北京大学　PEKING UNIVERSITY

Next Generation Learning
Visions · Innovations · Possibilities

eLearning Forum Asia
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Correlation between Mobile Learning Accesses and Mobile Device Purchasing Schemes – a City University of Hong Kong Experience

Presented by:

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e-Learning @CityU

- WebCT campus wide adoption since 1998

- Blackboard (Bb) implementation since 2001

- Deployment of Bb as unified LMS since 2005

- Integration with Banner

- Adoption rate up to 79% of all courses in 20010/11

- Over 30,000 users

- Mobile Learning Pilot since semester B 2010/11

m-Learning Pilot Info

Funding	• Provost
Leader	• Chief Information officer
Coordination & Support	• Computing Services Centre • eLearning Support Team
Begin Date	• 9 Feb 2011 (Bb Mobile Learn inception)

Operation Mode:
- Schools & Colleges nominated pilot teachers to participate
- Pilot teachers requested for resources (mobile devices)
- eLearning Team conducted evaluation on project
- Computing Services Centre provided usage data

Hardware & Software

Only iPod touch & iPad were requested

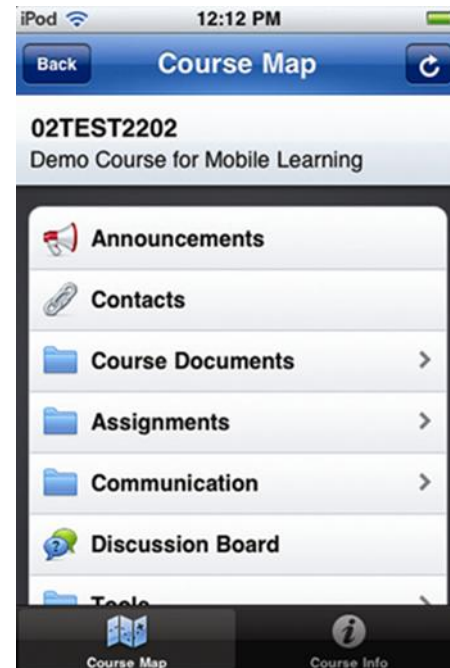Intended to support iOS, Android and BlackBerry devices

Bb Mobile Learn building block

Bb Mobile Learn App

Qualtrics (online survey tool, SaaS)

iLearn (online assessment platform developed by College of Business, CityU)

Web browser on mobile devices

Sample Mobile Activities

- Real Time Q & A
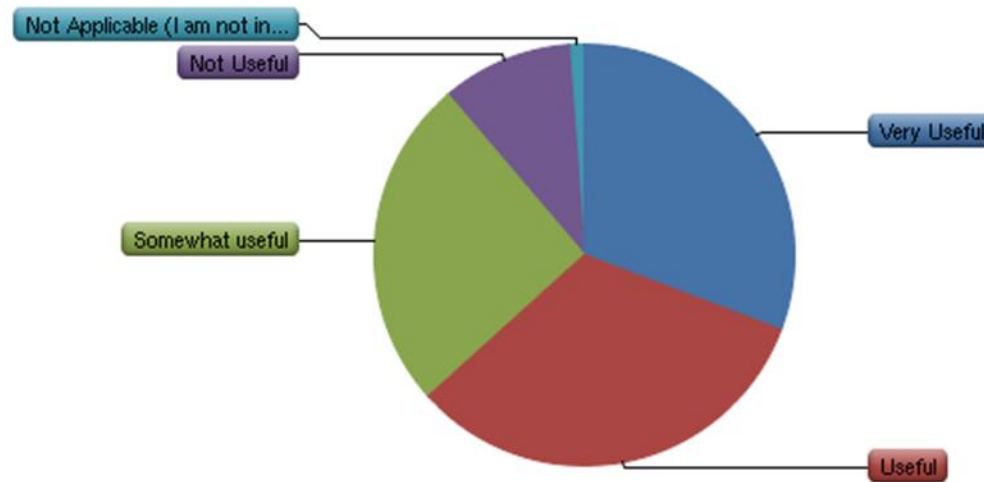- Microblogging with photo or video

m-Learning Pilot at CityU (summary)

- Pilot Launched in Winter semester 2011
- Purchased 402 iOS devices (iPad1 & iPod touch) according to request
- Devices were loaned to students in participating courses
- 287 for semester loan & 115 for class loan
- For in and our of classroom activities

Student Survey Results

Q1. How do you rate the effect of m-learning to your studies in class?

