

WHAT'S IN IT FOR ME? the student asks – Integrating Service-Learning Projects into Higher Education

Anișoara PAVELEA, PhD
Lorina CULIC, PhD



UNIVERSITATEA BABEȘ-BOLYAI
TRADIȚIE ȘI EXCELENȚĂ

Context:

- What are the **benefits** of a service learning project for 1st year communication and advertising students, especially when the project is mandatory?
- predefined teams of 4-5, Social Psychology Course



Benefits of service-learning:

- increased self-efficacy, self-concept and attitude to being engaged in future SL project (Gerholz, Liszt, & Klingsieck, 2018)
- positive effects on critical thinking and writing skills (Astin et al., 2000; Prentice and Robinson, 2010)
- increased leadership, communication and problem-solving skills (Batchelder and Root, 1994; Osborne, Hammerich, & Hensley, 1998, Astin and Sax, 1998, Cheng, 2018,)
- develops the ability to apply skills and knowledge in a real-world setting (Yorio and Ye, 2012)



Benefits of service-learning:

- a greater sense of charitable (Mayhew & Engberg, 2011), and civic responsibility (Aslam, Jaffery, & Zaidi, 2011)
- develop civic attitudes (Conway, Amel, & Gerwien, 2009) and civic values (Aramburuzabala, McIlrath, & Opazo, 2019, Dienhart et al., 2016), greater civic awareness (Marcus, Howard, & King, 1993),
- significant changes in their beliefs and stereotypes regarding marginalized groups (McMenamin, McGrath, & D'Eath, 2010),
- develops pro-social behavior (Artz, 2001, Conway, Amel, & Gerwien, 2009) and motivation (Raman & Pashupati, 2002, Seider, Rabinowicz, & Gillmor, 2011), personal and social orientations (Simons & Cleary, 2006)



Methodology:

- **Participants:** 188 participants, Mage=20 [18, 25], 70% female
- Online feedback form at the end of the semester
- Qualitative thematic analysis (TA) (Braun & Clarke, 2006)
- Deductive approach – compared to the SELEB scale dimensions (Toncar & al., 2006):

