



What do our Users look like?

Lawrie Phipps

(and Peter Hartley, Dave Cormier and a host of others)

JISC

“What will the student of 2011 look like?”

Yury Isaev

I want to start this presentation with a caveat.

Knowing the future is not easy!

1899: Heavier than air flying machines are an impossibility

Lord Kelvin, Science Minister

1901: The world market for cars is 1 million

Henry Ford

1943: I think there is a world market for maybe five computers.

Thomas Watson, Chairman of IBM

1968: There is no place for Japanese cars in the USA.

Business Week

In your professional and personal life what are the biggest certainties?

For e-Learning to be successful in your organization which e-learning activity will need the most focus and attention over the next 3 – 4 years?

A: Designing and developing e-Learning content

B: Addressing learner requirements and preferences

C: Deploying and using e-Learning tools and technologies

D: Developing a corporate e-Learning strategy

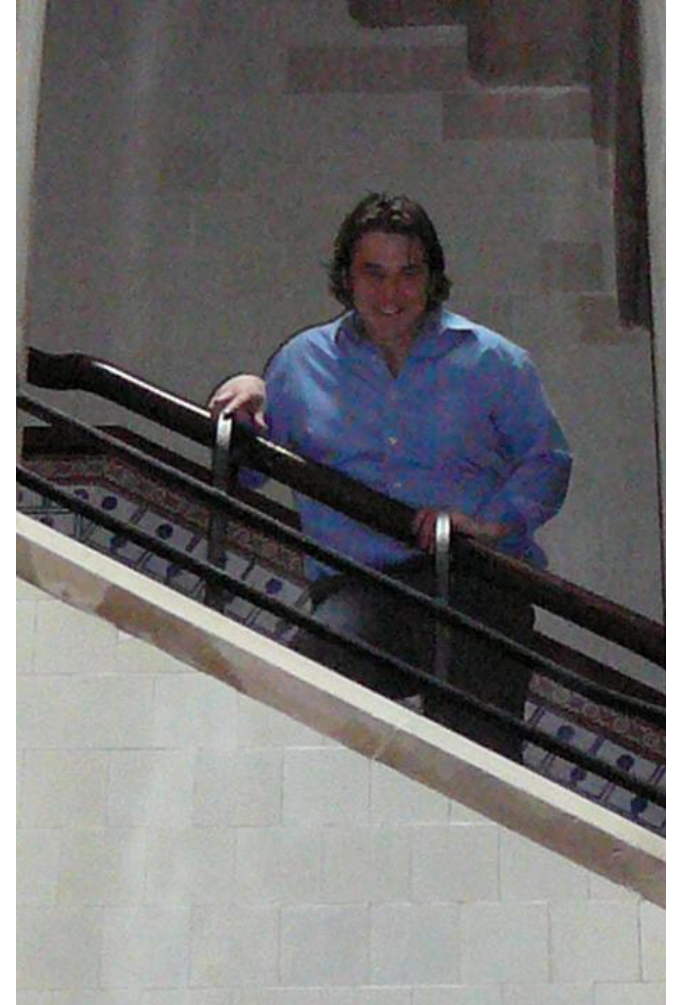
Why are requirements and preferences important?



One size doesn't fit all!

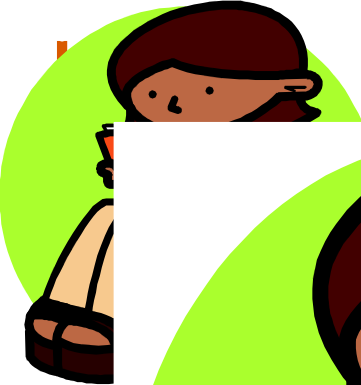
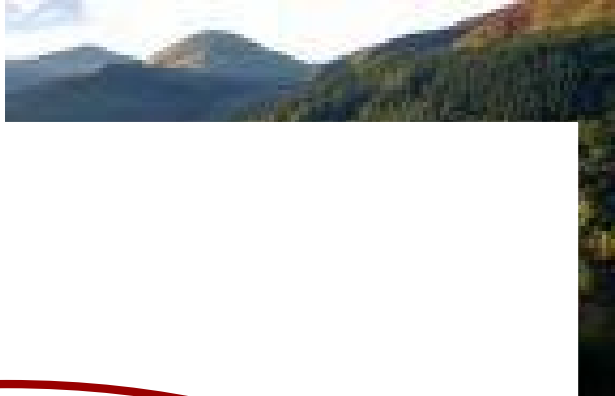
- So what?
- Technology will change in ways we do not know
- To make learning effective we believe that we need to understand our learners' (users') preferences and requirements