#	Answer	Response	%
1	Very Useful	52	31%
2	Useful	55	33%
3	Somewhat useful	43	25%
4	Not Useful	17	10%
5	Not Applicable (I am not involved in the mobile learning project)	2	1%
	Total	169	100%

Q2. How do you rate the effect of m-learning to your studies outside classroom?
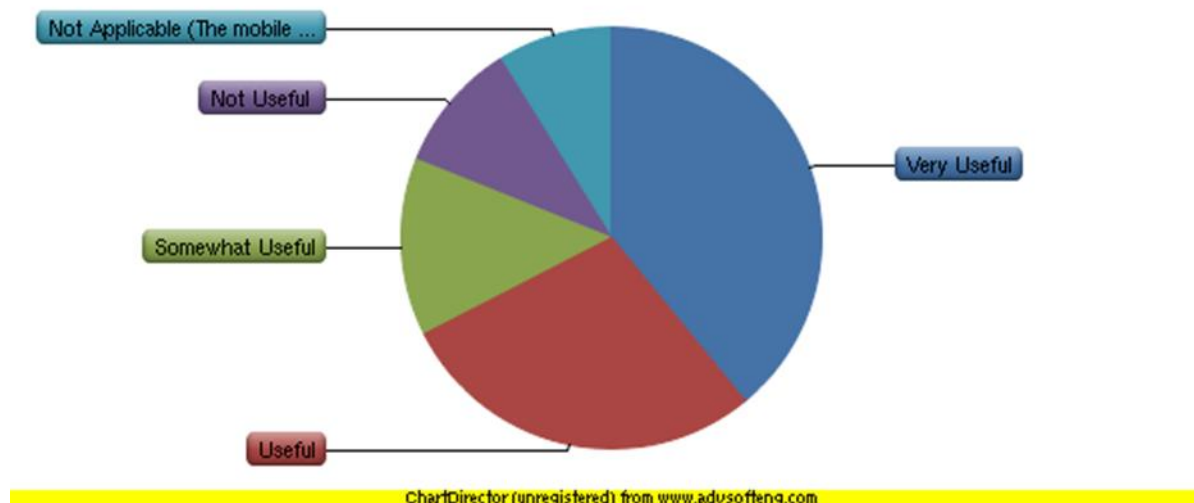
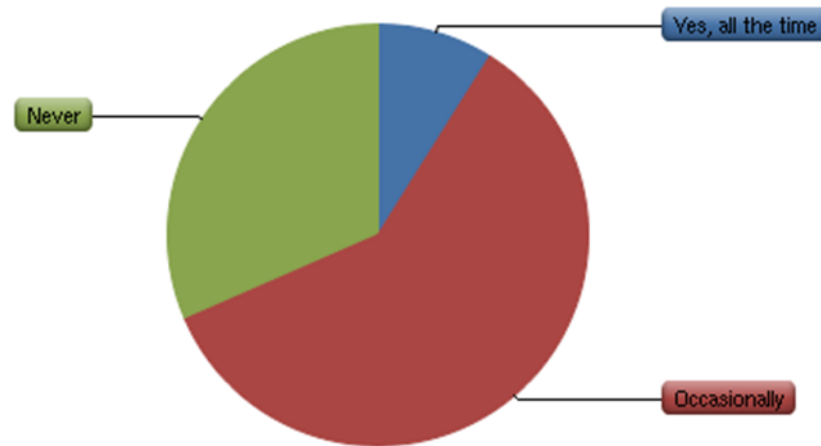| #	Answer	Response	%
1	Very Useful	66	39%
2	Useful	48	28%
3	Somewhat Useful	23	14%
4	Not Useful	17	10%
5	Not Applicable (The mobile device is available to me during class time only)	15	9%
	Total	169	100%

Q3. How is your experience in using Bb Mobile Learn App? (on iPod touch, iPad, iPhone, Android devices and/or BlackBerry Phones)
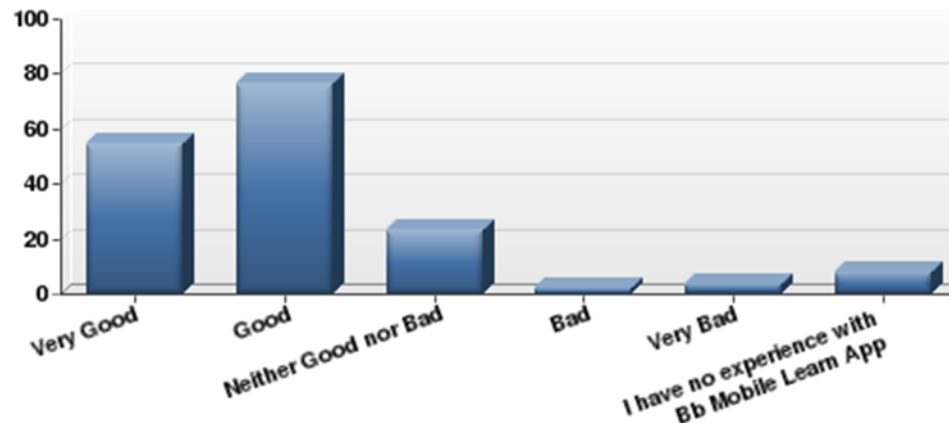
ChartDirector (unregistered) from www.advsofteng.com

#	Answer	Response	%
1	Very Good	55	33%
2	Good	77	46%
3	Neither Good nor Bad	23	14%
4	Bad	2	1%
5	Very Bad	4	2%
6	I have no experience with Bb Mobile Learn App	8	5%
	Total	169	100%

Q4. Have you encounter any technical issue with the hardware and software in the m-learning project?

