

# eLearning: between Hype and Reality

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Chairman eLearning Industry Group

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[ Introduction ]

Force

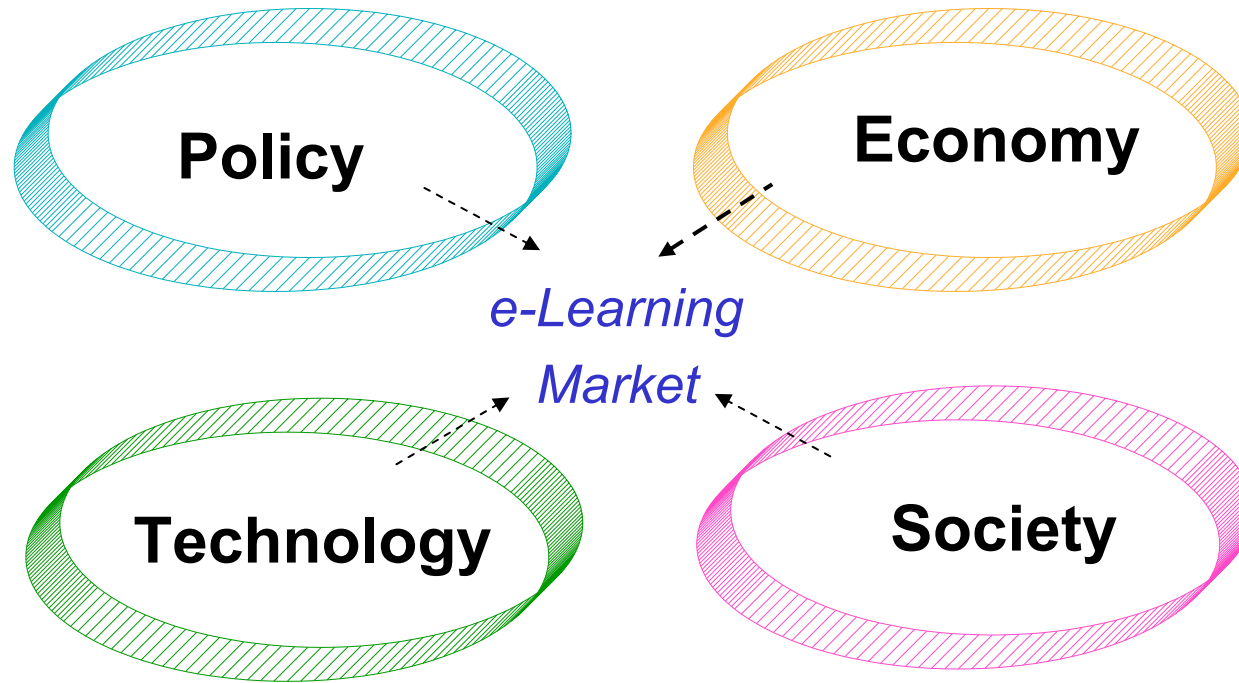
Balance

Benefits

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# Forces playing in the e-Learning Market