Practical skills

Interpersonal skills

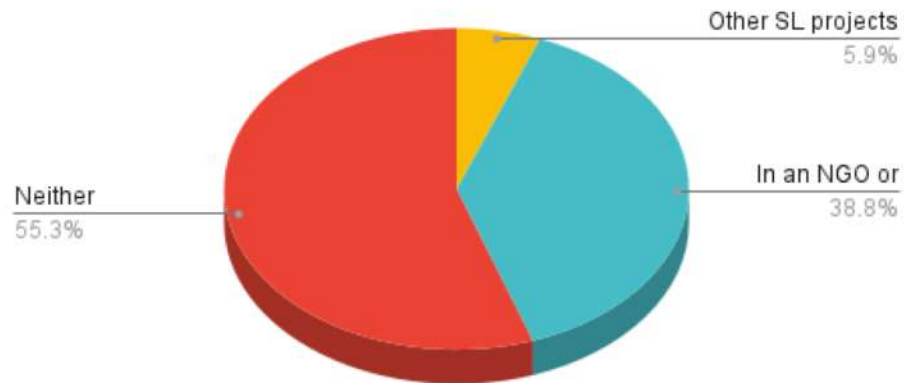
Citizenship

Personal Responsibility

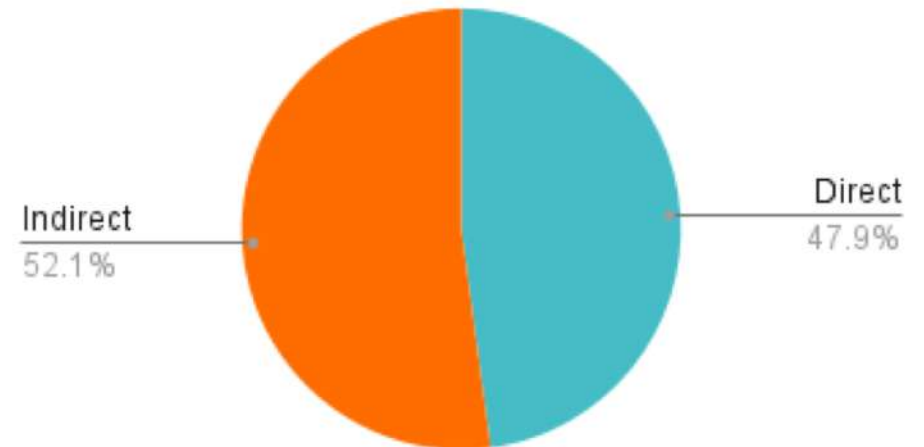


Results:

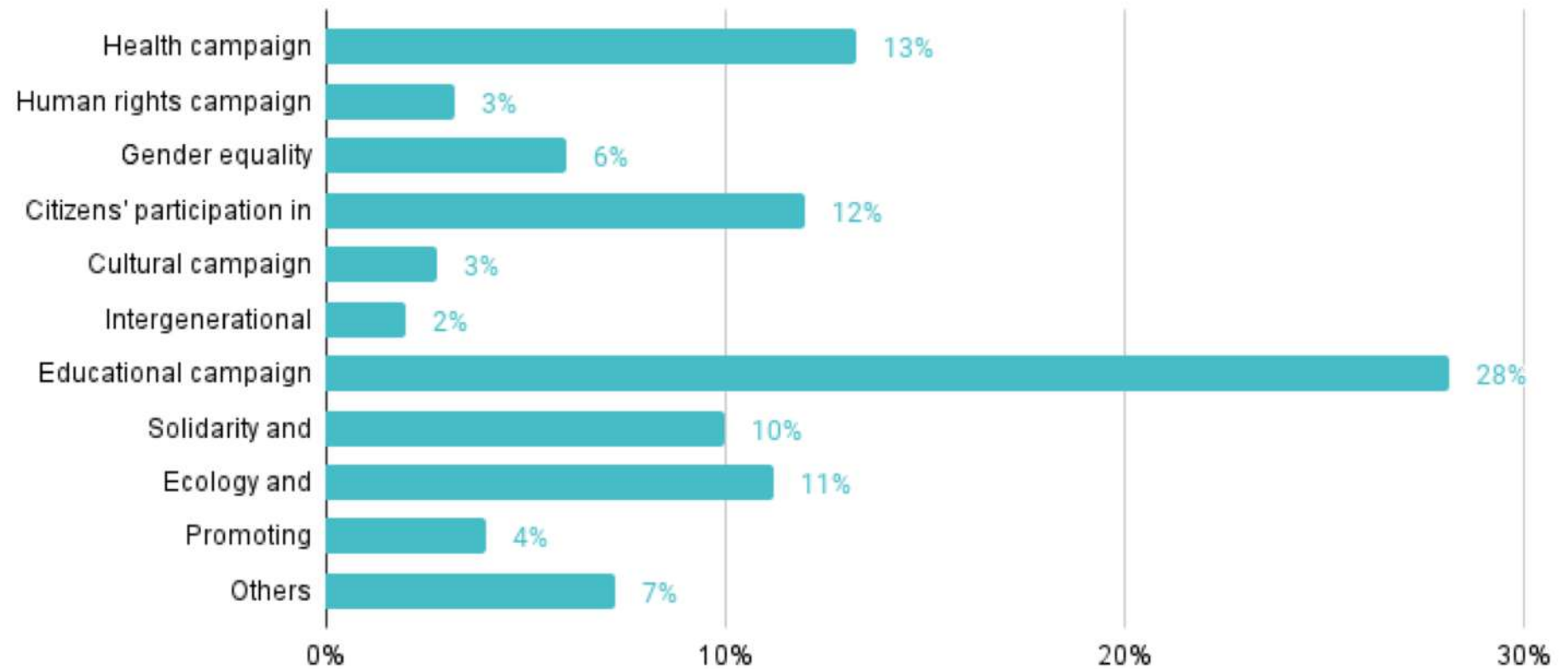
Prior to this project, you were involved in:



Types of SL intervention:



SL project topics:



What Did I Learn About Myself?

