CSEV
Center for Virtual Education

Making Mobile Learning a Reality

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June 25th, 2013

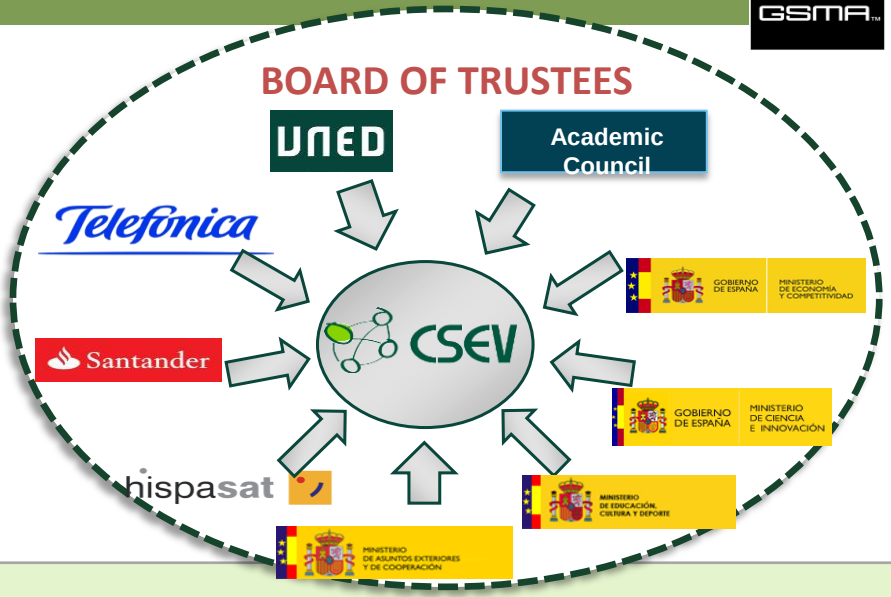
Agenda

1. CSEV overview
2. unX: Fostering Latin-American entrepreneurship in the Digital Economy
3. unX going mobile
4. Mobile learning strategy: potential scalability for Asia
5. Examples of mobile learning good practices

1. CSEV overview

About CSEV

- CSEV is a **Private foundation**
- **Open innovation in eLearning**
- Avant-garde **learning methodologies, technology, digital content**
- Hands-on, **agile approach** to real projects
- **Focused on social and economic outcomes**
- ITCs in education and innovation to **fight social exclusion**



Main goals:

- Build *real* **tools and platforms** for new ICT-enhanced learning systems with the most innovative technologists
- Be in the avant-garde and **anticipated ICT trends** in Education
- Tackle **social and economic priorities:** entrepreneurship, job creation, digital citizenship…
- Foster global, public-private **cooperation**
- Offer evidences and case studies of the potential of Mobile Learning, to policy-makers, universities and corporations
- **Support teachers** with innovative technologies and methodologies to include Virtual and Mobile Learning in their curricula

CSEV`s Value Proposition

CSEV

World-class innovation on Virtual and Mobile Learning.

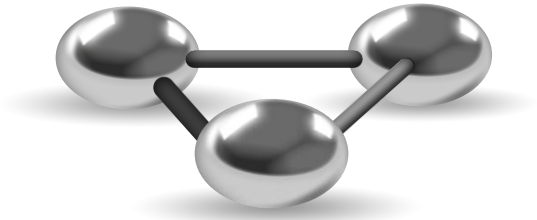
Agile **Link between Academic and Business** Innovation.

Design and Implementation of Learning **Projects**.

