

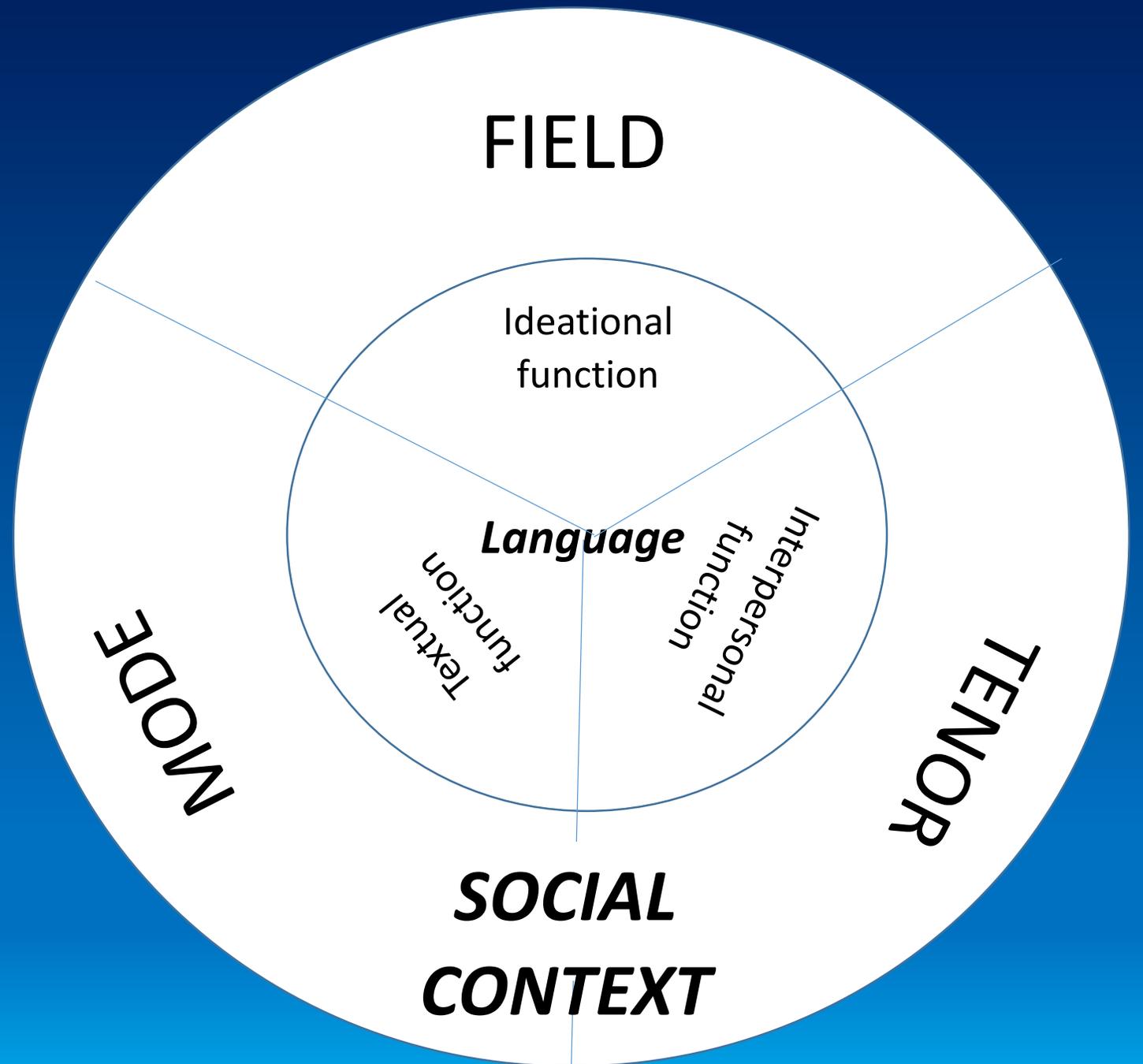
Visualisation techniques to help students write assignments that better match expectations

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Success for All: Advancing inclusive curricula and pedagogies

