

Motivations of Participants in START e-Business Training: Profiling First Intake

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Abstract for Presentation

CEPSW HDR Conference

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Alere Function Centre, Adelaide, South Australia

START training aims to train Arabic-speaking residents of Australia to establish their online businesses. The training is an educational intervention, as part of design-based research (DBR), which blends computer, e-business, and English skills training. DBR tries to merge educational research and practice together – as it involves a creative design of the development of educational resources as well as a systematic evaluation of educational resources and learning outcomes. While the DBR process encourages design innovations, it provides data-driven evidence for redesign and refinement of intervention through iterative processes. Each iteration begins with initial interviews with interested participants to determine the suitability of the training to meet their online business needs. This initial interview is voluntary – as interested participants can enrol in the training regardless of their participation in the study. Among the 23 trainees in the first intake, 10 participants were phone interviewed. A qualitative analysis was carried out. 30% of those interviewed were above 55 years old, while the rest were between 25 and 55 years old. The minimum educational level was a bachelor's degree. 60% of participants have postgraduate studies, from a diploma to a master's degree. Most of the participant interests in online business are away from their educational backgrounds or work experiences. Motivations of participants to establish their online businesses can be classified into three categories: selling services from home due to family commitments, learning online business skills, and selling imported goods. There were gender-based differences in the participants' motivations and business ideas, which will be discussed in this presentation.



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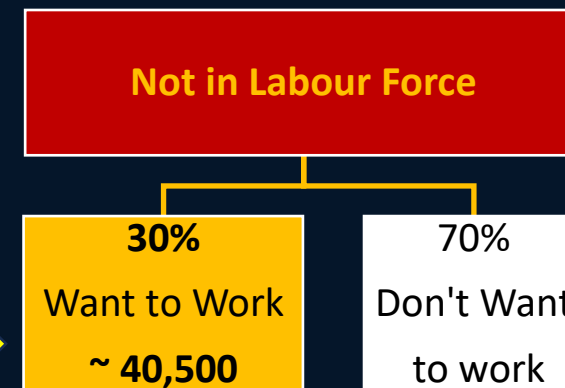


◀ Introduction to Research Problem

7% 
Unemployment Rate in Australia

Labour Force Status	Numbers
Employed, worked full-time	54363
Employed, worked part-time	33656
Employed, away from work	6142
Unemployed, look for full-time work	8724
Unemployed, look for part-time work	6689
Not in the labour force	135110
Not stated	3267
Not applicable	24955
Total	272915

 **21%**
Unemployed Arabic-Speakers
~56000





◀ Challenges causing Unemployment

- Lack of ICT Skills
- Lack of English Skills
- Lack of Professional Skills
- Lack of Equal Opportunity (Discrimination)



SOCIAL SCIENCE
PROTOCOLS

**Enhancing Employability and e-Business Capacities for Arabic-Speaking Residents of Australia through
START Online Training**

Amelie Hanna^{*1}, Lindsey Conner¹ and Trudy-Ann Sweeney¹

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Literature Review published in Journal of Social Science Protocols
<http://journals.ed.ac.uk/social-science-protocols/article/view/4491>

