

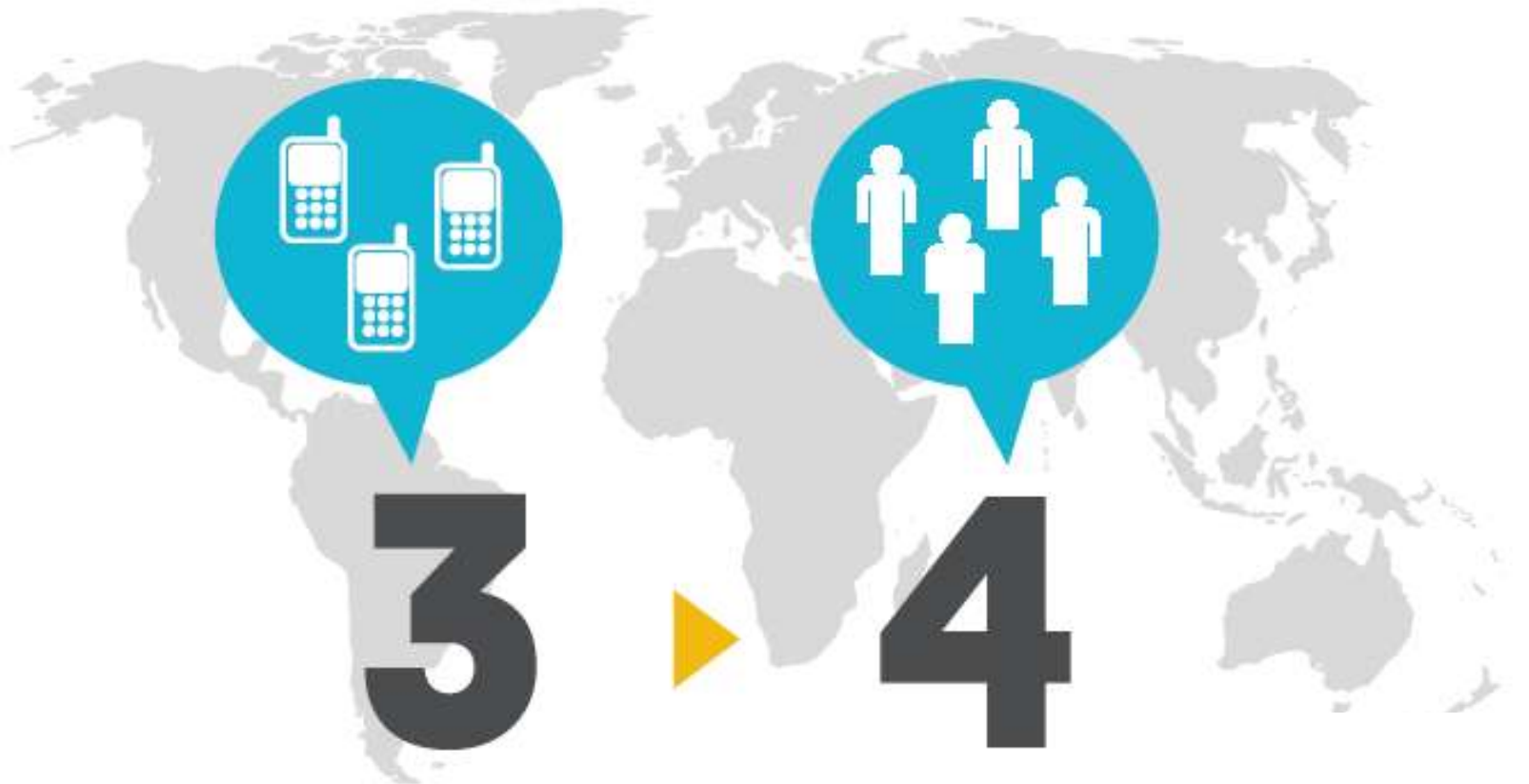
GSMA Connected Living LatAm Summit

**Mobile Learning experience in Argentina
