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Using a Social Networking Site as a Teaching Tool for Visual Merchandising

Student: Erica Palentyn
Faculty Advisor: Seung-Eun Lee

The purpose of this study was to apply a Social Network Game (SNG) for teaching visual merchandising to college students.

The present study utilized the EGameFlow model to measure students' perceived enjoyment of using the SNG, Fashion World, in a visual merchandising class. In addition, this study examined which dimensions of EGameFlow were significant indicators of student satisfaction. Findings from this study suggest that the use of a SNG can be an effective tool in teaching visual merchandising.

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