If a lecturer is responsible for the entire design of a course and, more specifically, for setting the assessment on the course, learners will be contained by the imagination, and limitations of that particular person.



Google™

One of our



fli



I don't do technology!



Committee

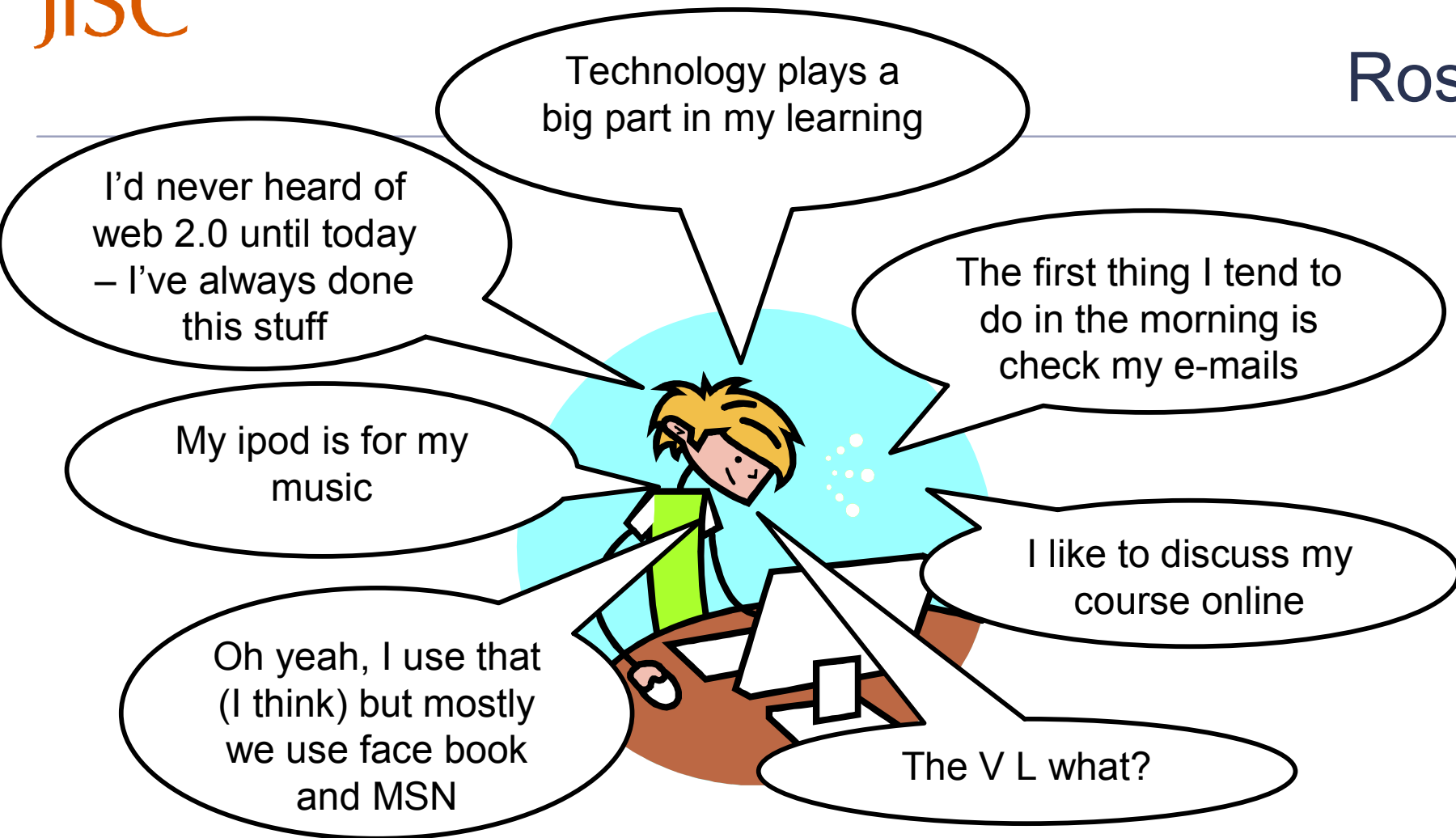


A Mature Student's backpack

Jeff

AKA: Taliesinphoenix





My In: Welco

Tools

- Ann
- Cal
- Task
- View
- Send
- Use
- Add
- Per

Messenger

Ross (Online)

<Enter a personal message>

Find a contact or number...

Contacts (14 / 94)

- AsH BaSH
- Gosling
- Alastair
- angus
- EUAN - Mr Snapy the sock puppet
- Game Day "right here, right now"
- KBA/KBL/That weirdo with the red mohawk!!! -
- Life lover lie
- Phil - I'm Like a Bird [Multimedia Track] - ...
- Sean-
- Tres Cinco! - "So the shit hit the fan and th...
- Tufty
- Uncle Scott....becoming an author... - Deci...