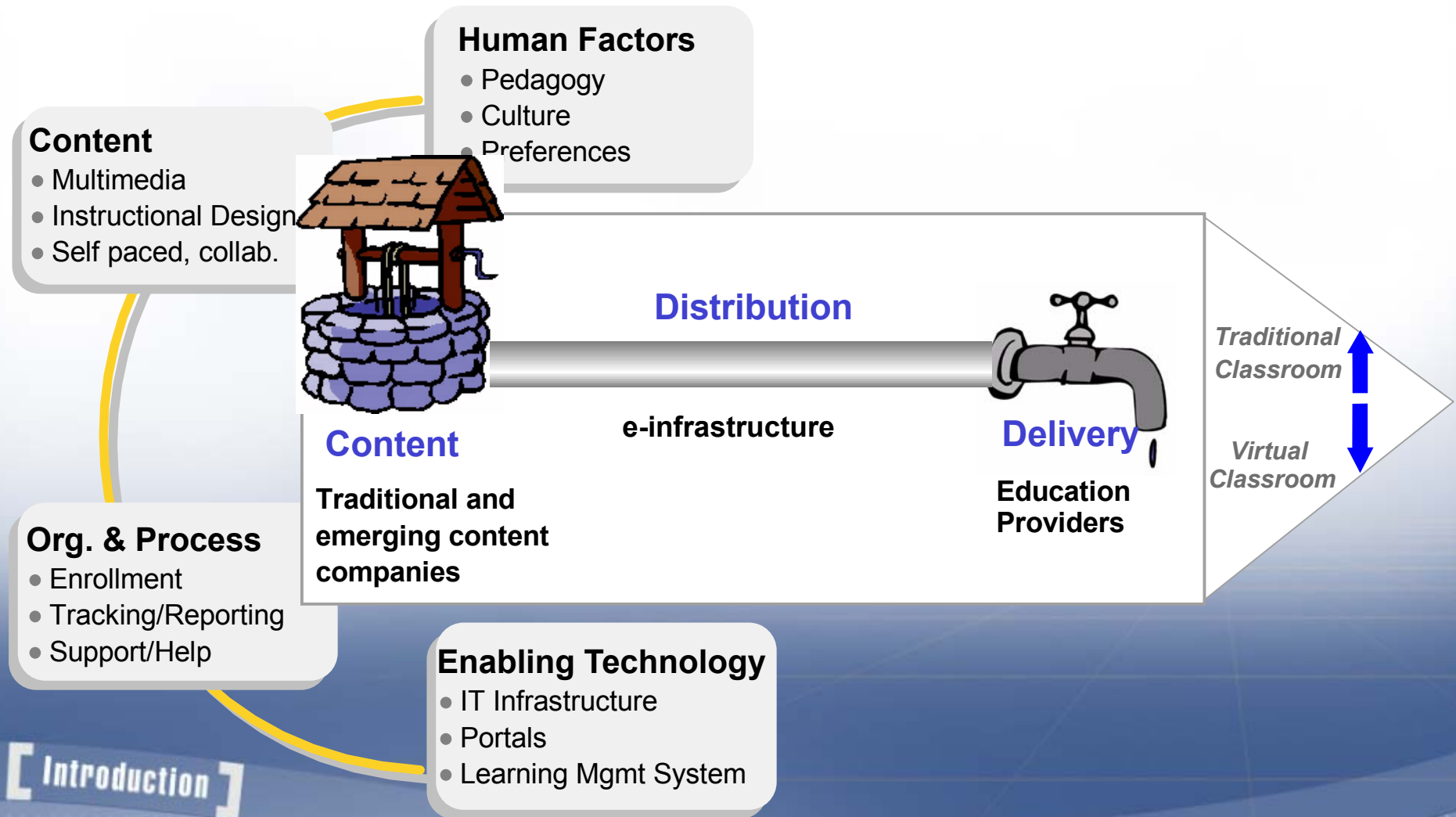


**Political Imperative**  
**Social Inclusion**  
**Generation X & Y**  
**Demographics**  
**Education Sciences**  
**Human Capital Management**

**EMERGING MARKET, CHANGING ROLES**  
**NEW PLAYERS, NEW VALUE NETs**

***Dynamic***  
***Change***

# Elements of an e-Learning System



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# e-Learning Hype and Reality



- e-Learning Market fragmented - viable players?
- False Starts - disappointments
- Vendor Hype - Inflated expectations
- Technologists vs. Pedagogists
- Players scrambling for new roles

**WHY ??**

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# Technologies Revolutionizing Education



*"I believe that the **motion picture** is destined to revolutionize our educational system and that in a few years it will supplant largely, if not entirely, the use of textbooks.*

*I should say that on the average we get about two percent efficiency out of schoolbooks as they are written today. The education of the future, as I see it, will be conducted through the medium of the **motion picture**, where it should be possible to achieve 100 % efficiency".*

Thomas Alva Edison, 1922

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# The insights of Educational Science and Psychology

## How people learn



### Examples from the last 50 years

Kolb's Learning Cycle - Experiential Learning

Bloom's Taxonomy (Knowledge, Comprehension, Application, etc.)

Gardner's 7 Intelligences (verbal-linguistic, intra-personal, interpersonal, mathematical-logical, etc.)