- team work skills vs. individual work (perfectionism, leadership style)
- critical thinking skills
- organizational skills (planning, management, coordination, time management)
- flexibility in adaptation, crisis situations, coping stress
- good communication skills (inside and outside of the teams/public speaking)



What did I learn about the community?

- are deprived of support (institutional, political)
- uninformed / uneducated on the subject
- reluctant / distrustful
- individualistic, withdrawn, uninvolved
- they need outside help
- curious, open to interaction and information
- empathetic, they know how to accept help
- they want a change



What was the most unfulfilling experience for me?

- task completion
- finding solutions
- teamwork
- the beneficiaries' reaction: from passive participants → active
- the ability to change behaviors: *to discuss, to involve, to convince*



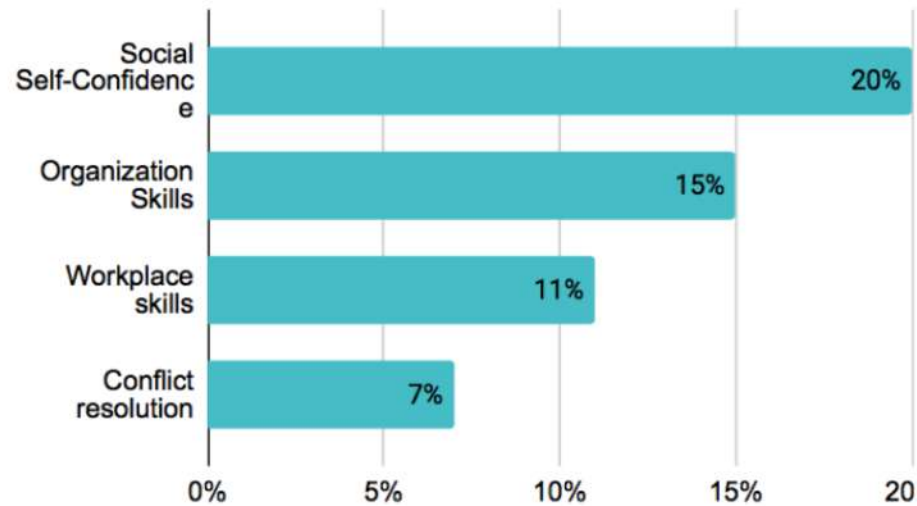
What was the most fulfilling experience for me?

- failure to perform the task
- faulty teamwork
- inefficient communication with the community, institutions, NGOs
- lack of involvement - apathetic, uninvolved community that does not make an effort to solve the problem

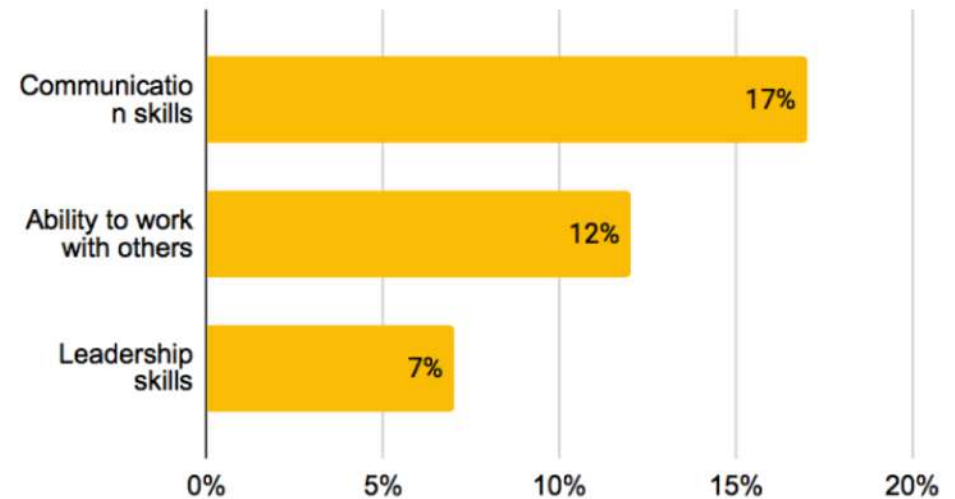


Benefits of SL? SELEB scale dimensions (Toncar & al., 2006)

