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The Hawthorne Effect: Influence on experiential learning outcomes in sales role play scenarios

Ben Brachle

University of Nebraska at Kearney, brachlebj@unk.edu

Ahna Packard

University of Nebraska at Kearney, packardak@unk.edu

Dana E. Vaux

University of Nebraska at Kearney, vauxde@unk.edu

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The Hawthorne Effect: Influence on experiential learning outcomes in sales role play scenarios

Abstract: This research explores the efficacy of a prototypical commercial environment to understand how the Hawthorne Effect influences student learning outcomes. The Hawthorne Effect accounts for changes in human behavior resulting from direct observation. Utilizing an alternative, experiential classroom setting for sales and marketing role play scenarios allows for remote, yet direct instructor observation to diminish the Hawthorne Effect. Research has shown experiential learning settings in education enrich and positively impact students' sales knowledge. The proposal will compare and analyze perceived instructor presence and observation of students in the traditional versus altered classroom environment and the resulting impact on participants' behavior.