



"LANGUAGE LEARNING IN A DIGITAL WORLD"

How to get value from IT during an economic downturn

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IATEFL 2011
16 April 2011



Cloud computing

“Software as service”



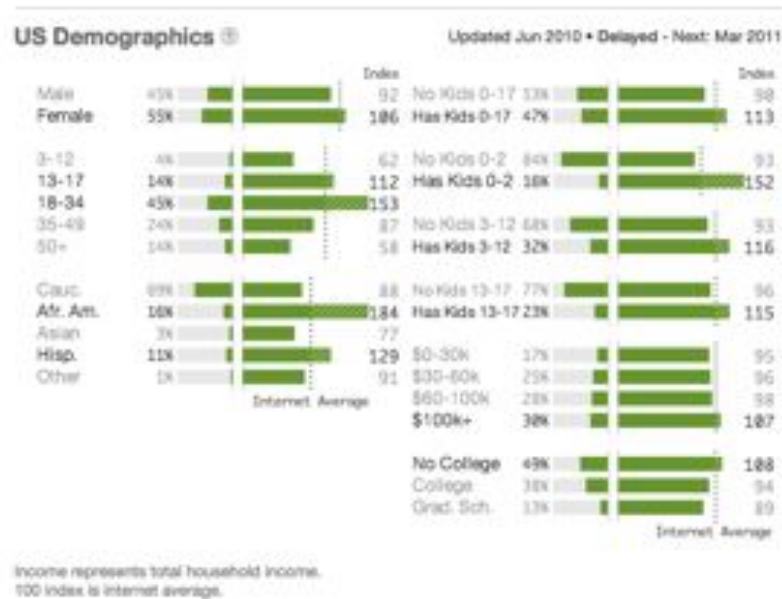


Social Networking

The screenshot shows a Facebook page for 'LearnEnglish | British Council'. The page has a blue header with the Facebook logo and a search bar. The main content area features a post from 'LearnEnglish | British Council' with a photo of a group of people. The post text reads: 'Have you played our vocabulary game yet? What's your best score? Has anyone got over 150? http://learnenglish.britishcouncil.org/en/word-games/pic-your-wits'. Below the post, there are several comments from users like 'Iva Musa 167', 'Mareen Müller 150', and 'Ludmila Caetano 162'. The left sidebar shows navigation options like 'Wall', 'Info', 'Video', 'Pic-Your-Wits', 'Mobile Learning', 'LearnEnglish', 'Photos (57)', and 'Discussions'. It also displays '15,307 people like this' and a list of likes from 'British Council Madrid Adults' and 'picyourwits'.

The screenshot shows a social media feed with three posts from 'United International College - UIC London'.
1. The first post is titled 'The Brits are taking over Hollywood!' and contains text about Andrew Garfield being the new Spider-Man. It was published on 07 February at 10:00-23 GMT.
2. The second post is from 'Joao Vitor de Mattos' and says 'i've studied in UIC between 2009 and 2010 wo went to AMSTERDAM with me?? i want ours pictures... see ya!! MIKE HOW ARE YOU?'. It was posted on 25 January at 23:52.
3. The third post is titled 'It's the weekend! Hope you are all coming to the UIC Boat Party!' and includes three photos: a group of people at a party, a group of people holding a trophy, and a group of people on a beach. It was posted on 04 February at 10:19.
4. The fourth post is titled 'UIC House Party and South America' and includes three photos: a group of people at a party, a group of people holding a trophy, and a group of people on a beach. It was posted on 04 February at 13:21.

Twitter



TheConsultantsE TheConsultantsE
 #iPAd classroom implementation handbk pdf Interactive Catalog
<http://fpbd.it/MKWWe> #mobilelearning #sigmi via
 @marynabadenhors
 1 hour ago

TheConsultantsE TheConsultantsE
 eBook reader and creator <http://bit.ly/bg5G3R> #elearning #edtech
 via @NikPeachey @victorhugor
 1 hour ago

TheConsultantsE TheConsultantsE
 We enjoy following! #followanytime @EclipsingX @christonge
 @SNewco @adricarv @SeanBamville @vale360 @victorhugor
 @TferThomas @mickstout
 1 hour ago

Source:

www.quantcast.com



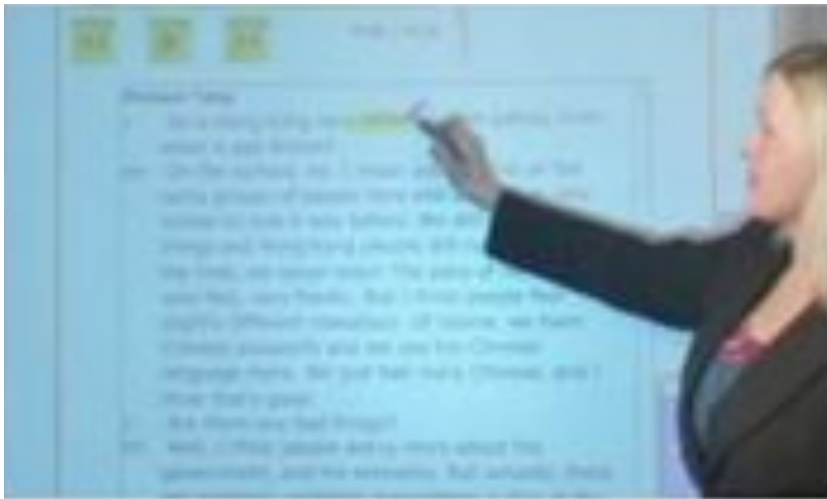
“And on the iPod [Touch] you can just click on something and just use it, instead of searching through the whole textbook.”