Bateson's Levels of Learning

**THEORY vs PRACTICE.....**

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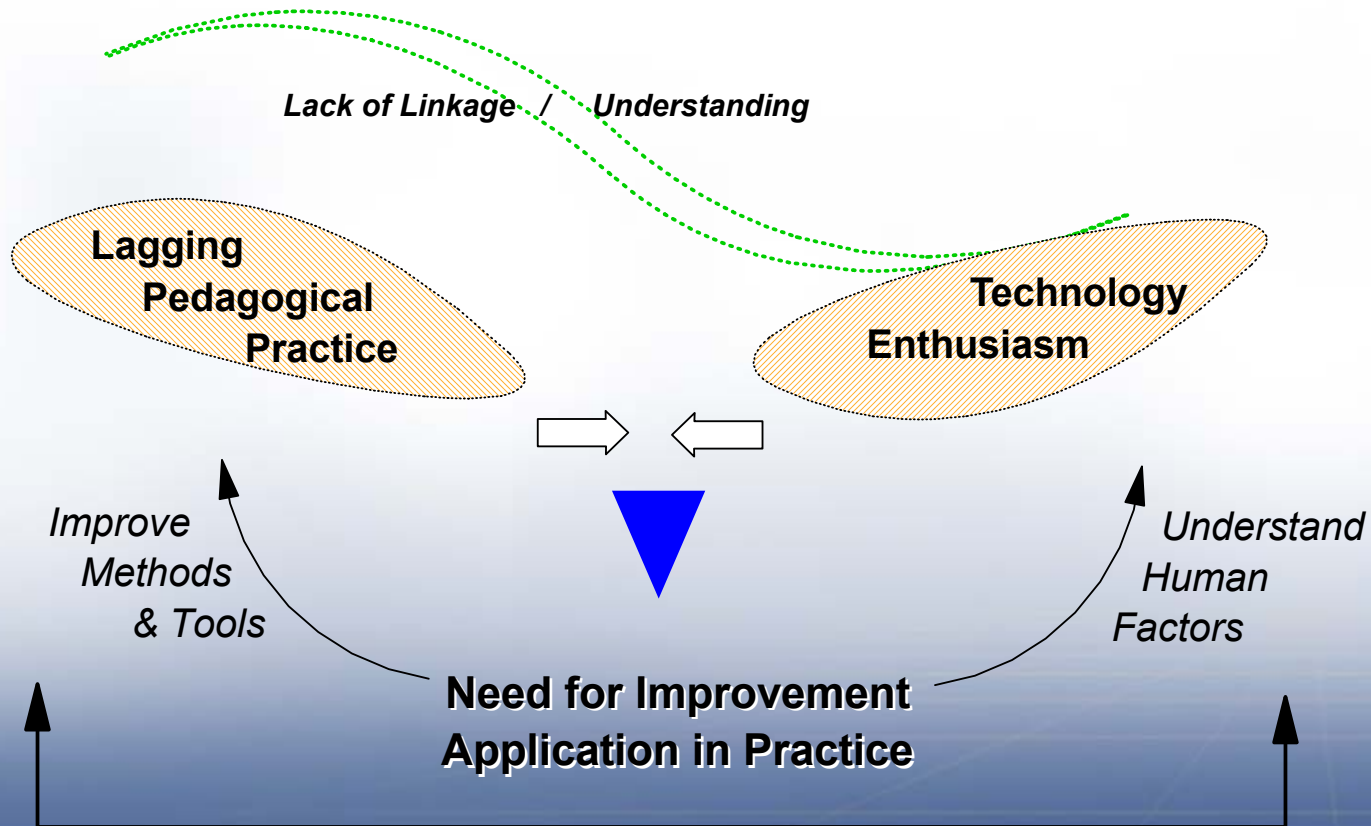
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# Technology – Enabler for Learning Innovation



80 ies



**DEEP UNDERSTANDING -  
TECHNOLOGY AUGMENTING THE LEARNING EXPERIENCE**

2002 +  
[ Introduction ]

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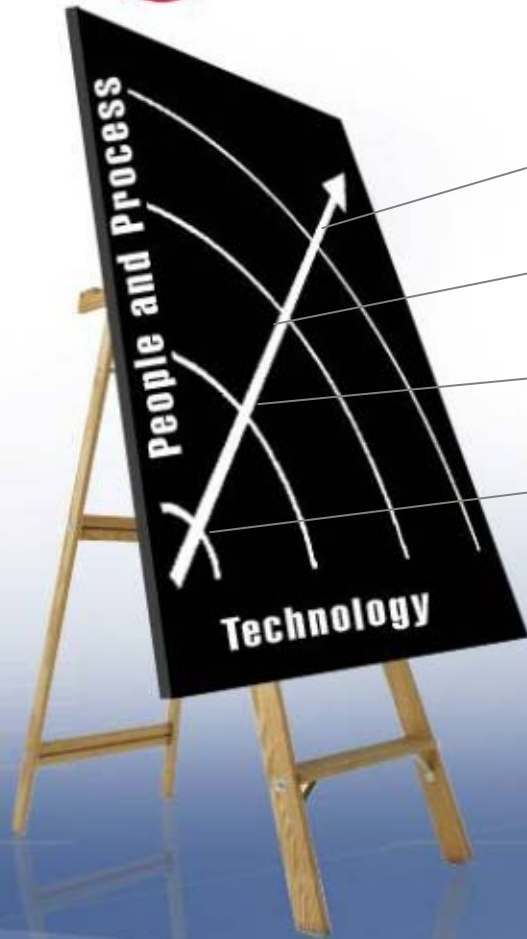
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# The Parallel with e-business