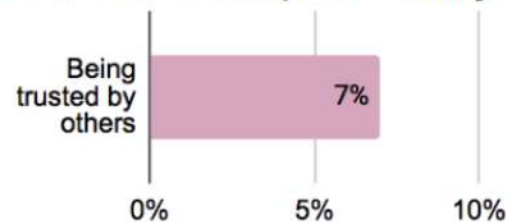
Practical Skills



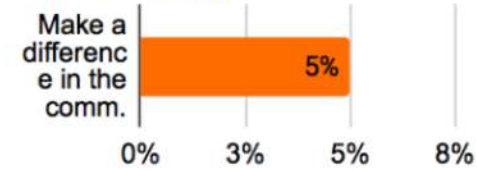
Interpersonal Skills



Personal Responsibility



Citizenship



Teacher perspective – our reflections

- establish partnerships between faculty and public institutions and NGOs
- clear project instructions from the beginning
- **teamwork** project management training
- set major SL topics, which students can customize
- give motivational speeches, underlined the implicit advantage of the project



Online SL campaigns examples:

The screenshot displays the Instagram profile for 'sheads_up'. The profile picture is a red silhouette of a woman's head with the text 'SHEADS UP' inside. The bio includes the text 'SHEADS UP', 'We pay attention to the girls around us - What about you?', and a YouTube channel link. Below the bio are five category icons: 'Podcas...', 'Articol...', 'ASK JU...', '#inspir...', and 'Webina...'. The main content area shows a grid of posts. The first row includes a Spotify-style poster for 'THE PODCAST' featuring a woman, a graphic illustration of two women talking, and a portrait of 'Ada Gales'. The second row features three posters: one with the text 'EȘUEZ CA FEMEIE.' and an illustration of a woman on a sofa, one with a large red blood drop and the text 'BLEEDING IS NORMAL AND NATURAL', and one with the text 'MY BODY, MY CHOICE' and an illustration of hands holding a sign.

sheads_up Message [Profile] [Dropdown] [More]

22 posts 322 followers 703 following

SHEADS UP
We pay attention to the girls around us - What about you?
[youtube.com/channel/UCNnuN9AdSdJ-TkZ20_G4GPw](https://www.youtube.com/channel/UCNnuN9AdSdJ-TkZ20_G4GPw)
Followed by pawcare_sl, dianaa.dunca, queer_moment +27 more

Podcas... Articol... ASK JU... #inspir... Webina...

POSTS REELS TAGGED

THE PODCAST.

SHEADS UP
THE PODCAST.

Ada Gales

EȘUEZ CA FEMEIE.

BLEEDING IS NORMAL AND NATURAL

MY BODY, MY CHOICE



queer_moment

Message



25 posts 354 followers 644 following

Let's Have a Queer Moment

Community

🌈 A safe place for the most colorful community 🌈

Followed by alina_czutka, nicole_cristea, laurakollins +15 more



Webina...

