



eLearning Forum Asia 2012

24-27 April 2012 @ Peking University, China

Next Generation Learning Visions • Innovations • Possibilities

The Learning Impact of Social Networking

Presented by: Prof. Doug VOGEL
City University of Hong Kong, Hong Kong



















Definitions

- F Odyssey a long wandering or voyage usually marked by many changes of fortune
- F Learning knowledge or skill gained through schooling or study
- F Teaching the activities of educating or instructing that impart knowledge or skill
- F University an institution of higher learning providing facilities for teaching and research
- F Education the result produced by instruction, training, or study

Support for Learning



Process

Technology Support for Learning is not new!

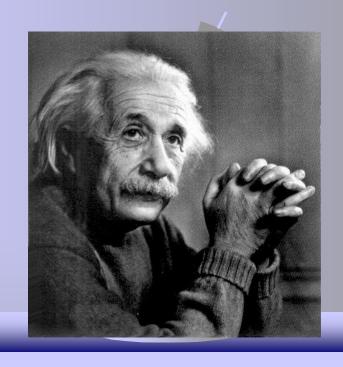


The Persuasive Impact of Presentation Visuals

- F Hovland's learning model of persuasion
 - Attention, yielding, comprehension, retention
- F Perceptions of the presenter
- F Thesis research supported by 3M
 - Provided film versions on time management
 - Gave access to their expertise
- F Laboratory experiment
- F Presentation visuals work!!

Positive Presenter Perceptions

- F Prepared
- F Concise
- F Professional
- F Clear
- F Credible
- F Interesting
- F BUT if you are a better presenter, you need higher quality presentation visuals



The significant problems we face cannot be solved at the same level of thinking we were at when we created them -- Albert Einstein

Transition in Education

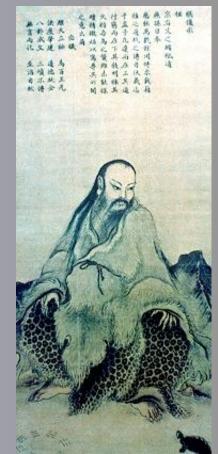
- F From the
 "Sage on the Stage"
- F To the

 "Guide by the Side"
- F Through content and process innovation
- F Supported by technology

Lao Tzu

- F If you tell me,
 I will listen.
- F If you show me,
 I will see.

F If you let me experience, I will learn.



Collaborative Technology

- F Any single technology (audio, video or data) is insufficient to address the learning interests of a broader population
- F Each technology has strengths and weaknesses
- F When integrated in a setting, technology enables a powerful collaborative learning environment





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Wide Range of Software

- F Group Support Systems
 - Idea generation, organization and voting
- F Google +
 - Self-forming groups and sharable docs
- F Products used in commercial contexts
 - SAP, Oracle, Accounting packages
- F Disciplinary centric packages
 - Economic databases, statistics
- F Anything that helps you!!

Keys to Success

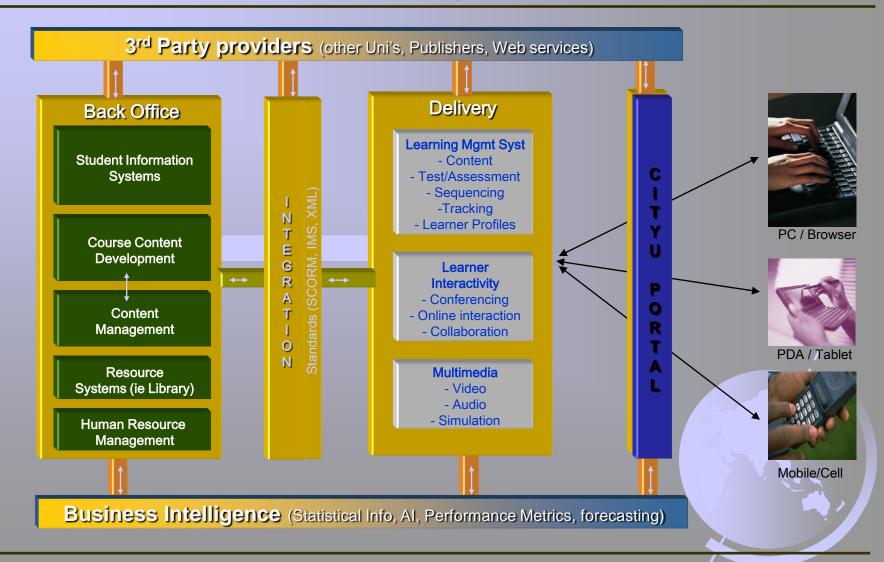
- F Connectivity
- F Value added for students
 - access, content, format, interaction
- F Value added for faculty
 - learning productivity, rewards
- F Value added for institution
 - recognition, efficiencies
- F Attention to innovation diffusion
 - participation in creation, ongoing support

