A Web-Based Module:  
Haggling a Cultural Phenomenon

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Agenda

- Background
- Design
- Results
- Findings
- Conclusion
Poll

How many of you in attendance haggle?
Background

Why an instructional design module?
Background

• **Purpose**
  • Declining enrollment
    • Time conflict with other courses
    • Time conflict with work schedule
    • Major doesn’t require two years of foreign language
Background

- **Purpose**
  - Declining enrollment
    - Time conflict with other courses
    - Time conflict with work schedule
    - Major doesn’t require two years of foreign language

- **Solution**
  - Offer online courses
    - Will allow...
      - students to take it at their own time
      - other students from other UH System campuses to take the course(s)
Background

- Project Description
  - Instructional Design Module
    - Filipino culture: Haggling
Background

Problem Statement

The purpose of this instructional design project is to develop and evaluate the effectiveness of a web-based module that focuses on Filipino haggling and will be used by undergraduates enrolled in the ILLP at the University of Hawai‘i at Manoa.
Design

Process of building the module
Design

- **Methodology**
  - **Direct Approach**
    - Using the Direct Method and Its Language Acquisition Advantages (Lynch, 2012)
Design

• **Methodology**
  • Direct Approach
    • Using the Direct Method and Its Language Acquisition Advantages (Lynch, 2012)

• **Framework**
  • Gagne’s Nine Events of Instruction
    • Conditions of Learning (Instructional Design, 2013)
Design

Tools

WordPress logo
Design

Tools
Design

Tools
Design

Tools

WordPress

JotForm

YouTube

Google Sheets
Design

Samples

A Web-Based Module: Hagglng A Cultural Phenomenon

Hagglng (or bargaining) is a type of negatiation in which the buyer and seller of a good or service debate the price and exact nature of a transaction. If both parities come to terms on an agreement, a transaction takes place. This process is an alternative pricing strategy to fixed prices. If it costs the seller nothing to engage and allow bargaining, he/she can foretell the buyer’s willingness to spend.

Many cultures all around the world use the haggling system to negotiate prices. In regions such as North America and Europe, the art of haggling is restricted to expensive or one-of-a-kind items and informal settings such as flea markets and garage sales. One-of-a-kind items include automobiles, jewelry, art, real estate, and trades sales of...
2.2: Relationships

There are two key players when it comes to haggling, the aglklako and the gumatgatang. The term aglklako (in its nominalized form) means the seller and gumatgatang (in its nominalized form) means the buyer.

The buyer can also be known as a suki. In order for someone to be considered a suki, he/she must have a good relationship with the seller. A suki is a loyal customer. Having this status will garner you some cheap deals and favors. There are a few ways to become a suki of a vendor:

1. If you are related to the vendor, a family member. Filipinos are known to be family oriented and always look out for one another, so relatives gain instant suki status.
2. If you are a friend of the seller. Almost like family, but not quite, a friendship with the vendor will give you almost the same perks as a family member would.
3. Continuously shop at the vendor’s store. By doing this you are showing the vendor that you are very loyal to him/her and their store. This will change your status from ordinary customer to a friend and will garner you some good deals.

Terms of respect:

When addressing someone in conversation (or in general), there are a few terms you must remember. Here are just a few that you could use: Apo (any elder, used for both genders), Manang (older female), Manong (older male), Nana (grandma), Tata (grandpa), and Ading (younger than you, used for both genders) are all terms of respect when addressing someone.

Objective: Given five choices, the participant will identify which option best fits the scenario in terms of who’s who.
Scenario:

Dialogue:

**Clara:** Kumusta Nana Perlita?

**Perlita:** Kastoy latta adingko, agtrabtabaho a kankanyon. Ket sika, kumusta? Kumusta met ni nanangmo?

**Clara:** Naimbagak ken mayat met ni nanangko, nana.

**Perlita:** That’s good; Ket ania ti maitulongko kenka ita?

**Clara:** Agbirbirokak ti balut; adda kadi lakom a balut?

**Perlita:** Adda, ading.

**Clara:** Sagmamano?

**Perlita:** Sagtretrenta a pesos.

**Clara:** Apo nagnginan, nana! Mabalin nga itedmo ti sagbabainte?

**Perlita:** Saan a mabalin, adingko. Ilakok ti sagbabainte singko para kenkan.

**Clara:** Ala man, ngarud. Mangalaak ti dua.
Identifying Relationships

That’s good; Ket ania ti maitulongko kenka ita?

In the scenario above, Clara is __________. (select all that apply) *
  □ a) the seller
  □ b) the buyer
  □ c) an ading
  □ d) a nana
  □ e) a suki

Submit

Begin section 2.3: Identifying Prices >>
Hello! Thank you for agreeing to take part in this research study. Before we begin the module, I kindly ask you to answer the following questions. The questions below are questions about your prior experiences with Ilokano, haggling, and online courses.