New Methodologies: Open Collaborative Innovation

Stakeholders Global Ecosystem: Universities, Corporations and Training Institutions

A global network of collaborations and programs: some key examples



Researching about Innovative technologies and pedagogical frameworks for e-Learning and Mobile Learning

eLearning and mLearning in the Academic Curricula

Collaboration with Universities :

MIT Center for Mobile Learning

UNED

COMA

Collaboration with ICT Enterprises:

QUALCOMM

Wireless Reach from Qualcomm

Creating Global Mobile Community for Learning and Entrepreneurship

On-going projects on Education on App Development for Entrepreneurship

Creation of New Jobs Opportunities

Telefónica

Telefónica Learning Services

CSEV Methodology: MOOCs (Massive Open on Line Courses): Promoting Open Higher Education and on Line Learning Communities

Massive Open On line Courses : Open source platforms ,Open access, Open contents and Mobile Version and apps

Open Educational Resources and Social Tools for Learning (OERs ,Webs, Wikis, social networks…)

Practical cases, learning by doing, proactive learning, self-assesment and Challenges

Collaborative Learning . P2P Learning and Assesment . Creation of online communities of knowledge (around 500.000 students participating in our learning Communities)

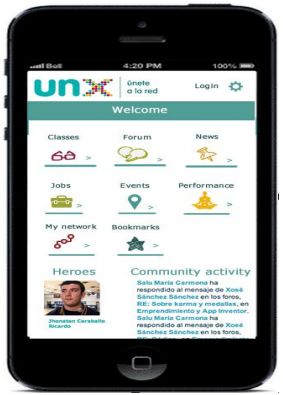
CSEV´s Mobile learning Framework: From LMS to App

Mobile Learning Enviroment : Adding value to LMS (Mobile e-learning platform, connectivism, Mobile social networking with peers, Augmented reality, geopositioning, apps conected with academic curricula…)

1. Web Platform

5. Feature phone's platform

2. Mobile web Platform



4. Native apps off-line learning

3. Native apps encapsulating the mobile Web platform

Google play

2. unX: Fostering Latin-American entrepreneurship in the Digital Economy

MIT Center for Mobile Learning

THE MEDIA LAB

UNED

Telefónica

CSEV

Santander

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What is unX?

An **On-line Community for Entrepreneurship in the Digital Economy** that promotes **Open Education and Online Collaboration** for entrepreneurs in Spain, Portugal and Ibero America (18.000 students/entrepreneurs).

- unX is **a learning and entrepreneurship** platform for the **Ibero-American** community in Spanish and Portuguese languages.
- Explicit focus on the needs of students, the under-employed and the unemployed from our countries.
- unX is not just for already-existing entrepreneurs; it's rather **a platform to help people become more active and entrepreneuri**al regarding their professional lives

unX Objetive & Pedagogical Challenges

Objective

Raise awareness and enhance entrepreneurship skills in the digital economy through an innovative education model. Online **teeming-learning** (distributed/decentralized/peer-to-peer learning) for a more human education with the support of technology.

Pedagogical pillars

- Education is a mean for the development of a more creative, entrepreneurial, participatory, fun and fair society for all.
- Our mission is to identify and develop tools and methodologies to facilitate this process and taking into account the needs and opportunities of the people.
- Reach students wherever they are in terms of aspirations and local realities in tune with the opportunities available to them.
- **unX has been created to foster the participatory development of an entrepreneurship community of practice.** unX is an open e-learning enviroment to foster learning and entrepreneurship in the community, with a massive participation.

unX Philosophy

Latin American Online Community for Entrepreneurship and Long Life Learning

This experience will stimulate **entrepreneurship activities**, including formation of **start-up companies**, and part of the activity will focus on mentoring aspiring entrepreneurs and nurturing their efforts.

Phase 1. Learning with on-line MOOCs

Massive open online courses

Phase 2. Building up an open community of knowledge

Phase 3. Getting certifications and credentials

Certification: Badges and official certification in the near future

Phase 4. Creating new Entrepriseses

Phase 5. Building up a community of enterpreneurs and local partners

(face to face)

Towards employment and new Entreprises

Every member of the community will feel motivated to stay in it, contribute and create new oportunities.

(Employment, Experience, Feedback, Crowd-Learning)

Partners and Roles

MIT Center for Mobile Learning

OPEN EDUCATIONAL RESOURCES. MITs role involves advice in open education and in mobile learning App Inventor Platform and Tech and Academic Advice in Open Education

Telefónica Learning Services

TECNOLOGICAL SUPPORT: Aggregating technology to enable open training and the development of the community on the Aprendo+ Social e-learning Platform. Contributes: Blue Via Community and Wayra Project…

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UNIVERSIA Network support: 1,232 Latin American universities and 14,3 million teachers and students

UNED

University of reference in Distance and Online Education in Latin America (Academic Support, Contents and Official Certification of related activities)

CSEV

Open Innovation in Virtual Education. (Manages, coordinates and experiments with e-learning methodology, Badge accreditation)

01

Our Methodology (MOOCs + an active and engaging social community of practice)

MOOCs: Massive Open On-line Courses in the Community

What are MOOCs?