#	Answer	Response	%
1	Yes, all the time	15	9%
2	Occasionally	100	60%
3	Never	53	32%
	Total	168	100%

Q5. Would you consider purchasing a mobile device to support your studies at CityU?

#	Answer	Response	%
1	Yes	119	70%
2	No	50	30%
	Total	169	100%

First iPad Ownership Scheme

- Launched by the School of Law

- For teaching, learning & administrative purposes

- Around 1,000 iPad2s were ordered

- Students paid a fraction of the original cost according to remaining period of studies

- Distribution of devices to staff & students began on 10 Oct 2011

The Provost announced two new initiatives aimed at placing discovery and innovation at the heart of CityU.

The iPod Touch was used to demonstrate how to explore collective intelligence.
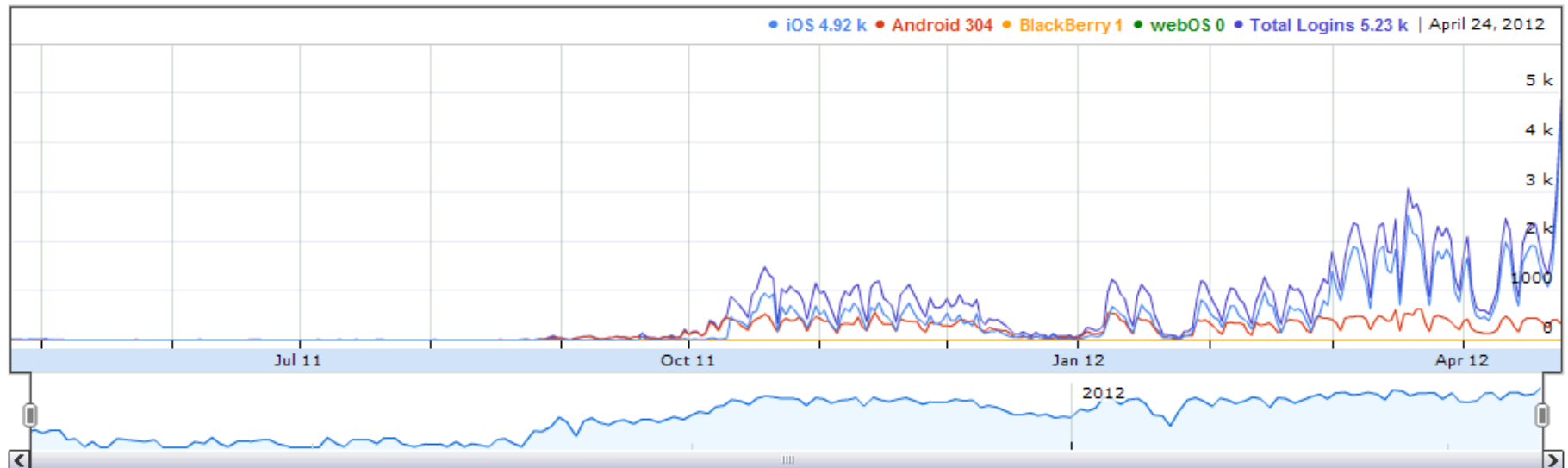
Bb Mobile Learn App Analytics
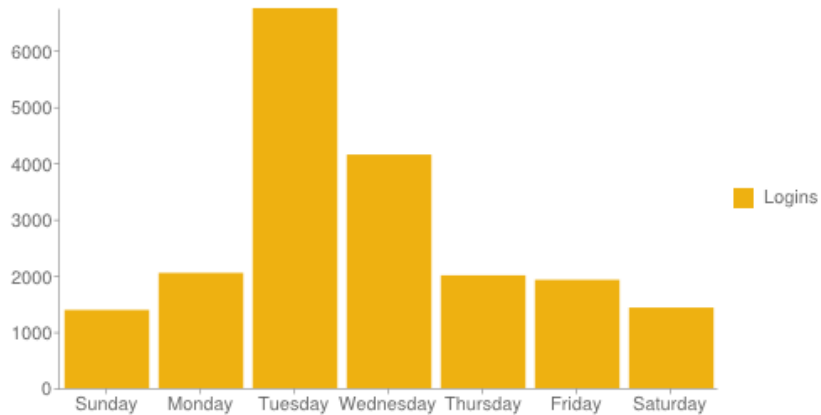
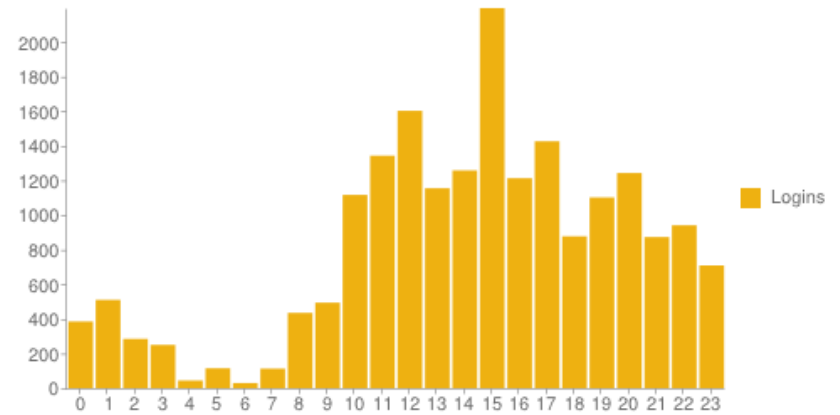**Mobile Analytics**