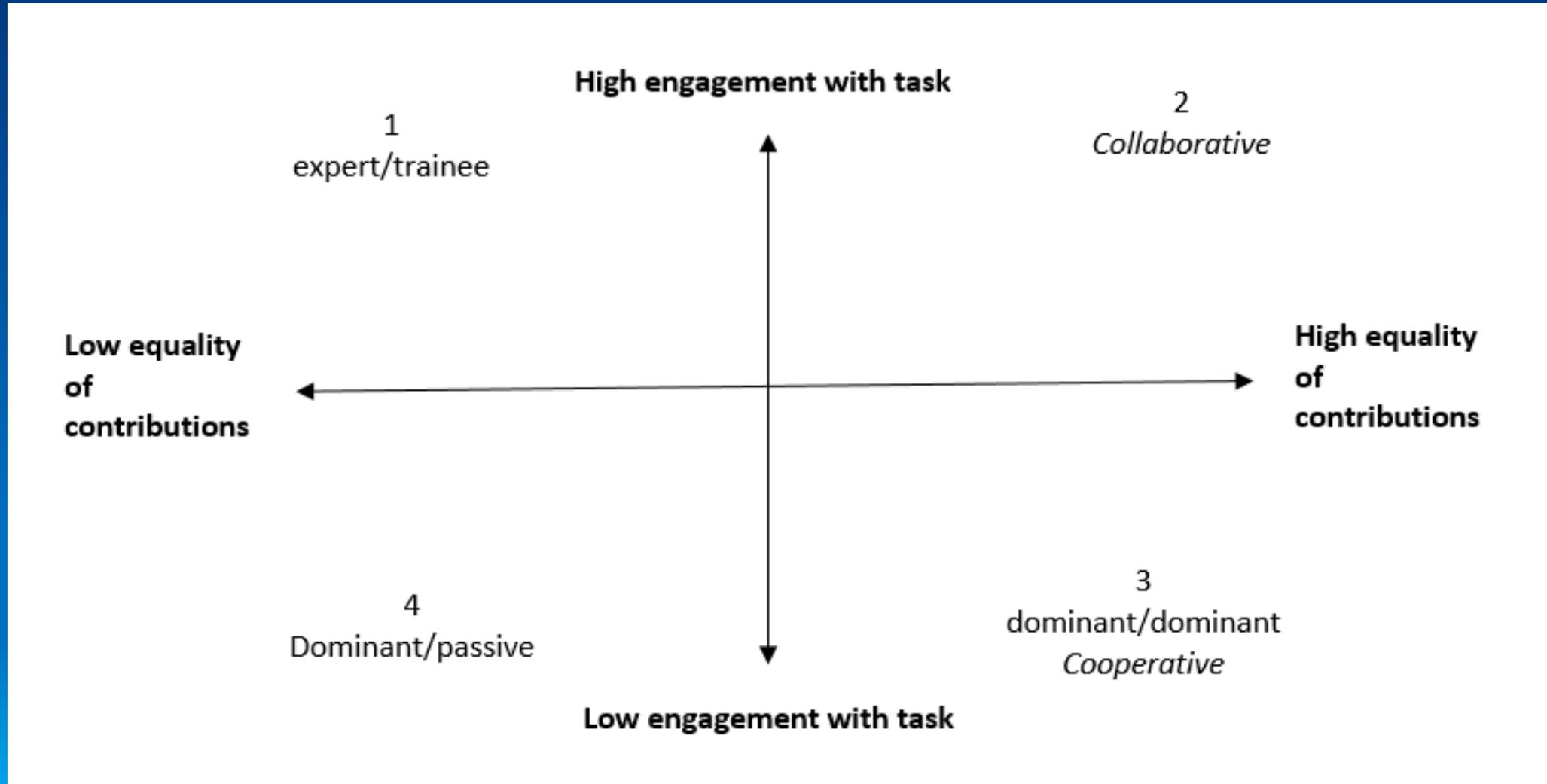
Visualising Audiences



(Martin and Rose, 2008)

Visualising Collaboration

(Storch, 2013, p. 62)