A massive open online course (MOOC) is a type of online course aimed at **large-scale participation** and **open access** via the web. **MOOCs** are a recent development in the area of distance education, and a progression of open education ideals suggested by open educational resources.

2 Common features:

- **Open access.** MOOC participants do not need to be enrolled in a school and are not required to pay a fee.
- **Scalability.** Many traditional courses have a small ratio of students to teacher, but the "massive" in **MOOC** suggests that the course is designed to support an indefinite number of participants.
- **Contents are open** and freely accessible. (OERs, Websites, Wikis and Social Networks).

Latest Trends

coursera UDACITY edX miriada

Community of Knowledge:

We are not only a MOOC Platform but also a Community!!

Methodology: Challenges & Social Tools

- The methodology is based on **practical case studies**, designed by a tutor, named curator, and moderated and dynamised by a facilitator, promoting the generation of knowledge in the Community. The students have social tools in order to solve challenges (Fora, wikis, Peer to peer dynamics).
- Promotes **collective learning**. Participants share knowledge through forums and social networks. Learning is continuous and the knowledge community may remain after the course.
- The learning **challenges** are the key point in the process of acquiring new knowledge.
- Challenges provide a simple way to solve a complex problem through the videos and suggested activities.

Community of Knowledge:

We are not only a MOOC Platform but also a Community!!

Assessment: Badge and Karma

- A **badge** is a valid accreditation in the digital environment attesting the accomplishment of a task, participation in a competition or attendance to an online or offline event. It is a visual standard to show on the network that someone has certain skills and competences.
- The **badges respond to the challenge of accreditation within the open educational process** and are used to recognise a person who has followed a reading, debate, working group, virtual event or has acquired certain skills in an online learning environment.
  - It is about **overcoming challenges** and achieving **badges**, visible symbols in the digital world that accredit acquired competences and skills and define the professional profile.
  - Students can reach **reputation levels (karma**), within the community of students based on their participation and relevance in the areas of interaction between students (forum)
  - **Near Future: Official Certification and academic credits by universities.**

unX is a learning and entrepreneurship platform

For and by the Ibero-American community

What do we do in unX?

- Promote the development of courses on entrepreneurial skills.
- Promote the analysis and development of new business models.
- Promote entrepreneurship and self-employment among participants.
- Promote social network of practice.
- Job opportunities, news and online and offline opportunities/events.

Next Steps

- Content Development.
- Integration with local opportunities and institutions.
- Education of an active, inclusive and participatory network.
- Experimentation with technology and learning models that are more appropriate to our reality (Inclusive Technology, Games, Mobile, Apps…).

Aprende,
emprende
y conecta

02

unx web environment

unX - Home

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Our First Massive Open Online Courses

Duration

Participative communities with open-ended duration to develop a knowledge community.

First courses provided

Course on Entrepreneurship and Mobile App Development with App Inventor

Call: November 2012
Objectives: implement business models based on advances in mobile applications.
Badges: if you pass this course you will get the App Inventor and Entrepreneurship badge

