

A LESSON FOR THE GENERATIONS: TEACH BY EXAMPLE

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ABSTRACT

In a previous study, Kondo and Le (2008) compared two pedagogies; the use of a lecture only versus the use of a lecture plus a role-play in an introductory marketing class. They found that the group that received the role-play performed better on a quiz and enjoyed the lesson more than the lecture only group. While interesting, these findings prompted interest in adding two additional groups to the research: a group that received an elongated lecture and a group that received a role-play only.

The two additional groups were studied and the results were compared across all four groups including those from Kondo and Le's 2008 study. The role-play only group outperformed the other three groups in terms of test performance and enjoyment of the lesson. In their discussion, the authors draw on the literature regarding Generation Y learners to postulate why the role-play only group outperformed all groups.