Visualising information organisation

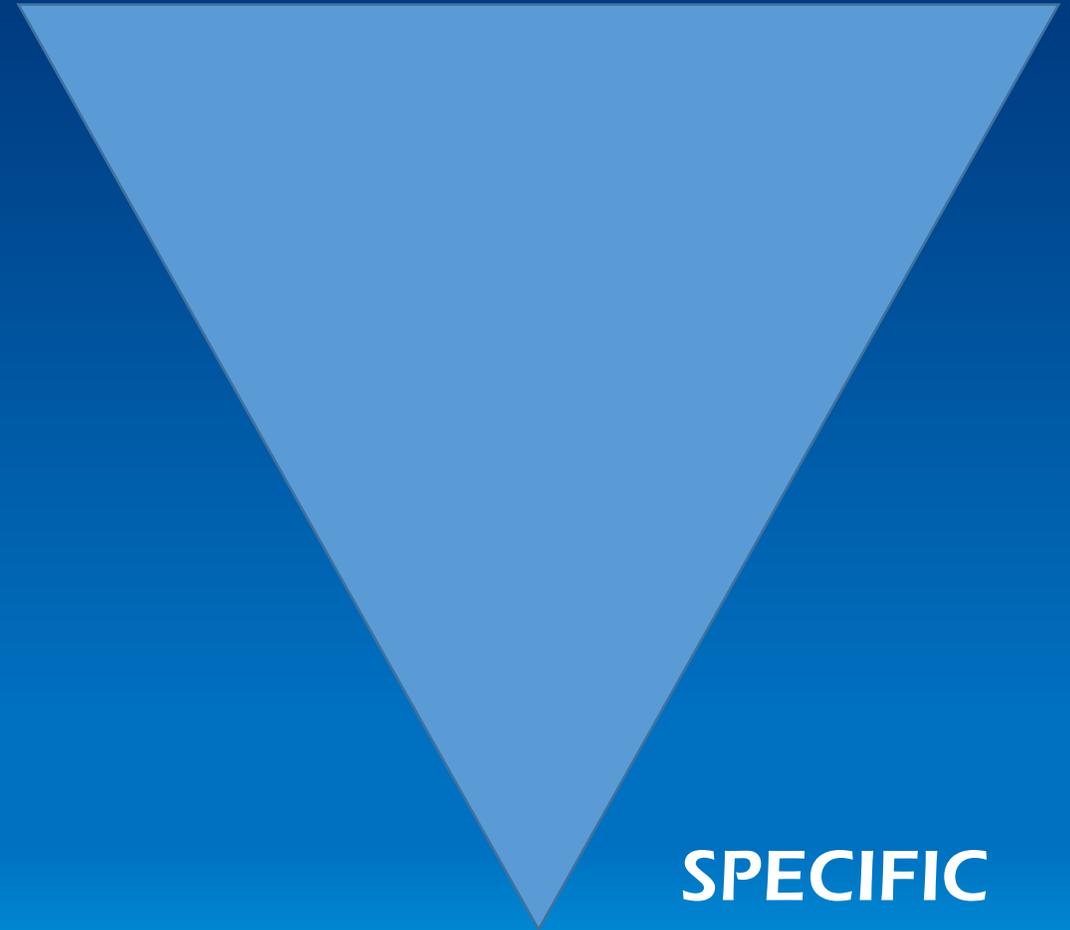
Social comparison is the comparison between the self and others, and is a fundamental psychological mechanism influencing people's judgments, experiences and behavior (Corcoran, Crusius and Mussweiler, 2011). **The social comparison theory explains consumer behaviour.** Research suggests the perceived high demand of a cookie intensifies the desire to acquire the item due to an increase in attractiveness. **Consumers are therefore involved in the 'herd behaviour', which they imitate as they assume other consumers have the information to justify their actions (Banerjee, 1992).** The Bandwagon effect is when demand for a commodity increases due to an increase in the consumption of the commodity by others (Leibenstein, 1950).

Visualising information organisation

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Visualising information organisation