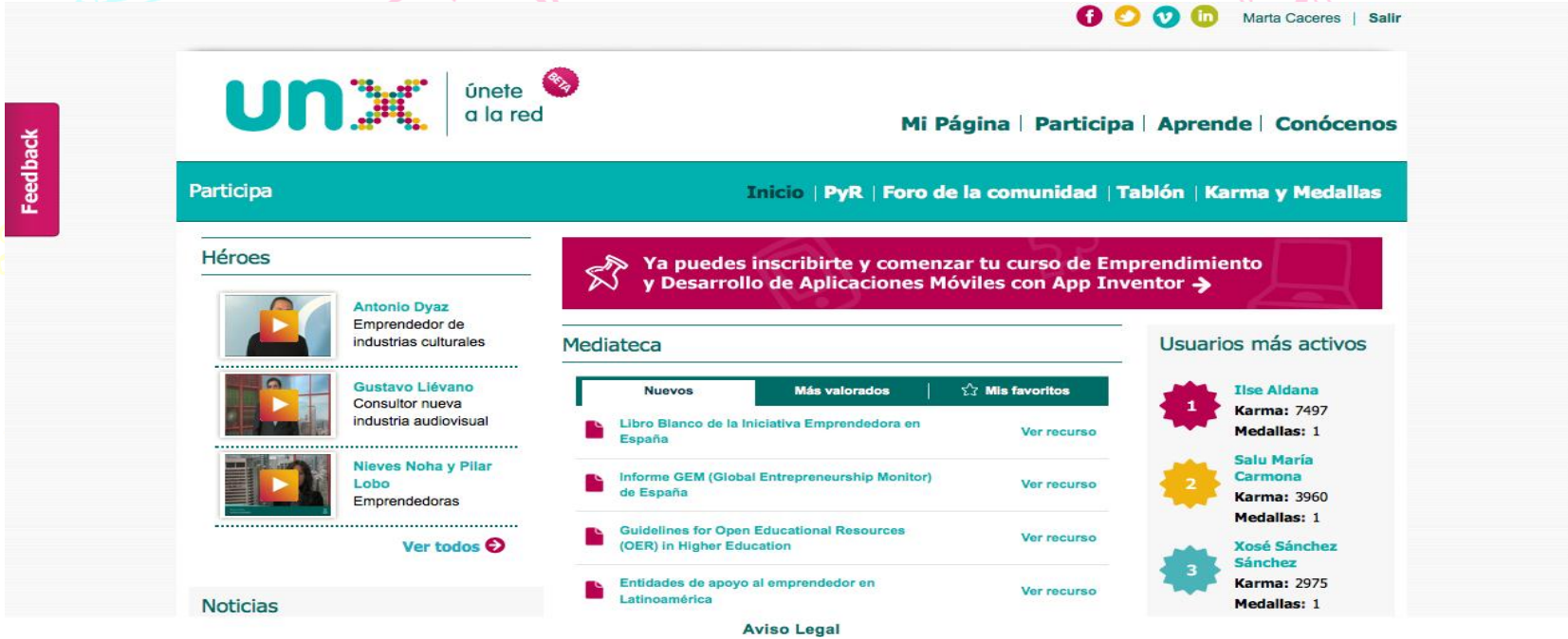
Course on Transversal skills for the Entrepreneur

Call: November 2012
Objectives: provide knowledge to put a business idea into practice.
Badges: If you pass this course you get the Transversal skills for the Entrepreneur badge

Course on Basic Digital Skills

Call: January 2013
Objectives: acquire the necessary skills and knowledge to take advantage of the educational opportunities of open and massive technological models.
Badges: If you pass this course you will get the basic digital user badge

unX Community



More info: http://www.redunx.org

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03

How to join us?

Noticias

14/02/2013

Emprendimiento, Comunidad unX y FORO ABIERTO

El Consejo Social de la UNED ha generado un espacio de debate abierto y generalizado en torno a temas actuales que responden a la necesidad de buscar fórmulas para que nuestro país transite hacia un nuevo modelo productivo, innovador y sostenible.

Leer más

Forma parte de la comunidad

Tablón de anuncios

Utiliza el tablón de anuncios de unX: ¿Quieres ofrecer tus servicios a los miembros de la comunidad? Abre una entrada en el apartado de "Oferta"; aquí podrás anunciar cursos, conferencias, actividades offline y todo lo que quieras ofrecer a la comunidad unX.

Pero si lo que quieres es demandar nuevos cursos, estás buscando un perfil determinado o deseas localizar posibles socios para tu idea de negocio, tu sección es la de "Demanda".