Distributed Learning

- F No longer can we expect students (or instructors) to always be in the same place at the same time
- F Numerous benefits to different-time and/or different-place learning
 - Students can pick their time / place / pace
 - Instructors can leverage special environments and learning activities
 - Institutions can make extended use of existing facilities and better sustain impact

The architecture of e-Learning

- the extended enterprise -



Teacher and Learner Productivity

- F Content owners control with whom they share
 - By course / Setting individual permissions
 - Issuing passes to approved non-system users
- F Versioning
 - Check-in / check-out capabilities
 - Content tracking and workflow activities
 - Workgroup collaboration on docs and projects
- F Learning object repository and catalog
- F Full-text system-wide searching
 - Can include metadata / content properties

Why Content Management?

- F Separates content display from management
- F Customized knowledge management for academia e.g., seamless library access
- F Integrated global learning resources
 - Publisher repositories
 - Sharable learning objects
- F Version control / Permission maintenance
- F Searching / Direct linking / eReserves
- F Program support / Interface customization
- F Life-long learning portfolios

Integration with the Library

- F Integrating collections into online learning
- F Content owner, instructor or librarian control
- F E-Reserves with copyright protection
- F Library support for copyright clearance
- F System protected links (updating/continuity)
- F Metadata tagging for unstructured content
- F Links to subject-specific collections
- F Integrated search support
- F Anytime anywhere accessibility

Blended Learning

- F Mix of in-class and distributed activities
 - Traditional lectures
 - Individual off-line activities
 - Virtual teams for global engagement
- F Shared instructional opportunities
- F Can synergize research and teaching
- F Strong student appeal
- F Institutional encouragement
- F Wide range of technological support

HKNet Project

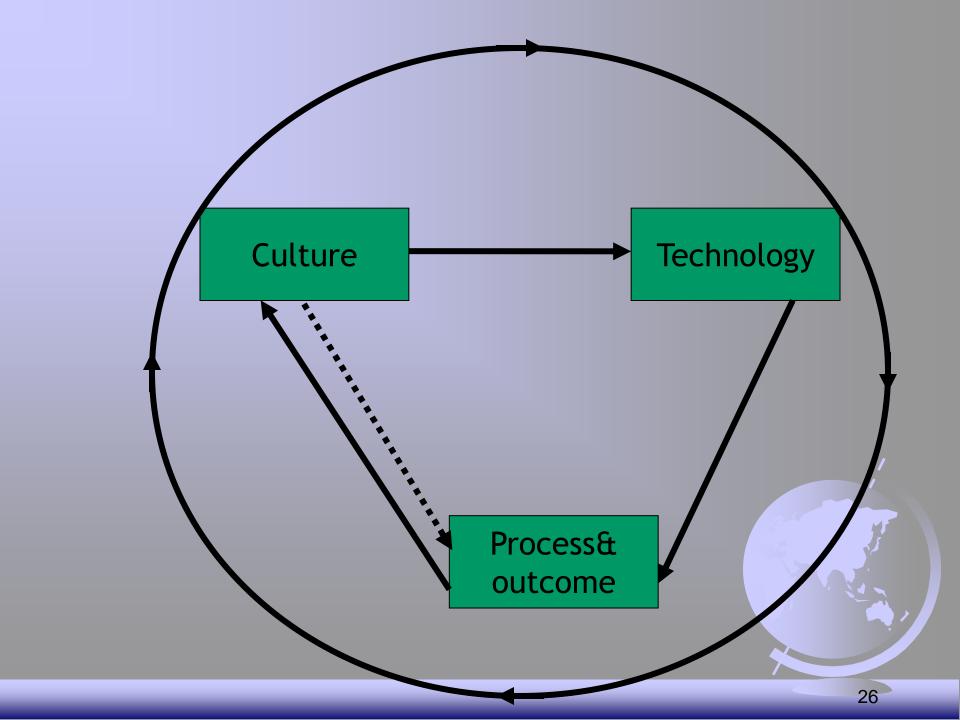
- F Cross-cultural 8-10 person teams
 - Hong Kong part-time MScEC students
 - Netherlands
 - Eindhoven full-time software engineering
 - Tilburg MIS graduate students
 - US / France / China
- F 7 week multi-phased structured project
 - Divergence, convergence, product delivery
- F Portfolio of technological support
 - Synchronous and asynchronous
 - Audio, video and data

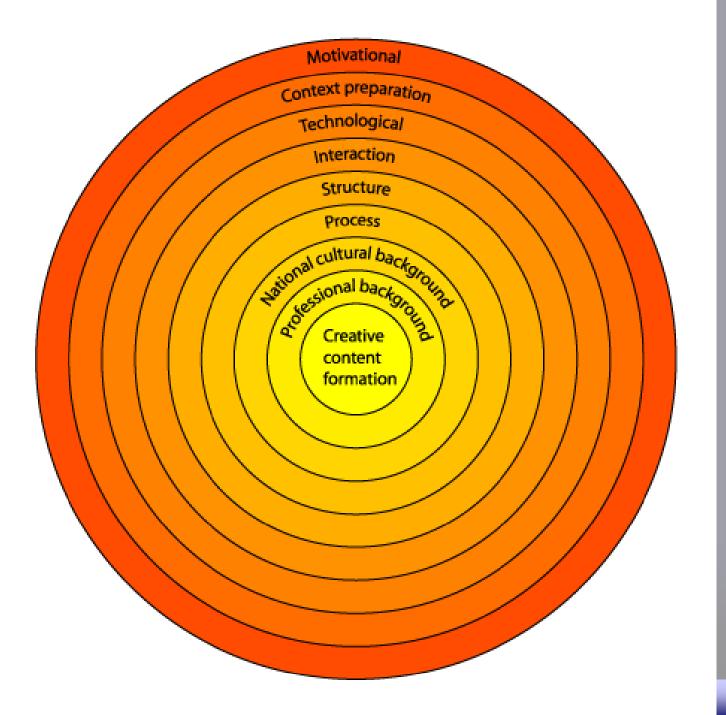
Local Support Facilities





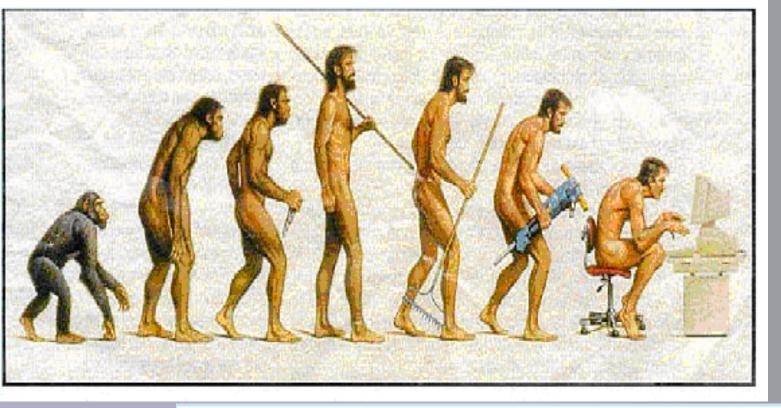




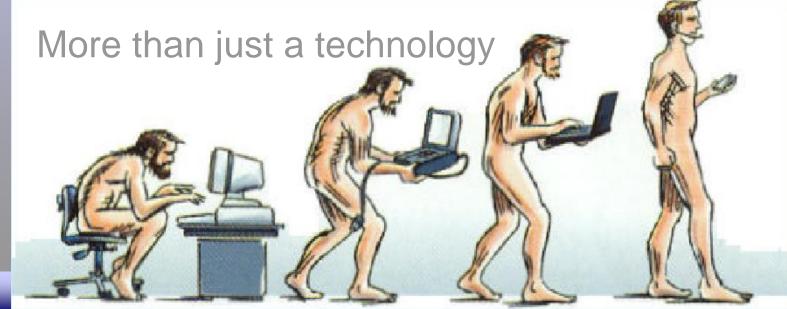


Virtual
Team
Issues



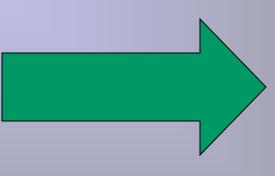


Think Mobile



Cultural & Usage Shift









Unlimited Expansion



Portfolio of Mobile Applications



- F On-the-spot quizzes& learning materials
- F Taking attendance
- F Providing classroom feedback
- F Collaborative learning

- F Interfacing with Blackboard
- F E-organization extension
- F Edu-tainment
- F Field trip support









♠Home CityU FB IS eOrg Help

About eToken

eToken is a system jointly developed by the Faculty of Business and the Department of Information Systems to model real-life transactions over the Internet. In this simulated environment, users earn tokens by completing certain tasks and receive products in exchange for these tokens.

[more...]

News		
The crossword template named 'E-Commerce - Lecture 11' has been added.	2005-11- 24 4:08:33	
The solution for the crossword template named 'DSS - Lecture 10' has been added.	2005-11- 24 4:08:26	
The crossword template named 'DSS - Lecture 10'	2005-11-	

Current Ranking				
	LO	Wan Sze Wendy	1600	
	DENG	Pei Si	1200	
A	TONG	Wing Kai	1200	

		H
PDA Download		Login to <i>eToken</i> with your <i>eToken</i> account
e-Tips	Crossword Puzzle	ID: Password: Login
Exercise Soln	e-Lecture Note	Top Three Finalist will be awarded with PARKnSHOP coupons or
200		Book store coupons

Building a PC

Mobile Exercise

Conclusions

- F Over time, emphasis moves from individual to more systemic initiatives and, ultimately, policy consideration
- F Key consideration is how to keep faculty effectively engaged as technology changes
- F Mobile use is a sustaining innovation to students but a disruptive innovation to many faculty and institutions
- F Need to provide special focus on working with instructors in the evolution of pedagogy

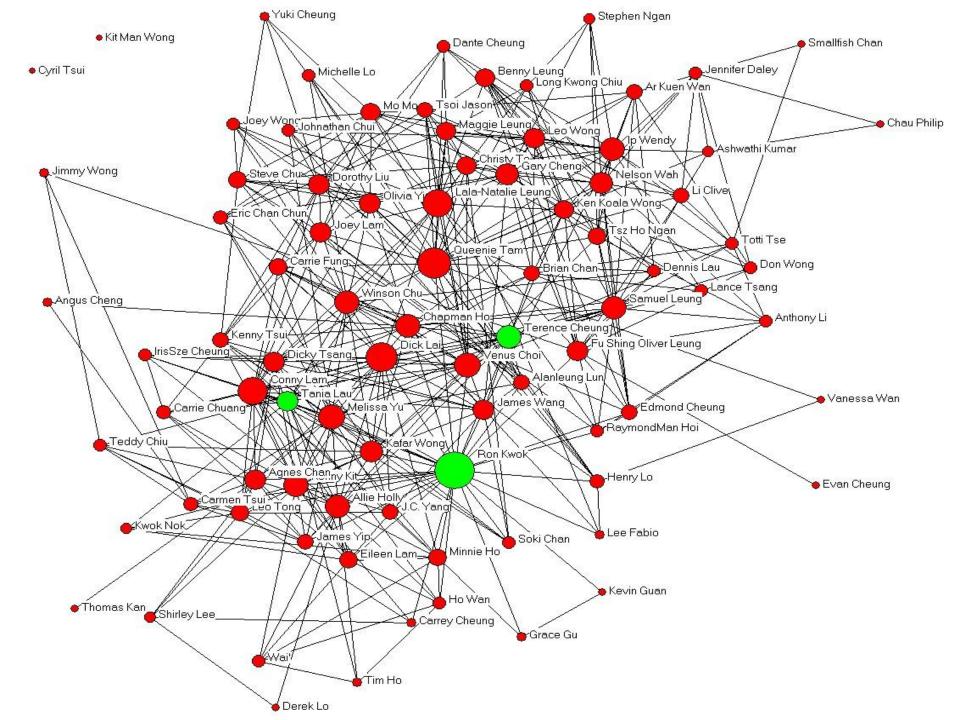


Online Social Networking

facebook

Facebook

- F Wildly popular with students
- F In November 2007, Hong Kong billionaire Li Ka-shing reportedly invested US\$ 60 million in Facebook
- F Concerns over privacy and intellectual property rights
- F Challenging to administrators
- F Little used by educators yet!
- F Appeals especially to social networking



CityU Research Study

F Focus group

14 undergraduates

F Online survey

187 out of 474 undergraduates

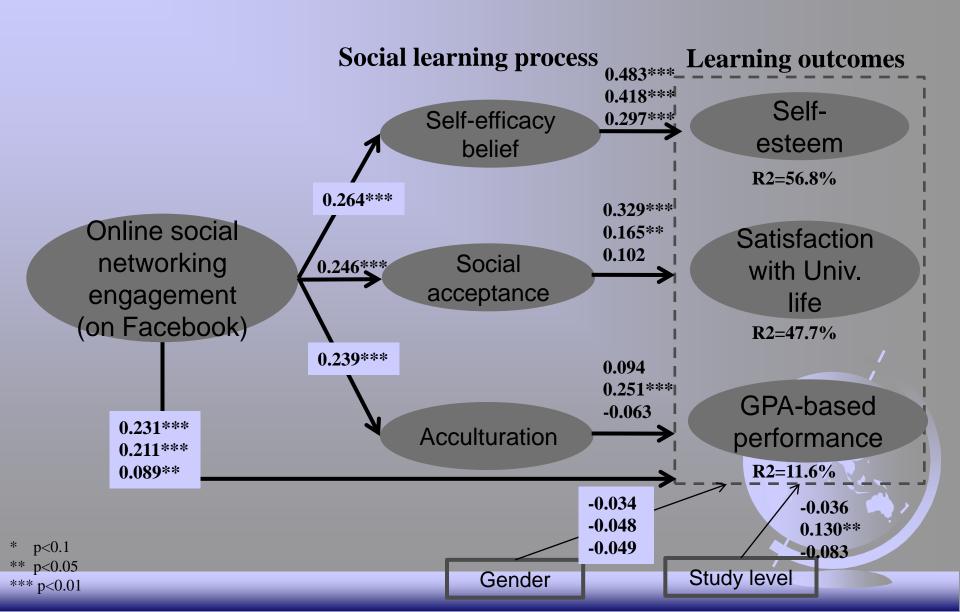
Response rate=39.5%

Male/Female: 50.9% / 49.2%

- Mean age: 21.4

Facebook usage	Mean	Std.
Times per day login	4.26	2.82
Hours per day spent	1.45	1.11
Total number of friends	212	161
college students	64	60.3
other college students	48	48.6
high school friends	70	72.2
college staff	2	3.7
family members	2	4.3

Results



Practical Implications

For students

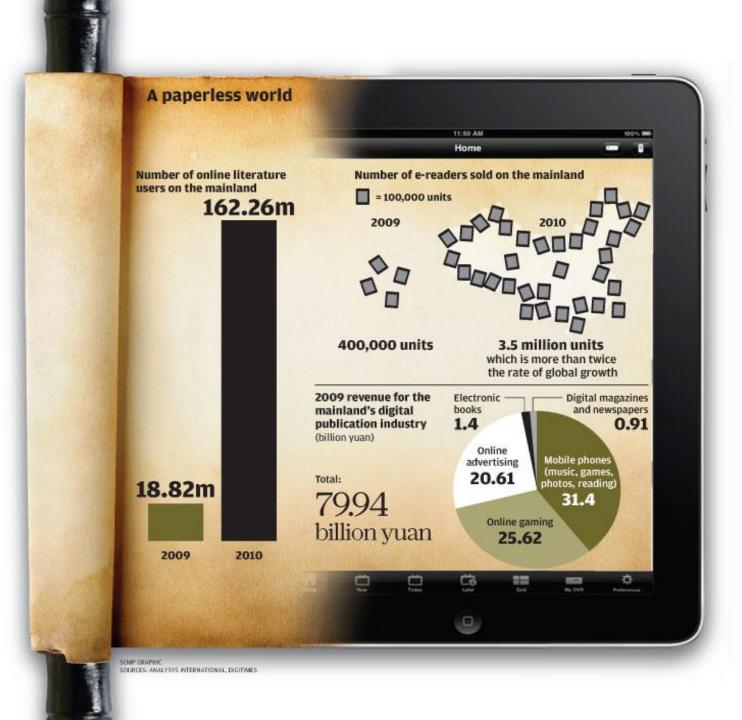
- F Help to mitigate the superficial gap between networking for leisure and networking for learning.
- F Be aware of the possible negative effect of too much engagement on Facebook.
 - "I know some of my friends are addicted to Facebook too much, like in gaming. Somehow it will spend them a lot of time. I am worried about them. I sometimes will tell my best friends 'Don't do that'."
- F Older students tend to better find a balance

For educational institutions

- F Trust students and offer autonomy to students to learn individually and creatively
- F Provide a supportive infrastructure to support social networking activities and thus to increase interactions among students
- F Encourage orientation activities on Facebook

Research Opportunities

- F Social networking in education
 - Pre-entrance association
 - Team projects
- F Utilitarian vs. hedonic perspectives
 - Do work and play mix?
 - What is the role of the instructor?
- F Student learning style support
- F Pedagogical adaptation (e.g., space vs.) place)
- F Institutional change



China continues to innovate and lead the world in technology introduction with high levels of global interest and attention which lead to research opportunity

The e-Reader (R) evolution

- F Ownership of tablets, e-readers almost doubles in one month (CNN 21/1/12)
- F Universities announced plans to try bulk purchasing of e-textbooks
- F Arrangements give students a better deal
- F The toughest part of the negotiations with publishers has been over price
- F Publishers would "make more money on this model than they do right now," says Bradley C. Wheeler, Indiana U. CIO