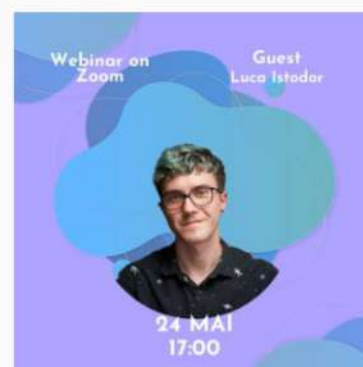
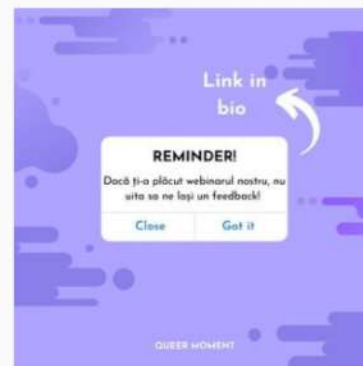
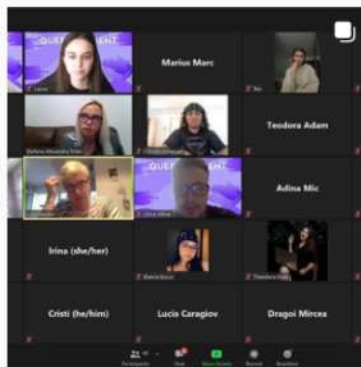


LGBTQ...



POSTS

TAGGED





pawcare_sl Message Profile Dropdown More

23 posts 234 followers 346 following

Suntem 5 studente din cadrul FSPAC și realizăm un proiect de Service Learning, prin intermediul căruia încurajăm adopția și sterilizarea animalelor.

zoom.us/j/93742872851?pwd=ZUN3eXBYVVZFRkFJZVpTNU9iQ...

Followed by stasyyy___, arlesiana.agrijan, keepitsafe.keeploving +25 more



De la v...



Seroto...



Challe...



Before...

POSTS

TAGGED





Bunici de Poveste

@bunicidepoveste · Education Website

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Prin și datorită facultății FSPAC, a fost încheiat acest grup, format din 5 studenți: mici aducători de zâmbete largi printr-un proiect de mare anvergură.

https://instagram.com/bunici_de_poveste?utm_medium=copy_link

534 people like this including 15 of your friends



541 people follow this

https://www.academia.edu/49066095/Bunici_de_Poveste

Send Message



Create Post



Photo/Video



Check in



Tag Friends



Bunici de Poveste

...

May 30 · 🌐

Cu mare entuziasm și bucurie în suflete, vă anunțăm că broșura noastră este oficial accesibilă aici: https://www.academia.edu/49066095/Bunici_de_Poveste . Vă invităm să aruncați o privire, deoarece acolo se regăsesc toate poveștile și sfaturile oamenilor dragi care au ajutat la șlefuirea acestei comunități minunate. 🙏

Pe această cale, dorim să vă mulțumim tuturor pentru sprijinul pe care ni l-ați acordat cu atât de multă căldură. 🐛

Dacă ai (sau ești) un/o bunic/ă a cărei povest... **See More**

T4T

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"How much does this school cost?"

Ask

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Ask

"Are you accepting new students?"

Ask

"Where are you located?"

Ask

Type a question

Ask

About

See All

Bun-venit în proiectul T4T - ghidul tău pentru lecții online și offline de succes. Scopul nostru este să te motivăm și să te susținem pe parcursul ev... [See More](#)

182 people like this including 13 of your friends



188 people follow this



Create Post



Photo/Video



Check in



Tag Friends



T4T

May 28 · 🌐

Bună! 🤗

În această săptămână T4T vă face cunoștință cu aplicația Quizizz. 🤖🤖

Pentru cine o cunoaște deja, vă rugăm să ne împărtășiți experiența Dvs în comentarii. 🙏

O z... [See More](#)



Aplicația săptămânii

Quizizz este un instrument folosit pentru a crea teste de evaluare distractive pentru elevi.

De asemenea cu ajutorul acestui instrument pot fi create jocuri și prezentări interactive atât pentru lecțiile online cât și pentru cele offline.

Quizizz vă poate ajuta, dragi profesori, să creați o lecțiune mai dinamică și creativă cu elevii dumneavoastră.

Anisoara PAVELEA,
(pavelea@fspac.ro)

Lorina CULIC, (culic@fspac.ro)
Faculty of Political, Administrative and
Communication Sciences

UNIVERSITATEA
BABEȘ-BOLYAI

Str. Mihail Kogălniceanu nr. 1
Cluj-Napoca, CLUJ

www.ubbcluj.ro