

APPENDIX 1. DATA POINTS OF ELC002

The low enrolment, engagement and completion rate of the pilot run prompted us to conduct a perception survey based on five research questions (Figure 1 below) in January 2018 to understand students' preferences regarding content, presentation of teaching materials, learning activities, timing and promotion. With that information, we revamped and relaunched the course as "ELC002 Effective Online Writing" in May 2018. We also incorporated a pre-course survey, post-course survey and in-depth interview into the second run of ELC002 based on four research questions (Figure 1) to understand more about learners' motivations and their learning experiences. Our reflections on learners' enrolment, engagement and completion of ELC002 are anchored in these six data points (DP1–DP6, Figure 2). Regrettably, the relationship between learners' pre-course motivations and completion rates could not be examined due to insufficient responses in the post-course survey.

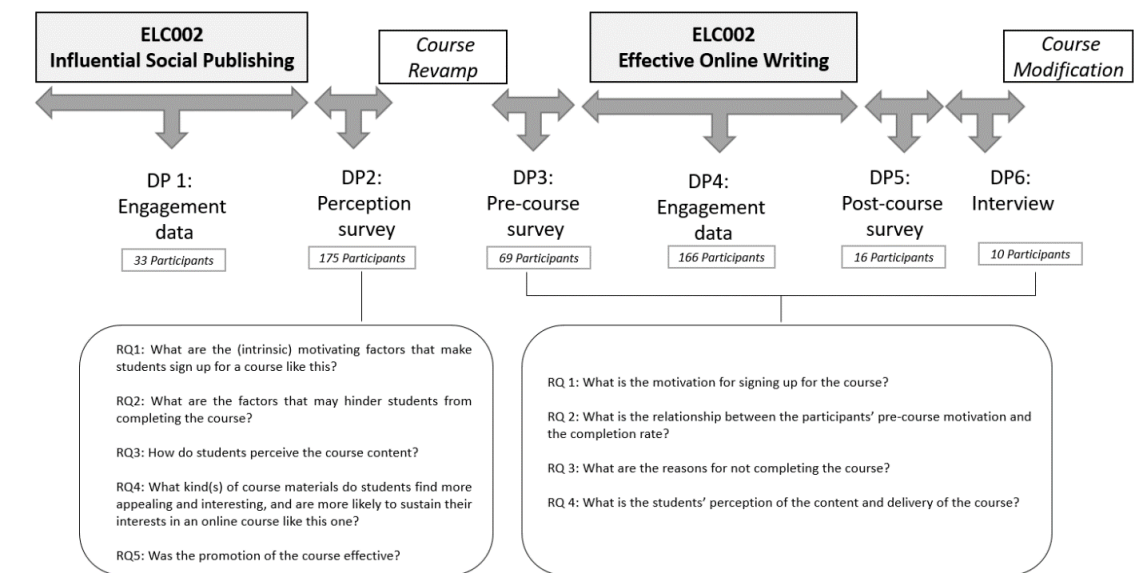


Figure 1. Data points of ELC002.