GENERAL

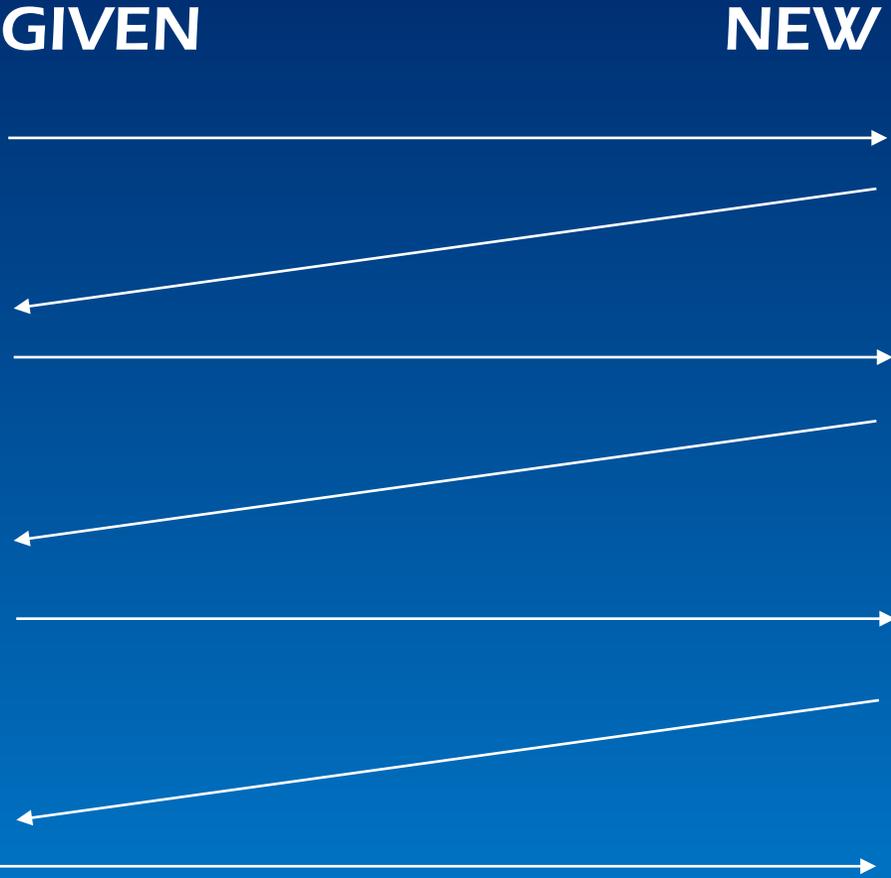


SPECIFIC

Visualising coherence

The social comparison theory explains consumer behaviour. Social comparison is the comparison between the self and others, and is a fundamental psychological mechanism influencing people's judgments, experiences and behavior (Corcoran, Crusius and Mussweiler, 2011). **The Bandwagon effect is when demand for a commodity increases due to an increase in the consumption of the commodity by others (Leibenstein, 1950).**

Visualising coherence



Visualising coherence

The social comparison theory explains consumer behaviour. Social comparison is the comparison between the self and others, and is a fundamental psychological mechanism influencing people's judgments, experiences and behavior (Corcoran, Crusius and Mussweiler, 2011). A related concept is the Bandwagon effect, which occurs when demand for a commodity increases due to an increase in the consumption of the commodity by others (Leibenstein, 1950).