* Required

1) What is your ethnicity? *

2) Age: *
   - □ 18-20
   - □ 21-25
   - □ 26-30
   - □ 31 and up

3) Gender *
   - □ Female
   - □ Male

4) Have you ever taken an Ilokano course? *
   - □ Yes
   - □ No

If you answered yes to question #4, what courses have you taken and completed? *
Select all that apply.
   - □ ILO 101
   - □ ILO 102
   - □ ILO 201
   - □ ILO 202
   - □ ILO 301
   - □ ILO 302
   - □ ILO 315
   - □ ILO 331
   - □ ILO 401
   - □ ILO 402
   - □ ILO 451
   - □ N/A
Design

Samples

Tawar a Tawar

Full Name*
First Name
Last Name

* Collecting names, so I know whose pre test submission is whose.

1) Agtawar is a verb that means _____. *
   - a) to trade
   - b) to buy
   - c) to haggle
   - d) to sell

2) Aglaklako in the nominalized form means _____. *
   - a) seller
   - b) buying
   - c) selling
   - d) haggler
Design

Samples

Thank You!
Your submission has been received.
Your answer: a) the seller

Feedback:

a. Incorrect; Clara is not the seller, Nana Perlita is.
b. Correct; Clara is indeed the buyer
c. Correct; Nana Perlita addressed her as ading.
d. Incorrect; Clara is younger than Nana Perlita, thus can’t be a Nana.
e. Correct; Nana Perlita asked how Clara’s mom was, thus indicating she’s a family friend.
Design Samples

Identifying Relationships

That’s good; Ket ania ti maitulongko kenka ita?
Results

Data Collection
Results

- **Participants**
  - 17 total
    - 10 females
    - 7 males
- **Age Groups**
  - 18-20: 3 participants
  - 21-25: 13 participants
  - 26-30: 1 participant
  - 31 and older: None
Results

- **Participants**
  - 17 total
    - 10 females
    - 7 males
- **Age Groups**
  - 18-20: 3 participants
  - 21-25: 13 participants
  - 26-30: 1 participant
  - 31 and older: None
## Results

- **Pre Module Survey**

### Pre-module questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Filipino</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your ethnicity?</td>
<td>-</td>
<td>-</td>
<td>17</td>
<td>100%</td>
</tr>
<tr>
<td>Have you ever taken an online course?</td>
<td>13</td>
<td>4</td>
<td>-</td>
<td>76%</td>
</tr>
<tr>
<td>Have you ever taken an online language/culture course?</td>
<td>1</td>
<td>16</td>
<td>-</td>
<td>6%</td>
</tr>
<tr>
<td>Do you practice the art of haggling?</td>
<td>10</td>
<td>7</td>
<td>-</td>
<td>59%</td>
</tr>
<tr>
<td>Do you know someone that haggles?</td>
<td>15</td>
<td>2</td>
<td>-</td>
<td>88%</td>
</tr>
</tbody>
</table>

\[ n = 17 \]
Results

- Pre-test vs Post-test

<table>
<thead>
<tr>
<th>Participant</th>
<th>Pre-test (56 points)</th>
<th>Pre-test Percentage</th>
<th>Post-test (56 points)</th>
<th>Post-test Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>51</td>
<td>91%</td>
<td>54</td>
<td>96%</td>
</tr>
<tr>
<td>2</td>
<td>30</td>
<td>54%</td>
<td>44</td>
<td>79%</td>
</tr>
<tr>
<td>3</td>
<td>41</td>
<td>73%</td>
<td>47</td>
<td>84%</td>
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<td>4</td>
<td>25</td>
<td>45%</td>
<td>47</td>
<td>84%</td>
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<td>80%</td>
<td>40</td>
<td>71%</td>
</tr>
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<td>91%</td>
<td>40</td>
<td>71%</td>
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<tr>
<td>7</td>
<td>46</td>
<td>82%</td>
<td>49</td>
<td>88%</td>
</tr>
<tr>
<td>8</td>
<td>46</td>
<td>82%</td>
<td>52</td>
<td>93%</td>
</tr>
<tr>
<td>9</td>
<td>17</td>
<td>30%</td>
<td>34</td>
<td>61%</td>
</tr>
<tr>
<td>10</td>
<td>35</td>
<td>63%</td>
<td>38</td>
<td>68%</td>
</tr>
<tr>
<td>11</td>
<td>26</td>
<td>46%</td>
<td>45</td>
<td>80%</td>
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<td>91%</td>
</tr>
<tr>
<td>15</td>
<td>44</td>
<td>79%</td>
<td>41</td>
<td>73%</td>
</tr>
<tr>
<td>16</td>
<td>54</td>
<td>96%</td>
<td>56</td>
<td>100%</td>
</tr>
<tr>
<td>17</td>
<td>34</td>
<td>61%</td>
<td>44</td>
<td>79%</td>
</tr>
</tbody>
</table>
Results