Oferta

¿Dificultades para hablar en público?
Publicado por Agustin Rosa 28/11/2012

Apoyenme *_^*
Publicado por jean Pierre Willie Jimenez 15/12/2012

curso on-line gvSIG Básico
Publicado por Fabián Camargo 01/02/2013

ESTADÍSTICA
Publicado por José María Ravelo García 20/01/2013

Hadoop y BigData
Publicado por Emmanuel Joliet 04/12/2012

Primero Anterior siguiente Último

Demanda

Aplicaciones móviles para monetizar
Publicado por Bea Mayor MOBALOO 22/10/2012

Busco Gente interesada en aplicaciones de metrología
Publicado por Juan Luis Cantalejo 08/12/2012

Curso competencias tranversales del emprendedor
Publicado por Ximena Alcayaga 01/11/2012

Cursos inicial y avanzado sobre neurociencias
Publicado por FELIX RYMER VALERIO. 22/01/2013

Nueva Aplicación Android creada con App Inventor
Publicado por Sebastián Segovia 26/01/2013

Primero Anterior siguiente Último

Ver todos

What can you find at unX if you are a student?

New ideas

Business Opportunities

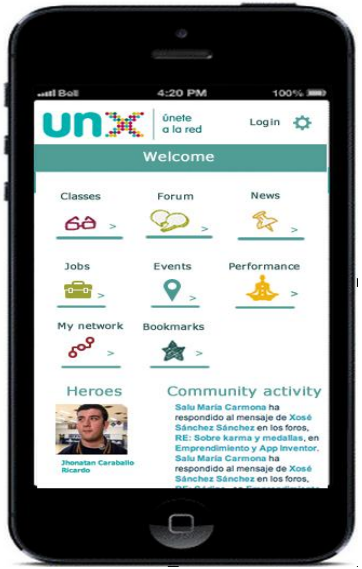
Information

Networking

Would you like to be an institutional partner?

- Organizing MOOCs.
- Publishing Services for the community (Services, News, Events, stages…)
- Offering opportunities for entrepreneurs (Business Angels, Budget, grants, prizes…)
- Sponsoring and Mentoring ideas and projects
- Advising entrepreneurs (Conferences, tutoring in specialized fora….)
- Communication support
- Etc.

Contact us: www.redunx.org



unX

3. unX going mobile

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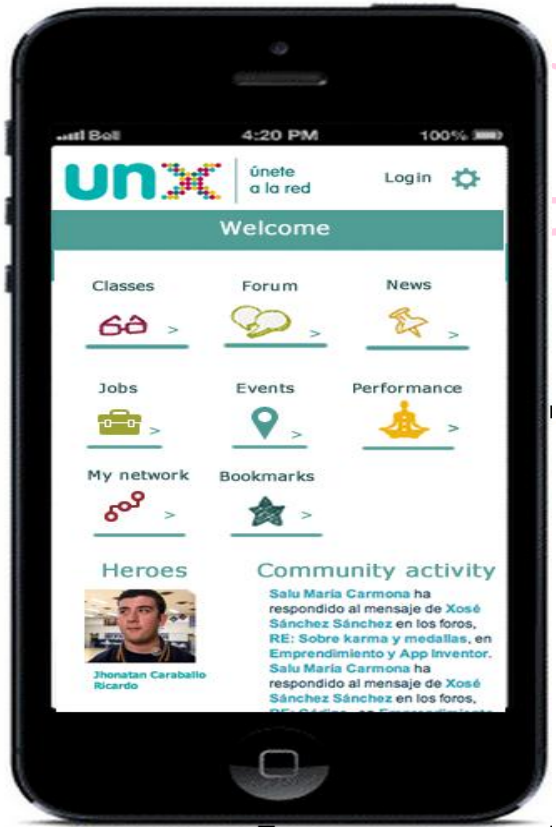
unX going mobile



'**unX going mobile**' is a **mobile platform** specifically designed to foster learning, workforce development and entrepreneurship for all.