Mobile learning

- Changing user behaviour
- New sales platforms
- Mobile internet access problematic, especially for your students
- Multiple mobile platforms and devices
- Opportunities to add value to student experience & marketing



Opportunity to support teaching and learning



- Richer media in the classroom
- Real communication using social media
- Knowledge management
- CPD
- Remote access to resources

Risks

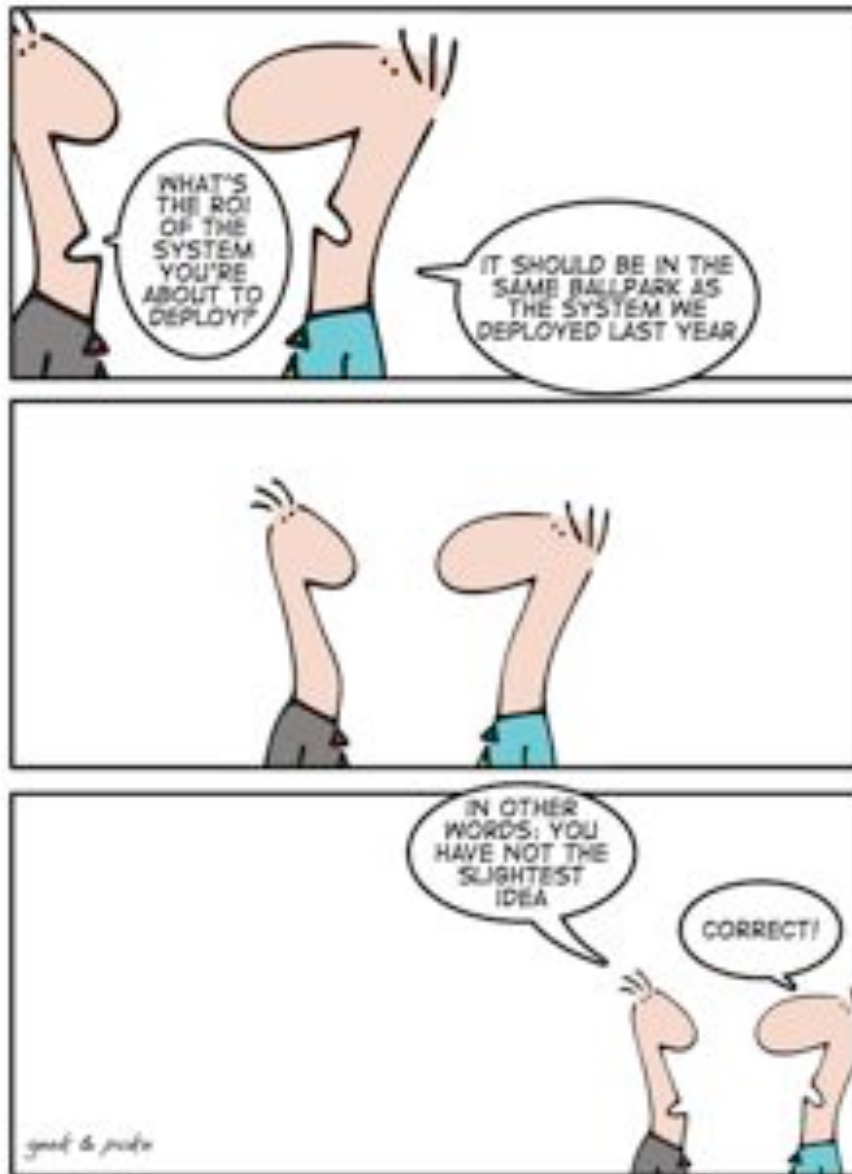


- Loss of data
- Loss of Intellectual property
- Reputation
- Data protection
- Child protection

“ Every pocketable device turned off is, potentially, a student turned off too. When you have seen the potential of personalised, seductive, delightful learning technology you simply want to give it all the help you can. "Learning" is our generation's contribution to a better tomorrow. “

Professor Stephen Heppell

IT professionals: key values and metrics



ROI

- Return on investment (ROI)
- Business case for change
- Total cost of ownership
- 80:20
- Build in security
- Future proof systems
- Standardisation, reducing number of applications
- Consult – train – support

<http://geekandpoke.typepad.com/>

Five key recommendations



www.txt2pic.com



Reduce your admin and infrastructure costs by moving to Cloud computing

Refocus on using ICT for teaching and learning

Make your school mobile friendly: reconfigure your website, wifi for students and teachers

Experiment: try out social and mobile media yourselves first

Download this presentation!

www.constellata.com