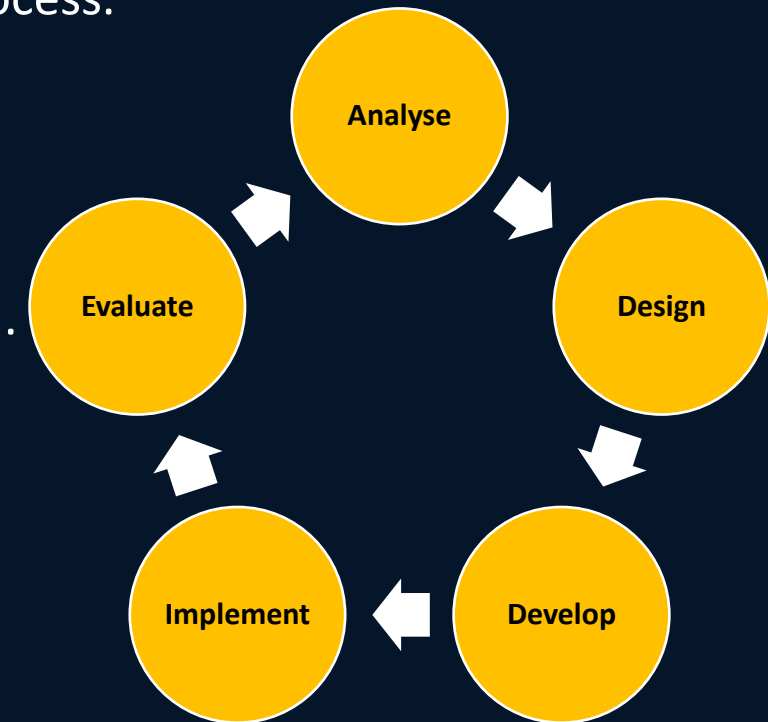


◀ Design-Based Research

To design and develop START training, we adopted the ADDIE Model for instructional design, which enables the creation of high-quality teaching and learning materials, and involves specific points where data contributes to the design-based research process.

DBR encompasses interventions that are specifically designed to enhance educational artefacts as they progress. Proponents indicate that design-based research was originally derived from instructional design.

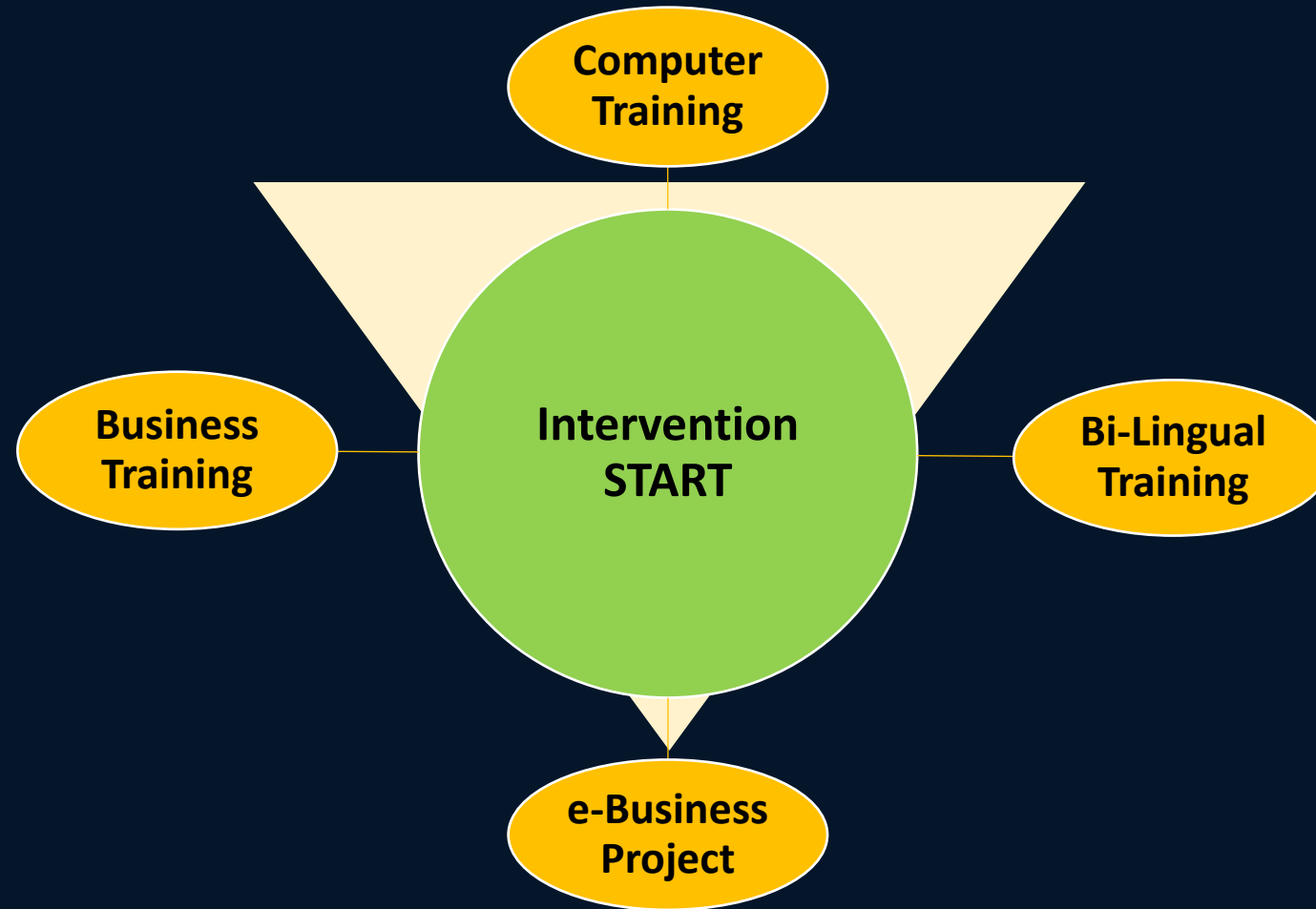
DBR involves cycles of evaluation and feedback loops. It aims to test and refine educational designs by generating evidence-based data about learning and implementing iterative refinements during the research/design process.