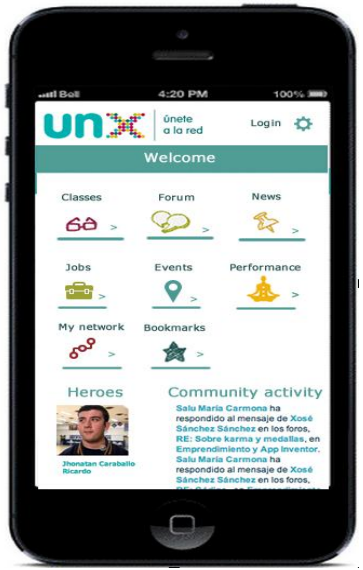
'unX going mobile' enables first-class (not just smaller) mobile learning experiences that:

- Fit people's availability and lifestyles (learn on the bus, on the train, at home, etc.)
- Add value and complement other educational initiatives, either online or in-person
- Connect learners with personally and locally relevant networks, content and opportunities
- Allow entrepreneurs-to-be to try out new ideas and ventures that bring their world into the learning experience, and vice-versa

unX going mobile

Major features include:

- Tailored to the people's time and location
- Mobile device-friendly (screen size, resolution, etc.)
- Offline access to content, even from feature phones
- Multiple-language support
- Calendar of meet-up events and local opportunities
- Project Gallery and experiences (geotagging)
- Bookmarks
- Social networking with peers and mentors
- Certification mechanisms
- Usage analytics for new business opportunities / campaigns
- Other mobile device affordances, such as:
  - "get cell credits for class credits" and other user engagement mechanisms
  - **location awareness**
  - **augmented reality**
  - use of SMS, voice and other communication channels



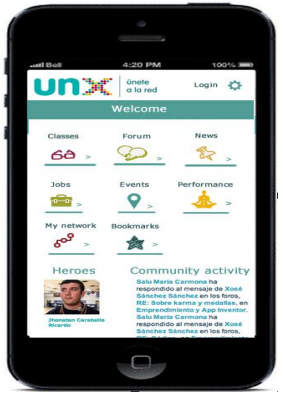
4. Mobile learning strategy: potential scalability for Asia

Mobile learning strategy: potential scalability for Asia

1. Web Platform

5. Feature phone's platform

2. Mobile web Platform



4. Native apps off-line learning

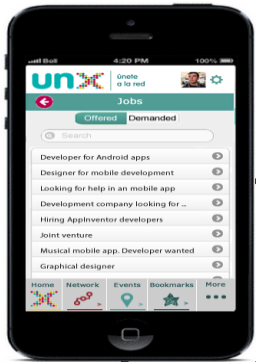
3. Native apps encapsulating the mobile Web platform

Google play

Mobile learning strategy: (2) Mobile web platform

- Learn section:

- Local News & Jobs opportunities:



Mobile learning strategy: (2) Mobile web platform

- Events, My Bookmarks and My Performance sections

- My network and Forums:

Mobile learning strategy: (3) Native app

Native app embedding the mobile Web platform:

Major features:

- Native app for on-line access to contents and community
- Embeds the mobile Web site into native applications so that can be downloaded from the Marketplaces
- Requires Internet connection
- Only for Android & iPhone

Mobile learning strategy: (4) Native Off-line app

Motivation:

- Data plan costs
- Playback video quality

Major features:

- Native app for off-line access to contents
- Allows download of contents when on-line and later off-line visualization
- Only for Android & iPhone

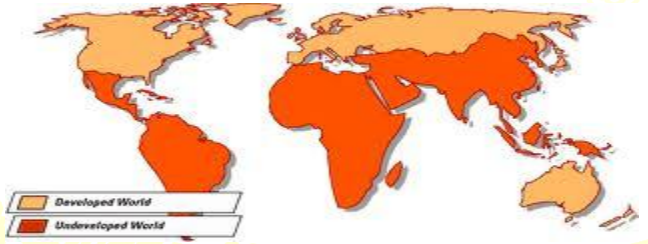
Google play

Mobile learning strategy: (5) Feature phone's platform

Main features:

- Platform to reach developing countries:
  - No access to smartphones
  - Difficult access to Internet
  - Difficult access to computers

- Learning based on:
  - SMS, MMS or Voice based delivery of content
  - Voice menus
  - SMS based news about local events and course or community based events
  - SMS-based questions to the forum
  - Conference-calls and local events participation via voice
  - Videos through off-line audio/video files



Thank You

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Examples of mobile learning good practices

1. Anex I: Enreda Madrid
2. Anex II: Basic Mathematics
3. Anex III: The economics of happiness

Anex I: Enreda Madrid

ENREDA MADRID
Vive una nueva realidad

EnredaMadrid

A **technological and cultural activity** based on **themed routes** to give participants some general knowledge, using various devices and technologies. In other words, it seeks to **integrate the latest technologies into a socio-cultural context and apply them to the university sphere.**

ENREDA MADRID
Vive una nueva realidad

This activity is aimed at:

- **UNED students.** Participation will count as free-choice credits.
- **General public** (over-18s).