**@ - business**

**@ - learning**

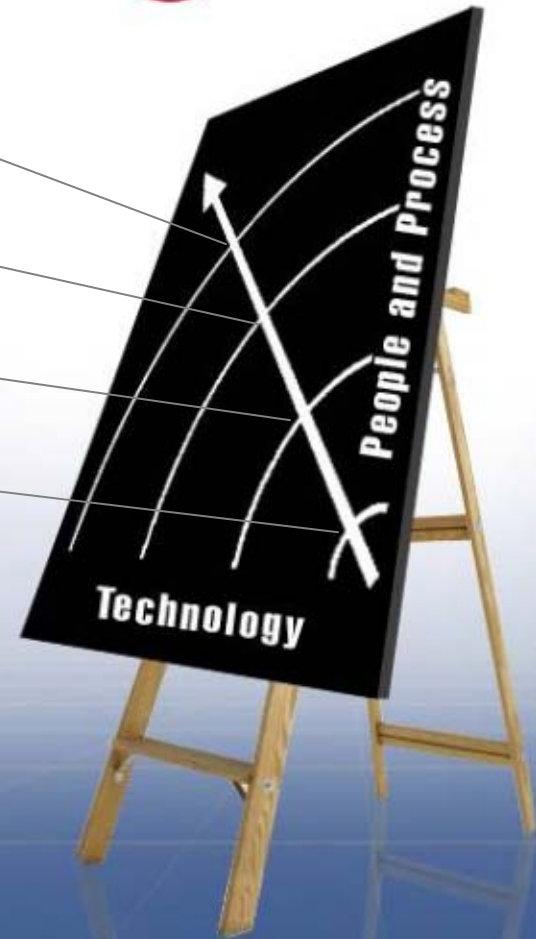


Transformed e-system

Integrated Institutions

Simple Collaboration

Basic connectivity



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## Balancing People and Technology

### People

- Pedagogy
- Community
- Professional Development

### Technology

- Applications and Tools
- Content
- Infrastructure as a Utility



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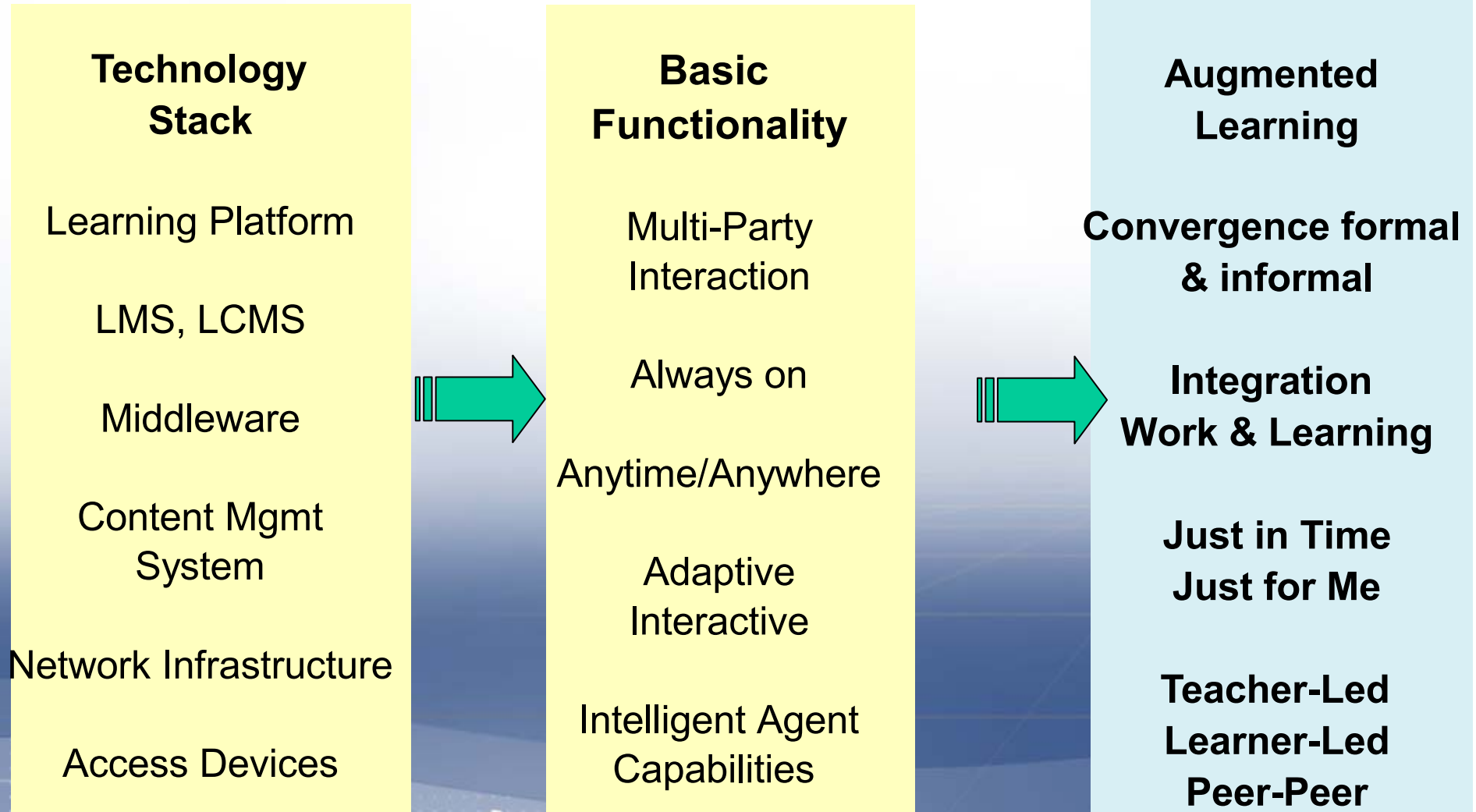
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# Technology – Enabler for Learning Innovation