◀ **START e-Business Training**

Designing the Components of START e-Business Training





◀ Design-Based Research

EDeR

Educational Design Research

Volume 6 | Issue 3 | 2022 | Article 46

**Conducting online design-based research: START e-business
training as an educational intervention**

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Trudy-Ann Sweeney
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Methodology published in Journal of Educational Design Research
<https://journals.sub.uni-hamburg.de/EDeR/article/view/1812>



◀ Developing START e-Business Training

www.istartproject.net



Development of STAT e-Business Training: Software & Tools, Video Demonstration available at <https://youtu.be/e9xF2aUT0g4>



◀ Intervention: START e-Business Training



Teaching the Unemployed to Setup Online Business: An Educational Intervention

Author(s): [Amelie Hanna](#) (Presenter)
[Lindsey Conner](#)
Conference: European Conference on Educational Research ECER 2021
Network: [Emerging Researchers Group](#)
Format: Paper

Publishing in the Proceedings for European Conference on Educational Research ECER
<https://eera-ecer.de/ecer-programmes/conference/26/contribution/50266/>



◀ Syllabus as Motivational Technique

EdMedia + Innovate Learning 2023 Vienna - Vienna, Austria, July 10-14, 2023

From an interactive syllabus to a printable version of START e-business training: Tools and challenges