Goals

The **main goals** of Enreda Madrid were:

1. To provide students with new learning strategies that combine culture and new technologies as an innovative alternative to free-choice credits

2. To introduce the latest technologies, web 2.0 and social networks linked to subject areas of general interest

Activity contexts

In person

Route around the city with tests, for a cultural-technological immersion

OnLine

Multimedia materials, blogs, collaboration, etc.

Portal

Public home page

Contents

Augmented reality

Specific content created for each of the key points on the route, accessible from a smartphone.

This content was displayed by an application that allows multimedia content to be mixed with what the student can see in reality

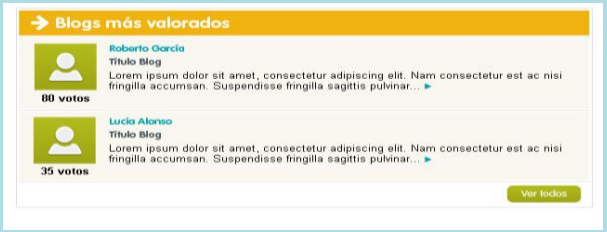
Geolocalisation

Contextual information

QR codes located in key points of the route showing the same content in case AR platform failed.

Collaboration and Blog

The user played an active part in the environment all the time, either to publish content that shows their progress round the selected route, or to comment on the content of fellow participants.



That means each participant kept documenting their progress on Flickr and YouTube along with their solution to the tests posed in the course of the gymkhana

EnredaMadrid resources

The following links show some of the results of the EnredaMadrid pilot held on 2011 December 17:

Web:
http://www.enredamadrid.es/es/

EnredaMadrid Videos Channel:
http://www.youtube.com/user/enredamadrid2011?feature=watch

Photos. Gallery EnredaMadrid:
http://www.flickr.com/photos/enredamadrid

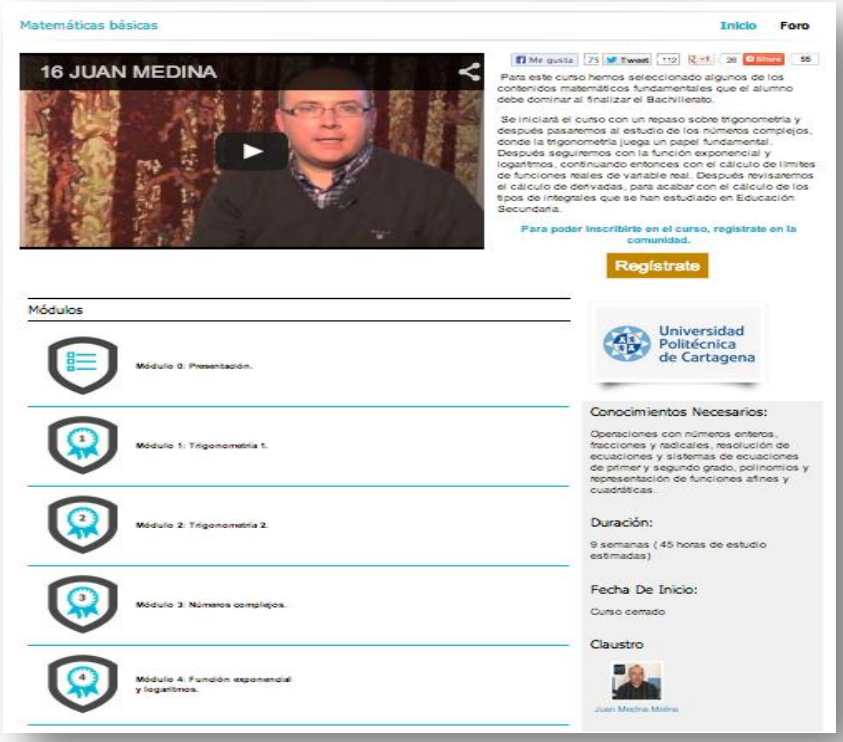
Social Networks:
http://www.facebook.com/EnredaMadrid
http://twitter.com/enredamadrid