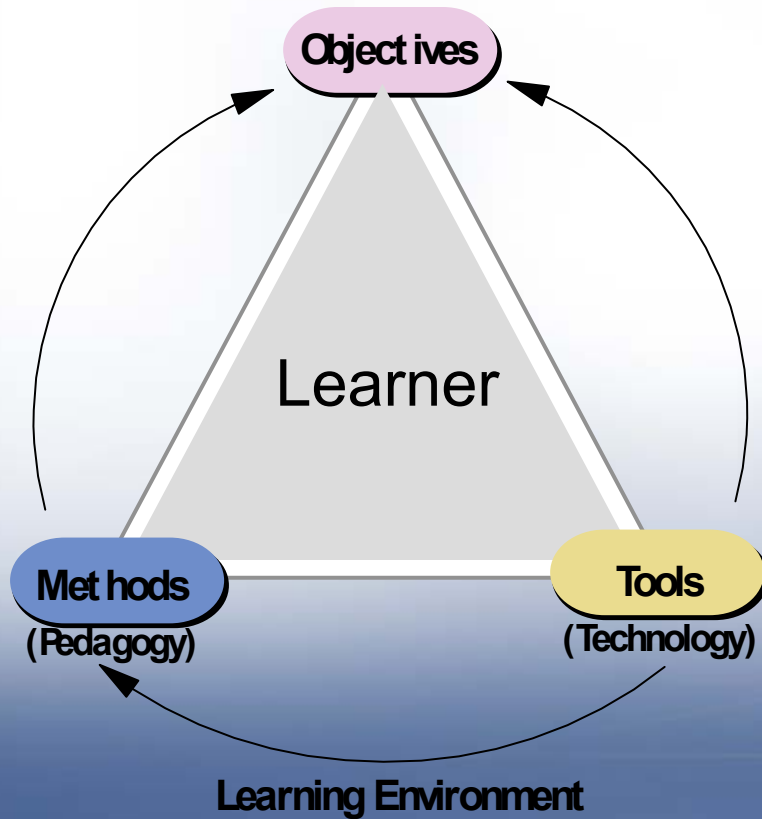


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# Technology as “Enabler”



Technology as Constraint

*Fragmentation*

fixed function

CBT  
Narrowband  
Man-Machine

multi-function

Broadband

multi-purpose

Intelligent Agent  
Rich Media

adaptive

Multi-Party  
Interaction

Technology as Enabler

*Integration*

"Liberating the Power of e-Learning"

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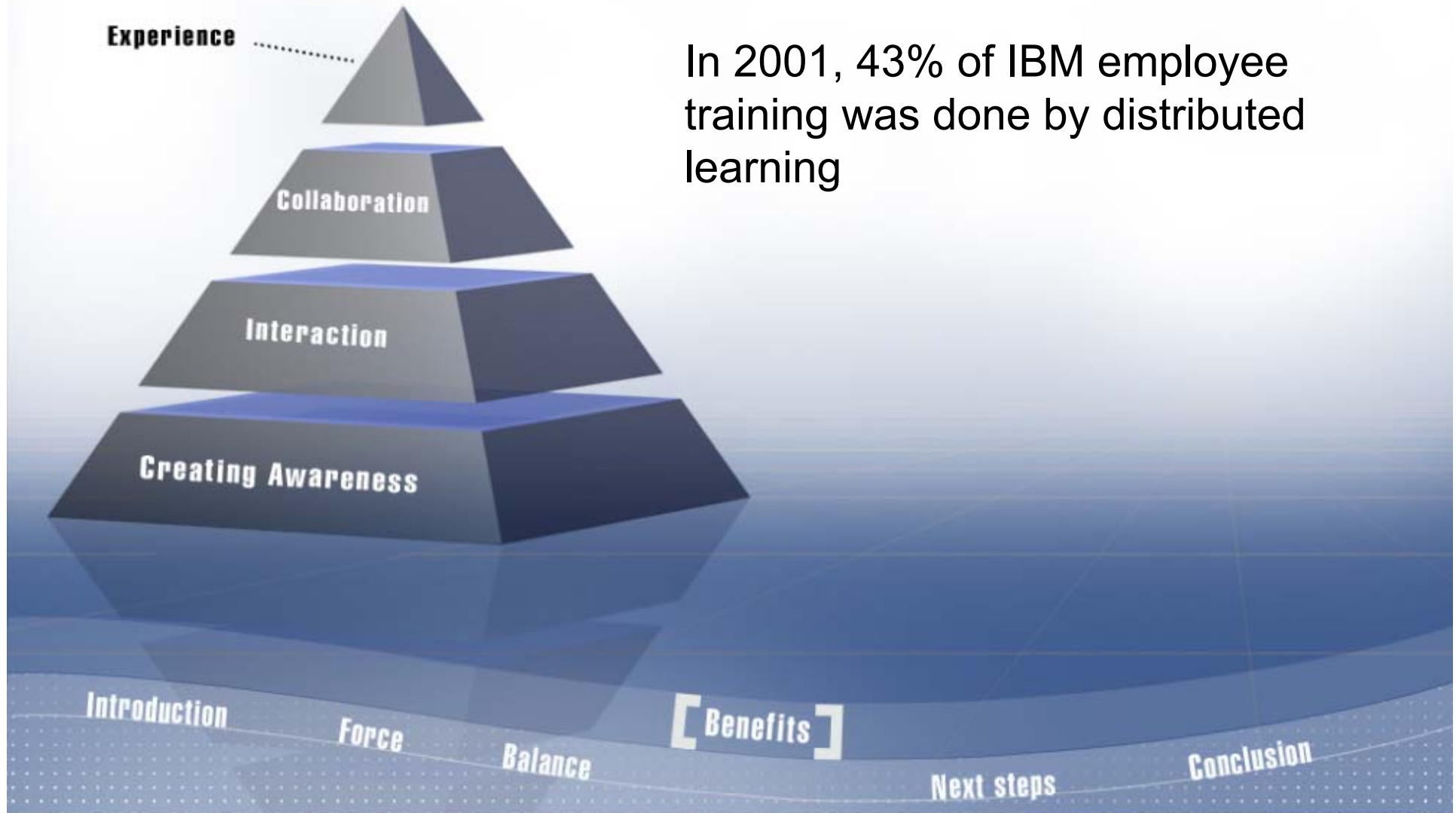
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## What we have learned at IBM

