Managing Learning in a Web 2.0 - and Beyond - World

DevLearn08
Learning in a Web 2.0 World   November 11-14, 2008   San Jose, CA

THE ELEARNING GUILD
GUILD HOME

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Lance Dublin

- **STRATEGIC THINKING & DESIGN –**
○ Working with organizations to assess, plan, design, and implement
  ➢ corporate learning and e-learning strategies & programs
  ➢ large scale organizational and technological change initiatives (i.e., e-learning, ERP/new systems, process re-design, re-organization)

○ Over 30 years of experience in adult education and training, motivation and innovation, communication and change leadership.
○ Founder and CEO of Dublin Group, a leading training development and change implementation company
○ Regular presenter at national and international industry conferences

IMPLEMENTING E-Learning

Solution Architect - Author - Educator

The Web 2.0 World

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○ **More …**
  ○ change, faster
  ○ diverse workforce – age, sex, culture, styles
  ○ information & more information sharing
○ **Increased …**
  ○ global competition
  ○ competition for qualified workers
    ○ Talent wars
    ○ Greater attention to retention
    ○ Increased flexibility in work arrangements
○ Knowledge = power and collaboration = competitive advantage

    … **more and more, faster and faster**

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○ **No change ..**
  ○ learning process
  ○ types of learning
  ○ technology can enable, extend and enhance

○ **Change …**
  ○ types of technology
  ○ both/and, not either/or

    …**it's the same and different**

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10-14 jobs …
by age 38

Top 10 jobs in 2010… did not exist in 2004

For a 4 year degree student, half of what they learn will be outdated in their third year.

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A week's worth of the NY Times contains more information than a person living in the 18th century would encounter in a lifetime

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Amount of new information … doubles every 2 years.

By 2015, it is predicted to ... double every week

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If MySpace were a country… it would be the 8th largest

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Photographs taken in millions

June 18, 2008 = 8,002,530

25,000,000 Downloads 99 Days February 15, 2005

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78.3 Million total videos

530 terabytes = half a petabyte

150,000 videos/day

1 second = 1 gigabyte upload

412.3 years – time to view all videos

2005: 936 B

2010: 2.3 trillion

SMS
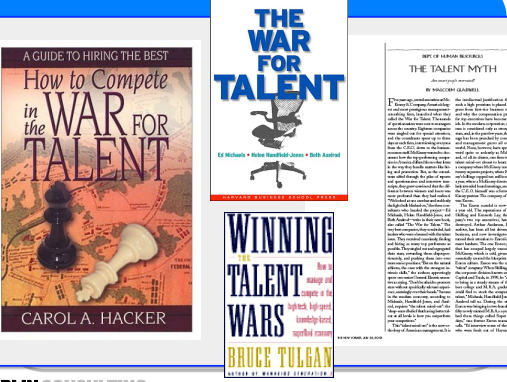
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Labor
Shortage
+
Knowledge
Drain
+
Skill
Deficit

THE
PERFECT STORM

A GUIDE TO HIRING THE BEST
How to Compete in the WAR FOR TALENT
CAROL A. HACKER

THE WAR FOR TALENT
Ed Michaels • Helen Handfield-Jones • Beth Axelrod

WINNING THE TALENT WARS
How to manage and compete in the high-tech, high-speed, knowledge-based, superfluid economy
BRUCE TULGAN

THE TALENT MYTH

What, Me Worry?