mEducation Workshop**

June 27, 2012

Personal

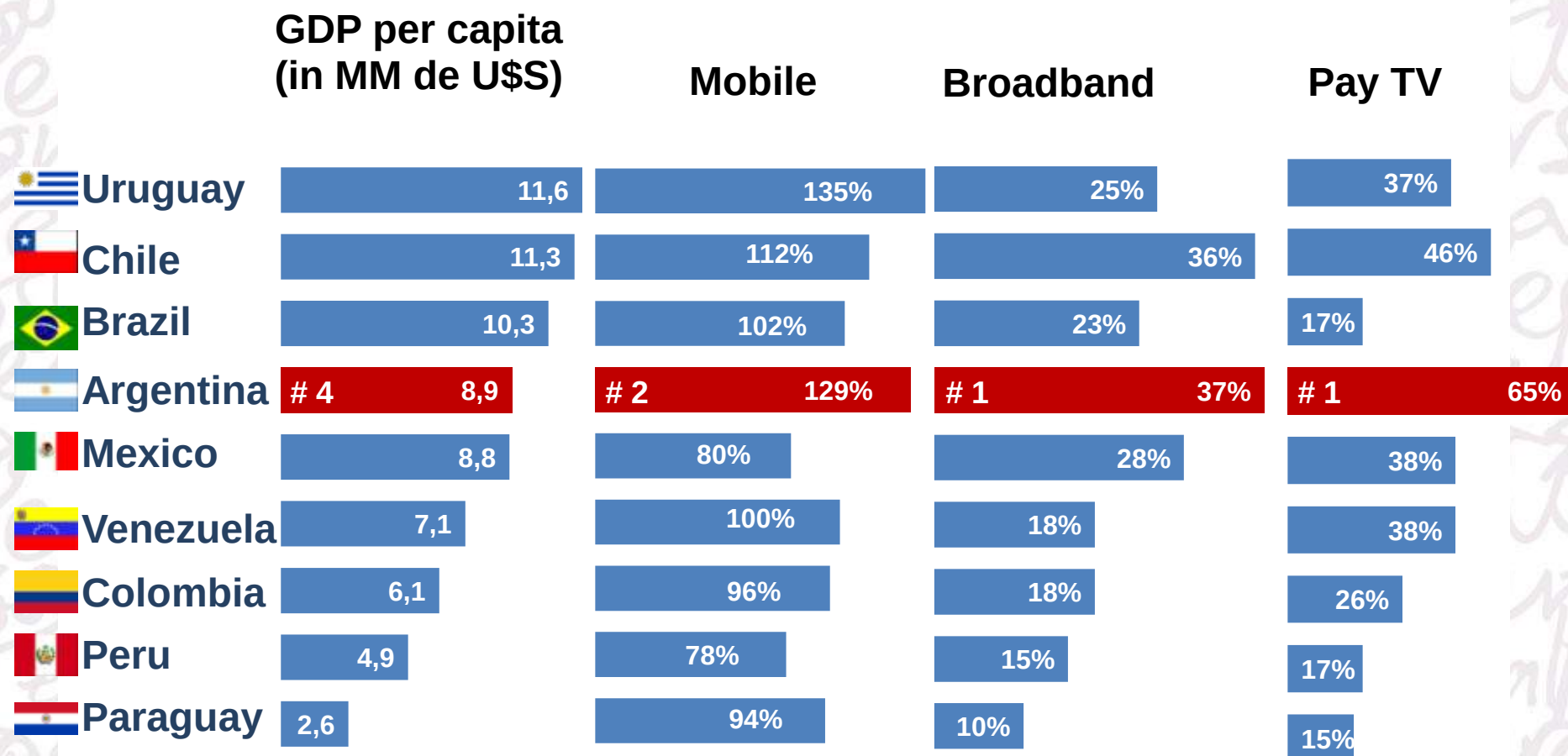
Today in the world...