In 2001, 43% of IBM employee training was done by distributed learning



# Advanced Learning Design: The IBM 4 Tier Learning Model



Learning Method(s)	Delivery Form	Technology	When to Use
<b>Tier 4: Experience Based Learning</b> <b>GET TOGETHER</b> Learning Labs, Mentoring, Role Playing, Coaching, Case Studies	<b>Face-to-Face</b> 	<b>On-Site</b> 	<b>Higher Level Alignment, Action Planning, Decision-Making</b>
<b>Tier 3: Collaborative Learning</b> <b>WORK WITH PEERS</b> Live Virtual Classroom, e-Labs, Collaborative Sessions, Live Virtual Conferences, Virtual Teaming	<b>Collaborative</b> 	<b>Web</b> 	<b>Shared Analysis, Problem-Solving, &amp; Networked Learning</b>
<b>Tier 2: Interactive Learning</b> <b>TRY IT, PLAY IT, EXPERIENCE IT</b> CBT/WBT Modules, Simulations, Interactive Games	<b>Interactive</b> 	<b>CD-Rom, Web, Handheld</b> 	<b>Procedural Understanding &amp; Application/Practice</b>
<b>Tier 1: Performance Support and Reference</b> <b>READ IT, SEE IT, HEAR IT</b> Web Lectures, Web Books, Job Aids, Videos, On-line Help, EPSS, QuickViews, Webcasts	<b>Information</b> 	<b>CD-Rom, Web, Handheld, Satellite</b> 	<b>Conceptual Awareness &amp; Understanding</b>

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# The Role of Government

## Example European Union

Targets & Benchmarking

<p><b>The political Imperative</b></p>	<p>"..... the most competitive Knowledge-based economy by 2010 (Lisbon 2000)</p>
<p><b>Broad Objectives for Education &amp; Training</b></p>	<p>Raising the Standard Access to Learning Definition of Basic Skills for the Knowledge Society</p>
<p><b>eLearning Action Plan</b></p>	<p>Infrastructure &amp; Equipment Training at all levels Quality Content &amp; Services Cooperation &amp; Dialogue</p>
<p><b>eEurope 2005</b></p>	<p>e-Government, e-Learning Services, e-Health Services</p>

### Need for Public Private Partnerships

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# eLearning Industry Group - Purpose

eL IG

## European eLearning Summit 2001

10 Recommendations

Summit Declaration

## eLearning Industry Group

Launch  
25/04/2002

Founding  
Members

### ● 4 Key Initiatives / Projects

**Ubiquitous Connectivity**  
**Open Standards**  
**Content Market Conditions**  
**CDP or Educators**

*eL-Quality  
Standards*

3Com, Accenture,  
Apple, BT,  
Cisco, Digitalbrain,  
IBM, Intel,  
Line Communications  
NIIT, Nokia,  
Online Courseware  
Factory,  
Sanoma WSOY,  
Sun Microsystems,  
Vivendi Universal  
Publishing

