Mobile Learning: More of a Myth than Reality?

Presented by Frank Meister
With over 20 years experience as a consultant, trainer and educator, Frank has developed expertise in workforce learning and development. An accomplished instructor, facilitator, presenter, he has presented at several technology educational conferences.

Frank is currently responsible for technology training programs at the Federal Reserve Bank in Chicago. He holds Masters of Science in Instructional Technology Management from LaSalle University and Bachelors of Arts in Education from University of Northern Iowa.
Housekeeping

• Please use PC headset to listen to the audio, not your speaker.

• Audio may also be heard via dial-in number.

• Session is being recorded, archive will be available.
✓ What is M-learning?
✓ What does it mean to learn while mobile?
✓ What is happening in the real-world?
✓ What should those “on the sidelines” be thinking about now?
“Mobile Learning...a New Paradigm in Education”

“Mobile Learning, Classrooms of the Future”

“Mobile Learning, Mobile Students,
Is your business Smartphone Ready?”

“Nokia and Pearson form Mobile Learning joint venture in China”

“The iPad: Gateway drug to Digital Learning? “
IT'S ALMOST HERE!
iPhone 4. Verizon. It begins.

We are no longer taking pre-sale orders.
Experience yours when it’s available online and in stores.

ONLINE
02.09.11 3:01 AM EST

IN STORES
02.10.11 7:00 AM local time

The phone that changed everything.
Now available on America’s most reliable network.

STARTING AT

FOR ALL THE DETAILS ON
HOW TO GET YOUR IPHONE 4.

16GB
New 2 year activation and data pak required.

Enter Email
BEGIN
5 Billion Mobile Phone Subscriptions

=  

---
What is Mobile Learning?
For some, mobile learning is
“An approach to electronic learning that utilizes mobile devices.”

Parsons & Rye (2006)

“Any activity that allows individuals to be more productive when consuming, interacting with, or creating information... thru a compact digital portable device... that fits in a pocket or pursue.”

eLearning Guild (2008)
For others, mobile learning is
“Intersection of mobile computing...and e-Learning.”

Quinn (2000)
eLearning on the go..
For others, mobile learning is
“Any sort of learning that happens when the learner is not fixed, predetermined location, ….takes advantage of learning opportunities offered by mobile technologies.”

O’Malley et al. (2003)
about being mobile...
about context...

INFORMATION: The oldest part of the present-day palace was built in the 14th century by Prince Stephen, Duke of Slavonia.

INFORMATION: Buda Castle was built on the southern tip of Castle Hill, next to the old Castle District.

RELATED INFORMATION:
Matthias Fountain
Monument of Prince Eugene of Savoy
Horse Wrangler
Turulbird
Mobile learning for others is
creating and sharing
Hey Joanne 😊

Hey Peter, wassup?

You should come over and watch Kung Fu tonight.

I ❤️ Kung Fu! Totally 😊

Hey Peter, wassup?

You should come over and watch Kung Fu tonight.
“The focus of learning changes learners as consumers to learners as idea generators, producers of artifacts, and sharers of new knowledge.”

Koszalka et al. (2010)
What is Mobile Learning
Dr. Martin Cooper
1973
“iPhones take place of textbooks at UK medical school.”

“Abilene Christian University (ACU) first university in nation to distribute iPhone or iTouch to all incoming freshmen”

“University of Missouri School of Journalism Makes iPods, iPhones Mandatory for Freshmen”
What does it mean to learn while mobile?
What is the role of the learner in m-learning?
Mike Downs  Z is pretty nervous about starting his new school in Ontario tomorrow.

Lisa Star-Fiorotto  Really? Its over? Back to school still makes me sad. :( 

Jo Hughes  cushions!

Jonathan Shaw  Deep-fried fun

Robin Whalen  's 9 year old told me not to embarrass her in the school yard tomorrow while the 12 year old said I can still kiss him goodbye in public. Hmm, wonder who's getting a pony for Christmas and who isn't??

Jaime Gomez
What is good m-learning?
The FRAME model

Source: M.L. Koole 2009
What is happening in the real world with m-learning?
Which approach is often, sometimes used to support learning in your organization?

<table>
<thead>
<tr>
<th>Approach</th>
<th>Often, Sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom instruction</td>
<td>90.1%</td>
</tr>
<tr>
<td>Asynchronous e-Learning</td>
<td>84.2%</td>
</tr>
<tr>
<td>Learning management systems</td>
<td>70.8%</td>
</tr>
<tr>
<td>Synchronous e-Learning</td>
<td>63.8%</td>
</tr>
<tr>
<td>Simulations</td>
<td>55.6%</td>
</tr>
<tr>
<td>Wikis</td>
<td>31.6%</td>
</tr>
<tr>
<td>Social Networking</td>
<td>28.6%</td>
</tr>
<tr>
<td>Blogs</td>
<td>22.5%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>20.2%</td>
</tr>
<tr>
<td>Mobile Learning</td>
<td>17.3%</td>
</tr>
</tbody>
</table>

Source: The eLearning Guild Research 2008
Major Discussion Points (MDPs)

The major discussion points are the first lines of support for the position statement. They are logical extensions of the position statement.

As you recall from the last section on position statements, we determined that the statement before the "because" is the position statement (PS). We also identified the statements that come after the "because" as the supporting statements. Those supporting statements are known as the major discussion points (MDPs).

If you recall our silly snail example, it is now clear what the major discussion points are. Look at this sentence: I don't like snails because they smell funny and they taste gross. We can now see that "I don't like snails" is the position statement and "they smell funny" and "they taste gross" are the MDPs. The graphic below breaks this down for us.
Table of Contents

- Organizing and Outlining
  - Major Discussion Points
    - Major Discussion Points
  - Introduction
  - Position Statement revisited
  - Major Discussion Points
- Two MDPs
- Adding MDPs
- Lesson 0
- Completing the MDP
- MDPs Broken Down
- MDPs Broken Down continued
- Potential GPA
- Untitled Document
- Beginning
- Example MDP
- MDP - Example
- MDP - Example

MDPs Process
- MDP Process
- MDP Process
- MDP Process
- MDP Process
- MDP Process
- MDP Process
- MDP Process
- MDP Process

Summary
Future Considerations

Pedagogy

Technology

Gaming & Social Media

Return?
Digital Natives
Gaming & m-Learning?
Most Popular Used Apps on the iPhone OS Past 30 Day App Downloaders (n=1,014)

- Facebook: 50%
- Weather Channel: 47%
- Google Maps: 36%
- iPod/iTunes: 32%
- Pandora: 23%

Most Popular Used Apps on the Android OS Past 30 Day App Downloaders (n=414)

- Google Maps: 46%
- Facebook: 45%
- Weather Channel: 33%
- Pandora: 24%
- YouTube: 22%

Most Popular Used Apps on the BlackBerry OS Past 30 Day App Downloaders (n=715)

- Facebook: 45%
- Weather Channel: 31%
- Google Maps: 27%
- Pandora: 18%
- Twitter: 16%

Most Popular Used Apps on the Windows Mobile OS Past 30 Day App Downloaders (n=449)

- Facebook: 32%
- YouTube: 27%
- Weather Channel: 21%
- Google Maps: 18%
- Pandora: 17%

Source: The Nielsen Company
What device platform?
Which provides maximum usability for learners?
What are the barriers to entry?
Which offers the maximum return?
FORWARD
Thoughts about the future of learning and training

EMAIL SUBSCRIPTION
Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Sign me up!

blog.frankmeister.com
THANK YOU