The Best of Both Worlds: Mobiles & MOOCs in your Training Strategy

Inge Ignatia de Waard
New technologies, new pedagogies

Mobile devices, mobility, social media, MOOCs…
We are all in this together

http://mobimooc.wikispaces.com
(OER on mLearning and growing)

As knowledge speeds up, one person no longer knows.
We need to team up to grow stronger, to stay one step ahead.
Bubble or here to stay?

MOOC!!

Lots of discussions on MOOC
• MOOC will change (higher) education ... or not
• Higher Ed business models are questioned
• Sustainability?
• Trainer implications....

MOOC is a Massive Open Online Course, using innovative educational technologies and which can be followed all over the world by anyone in a connected area and with a computer.
# mLearning and MOOC

## Similarities
- Reaching a broad audience
- Informal learning
- Building a community
- Content creation
- Social media use

## Differences
- Contextualized, authentic learning
- Constantly mobile
- Just-in-time learning
- Learning everywhere and at any time
- Specialized mobile apps
- Augmented learning

<table>
<thead>
<tr>
<th>mLearning</th>
<th>MOOC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Similarities</strong></td>
<td></td>
</tr>
<tr>
<td>Reaching a broad audience</td>
<td></td>
</tr>
<tr>
<td>Informal learning</td>
<td></td>
</tr>
<tr>
<td>Building a community</td>
<td></td>
</tr>
<tr>
<td>Content creation</td>
<td></td>
</tr>
<tr>
<td>Social media use</td>
<td></td>
</tr>
<tr>
<td><strong>Differences</strong></td>
<td></td>
</tr>
<tr>
<td>Contextualized, authentic learning</td>
<td>Stronger emphasis on learning from peers</td>
</tr>
<tr>
<td>Constantly mobile</td>
<td>Bigger content size consumption</td>
</tr>
<tr>
<td>Just-in-time learning</td>
<td>Lifelong learning (full courses)</td>
</tr>
<tr>
<td>Learning everywhere and at any time</td>
<td>Learning anytime but linked to connectivity (synchronous/asynchronous)</td>
</tr>
<tr>
<td>Specialized mobile apps</td>
<td>Used more frequently in Higher Ed (now)</td>
</tr>
<tr>
<td>Augmented learning</td>
<td></td>
</tr>
</tbody>
</table>
Ubiquity is a growing fact, BUT

Most MOOCs aren’t designed with mobiles in mind, which:
• builds a digital gap for worldwide learner access
• keeps out a lot of mLearning options, pedagogies and capacities

Merging mLearning and MOOCs will offer meaningful training options, and add to learning efficiency.
Options: listening, reading, connecting

Books by Inge Ignatia de Waard

Look and decide what might be of interest to you or download this presentation later on to reflect upon.

Or you can have a look at the eBook Mooc YourSelf. It is made for Kindle, BUT you do not need to have a Kindle to read it. You can download a free app to read it, see here.

Building optimal mobile MOOCs takes months, but knowing what to watch out for will save time and provide a better feeling to all stakeholders and participants.
General stuff

Online Community: Tech + Human

Build on Your Strengths

Plan & Organize

Does it make a difference?

Diversifying 4 Human Nature
Fusing MOOCs with mLearning?

Mobile/ubiquitous/e-learning/MOOC ... in the end it will become learning again.

It is not only about technology, it is also about us learners becoming mobile learners. In this new world, all of us have become nomads (again), traveling further than our ancestors, for a variety of reasons while knowing more and keeping updated.

Mobile learning:
"learning across multiple contexts, through social and content interactions, using personal electronic devices" (Helen Crompton, 2012).
Mobile MOOC as part of your learning strategy

Where do you see it?
• As an add-on to strengthen experts
• As a stand-alone course
• As an emergency course deployment (disaster, epidemic...)
• To promote what you are doing by inviting others to engage
• Do you have preferred embed options?
  – Rapid learning in the field, content creation and sharing as events unfold...
  – Getting the latest information to all and support discussions to ensure quality...
  – A closed course?
Build on Your Strengths

General stuff

Online Community: Tech + Human

Does it make a difference?

