

A Method for Consensus Building between Teachers and Learners in a Value Co-Creative Learning Service

Authors : Ryota Sugino, Satoshi Mizoguchi, Koji Kimita, Keiichi Muramatsu, Tatsunori Matsui, Yoshiki Shimomura

Abstract : Improving added value and productivity of services entails improving both value-in-exchange and value-in-use. Value-in-use is realized by value co-creation, where providers and receivers create value together. In higher education services, value-in-use comes from learners achieving learning outcomes (e.g., knowledge and skills) that are consistent with their learning goals. To enhance the learning outcomes of a learner, it is necessary to enhance and utilize the abilities of the teacher along with the abilities of the learner. To do this, however, the learner and the teacher need to build a consensus about their respective roles. Teachers need to provide effective learning content; learners need to choose the appropriate learning strategies by using the learning content through consensus building. This makes consensus building an important factor in value co-creation. However, methods to build a consensus about their respective roles may not be clearly established, making such consensus difficult. In this paper, we propose some strategies for consensus building between a teacher and a learner in value co-creation. We focus on a teacher and learner co-design and propose an analysis method to clarify a collaborative design process to realize value co-creation. We then analyze some counseling data obtained from a university class. This counseling aimed to build a consensus for value-in-use, learning outcomes, and learning strategies between the teacher and the learner.

Keywords : consensus building, value co-creation, higher education, learning service

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