Visualising Essay Organisation and Argument

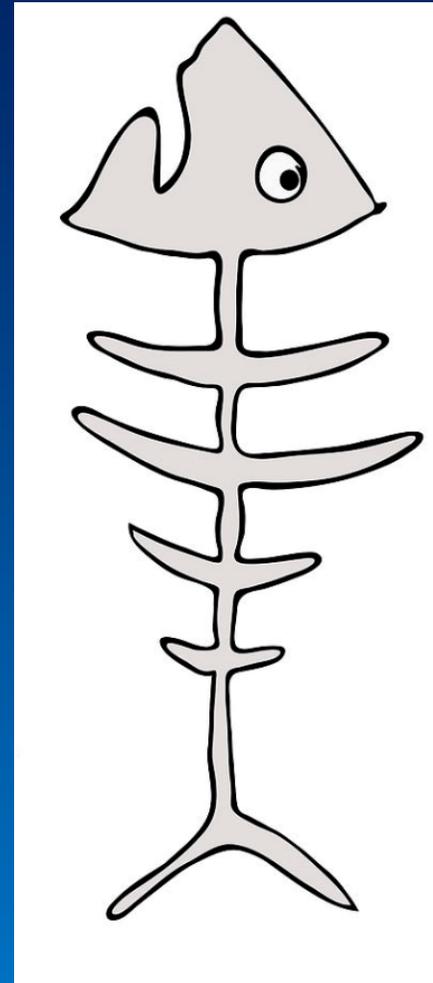
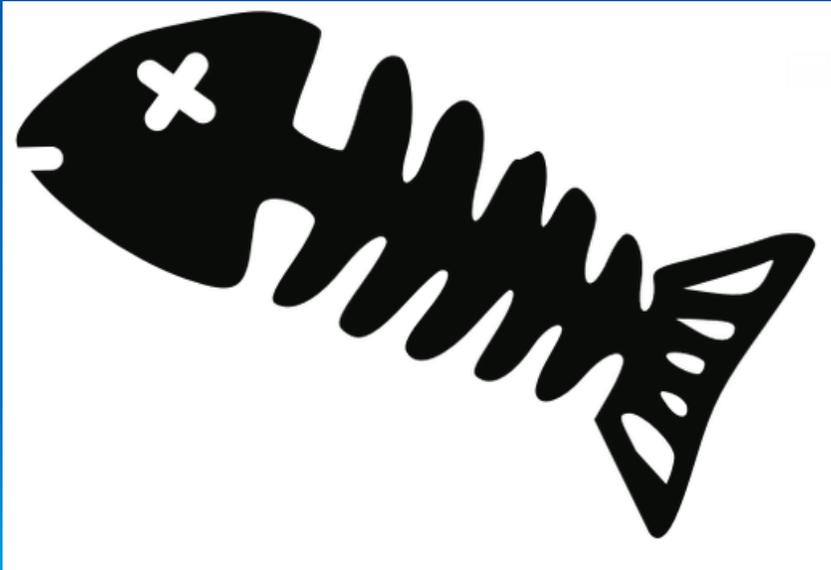
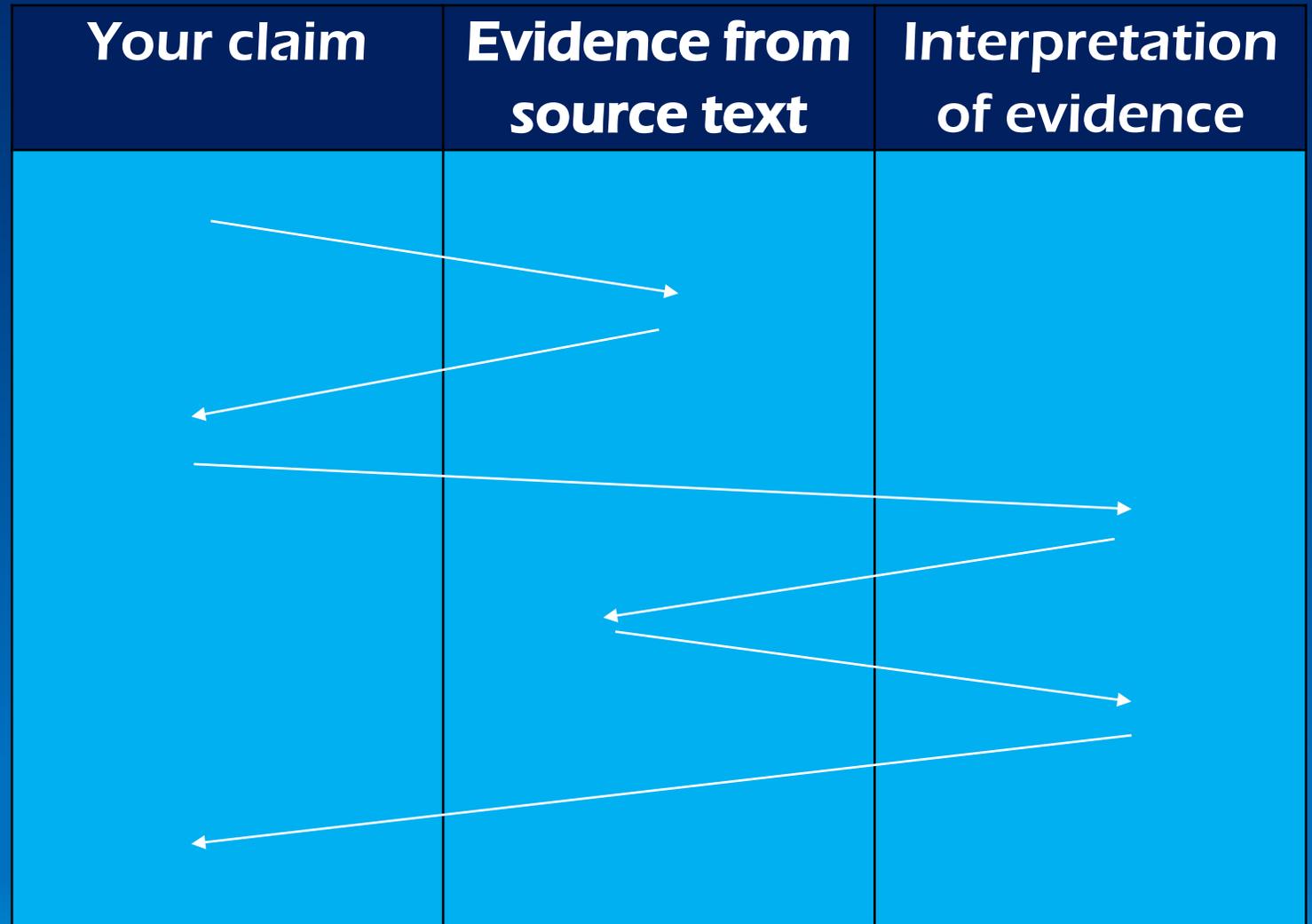