Plan & Organize

Diversifying 4 Human Nature
What is it you have, that gets added value in adding mobile MOOCs

- Are your online courses build for mobile access and interaction?
- What are the existing strengths of your learning architecture and approach? (collaboration, diversity, prior projects, expertise in all or some of technology, ...)
- What are the needs? (what is not addressed with the solutions you have or can be optimized?)
- What are the dilemma’s or opportunities / map possible areas of resistance or eagerness?
- What is the overall feeling of MOOCs? Who in your organization followed a/many MOOCs? What do they think?
You know what works

- **Communication** = mobile devices: simple phone calls work for learning/exchanging knowledge
- **Sms and/or e-mail** are simple, yet functional also with mobile phones
- People/learners use their phones for **sharing** pictures, ideas... these skills can be used in a course related learning dynamic
- **BYOD**, smartphones,…
- Mobile **social media** that your personnel uses already...

But how much of these is embedded in overall online learning?
Challenges in getting it right

- Offering **mobile seamless learning** (ubiquitous access is easier said than done)
- Bring Your Own Device brings along several challenges
- Allowing peers to connect relevantly, means allowing them to become connected and trusting
- Keeping a flow in learning (**Csikszentmihalyi**) ensures quick learning
Plan & Organize

General stuff

Build on Your Strengths

Diversifying 4 Human Nature

Does it make a difference?

Online Community: Tech + Human
Answer to the need, but **build for the future:**

- Go step by step: slowly adding *complementary, autonomous, adaptable pieces* of the overall learning puzzle (first one: priority need or eager target population)
- Build from **simple to complex**, get buy in from all stakeholders
- Participatory evaluation and development
- Prepare for **perpetual beta**: Solutions of today might not be there tomorrow: build your learning solutions so they can be adapted easily (or replaced in small pieces).
- Extra **costs for the end user** (e.g. BYOD = cost, dataplans)
- How **learner centered** do you want it to (not) be?
Know when you want to roll out a mobile MOOC

- Keeping everyone informed (updates on latest information)
- Relief planning in a disaster area (MOOC to increase efficiency and prioritize)
- Connecting across the globe...
Diversifying 4 Human Nature

- General stuff
- Online Community: Tech + Human
- Build on Your Strengths
- Does it make a difference?
No one stop solution – only multiple organic structures

• Different people => different mobilities
• Different countries/regions => different infrastructure
• Different circumstances => different needs
• Different history => different pedagogies/cultures

Central question: Does it add value to the learner/target audience? If the community isn’t interested, ...

you didn’t come up with the right solution YET!
21st century: meta design & skills

**Design:** applications are out there, solutions are out there: create a learning environment that incorporates the learning options there are based on the learning affordances that fit your audience with your audience.

You do not need to invent new stuff or invest in expensive solutions that need to be developed. Use what is out there in a **creative, pedagogically sound way.**

**Digital skills:** curating content, critical thinking, using technology... this strengthens and empowers any student to become a **lifelong learner.**
Does it make a difference?
Research into the effect of mobile access on learner interactions in a MOOC

- The full mobile impact on MOOC thesis can be accessed here.
Research: mobile learners enter into more interactions => more reflection

A mobile accessible course will result in more learner interactions (more reflections, leading to knowledge creation).

Results (very brief):

• **Mobile users engage more frequently in learner interactions than the non-mobile users in a MOOC.** Additionally mobile users engage more in follow-up messages leading to increased understanding.

• **Mobile users engaged more in learner interaction, which they also find of more importance.** Self-regulated learning was more present in mobile learners (easier to manage time and balance work/life/family), mobile users were less dependent on time and location to access the course.