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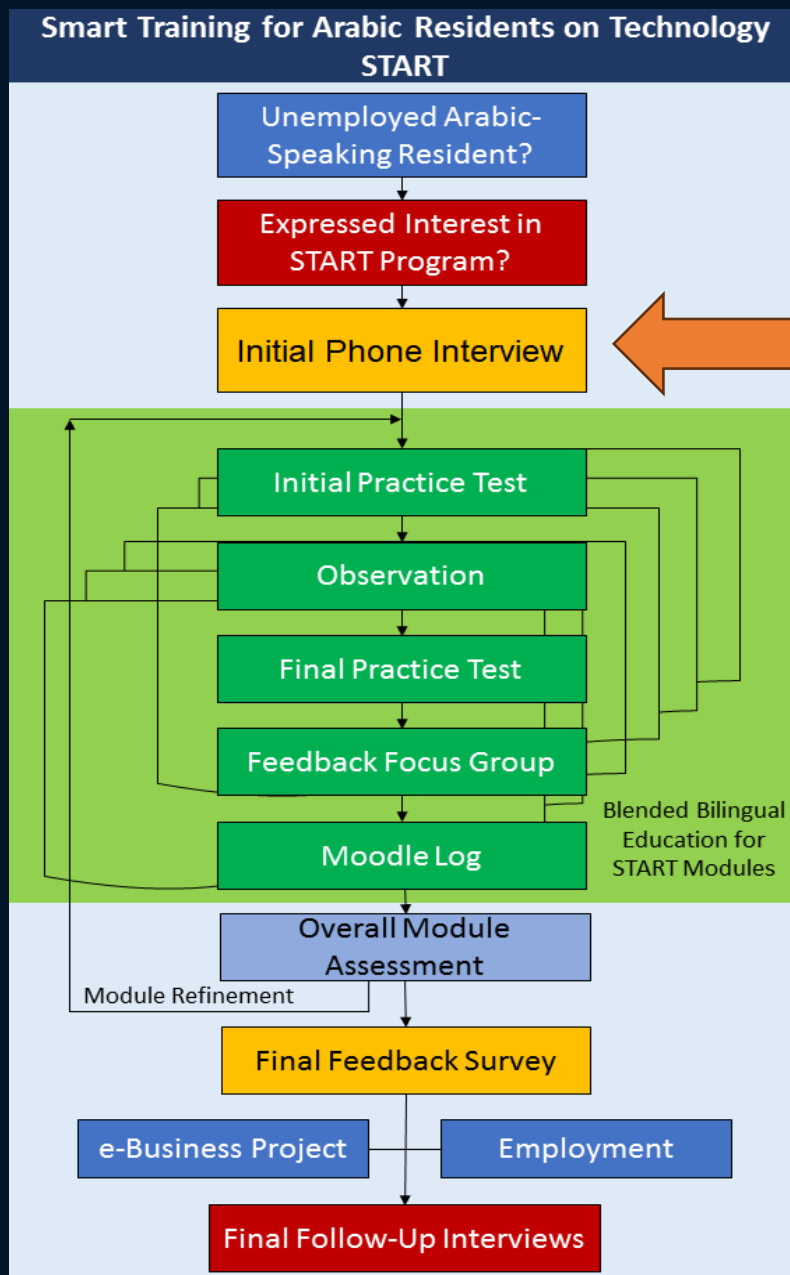
Abstract: A syllabus is a plan for a course of study, which provides a visualization of the course structure. The syllabi play a number of functions, such as providing information about the communication methods between the teacher and their students, a course plan for learners, a source for learning materials or additional readings, and a guide for learners that helps them directing their effort to success in the course. Online education now is more interactive and increasingly multimedia-rich, and therefore syllabi need to be interactive too. In designing and developing an interactive syllabus for START e-Business Training, learners can visualize the structure of training, search its contents, access frequently asked questions, and explore additional resources. Although the significance of an interactive syllabus, a printable version is needed. This paper discusses the best strategies and tools that were used to develop both interactive and printable syllabi. The paper also outlines some challenges in producing a corresponding pdf version to the interactive syllabus, from the learning designer's point of view.

Publishing in the Proceedings for EdMedia + Innovative Learning Conference

<https://www.learntechlib.org/primary/p/222645/>



◀ Initial Phone Interviews



Ethics Approval in June 2020
Ethics Expiry December 2024

Research impacted by COVID-19

Research initially was Face-to-Face
Then moved totally Online



◀ Implementing: Overview and Ethical Considerations

Recruitment → Social Media & Media Outreach

لا تنتظروا الوظيفة": برنامج مجاني لمساعدة العرب في استراليا على إنشاء مصالحهم التجارية عبر الانترنت

10:02

SBS

عربي 24

Help us improve

Translation → "Don't wait for a job": A free program to help Arabs in Australia to establish their online businesses