$2 \times 2 =$
$3 \times 4 =$
$4 \times 5 =$

In-Context

$2 \times 2 =$
$3 \times 4 =$
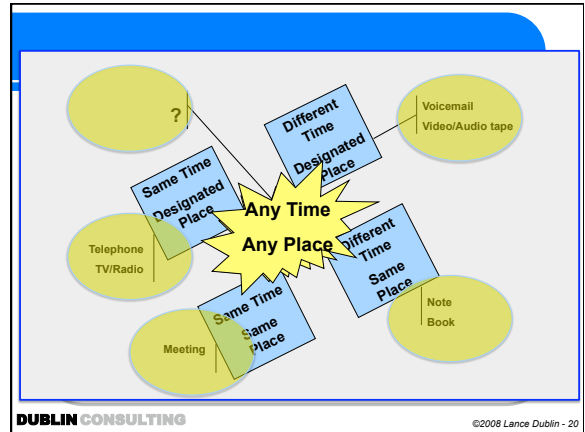$4 \times 5 =$

24/7/365

Kevin Kelly

"I think remarkably [technology] wants things very similar to what life wants. It wants to increase diversity, it wants increased energy density, it wants to optimize the evolvability, which is a big thing…It basically wants to evolve faster. It wants choices and I think that's, in the end, what technology brings to us... is that it increases our options and possibilities.

Same Time Designated Place
Different Time Designated Place
Any Time Any Place
Different Time Same Place
Same Time Same Place

?
Voicemail Video/Audio tape
Telephone TV/Radio
Note Book
Meeting

Wireless Seamless mobility
Different Time Designated Place
Blogs Wikis
Same Time Designated Place
Any Time Any Place
Different Time Same Place
IM Voice chat VOIP
Same Time Same Place
24 hour offices Virtual work
Offices Cafes

Source: Bob Johansen, Institute for the Future

Internet/Web 1.0
- Medium
- Content-centered
- Centralized
- Communications
  - Static
  - Search
  - Wide access
  - Storage

e-Learning

Internet/Web 1.0
- Medium
- Content-centered
- Cen
- Con
  - S
  - Search
  - Wide access
  - Storage

Internet/Web 2.0
- *Platform*
- *User-centered*
- *Generated*
- *Network/environment*
  - *Dynamic/Syndication*
  - *Scalability (to/from every person)*
  - *Personalization*
  - *Mobility*

Internet/Web 1.0
- *Medium*
- *Content-centered*
- *Cer*
- *Con*
  - *S*
  - *Search*
  - *Wide access*
  - *Storage*

Collaboration

Prosumption

Democratization

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Slide 1
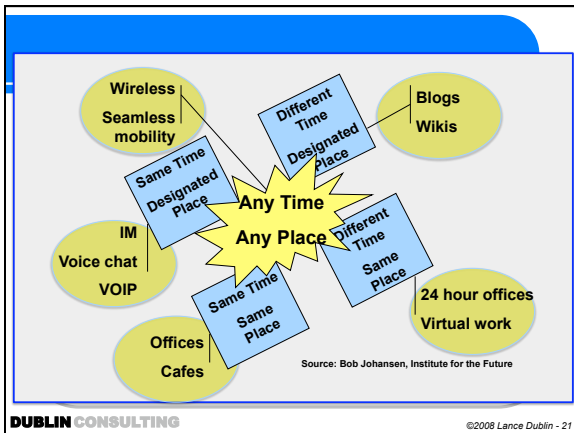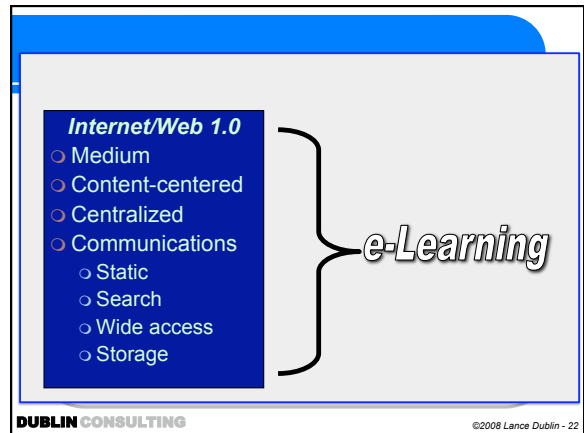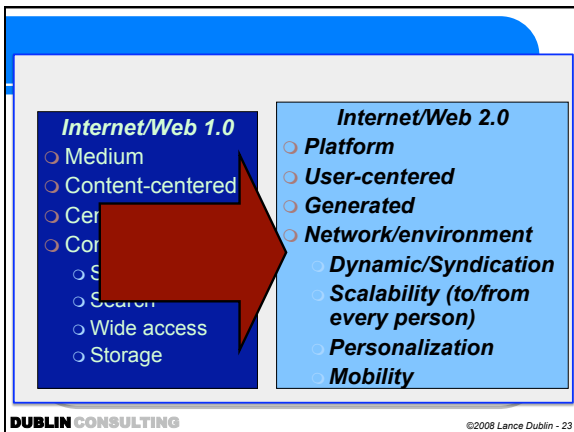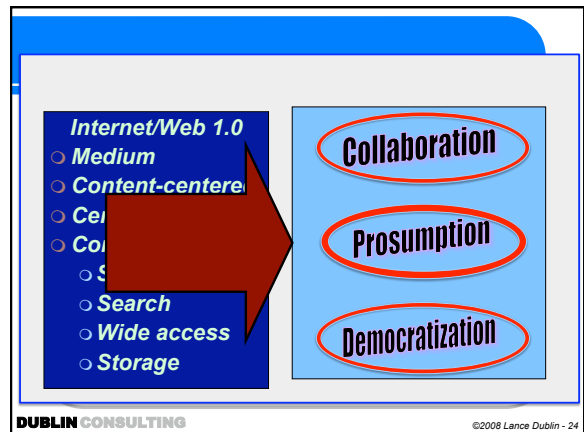
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Learning 2.0

Slide 2

Learning 2.0 World

Slide 3

Weapons of Mass Collaboration

Slide 4

Slide 5

www.internettime.com

http://elearningtech.blogspot.com/

http://www.willatworklearning.com/

Slide 6

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M-Casts

M-PST

M-learning

America's Army - Special Forces

Second Life: Your World. Your Imagination.
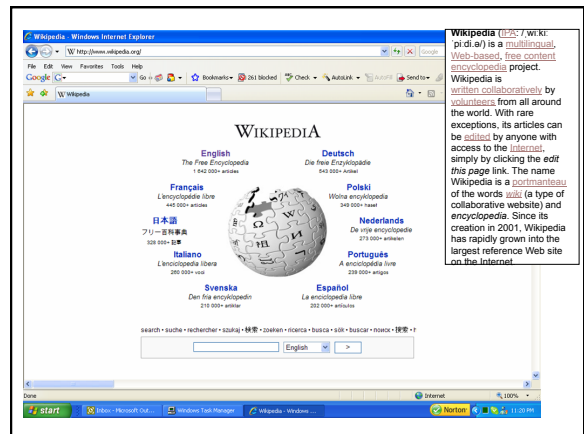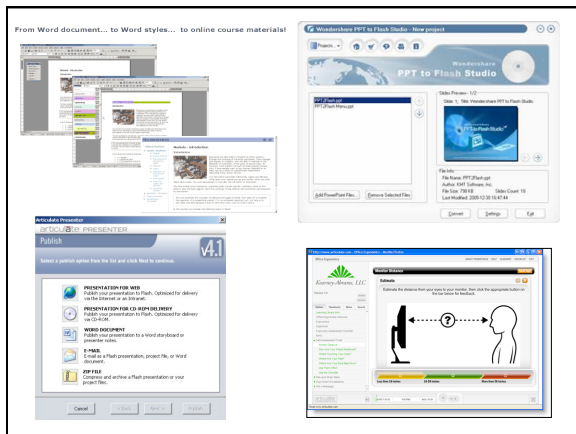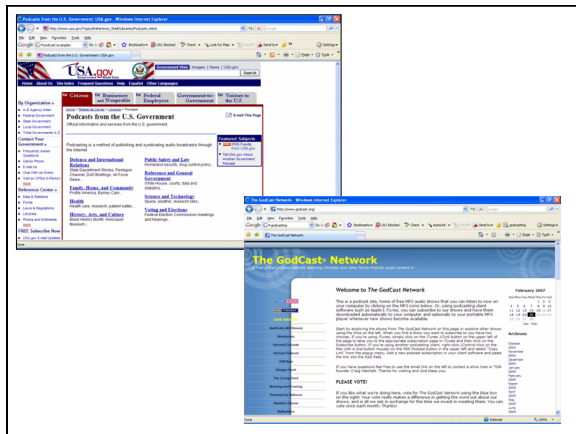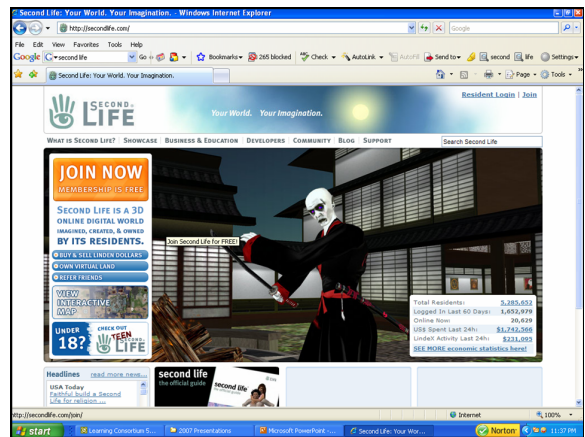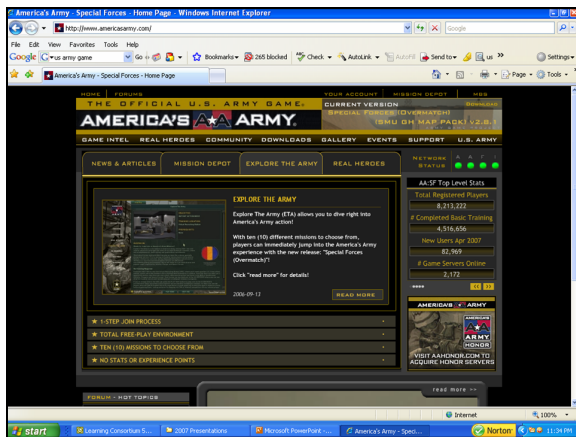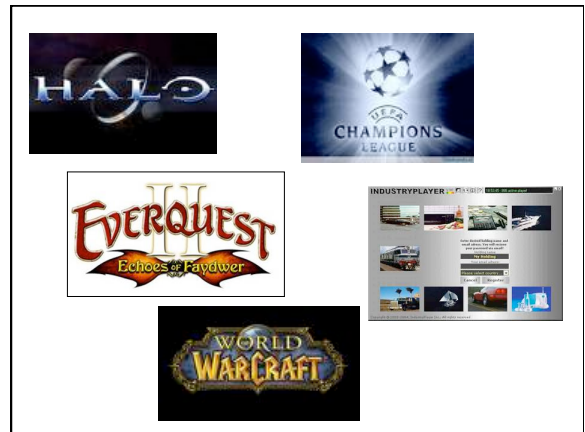
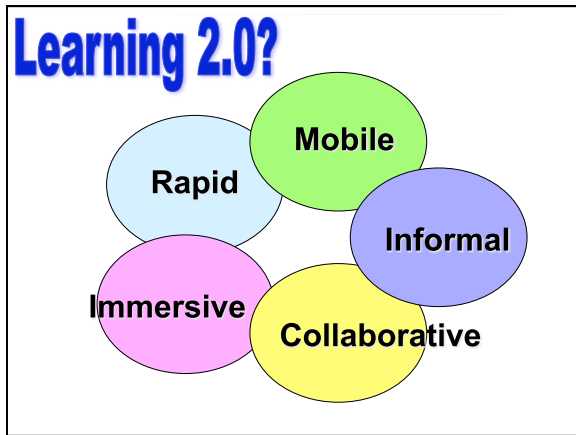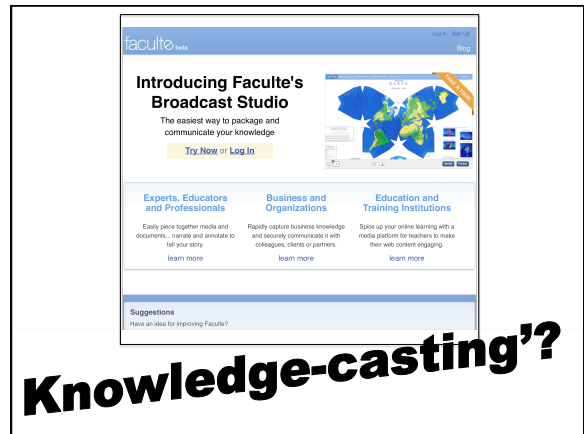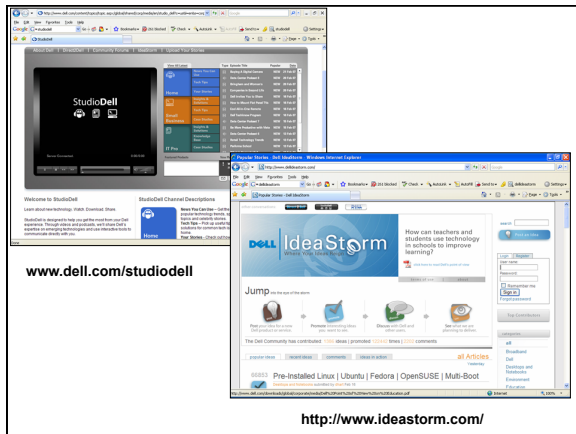" Learning would be exceedingly laborious, not to mention hazardous, if people had to rely solely on the effects of their own actions to inform them what to do. Fortunately, most human behaviour is learned observationally through modelling; from observing others one forms an idea of how new behaviours are performed, and on later occasions this coded information (cognition) serves as a guide for action."

Albert Bandura, Social Learning Theorist

www.plaxo.com

www.linkedin.com

www.dell.com/studiodell

http://www.ideastorm.com/

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Knowledge-casting'?

Learning 2.0?

- Mobile
- Rapid
- Informal
- Immersive
- Collaborative

	Formal	
Classes eLearning Meetings		Self-study Exploring Internet Surfing
Intentional		**Unexpected**
Reading Coaching Mentoring		Community Teaming Playing

(c) Marcia L. Conner, 2004

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Learning 2.0 V2

- Mobile
- Rapid
- Non-Formal
- Immersive
- Collaborative

Internet/Web 2.0
- Platform
- User-centered
- Generated
- Network environ...
  - Dyn...
  - Syn...
  - Scalability (to/from every person)
  - Personalization
  - Mobility

Semantic Web
- Global Database – web of data
- Context-centered
- Universal med... ...n for informati... ...ange ...p... ...ter- ... ...ic ... ...tics) ...o Web content
- Extends the Web through standards, markup languages and related processing tools.

Context!

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Perspective

Organic architecture is a philosophy of architecture which promotes harmony between human habitation and the natural world through design approaches so sympathetic and well integrated with its site that buildings, furnishings, and surroundings become part of a unified, interrelated composition

"The architect must be a prophet . . . a prophet in the true sense of the term . . . if he can't see at least ten years ahead don't call him an architect."

Frank Lloyd Wright,
1867-1959

"Every great architect is -- necessarily -- a great poet. He must be a great original interpreter of his time, his day, his age."

Frank Lloyd Wright,
1867-1959

Thank you!

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