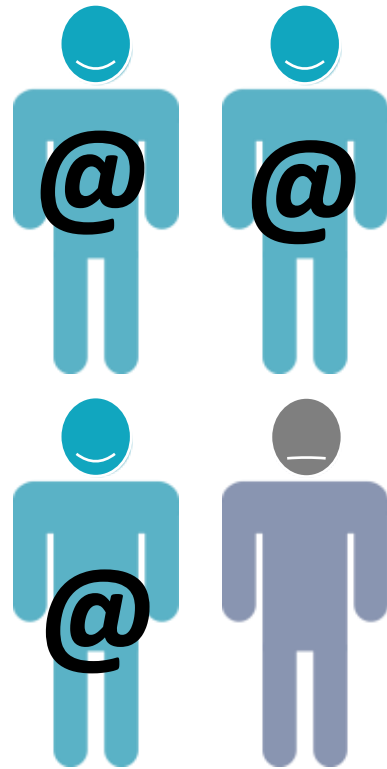
While in Argentina...



Argentina's telecommunications market is among the most developed in Latin America with high penetration rates for most traditional services



Internet in Argentina



**3 out of 4
people in
Argentina
have
internet
access**

Argentina **scenario**

- “Conectar Igualdad”
- Intensive research on mobile technologies for education in Latin America
- Recent webinar on ubiquitous learning

- Government will deliver netbooks to **3 million** school students (secondary and tertiary levels)
- Scheduled: 2 years
- **Largest global project**

Netbooks Entregadas
1,858,547



3 millones de netbooks
para escuelas públicas del país.

Para alumnos y docentes de todas las escuelas públicas del país.

Para escuelas de educación especial e institutos de formación docente.



ver video institucional



descubrí la netbook en 3D





United Nations
Educational, Scientific and
Cultural Organization

NOKIA

TURNING ON MOBILE LEARNING IN LATIN AMERICA

> Illustrative Initiatives
and Policy Implications



POLICY
FOCUS

UNESCO
Working Paper
Series on Mobile
Learning

UNESCO Turning on **mobile technologies**

- Drivers
- Enablers
- Barriers
- Success factors

FACTORS INFLUENCING MOBILE LEARNING.....

Drivers

- Literacy and basic education needs for vulnerable populations
- Administrative management needs for educational systems and institutions

Enablers

- High penetration rate of mobile phones
- Familiarity with mobile devices

Barriers

- Primacy of 1:1 programmes
- Regulations restricting the use of mobile phones in schools
- High cost and low availability of 3G connectivity

Success factors

- Cooperation between public and private sectors
- Government leadership and ownership

<http://www.unesco.org/new/en/unesco/themes/icts/m4ed/mobile-learning-resources/unescocomobilelearningseries/>. April 2012

UNESCO Turning on mobile technologies

Table 1. Perceptions of mobile learning stakeholders

Stakeholders	Promoting use	Preventing use
National/federal government	2	
Regional educational authorities	2	
Local educational authorities	1	
Telecommunications providers	3	
Teachers	2	3
Students	3	
Parents	2	2
Scholars	1	1
Other: Civil society organizations	1	

<http://www.unesco.org/new/en/unesco/themes/icts/m4ed/mobile-learning-resources/unescobilelearningseries/>. April 2012

Mobile Learning **Webinar 2012**

- 6,800 participants from 24 countries
- Improving education & management
- What and how to teach
- Digital contents
- Public policies

<http://www.unesco.org/new/en/unesco/themes/icts/m4ed/mobile-learning-resources/unescomobilelearningseries/>.April 2012

CSR Programs Telecom Argentina and Personal

- Education and inclusion through ICT
- Promoting research
- Technologies for rural development
- First steps in mobile education



CSR Programs Telecom Argentina and Personal



senti2conecta2

Ministerio del
Jefatura de Gabinete
de Ministros

 **Buenos Aires**
LA PROVINCIA

CSR objectives & **business assumptions**

- Prove – through research & pilot projects – the educational value of mobile applications
- Build a public-private partnership for a long-term research project, sustain and scale it up
- Promote activities in public and private schools, and universities
- Understand if and how to build a future business model of educational VAS

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Stage I - Testing experience



<http://www.youtube.com/watch?v=xtzj-CBeY9o>

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What is **Seeds of Empowerment**

