Title:
Cinemeducation: An Innovative Way to Enhance Nursing Students' Communication Skills

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Session Title:
Evidence-Based Practice Poster Session 3

Slot (superslotted):
EBP PST 3: Sunday, 30 July 2017: 9:45 AM-10:15 AM
Slot (superslotted):
EBP PST 3: Sunday, 30 July 2017: 12:00 PM-1:15 PM
Slot (superslotted):
EBP PST 3: Sunday, 30 July 2017: 2:00 PM-2:30 PM

Keywords:
TED Talk, communication skills and empathy

References:


Abstract Summary:
Cinemeducation is a viable pedagogical platform to teach communication skills in nursing education. Student responses to the TED Talk 'On Being Present, Not Perfect' revealed that empathy grows out of good communication which further served to excite students about the transition into their professional role.

Learning Activity:

<table>
<thead>
<tr>
<th>LEARNING OBJECTIVES</th>
<th>EXPANDED CONTENT OUTLINE</th>
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<tbody>
<tr>
<td>The learner will be able to understand how a TED Talk coupled with reflective writing provides a compelling way to encourage nursing students to critically reflect and incorporate effective communication skills prior to entry into practice.</td>
<td>Cinemeducation and TED Talks will be discussed as viable pedagogical platforms in nursing education</td>
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<td>The learner will understand the three common themes from nursing student participants.</td>
<td>Nursing student themes of communication, the importance of empathy and professional role development will be discussed</td>
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Abstract Text:

**Purpose:** To evaluate the use of cinemeducation with the integration of a TED Talk and a reflective assignment to augment the standard undergraduate class to teach enhanced communication skills in healthcare.

According to Adult Learning Theory, millennials are most interested in learning subjects that have immediate relevance and impact to their job or personal life (Knowles, 1984). As the standard educational lecture becomes obsolete, the combination of media mixture and practices allows knowledge to be brought to life in the ‘flipped classroom’ (Friesen, 2011). TED Talks which stands for technology, entertainment and design, allow speakers to present their most compelling innovative ideas, in 20 minutes or less, in a manner that most people can understand (TED.com, 2016).

**Methods:** Undergraduate nursing students were asked to independently view a TED Talk prior to class and write a brief narrative reflection as part of their assignment for an undergraduate lecture on communication in healthcare. Their reflective responses were assessed by two open-ended questions and were analyzed for qualitative themes. The Facilitator’s Guide was used as a springboard in a subsequent session to further encourage a free exchange of ideas about effective communication skills in a healthcare setting.

**Results:** The TED Talk and reflective assignment was completed by 23/25 (92%) of students of which 100% provided consent to participate in the study. Qualitative analysis of the reflective writing identified three primary themes: Value of Communication, Importance of Empathy, and Professional Role.
Development. The TED Talk was described by the students as a unique learning experience that modeled inspiration, commitment and empowerment.

**Conclusion:** When incorporated into an introductory communication class session, TED Talks offer educators a way to provide interactive learning for millennial students. The Facilitator’s Guide coupled with reflective writing enhances course content and promotes maximal efficiency of class time.

**Practice Implications:** As educational programs compete with online and open course-ware, TED Talks provide meaningful no-cost content that can easily be integrated into class discussion, on-line activities and hospital orientation programs. When accompanied by the Facilitator’s Guide, this TED Talk provides a compelling form of cinemeducation to encourage nursing students to critically reflect and incorporate effective communication skills, prior to entry into practice.