9 February 2023 with SBS Arabic24



◀ Methods: Overview and Ethical Considerations

Arabic-Speaking Resident visits iSTART Project Website



Arabic-Speaking Resident reads Online Information Sheet



Arabic-Speaking Resident signs the Online Consent Form



Researcher sends Email Invitation for Phone Interview



Not accepted nor
Interviewed



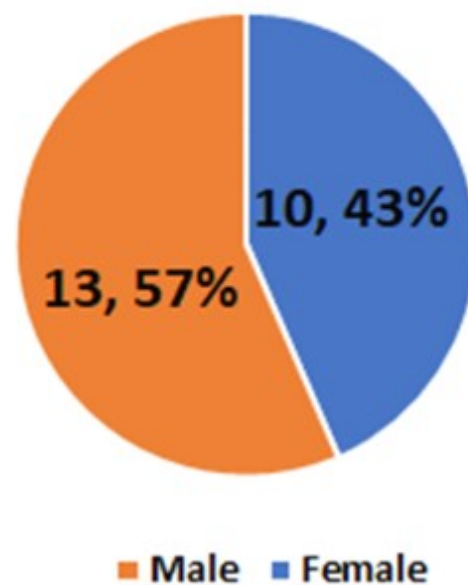
Accepted and
Interviewed



Researcher sends Welcome Email to iSTART Training



◀ Overview of Learners in First Intake

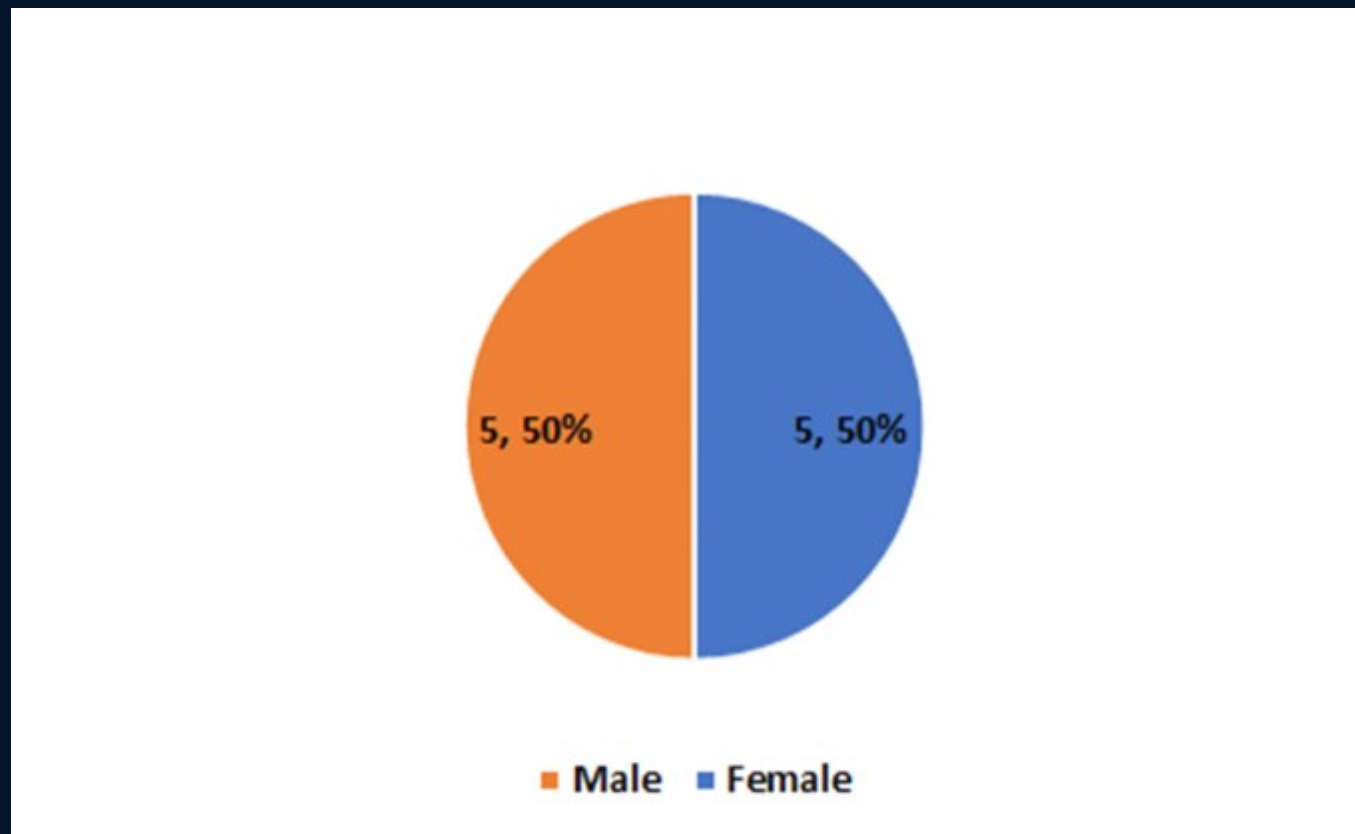


23

Gender of Learners in the First Intake as revealed by their names in Consent Form



◀ Initial Phone Interview



10

Gender of Research Participants in the First Intake as revealed by their Nick Names