Anex II: Basic Mathematics

Basic Mathematics

A web-app adapted for mobile devices that provides access to over 3,000 videos that Professor Juan Medina has uploaded to youtube to bring mathematics to the world.

MOOC:



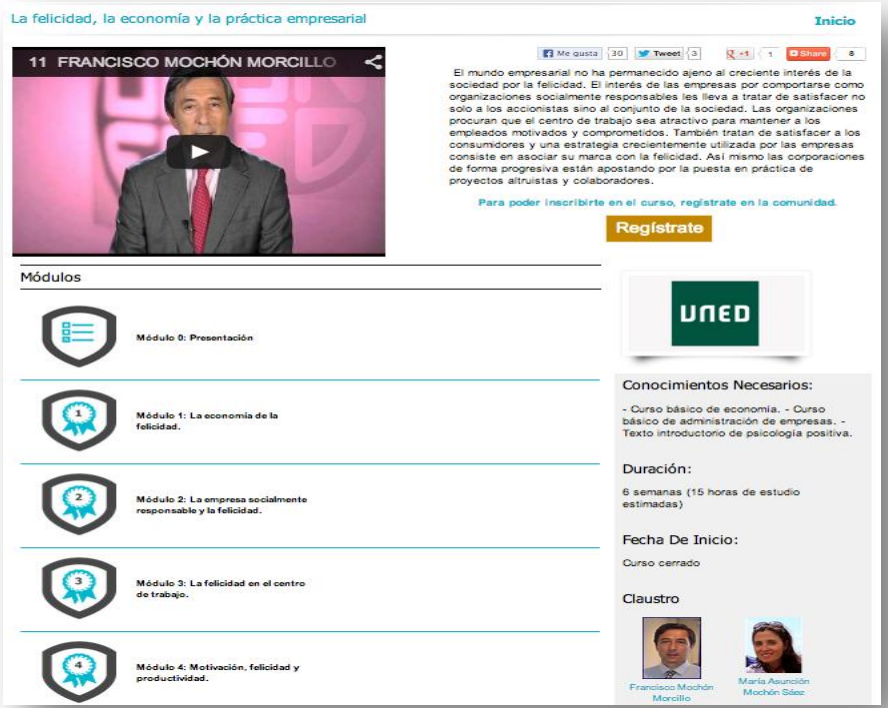
APP:

- Access to a video catalogue through the app.
- A list classified by math subject.
- Users can make video comments.
- Social networks are integrated in the app so the message can be broadcasted.

Anex III: The economics of happiness

The economics of happyness: MOOC + App

MOOC:



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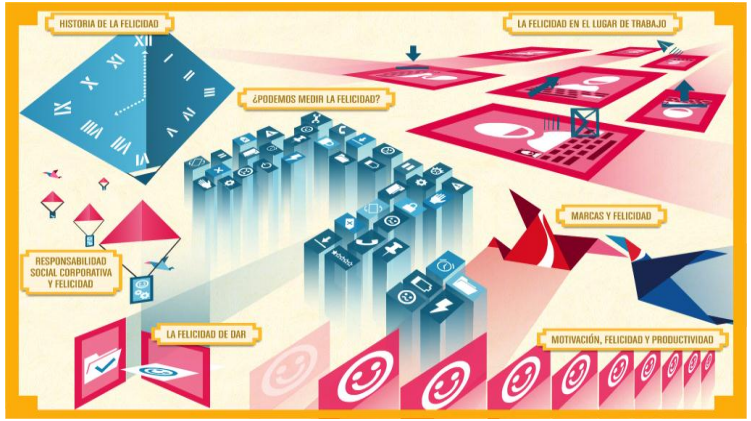
APP: