



Hitting a Moving Target: Serving the Mobile Learner

*Bob Lee
WebEx Learning Solutions*



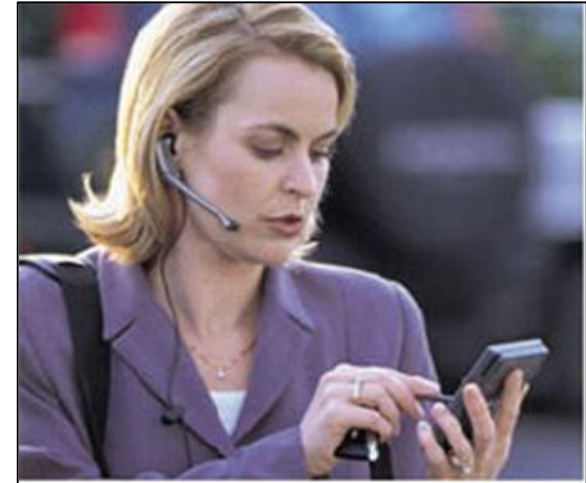


What We Will Cover Today

- Taking Aim - The characteristics and needs of the mobile learner
- Less is More - Developing content and packaging it for mobile professionals
- How Small Can We Go? - The challenges and opportunities of mobile devices
- iPod, You Pod - The explosion of Podcasting
- MLearning Examples
- Do You Want Fries with That? - Can a "fast-food" learning model be effective?

Changes in the Workplace Drive Changes in Learning

2000 - ????



1970 - 2000



1940 - 1970





Mobile Learners

- Mobile = Untethered
- Road Warriors versus Remote but Stationary
- Tech IQ: High, Low or Somewhere in the Middle
- Tools
 - Laptop or Desktop
 - Connectivity: Wired or Wireless, Broadband or Dialup
 - Audio: Cellular Phone, Plain Old Telephone System (POTS), Voice over Internet Protocol (VoIP)
 - Other Mobile Devices: PDA, Blackberry, iPod
 - What Else?

Exercise: Mobile Learning in Your Organizations

- Name a learning population in your organization & rate their mLearning quotient:
 - Extreme (Road Warriors)
 - 50% travel or more
 - Hectic schedules
 - Equipped for the road (laptops, BlackBerry, iPods, wireless, etc.)
 - Moderate (Ramblers)
 - 20 – 50% travel
 - Travel is usually planned
 - Equipped to roam (laptops, cell phones)
 - Low (Homebodies)
 - Occasional travel but planned well in advance
 - When they are out, they are unconnected



Mobile Learners: Less is More

Factor in the 3 “D”s

- Duration: How long have you got?
- Density: How much can you effectively pack in?
- Delivery: How will your learners access it?

Duration

- Mobile learning is quick
(1 minute → 1 Hour)
- Think McDonalds
(McLearning?)
- How much can you cut and not lose the essence?
- Supplement with other means and mechanisms



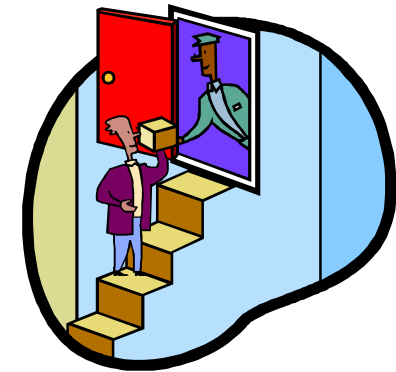
Density

- Make it easily digestible (small chunks not big bites)
- Lighten up on graphics, video, animations
- Condense and focus on key points
- mLearning is best suited for rapid knowledge transfer
- mLearning is not well suited for building skills



Delivery

- Often dictated by duration and density
- New delivery modes offer expanded reach
 - Podcasting
 - Really Simple Syndication (RSS) to push learning out
 - Instant Messaging
- Access is the key
 - Wireless networks (the faster, the better)
 - Cellular networks and devices
 - Always “On”



How Small Can We Go?

Self-paced eLearning

Video



Instant Messaging

Virtual Classrooms

Wikis

Blogs

How Small Can We Go?

Self-paced eLearning

Video/Audio Podcasting



How Small Can We Go?



Self-paced eLearning

Video



Instant Messaging



Wikis

Blogs



Text

iPod – You Pod

- Diffusion Group predicts that podcasting in the U.S. will reach 56 million people in 2010
- Forrester Research is more conservative with 12.3 million podcast consumers
- Podcasting tools are getting better but skills are lagging behind
- Podcasts are not just for high tech
 - 100 year old Financial Services firm generates an average of 3 training and informational podcasts a week for internal and external audiences
- The best podcaster in the world?
 - Craig Syverson of gruntmedia (www.gruntmedia.com)
 - Check out podgrunt



Examples of mLearning

- Podcasts & Fast Food?
 - A fast food chain uses video podcasts to train grill staff to make burgers
- 3 Days to Train 1000 Sales Reps
 - A BioTech Pharma company uses virtual classrooms to rollout training for new drugs to 1000+ sales reps in 72 hours
- IM and the Virtual Watercooler
 - A consulting company is using instant messaging to mentor new staff and provide quick answers to consultants in the field
- What about your organization?



Do You Want Fries with That?

- Fast Food Learning – Good or Bad?
- What's Next
 - Location-based information (GPS)
 - Instant feeds of pertinent info via RSS
 - Superfast cellular networks and wide-area networks
 - Network sensing (autoconnect)
 - mContent authoring tools
 - One-click publishing
 - Presence

<http://community.webex.com/collaboration/>

The screenshot shows the WebEx User Community website. At the top left is the WebEx logo. On the top right, it says "Welcome, Bob Lee" with links for "Edit My Profile" and "Logout". A blue navigation bar contains links for "Forums", "Documents", "Podcasts", "Events", "Blogs", "Wikis", and "My Communities". The main header area features the text "WebEx User Community" and "Welcome Users and Visitors" next to a photo of two people working on laptops. Below this is a large text block with a welcome message and an "Edit Text" link. A search bar is located on the right side. Further down, there is a "Membership" section with statistics: "Latest: efmclean", "New Today: 21", "New Yesterday: 11", and "Overall: 1084". Below that is an "Online Now" section showing "01: robtglee". At the bottom right, there is a "webex AIM Pro BUSINESS EDITION" badge with the text "Secure, Business Class Instant Messaging." A grey box at the bottom left is labeled "Announcements & Hot Topics".

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WebEx User Community

Welcome Users and Visitors

▼

Welcome to our WebEx User Community! We welcome **customers** and **visitors** alike to join the conversation about using WebEx and on-demand web collaboration. Both our Document Library and our Discussion Forums are organized by roles - **sales, support, marketing, and training** as well as general **on-demand collaboration**. We have set up **special Online Forum sections** for presentations, recordings, and discussions around the May 15-24 WebEx Experience Online Forum. We welcome your ideas, [feedback](#), and comments. We look forward to talking with you!

[Edit Text](#)

audio case study collaboration collaborative learning collaborative tools community continuity customer satisfaction customer support **elearning** emergency preparedness learning marketing mediatone on demand on demand support online events online training remote access remote support sales support tips training webinars

▼

Announcements & Hot Topics

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Questions?

Bob.lee@webex.com

