Mobile Delivery
Towards Portable Cloud Computing

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Mobile Delivery
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Where we’re going in this session

– The mobile environment
– The cloud environment
– The TESC environment
– The TESC + Hot Lava Mobile solution
What do all of these people have in common?

**THE “BIG PICTURE”**

**Eric Schmidt, Google CEO**

**John Traxler, mLearning Author and Presenter**

“Looking at mobile learning in a wider context, we have to recognize that mobile, personal, and wireless devices are now **radically transforming** societal notions of **discourse** and **knowledge**, and are responsible for new forms of art, employment, language, commerce, deprivation, and crime, as well as learning.”
Where are we now?

• Interest in Mobile learning has increased since 2000
  – Conference Growth
  – Academic research
  – Corporate implementation

• mLearning and eLearning Distinctions being made
  – Tethered – connected to your PC/laptop
  – What you habitually carry – keys and mobile

• Inherently personal and flexible
  – Informal or formal
A Few Statistics

- 60% of the world’s population uses a mobile device
  - 3x more wireless subscriptions than wireline
- By 2010, 90% of world’s population in reach of a cell network
- 3rd world countries will not go the PC route
  - Mobile is cheaper, durable, energy efficient
- Proliferation of devices and mobile platforms
  - PC = 80’s, Laptop = 90’s, Mobile = new millennium
- Gartner – Q1 2009 – 269.1 million cell phones sold. 8.6% decrease Q 2 Q. Smartphones = 36.4 million units, 12.7 increase Q 2 Q.
- Mandatory web package
Dynamics of the mLearning environment

• Variety of mobile devices
  – Mobile phones/WAP enabled mobile phones – 2G devices
  – iTouch, iPhone – 3G devices
  – Portable gaming devices
  – PDA - Pocket PCs
  – Kindle – book readers
  – Netbooks
Audience Poll …

- How many of you have a mobile phone?
- How many have a smart phone?
- How many have a web package with their smart phone?
- How many use smart phone to access WWW?
Dynamics of the mLearning environment: A delicate balance

- Devices
- Format
- Learning Needs

- Content
- Carriers
- Data Transfer
How mobile learning works...
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• Questions?
The cloud environment

- Access to information and ability to participate 24/7
- Device agnostic
- Serves the multi-tasking student
- Must provide accountability
- Tracking and integration
• 16,000 students – all distance learners
• adults – average age 34
• BlackBoard 7
• 30,000+ course enrollments in 400+ courses
• Rolling enrollments; 12 semesters per year
• Average student age 38; working adults on the go
• 50%+ are in the military
The need for a mobile solution

- Military
- Multi-tasking – career persons and soccer moms and dads
- People on the go
- Appeal for younger learners and a new generation of learners
- Enrollment challenges
- Need to have, not nice to have - tie to BlackBoard
The TESC + Hot Lava Mobile Solution

• Content to be mobilized
  - standard quizzes for 20 courses
  - all same format
  - all multi-choice
  - Hot Lava content converter
  - Immediate reporting of score to BlackBoard environment
  - Mentor able to check and guide students regardless of when or where they completed the quiz
  - 1,000 students initially

• Commence 7/1/09
Multiple choice on a BlackBerry BOLD

The human resources triad contains:
- top-level, middle-level, and lower level managers
- representatives from each primary stakeholder group
- suppliers, customers, and resellers
- line managers, human resource professionals, and employees
- employees, staff managers, and line managers
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On an iPhone

Jan is a Polish-American. Every day his co-workers torment him with Polish jokes. Jan believes that he is being forced to work in a hostile, offensive environment that prohibits his effective performance. Jan has complained to his supervisor. In compliance with EEOC guidelines, his supervisor should:

A. Report Jan’s co-workers to the National Labor Relations Board.
B. Immediately investigate and take immediate and appropriate corrective action.
C. Move Jan to another position of equal or lesser status in the company away from his current co-workers.
D. Terminate Jan because he is not a team player, take a wait-and-see attitude and hope the co-workers run out of jokes or move to another target.

HOT LAVA MOBILE

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BlackBerry 83xx

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Pocket PC

HOT LAVA
MOBILE

Which of the following is NOT an accepted limit to employment at will?
A. Legislation
B. Implied contracts
C. Explicit contracts
D. Procedural justice
E. All are accepted limits
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Sony Ericsson

HOT LAVA
MOBILE

Success
Congratulations, you've successfully completed the quiz.
View results

OHE Associates
View Results

User Results Summary from 7/7/09 12:00 to 7/7/09 5:39
Created on 7/7/09 5:39

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<tr>
<td>Name</td>
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<tr>
<td>First and last name</td>
<td>Ann Boland</td>
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<tr>
<td>Email</td>
<td><a href="mailto:ann@oheassociates.com">ann@oheassociates.com</a></td>
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View Results, con’t.

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Results at TESC

- Now offering quiz modules in 20 courses
- Optional diagnostic tool
- Integrated into course space
- Not initially credit-bearing
Future mobile developments at TESC

– They said it couldn’t be done – entire courses
  • Hybrid of tethered and mobile
  • Military need
  • Executives and people on the go need mobility
  • Online testing
  • E-book delivery
  • Language courses
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• Questions?
Mobile learning … Contact details

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  • register at our website for a mobile learning demo delivered to your mobile device

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