Photo Assignments: An Exploration of Student Retention Rate

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Student Retention: The Freshman Seminar

In an attempt to increase student retention and graduation rates, many colleges and universities have some sort of freshman course, or first-year seminar that serves to introduce students to college life. The course also helps students transition from high school.

Students are taught things to help them establish and maintain a good GPA, how to study, take good notes, and more. They are also taught that getting involved with the college community through clubs, associations, student government, and other groups, is also an important part of the college experience.

Borrowing ideas from the visual learning field, this project focuses on student involvement and experiencing college life. The way visualization plays a role in enhancing student involvement and attaining university retention goals is explored.

Implementation of these ideas beyond the Freshman Seminar in a variety of courses would provide additional qualitative data on retention.

Theoretical Evidence

Visual learning and the way it enhances memory, emotion, and cognitive abilities is at the center of this project.

The dual-coding theory shows that supplementing verbal knowledge with visual imagery enhances memory (Paivio, 2014). If memory is the retention of knowledge, can photos, as forms of visual information, enhance student experiences, connections, and serve as indicators of retention?

Photographic Opportunities Around Campus

These photos were taken by students for assignments in the GSC 100 course. They are used with their permission.

Q: Why use photos for more of our educational endeavors?
A: Because the majority of our students are visual learners and their brains are primarily processing visual data as the charts below show.

![Allan Paivio’s Dual-Coding Theory](https://en.wikibooks.org/wiki/Cognition_and_Instruction/Learning_and_Memory)

Percentage of People Who Are Visual Learners: 35%

Percentage of People Who Are Visual Data: 65%

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Possible avenues for the visual measurement of retention rate:
- Do students include people in their photos and if so, does this indicate a greater possibility for retention than students who shy away from photographing other people?
- Do long shots show a distancing of the student from college life as opposed to close-up shots?
- Do selfies indicate that a student thinks of himself or herself as a part of what they are imaging, thus a part of UNLV?

References and Additional Resources