Pragmatic Approach; "Down-to-Earth"  
Pilot Projects

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# Current Membership

eL IG

3Com

SanomaWSOY\*

Accenture

Sun Microsystems\*

Apple

Online Courseware Factory

BT \*

Vivendi Universal Publishing\*

Cisco\*

Alcatel

Digital Brain

Klett Languages

IBM\*

The Training Foundation

Intel

Wolters Kluwers

Line Communications

Global Knowledge

NIIT

Nokia\*

*Core Group*

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\* Exec. Committee Member

**Fraunhofer-Institute  
IT Center Stockholm  
Auralog  
CLT - MSI Växjö University  
CompTIA  
EDS  
European Education Partnership  
FD Learning  
Lagardère  
Manpower  
Porto Editora  
SmartForce  
Texas Instruments**

***Consultation  
Group***

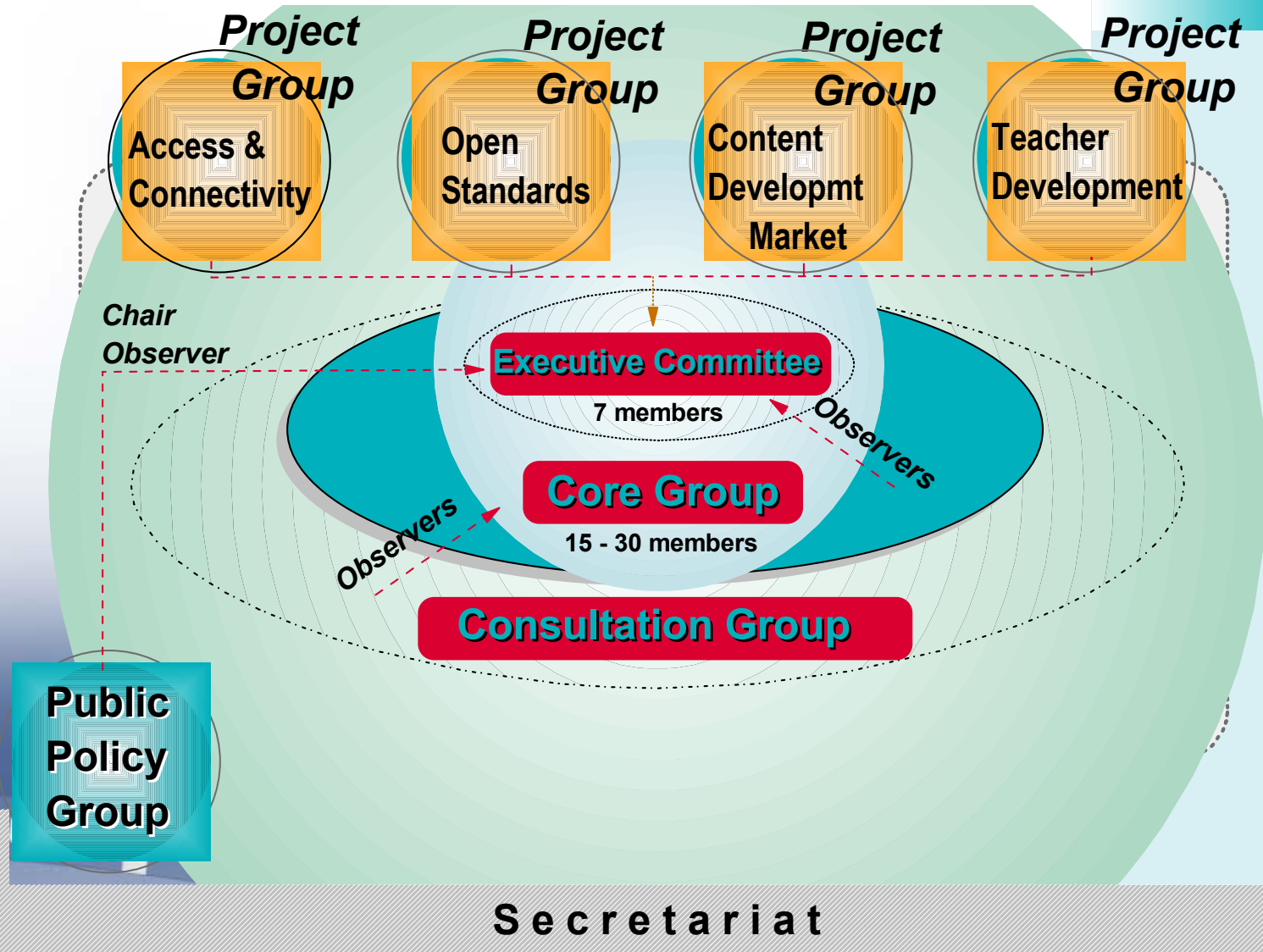
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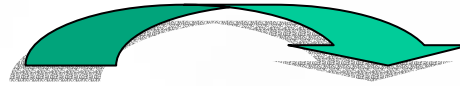
# Technology – from Fragmentation to Integration