- Pre-test vs Post-test
Results

- Meeting Objectives
Results

- Meeting Objectives
9) Based on the ad above, mano ti bayad ti saba? (Please write your answer in Ilokano.) *

9) Based on the ad above, mano ti bayad ti tri-color bell peppers? (Please write your answer in Ilokano.) *
10) Kalpasan a nagsiapping idiy tiangge ni Tata Max, ti utang ni Romy ket $48.50. Nagbayad ni Romy iti $60. Mano kadi ti supli nga ited ni Tata Max ken ni Romy? *

10) Maysa nga aldaw, napan ni Maria idiy tiendaan. Gimmata ng isuna ti innem nga balut (P10 each), maysa a mangga (P20 each), dua a delata a sardines (P15 each), maysa a supot a pancit (P12 each), ken dua a sabon (P12.50 each). Idi napan nagbayad, intedna ti P150 ken ni Manong Ariel. Mano kadi ti supli ni Maria? *
Pre-Test

Determine if the phrase is said by the seller or buyer.

a) Mano ti bayad ti sangadosena a longganisa?
b) Awan tawarnan.
c) Adda kadi sabali a klase?
d) Mano ti bayad daytoy atado?
e) Adda kadi nalaklaka?
f) Gumatangak ti pusit.
g) Isupotmo man, Nana.
h) Mano daytoy?
i) Ania ti nagan dayta nga ikan?
j) Ultimonan ta awanto ti maganansiaq.
k) Battit laeng ti maganansiaq.
l) Ala man ngarud, inayonmo man daytoy.
m) Ok, utangektro dagiti dadduma.
n) Napresko met laeng dagitoy natnateng, Nana?
o) Ay apo! Nagnginan!
p) Ala ngarud, alaemon iti dayta imbagam a presion.

Post-Test

Arrange the following statements to form a cohesive buyer-seller conversation. Please label them with buyer or seller at the beginning of each statement.

Agyamanak.
Setenta y singko a pesos.
Mano daytoy supot a carrots?
Dispensarem, saan a mabalin. Awanto maganansiaq.
Ala ngarud, alaek.
Daytoy ti suplim.
Agyamanak met!
Itedko kenka iti setenta pesos, no kayatmo.
Mabalin a gatangek iti singkuenta pesos?
Kumusta?
Findings

Data Analysis
Findings

- Post Module Survey

### Attitudinal Survey

<table>
<thead>
<tr>
<th>Question</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Difficulty*</td>
<td>-</td>
<td>6</td>
<td>7</td>
<td>4</td>
<td>-</td>
<td>3.47</td>
</tr>
<tr>
<td>Images**</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>8</td>
<td>6</td>
<td>4.18</td>
</tr>
<tr>
<td>Videos**</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>3.71</td>
</tr>
</tbody>
</table>

* – 1 being easy and 5 being difficult
** – 1 being not helpful and 5 being helpful
Findings

• Concerns
  • Objectives that were not met
Findings

• Concerns
  • Objectives that were not met
  • JotForms
    • Correcting by hand pre and post tests
Findings

• Concerns
  • Objectives that were not met
  • JotForms
    • Correcting by hand pre and post tests
  • Text heavy
Findings

• Implications
  • Quality of information could be improved
Findings

• Implications
  • Quality of information could be improved
  • Included information covered the different aspects of the topic chosen
Findings

• Implications
  • Quality of information could be improved
  • Included information covered the different aspects of the topic chosen
  • The module can be used by anyone with prior knowledge of the Ilokano language
Conclusions

What next?
Conclusions

• **Future Plans**
  • Film and edit real-life scenarios to use as examples
Conclusions

• Future Plans
  • Film and edit real-life scenarios to use as examples
  • Translate everything into Ilokano
Conclusions

- **Future Plans**
  - Film and edit real-life scenarios to use as examples
  - Translate everything into Ilokano
  - Create different questions/scenarios for embedded tests
Conclusions

- **Future Plans**
  - Film and edit real-life scenarios to use as examples
  - Translate everything into Ilokano
  - Create different questions/scenarios for embedded tests
  - Build other instructional modules for the different aspects of Filipino culture
Acknowledgements

Honoring those who helped me on this journey
Acknowledgements

- Agyamanak, Mahalo, and Thank You
  - Dr. Fulford
  - UHM LTEC Faculty and Staff
  - Critical Friends: Bhonna and Rick
  - Content Experts
  - Classmates and Cohort members
  - Participants
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Any Questions or Comments?

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Instructional Design Module URL: https://tawaratawar.wordpress.com/