◀ Initial Phone Interview

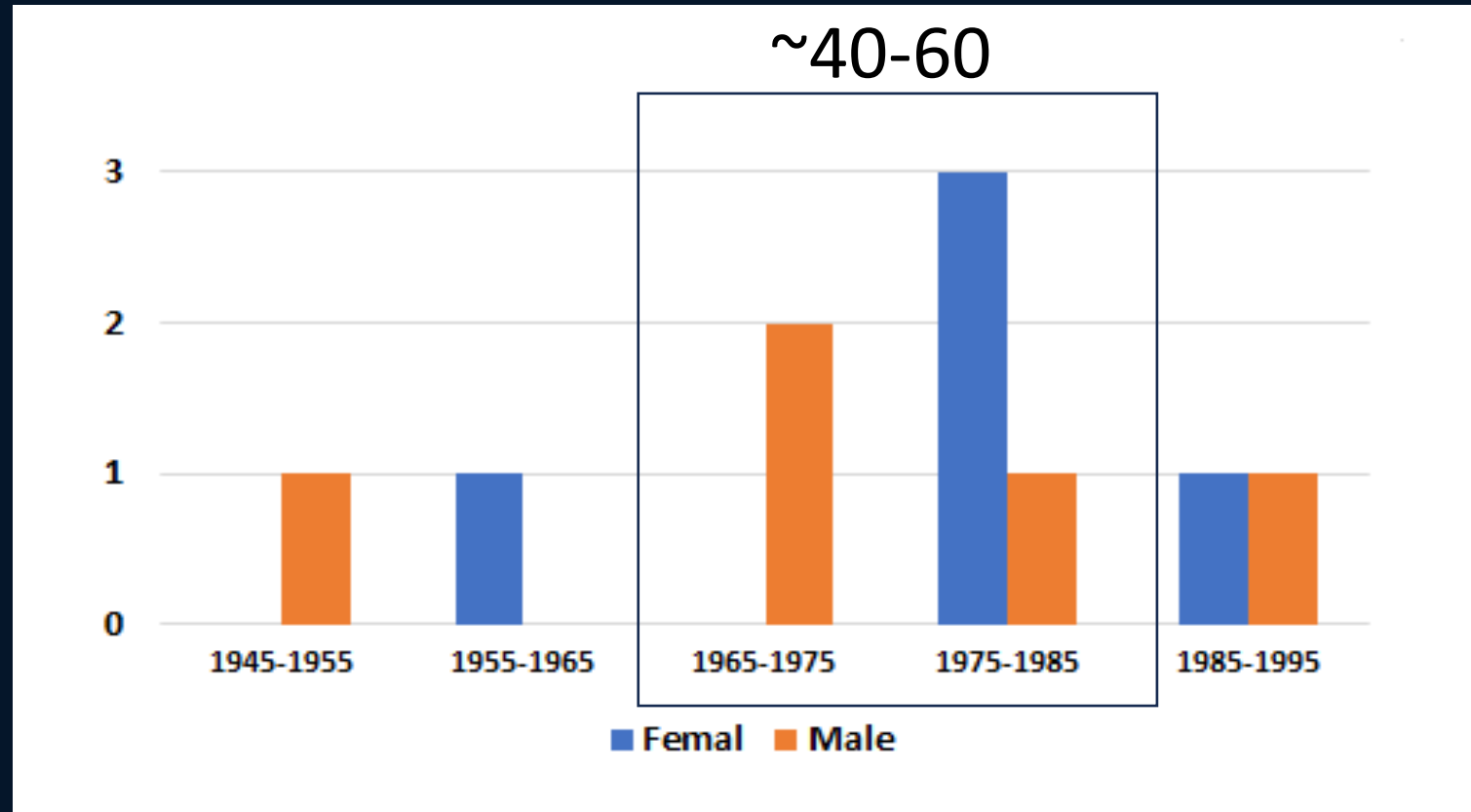


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Qualifications of Research Participants as revealed from Phone Interviews



◀ Initial Phone Interview



10

Age Levels of Research Participants as revealed from Phone Interviews



◀ e-Business Ideas between Goods, Services and Goods as Services

Gender	Future e-Business	Nature of e-Business
Female 1	Selling Young Mother Needs	Goods
Female 3	Selling Body Products	Goods
Female 5	Importing Brand Cloths and Selling from Garage	Goods
Male 1	Importing Goods from China and Selling to Australia	Goods
Male 5	Importing Goods from China and Selling to Australia	Goods
Female 2	Function Planner	Services
Male 2	Designing Logos & Photo Editing	Services
Male 4	Online Magazine - Selling Advertisements & Subscriptions	Services
Female 4	Selling Customised Paintings Online	Goods as Services
Male 3	Selling Home-Made Cooked Meals	Goods as Services



◀ Gender-Based e-Business Ideas

Gender	Field of Bachelor	Field of Previous Work	Future e-Business
Female 1	Languages	Interpreter	Selling Young Mother Needs
Female 3	Business	Case Worker	Selling Body Products
Female 4	Commerce	Tailor	Selling Customised Paintings Online
Female 5	Biology	Lab Technician	Importing Brand Cloths and Selling from Garage
Male 1	Nursing	Nurse	Importing Goods from China and Selling to Australia
Male 2	Electronics	Electrician	Designing Logos & Photo Editing
Male 3	Engineering	Sales Representative	Selling Home-Made Cooked Meals
Male 5	Engineering	University Instructor	Importing Goods from China and Selling to Australia
Female 2	Teaching	Wedding Planner	Function Planner
Male 4	Civil Engineering	Magazine Publisher	Online Magazine: Selling Advertisements & Subscriptions

Family-Oriented e-Business Idea

Market-Oriented e-Business Idea

e-Business Idea driven from Previous Work



◀ Conclusion, Limitations & Future Research

