

CHALLENGES

ANALYSING AND EVALUATING MY WORK-BASED LEARNING
EXPERIENCE



Challenge; plural noun: challenges – a task or situation that tests someone’s abilities.

Many of us face challenges everyday, and facing and overcoming these challenges are a great way for us to learn for the future and improve the skills that are needed in our daily lives and in our work careers.

The challenges I have faced throughout my work-related learning experiences have provided an opportunity for learning and development, and using Gibb's Reflective Model, I will look back upon these challenges and see what I have learned from these experiences, and perhaps what I would or should have done differently.



One challenge that I faced throughout my work placement was being tasked with coming up with new, engaging content on a regular basis for the Queen's University Modern Languages School. This content would be shared on social media to engage with current university students and also potential students choosing to study at Queen's in the future.

First of all I decided to look into the analytics and insights of the Modern Languages social media accounts, discovering what type of content performed better than others. I then came up with the idea of creating short quizzes for followers to play along, and also created posts advertising events and other activities relating to the language school, using Canva to design them in a way that was eye-catching yet informing.



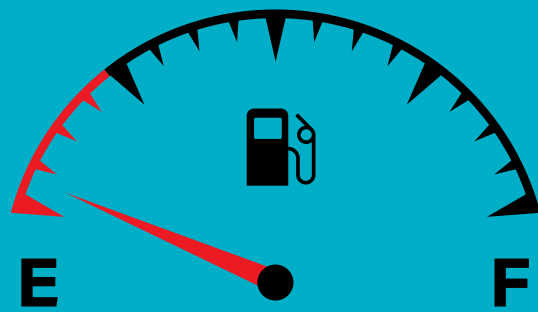


However, after a while these ideas dried up, finding myself suffering from what is known as 'creative block'. Barbara Hirst outlines potential methods in overcoming this block, including; 'relaxing, working on new directions, and experimenting with different techniques' (81, 1992).

I decided to go down the route of experimenting with different techniques, coming up with the idea of staging Instagram takeovers, where current students could showcase what it's like to study languages at Queen's University Belfast. This content worked very well, as it gave students the opportunity to share their experiences at Queen's, and also gave those following the opportunity to ask any questions about studying languages at Queen's. I feel I overcame this obstacle and in doing so it provided quality content to be produced for the social media accounts that did exactly what I was asked to do – create informing and engaging content for language students.



I think the biggest difficulty I faced during my work experience was trying to overcome my lack of motivation for producing the photo and video content for the Modern Languages School. Using the 'Analysis' section of *Gibb's Reflective Cycle* I have tried to look into why I felt so unmotivated to do this work and my first thought was it stems from the fact that I have little to no interest in doing this sort of work in the future.



If you read my first blog post on procrastination, you'll know that I was rather unorganised or perhaps naïve, thinking it would be easy to secure a work placement at a production company here in Northern Ireland. Much to my surprise, this turned out to be much tougher than expected and I was forced to resort to my only option, which was creating content for Queen's Modern Languages School. Reflecting upon this challenge has allowed me to discover that my procrastination and naivety I had at the beginning of the school year when trying to source a placement has had a snowball effect which has led me to a lack of motivation doing a job that I don't really enjoy doing.

Further analysis allowed me to realise that there may have been several other reasons why I was feeling unmotivated. In an online article by Nulan titled "23 reasons you have no motivation to work (and what to do about it)", Georgina Guthrie outlines many reasons for having no motivation, such as being overwhelmed, challenged and even feeling like you aren't getting paid enough.



Despite being unmotivated, I still managed to get the work done on time. I knew that I had roles and responsibilities, so I had to just knuckle down and get on with it, I just didn't have much enjoyment in the process.

Reflecting upon my work-related learning experiences has allowed me to discover the skills that I already possess, and those that I need to develop or strengthen. Kathleen McMillan explains the importance of reflection; 'It is part of human nature to learn continually from experience, generally becoming more proficient and wiser in our responses to events as we grow older. Reflection is thus an important part of being an effective learner' (31, 2013).



My work placement with the Queen's Modern Language School has provided several challenges throughout the year that has allowed me to develop my creative thinking, communication skills and my ability to work both with others and as an individual, all of which will help me in my future career within the creative industry.

Works Cited:

Guthrie, Georgina. "23 Reasons You Have No Motivation to Work (and What to Do about It)." *Nulab*, 14 Sept. 2022, <https://nulab.com/learn/collaboration/23-reasons-you-have-no-motivation-to-work-and-what-to-do-about-it/>.

Hirst, Barbara. How artists overcome creative blocks. *The Journal of Creative Behavior*, 1992. <https://doi.org/10.1002/j.2162-6057.1992.tb01163.x>

McMillan, Kathleen. *How to Improve your Critical Thinking & Reflective Skills*, Pearson Education UK, 2013. *ProQuest Ebook Central*, <https://ebookcentral.proquest.com/lib/qub/detail.action?docID=5248200>.