• Ubiquity results in the learners selecting the tool they feel most comfortable with to access the course (heightens **ownership**).
Strategies on design, self-directed learning and digital skills

**Design**
- Offer a **ubiquitous learning environment based on BYOD design** and content, making use of existing ubiquitous tools (social media, e-mail...) so people can switch between devices at their own preference.
- Create a user-friendly, **one button centralized access** learning environment, linked to a clear course overview to increase transparency, user-friendliness.

**Self-directed learning**
- Provide **self-directed learning strategies** to the learners.
- Provide the learner with a **mobile course overview/structure** that s/he can organize for self-directing learning purposes.
- Enabling **immediate access** to content/discussion areas adds to time management and self-directed learning.

**Digital skills**
- Increase the necessary (mobile) **digital skills** of the learner. If a course is accessible for a multitude of devices, it affects (the need for) digital skills, because multiple devices have multiple characteristics and affordances.
Strategies on content, human learning environment and course activities

**Content**

- Offer an array of course materials, varying from bite size snacks to big, time consuming content. Offering the learner a choice to tailor the content to their current contexts.
- Provide a sense of ownership about the content and the learning: BYOD, contextualized options, this adds to the overall learner motivation.

**Human learning environment**

- Ensure a safe learning environment. This essential to increase learner interactions in general. Tolerance, trust, daring to write in a non-native language and knowing that one can pose every content related question and not being judged for it is essential.
- Allow networks to emerge. A community feeling based upon easy (mobile) access increases the formation of a more durable professional network for those connecting to each other in a way that surpasses the course duration.

**Course activities**

- Embed icebreaker activities and/or discussions at the beginning of the course that demand only a fraction of time to interact and can be accessed cross devices. These activities should also be linked to intellectual topics.
Online Community: Tech + Human

- Technical considerations
- Diversifying 4 Human Nature
- Plan & Organize
- Build on Your Strengths

General stuff
Embed learning motivation

- **Earn as you learn** (e.g. participants/teams/communities can get something, but they have to learn/work for it)
- Allow **Champions or Big Watusi** leaders to emerge (those learners that add content that makes a difference)
- Offer badges to allow your learners/communities to show off what they have learned (e.g. [Open Badges](https://www.openbadges.org) Mozilla)
<table>
<thead>
<tr>
<th>Mobile enabled social media tool</th>
<th>Why use it</th>
<th>Knowledge Age Challenge Addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Examples: wordpress, blogger, posterous)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discussion enabler: Listserv</td>
<td>This type of online tool uses e-mail to keep everyone informed. With many of the listserve’s you can choose how you want your mails to be delivered (e-mail digest: e.g. immediate, once a day, once a week), which adds to self-regulated learning. Generating and maintaining discussions. Getting a group feeling going via dialogue.</td>
<td>Enabling dialogue. Collaboration. Self-regulated learning. Informal learning.</td>
</tr>
<tr>
<td>(Examples: google groups, yahoo groups)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(examples: Facebook, Google+, LinkedIn)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[Link to Google document](#) with more social media tools
Biggest shift => human training factor

Challenges for
• Overall coordinators
• Helpdesk and architecture
• Topic specific facilitators / guides-on-the-side / trainers
• Learners

=> More interactions, more emergence!
The coordinator & trainers keep everyone extra motivated

- Everyone knows her/his role and the challenges of a mobile MOOC (chaos, overload, rapid responses)
- Trainers are guides-on-the-side
- Keeping people motivated by connecting and keeping informed and course oriented (timeline)
- Provide guidance for self-directed learning
- Get in touch with potential drop-outs

=> interactions are stimulated
Contact me: questions, networking...

E-mail:  ingedewaard (at) gmail.com
Blog:  ignatiawebs.blogspot.com
Twitter:  http://twitter.com/Ignatia
Publications:  http://www.ingedewaard.net/pubconsulpres.htm
Presentations:  http://www.slideshare.net/ignatia
LinkedIn:  http://www.linkedin.com/in/ingedewaard