- A global program and social organization, a spin-off of the School of Education of Stanford University
- Use of a pedagogical model of design-based learning and collaborative work
- Teachermates, smartphones and tablets
- SMILE (Stanford Mobile Inquiry Learning Environment)

Mobile applications

E-book maker



SMILE



ROSE (Science)



What is **SMILE**



- An assessment/inquiry maker
- Students can create own inquiries or homework items based on their own learning for the day
- A pedagogical platform

<http://ldt.stanford.edu/~educ39109/POMI/SMILE/>

Stage I - Testing experience

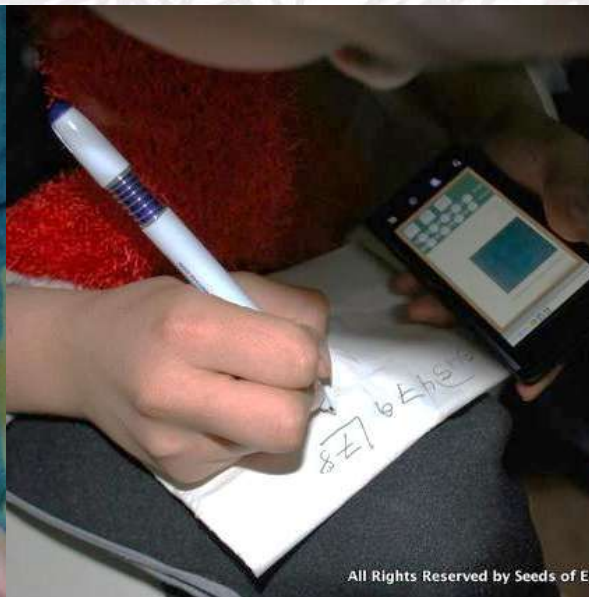
- Social innovation using mobile technologies in Argentina
- 15-day research conducted by Dr. Paul Kim (School of Education, Stanford University)
- Test of mobile platforms in 9 rural and peri-urban schools, 1 university and 1 community center



TELECOM



Personal



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What is the best solution for Chagas disease?



- (1) Multidisciplinary Medical Treatment
- (2) prevention through better health and quality of life
- (3) Elimination of the tryatoma infection
- (4) Change of environment

Answer ☐ (1) ☐ (2) ☐ (3) ☐ (4)

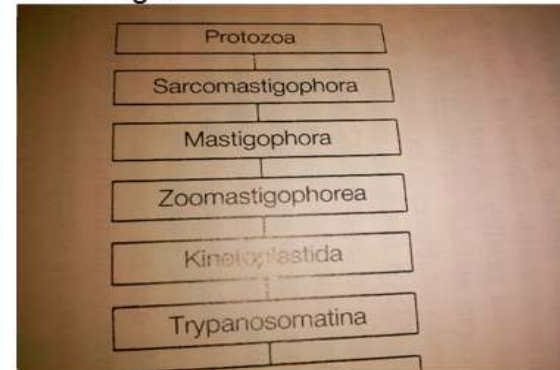
Rating ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Reset

Prev

Next

Question: At what point in the cycle is possible to immunize a patient infected with Chagas?



- (1) Only within the first week of infestation
- (2) At no time during the cycle is impossible.
- (3) in healthy individuals with high immune defenses
- (4) Before the onset of symptoms

