

The Affective Domain and Social Networking: Definitorial Issues and Misleading Assumptions

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Affective Domain

- ▶ The affective domain (from the Latin affectus, meaning “feelings”) includes a host of constructs, such as attitudes, values, beliefs, opinions, interests, and motivation.
- ▶ “There can be little doubt that affect is the most important yet least understood influence on the way people think and behave in social situations.”

Joseph P. Forgas, *Affect and Social Cognition* (2001)

Study Background

- ▶ Report on a T&L project in its early stages (with a tendency towards a position paper)
- ▶ Project is funded by a T&L priority grant of the University of South Australia (needs to combine research and practice)
- ▶ Overall motivation were signs of increasing disengagement, affecting HE Institutions across the board including the funding org.
- ▶ Study concentrates on lecturer's / teacher's perspective

Objectives

- ▶ Conceptualisation of affective domain
 - Local communication
 - Decision support
- ▶ Issues in approaching affective domain
 - Role of social networking sites
 - Scrutinising assumptions

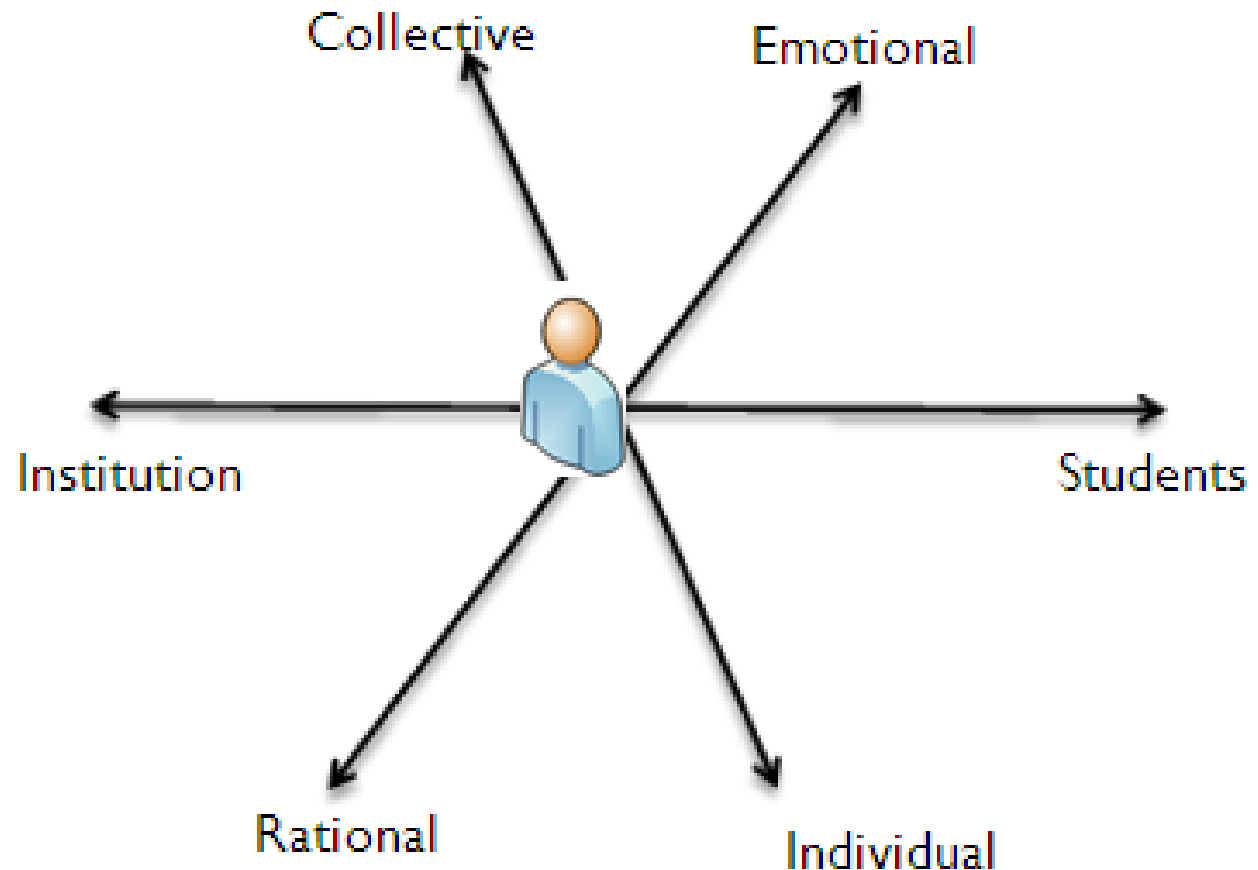
Method

- ▶ Phenomenographic Interviews (e.g. deep and surface learning – Ference Marton)

- ▶ Phenomenography is the empirical study of
 - the differing ways in which people experience and
 - understand phenomena in the world around us

Defining the affective domain

- ▶ Preliminary Dimensions
(Values & Situations, Identities, Demands ...)



Problematic assumptions in TEL

- ▶ Oversimplifying assumptions
- ▶ Assumptions of cross-disciplinary uniformity
- ▶ Techno-centric assumptions
- ▶ Idealised communities