- Will2k - From the End Till the Beginning [...
- "Sorry he can't speak to you at the moment...
- #11

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DEAL OR NO DEAL

Skype™ - shumba_rg

File View Contacts Tools Call Help

Ross Graham My Account

Contacts Call Phones Live History

Add Search Conference

Skype Test Call

- Karen Brown
- Andrew Steel
- Claire Anderson Hi, in France
- Ioana Stan Protected by Spyware Doctor for Skype http...
- J Craig Gibson
- Melissa

Enter United Kingdom phone number or

Online 9,229,308 Users Online

Google

home a

Layout

Glasgow Caledonian '07
Glasgow
male
in a Relationship with
Melissa Brown (London)
July 29, 1985
alkirk, Scotland
Christian

tha G's wall. 7:08pm

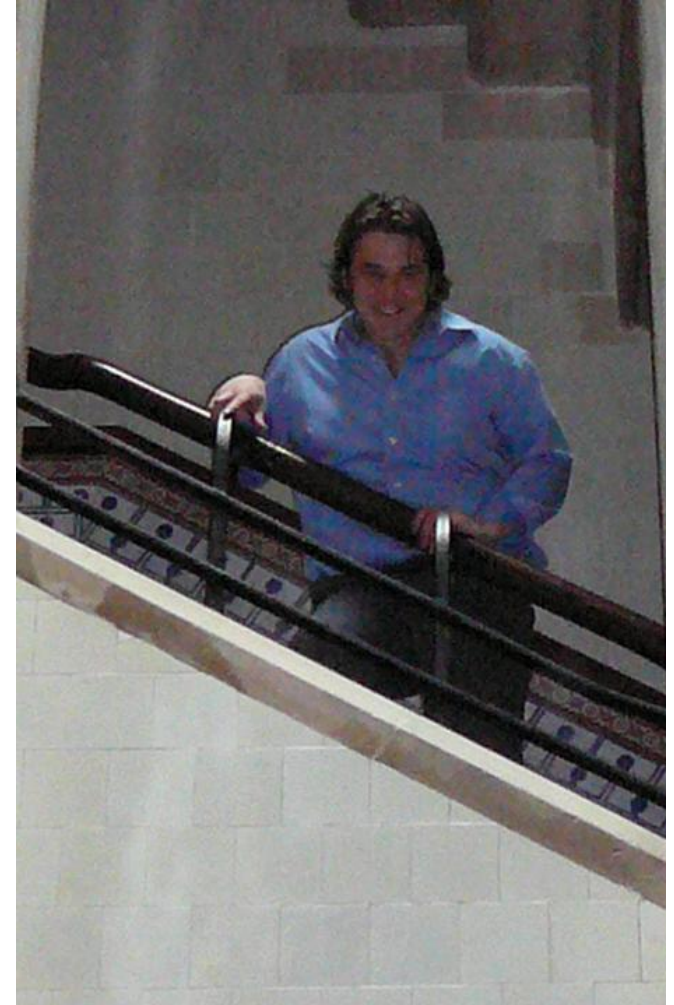
ie are now friends. 1:53pm

100%

pe™ - shumba... EN



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What if the model was based on
community and collaboration?

