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)
• 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

8 Articles

CINAHL

Science Direct

MEDLINE

EBSCO
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
References


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