While all interview participants have university degrees, female participants have more postgraduate qualifications than men. This reflects the education nature in the middle east, where men are more interested in working and supporting their families, while female more time to enrol in post-graduate education.

Most of our participants were middle-aged adults, capable to participate in the labour force, and earn income, which suggest if they are able to establish their online business, they won't rely on welfare income support.

There was an equal distribution in e-business ideas among two groups: Goods and Services & Goods as Services. These ideas are applicable to be delivered online. Services & Goods as Services has the potential to develop the Australian Economy, while the Goods are mainly manufactured and imported from overseas, which does not help much in creating jobs in Australia.

While e-business ideas are equally distributed between family-oriented and market-oriented, the e-business ideas that driven from previous work experience are less represented. This may suggest that their previous experience at their home countries might not be applicable to establish an online business in Australia, for example four of our research participants are qualified engineers, suggesting that Australia is losing them in the workforce as engineers.

Previous studies found that Services and Goods as Services require more labour-effort, and are associated with de-industrialization movement, and driven by social and client-centred innovation. The current study found that no preferences for the groups of Services and Goods as Services over Goods group.

Previous research found that female-owned businesses are less successful than male-owned businesses because they have less prior work experience in a similar business than men. We do not know yet what will be the outcome of e-business for our study participants.



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