Or is it already?

How many people here work
completely in isolation?

What do our new e-spaces look like?

Peter Hartley recently defined 3 spaces



Digital Native or Digital Immigrant?

**CAN YOU TEACH AN OLD DOG
NEW TRICKS?**



- At the beginning of the session I asked some questions
- The answers from the floor told me that
 1. That you think the needs and preferences of the user (learner) are important
 2. That the people in this room are very creative at coming up with ideas with the new technology

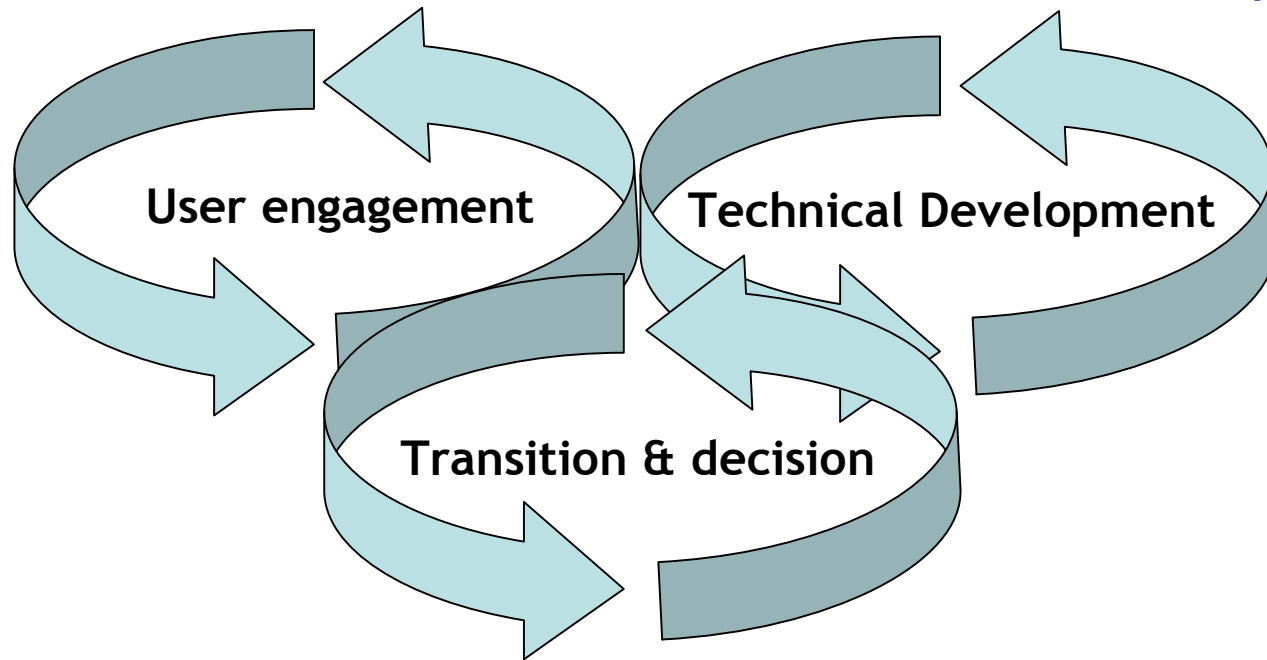
- If you were creating a new course / curriculum,
- resources are not a consideration,
- you know that Ross, Jane and Jeff are doing the course
- What would it look like?
- Actually, not what would it look like, what will it look like?

Is there a framework that can help?

Emerge

Informed, rich dialogue

Development



Evidence based decisions