Timeframe: [Year ▼]

TOTAL LOGINS

● iOS 4.92 k ● Android 304 ● BlackBerry 1 ● webOS 0 ● Total Logins 5.23 k | April 24, 2012

5 k
4 k
3 k
2 k
1000

Jul 11   Oct 11   Jan 12   Apr 12

2012

*TOTAL LOGINS graph (interactive) is in Pacific Time which has a 16 (or 15) hrs delay

Sample Screen Shot
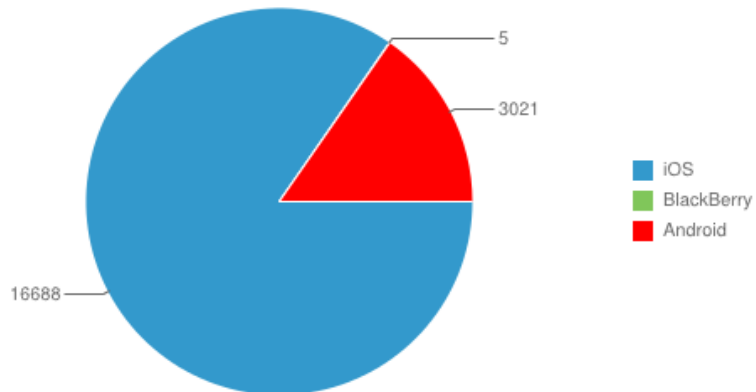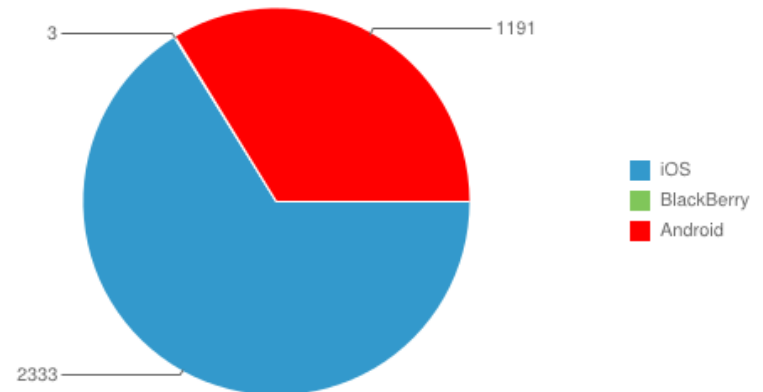
Usage Comparison

Daily Logins	Pilot	After Ownership Scheme		
Max # via app	Below 120	~1,500	→	~3,000
Total average	~25,000			~25,000
App logins via iOS (max)	~100	950	→	~2,500
App logins via Android (max)	tens	566	→	628
Monthly		**Semester A**	**→**	**Sem B**
Unique visitors		~2,800	→	~5,800
Unique iOS visitors		~1,200	→	~3,700
Unique Android visitors		~1,600	→	~2,100

*Android purchasing scheme was never introduced at CityU.

What makes the difference?

Colleagues in Law School?

Law students?

iPad2 / iOS?

Ownership of the device?

Other CityU iOS users not related to any internal purchasing scheme?

Promotion of Bb Mobile Learn app in CityU ePortal?

Our Conclusions

More students relying on mobile app to access Blackboard Learn

Ownership schemes boost m-learning usage

Students adopt mobile devices with or without ownership scheme

Burning Question:
Do students learn better?

Areas of Concerns

Quality of m-learning

Proliferation of apps: pressure to support

App development: course level *vs* institutional

App licensing

How to maintain a unified e-learning system?

CityU e-Learning Ecosystem (2012)