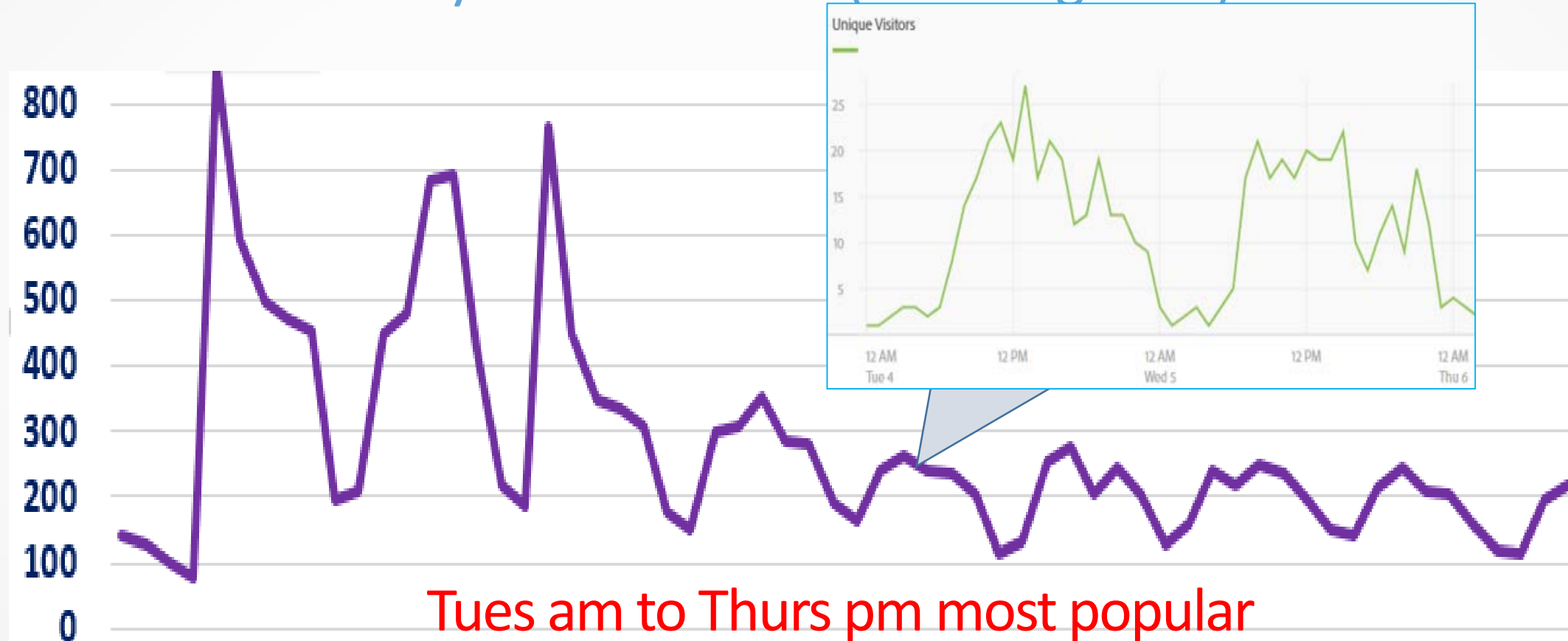


Digital engagement: What works?

1. Does compulsory social conferencing / forum /posting use help _____ ?
 2. Use of interactive tasks, video ✓ infographics, quizzes ✓
 3. What length of video impacts on whether watched in full _____ ?
 4. Compelling *narrative arc* required (stories + evidence)
 5. Tone:
 - be discursive
 - ... 'a way'
 - ... 'you/your'
- 

When do coaches choose to study?

Daily visits to course (June-Aug 2017)



Response / Impact

- Course unique visitors: 19,300
 - Enrolment: 4100
 - Digital badge: 19%

End of course survey (n=204)

- 96% very likely to recommend to a friend

It is great to find current & relevant research (PE teacher)

Sometimes the quiz answers you had to type in were a little too specific / obscure ... Also drag and drop doesn't work on a mobile.

Best bit - developing players awareness and decision making (badminton)

Enjoyed the mental attitude bit & 'coaching commandments' - certainly opened my own mind and will improve my coaching.

I found the course very engaging ... Really happy I took the time to do this.

Open comment themes

Negative

1. One quiz Q. type: functionality mobile devices

Positive

2. New knowledge and perspectives **i.e. 'seeing is believing'**
3. Sight adjustments to some coaches beliefs **i.e. their 'filter'**
4. Accessibility of research insights **i.e. convenience**
 - *'bite-sized information for the busy amateur'*
 - *'dip into sections you are most interested in'*

Final thoughts

- Engaging online learning can contribute to coach development:
online + face-to-face x (mentoring + reflection) = development
- Learning that takes place *between* coaching levels just as important as certification.
- Coach education providers using opportunities beyond their organisation?

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