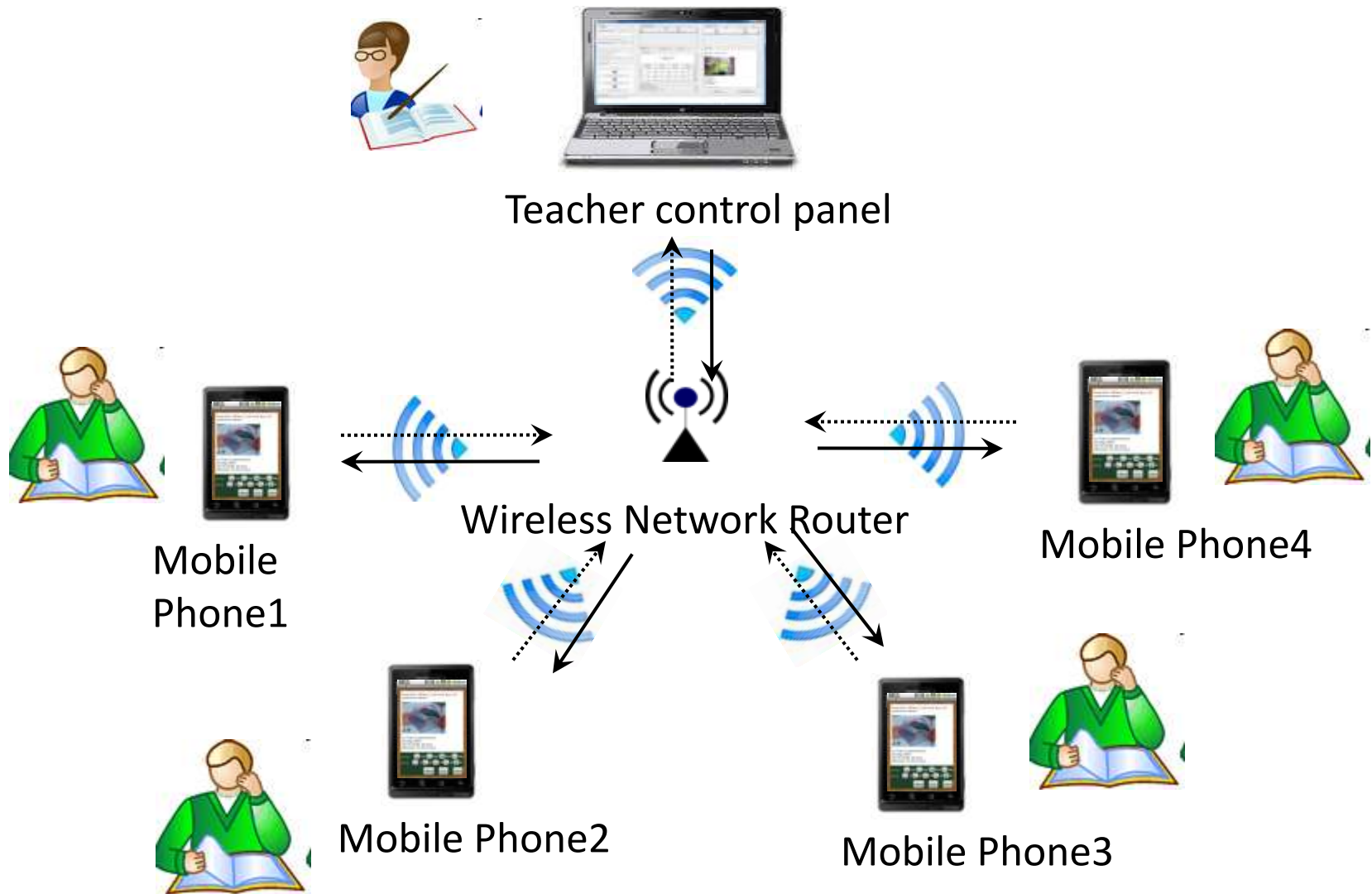
Answer ☐ (1) ☐ (2) ☐ (3) ☐ (4)

Rating ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Reset

Prev

Next



Stage II – Pilot project

- 18-month project financed by our company
- Scope:
 - 20 public schools, 1 private school & 1 university
 - 2,400 students, 80 teachers, 20 public tutors
- Requirements:
 - 450 smartphones Android 2.8
 - Technical assistance by experts
 - Local partnership

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Final thoughts

- A new concept of learning & business line
- Public-private partnership
- Research on educational needs
- Ecosystem basic demands

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Final ideas

New business line

21st century skills

Paradigm shift

Own devices or new delivery

Mobile broadband

Need of basic literacy

Rural development

Inclusive business

Practice and assessment

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**THANKS FOR
YOUR TIME.**

GSMA Connected
Living LatAm Summit
June 2012, Sao Paulo