Tablet Computers



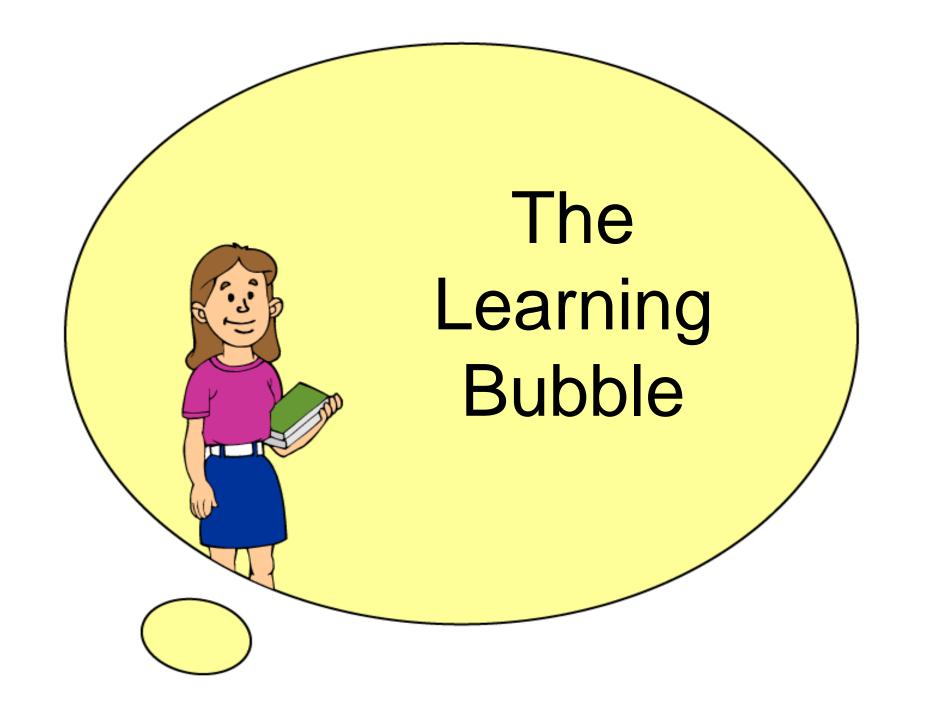




iPad app and reading tool offering searchable, interactive, updatable textbooks filled with as many videos, photo galleries, glossaries and study guides as publishers choose to throw in

Trials at CityU

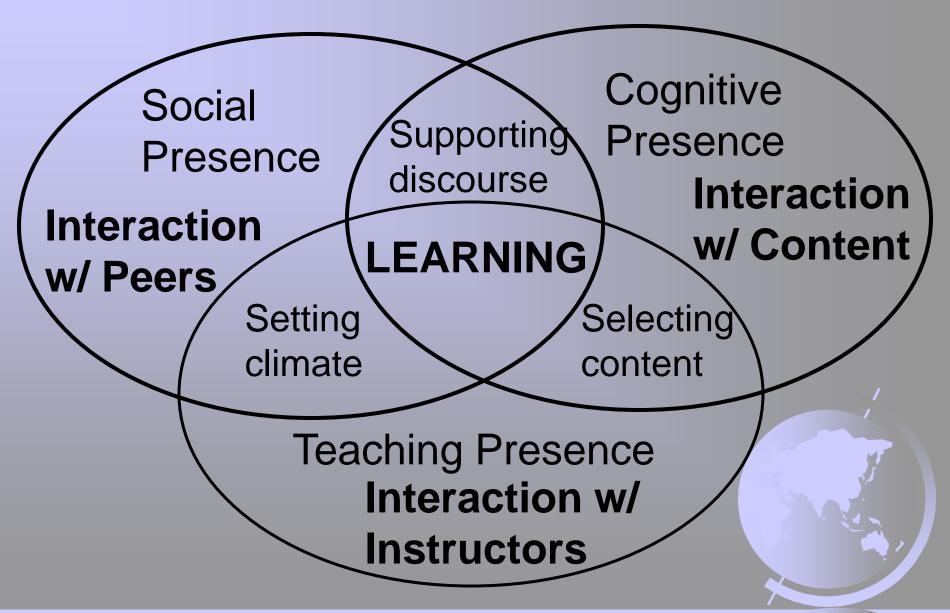




Challenges

- F What's the "right" balance of tradition vs. virtual in the classroom of the future?
- F How will the role of educators change?
 - Dynamic morphing avatars?
 - Motivation for adaptation?
 - Which part of the student's learning "bubble"?
- F How can learning be best assessed?
- F What's the role of educational institutions?
 - Lead, follow, or get out of the way of change?
 - Plan or be planned for? (Russell Ackoff)

Online Interactions



What Works (and what doesn't)

- F Use familiar technologies
- F BUT make sure they are "modern"
- F Use familiar activities
- F BUT make sure you don't impose
- F Use interesting functions
- F BUT make sure they are integrated
- F Make sure you plan
- F BUT don't be overly quick to intervene
- F Keep things simple BUT not trivial

Issues

- **F** Authoring Environments
- F Pedagogically-driven Application Portfolios
- F Learning Motivation (students and staff)
- F Instructor Training / Faculty Development
- F Infrastructure
- F Interface Standards

Learning Management System (LMS)

- Integration
- Extension

Still More Issues

- F Embedded vs. Non-embedded Use
- F Curriculum Revision
- **F** Policy Formation
- F "Haves" versus "Have-nots"
- F Constructive alignment (John Biggs)
- **F** Evaluation
- F Evolution of Pedagogy
- F Long-term implications

e-Learning Strategy

- F Now a mandate for all Hong Kong universities
- F Question of what technology to use and when and how
- F Multiple stakeholders
 - Ministry of education
 - Institutions
 - Faculty
 - Students
- F Global as well as local implications



The future is challenging, but bright!!

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