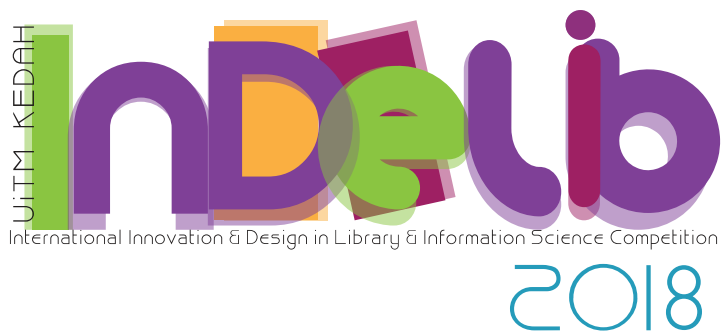




# ABSTRACT



International Innovation & Design in Library & Information Science Competition

EMPOWERING INFORMATION SOCIETY THROUGH INNOVATION

01 OCTOBER 2018  
DEWAN PERDANA  
UITM CAWANGAN KEDAH

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**FACULTY OF INFORMATION MANAGEMENT**



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# INNOVATION



## **MASSIVE OPEN ONLINE COURSE (MOOC) FOR JOM CARI MAKLUMAT @PERPUSTAKAAN : A NEW TUNE TO ENGAGE WITH USM UNDERGRADUATES STUDENTS**

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### **Abstract**

Jom Cari Maklumat @Perpustakaan is a USM Library orientation course organized specifically for new Undergraduates Students at the beginning of every academic year. It is a one-hour hands-on session designed to introduce new students to the library's wealth of resources and to strengthen their research skills. It is organized for several session at the certain period of time only.

The rising of MOOCs giving a new opportunity for USM Librarian to innovate and establish a brand-new platform for the library orientation. Using the Open Learning platform, a MOOC course for Jom Cari Maklumat @Perpustakaan had been designed and launched for 2018/2019 new Undergraduate students.

According to the statistics of Jom Cari Maklumat @Perpustakaan in 2016 and 2017, only 70% of students had attended the Jom Cari. Apparently, the MOOC platform is the best solutions to this problem. However, it should be understood that many challenges exist with this type of online learning format. One of the challenges of implementing MOOCs is students do not always complete courses. Several research studies reported completion rates of approximately 10%. Realizing this, the developer of this course had developed MOOC based on the criteria as below:

- (1) Set a definite teaching goal;
- (2) Make a detailed design;
- (3) Contents first;
- (4) A simple and interesting title;
- (5) Create a multi-sensory experience;
- (6) Use of light humor
- (7) The law of "10 to 15 min";
- (8) Tell a few good stories;
- (9) More pictures and charts instead of words;
- (10) Just be yourself

Novelty and uniqueness:

1. All the elements incorporated used in Jom Cari Maklumat @Perpustakaan MOOC will be a key factor that leads to successful and sustainable of this course. Despite that, this MOOC course would be a great tool for the USM Library to develop life-long learning skills that may benefit students throughout their study journey. Use thematic approach concept which emphasize on a specific theme of learning

2. Self-developed contents and videos
3. Used a lot of animations to draw students' attention and arousing their interest
4. Enhance understanding, empowering and building-up students' self-confidence via fun and easy Quizzes

**Keyword:** USM MOOC, Perpustakaan Hamzah Sendut, Perpustakaan USM, Library Orientation, Academic Library MOOC

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**Potential commercialization:** Commercialize all USM Library Research Support Training Modules via microcredential competency-based learning platform

**Acknowledgment:** Testimony and feedbacks:

**Kang Yi Qing** : “ This course is useful and easy to learn.”

**MOHAMAD FAIZ ZUFRI BIN MOHAMAD NOR** : “Thanks for the info that help me to understand more about library in USM”

**Hariz Azfar Bin Saar** : “This course is great. In a short period i can become a library ninja which helps me a lot in searching data at the library. Thanks. “

**Nurul Najwa Syuhada binti Rozali** : “This course is very helpful and interesting!! I enjoyed every single of it. Thank you.”

**Yap Hui Xian** : “Well done. Without face to face, online learn also very helpful and useful. Thank You.”

**MUHAMMAD FAKHRUDDIN BIN NORULHAIZY** : “ AWESOME!!!This online learning is great and very interesting.I enjoy all of it.Thank You!!!”

Division : **Innovation**  
Category: **A**



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