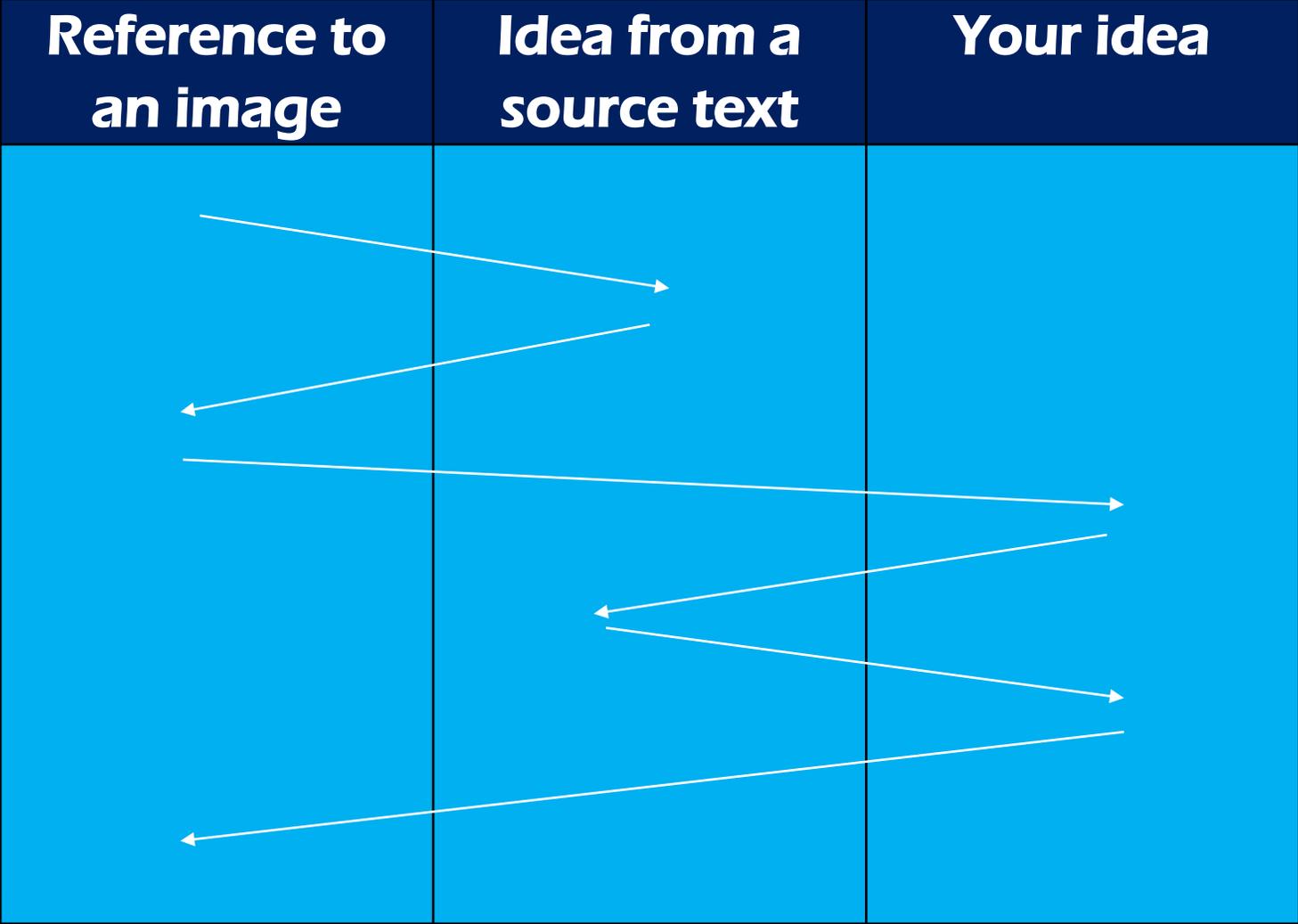
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Image taken from: <http://publicdomainvectors.org/photos/simple-fish.png> [Accessed 23/03/2017].

Visualising voice



Visualising voice



References

Martin, J. R. and Rose, D., 2008. *Genre relations: Mapping culture.* London: Equinox.

Storch, N., 2013. *Collaborative Writing in L2 Classrooms.* Bristol: Multilingual Matters.

Questions?