Stand alone



Integrated Solutions

Proprietary



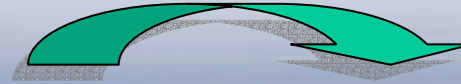
Open Standards

Department level



Enterprise-wide

Traditional  
Content Formats



Learning Objects



# e-Utility for Learning



- Business Process Outsourcing
- Network-Delivered Applications
- “Intelligent” Services Middleware
- e-business Value-Added Services
- Storage Utility Services
- Hosting/Bandwidth

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Call to Action

# Accelerating Deployment and Adoption

eL IG

**Establish Priorities  
for Implementation**

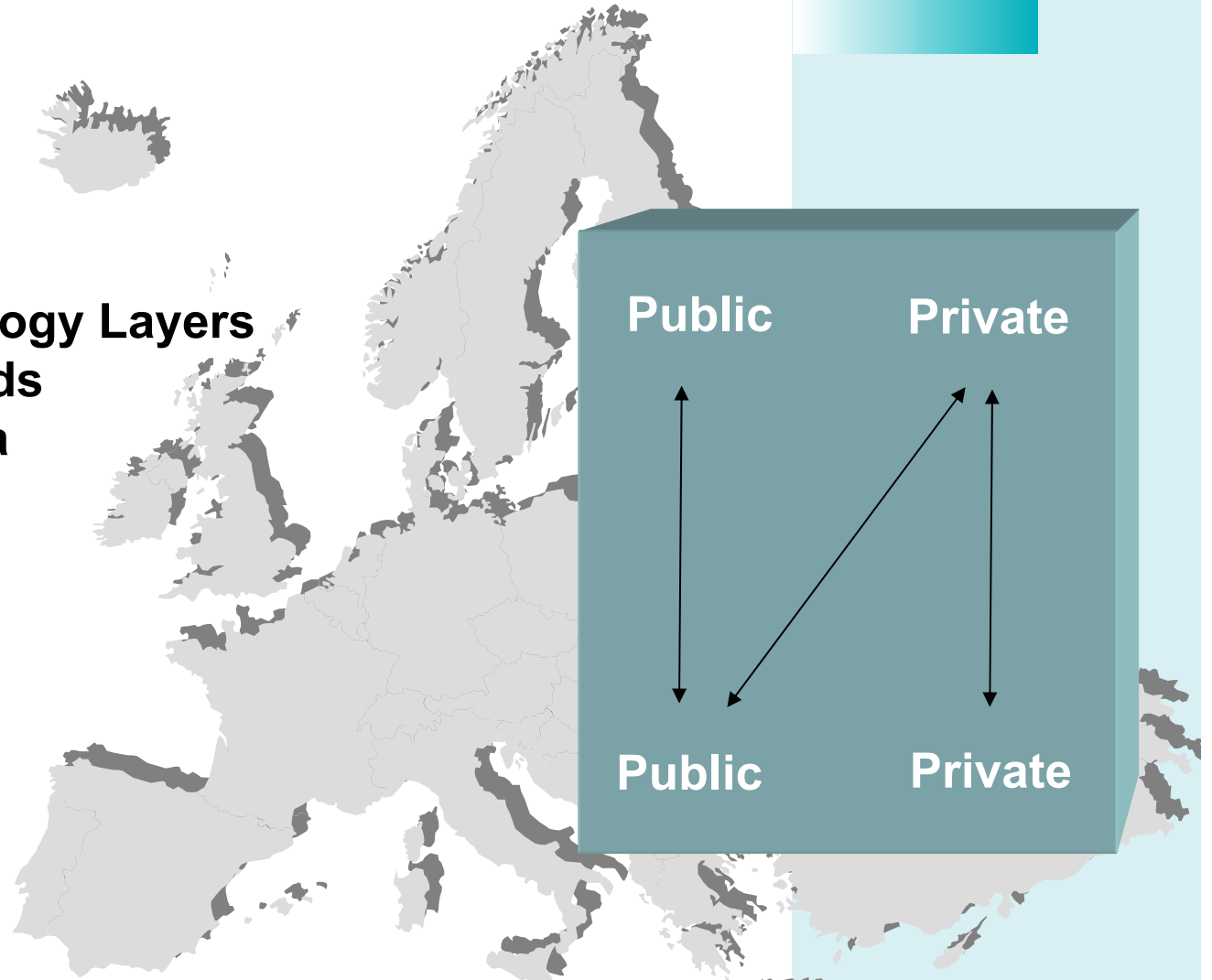
**Get the Basics right**

- Basic Technology Layers
- Open Standards

**Align Research Agenda**

**Learning first –  
Technology second**

**Create “Quick Wins”,  
share & disseminate**



**Combine Forces across Europe**



**THANK YOU**