



جامعة حمدان بن محمد
الإلكترونية

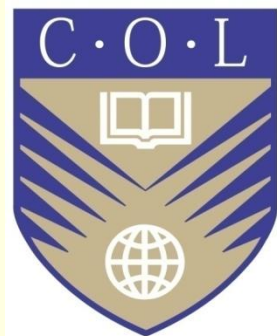
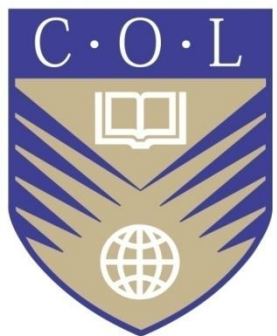
Hamdan Bin Mohammed
-University



1 February 2011

eLearning: Open or Closed?

Sir John Daniel
Commonwealth of Learning



Plan:

- Technology is the answer:
what is the question?
- Distance learning:
why the hostility?
- eLearning:
what's next?

Technology is the

ANSWER!

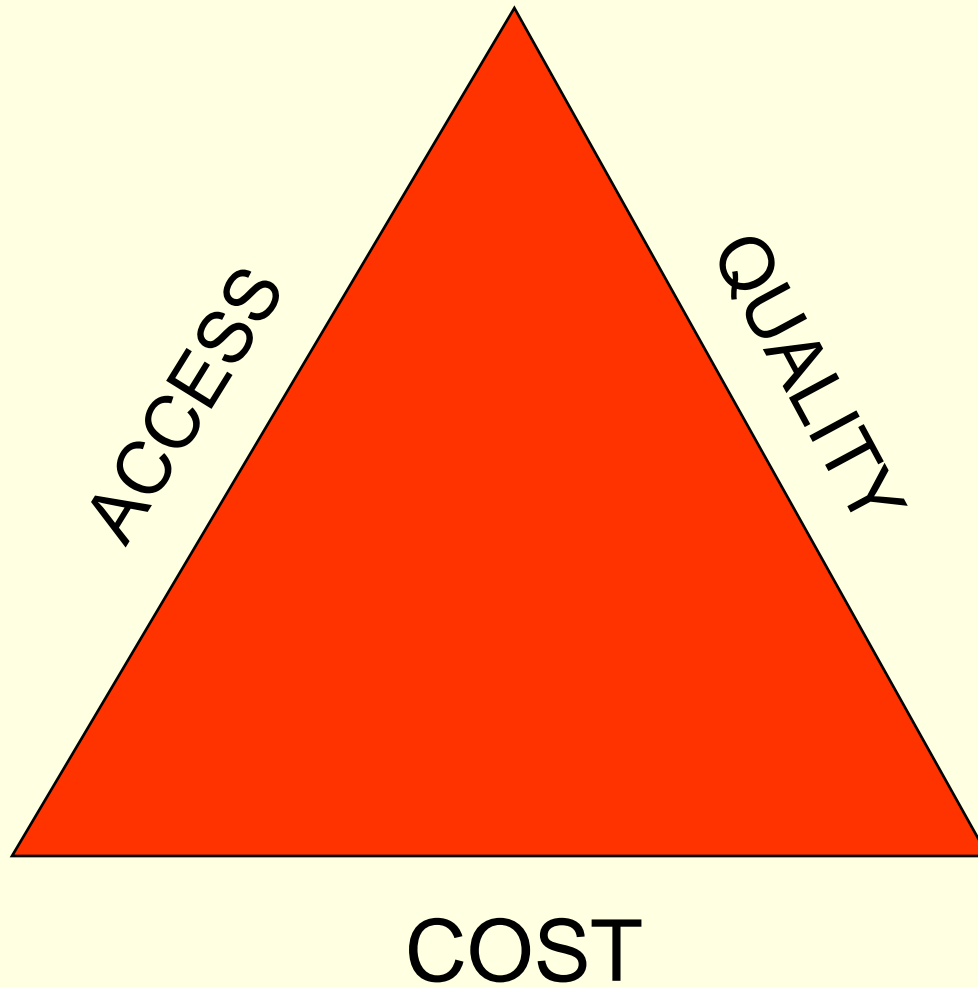
(What was the

QUESTION?)

The Central Challenge

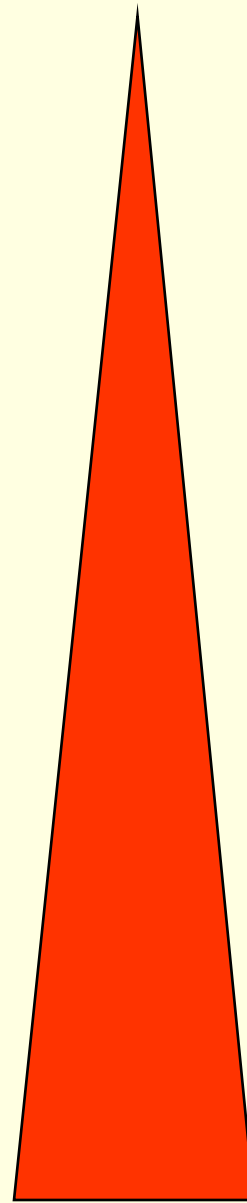
- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

The Iron Triangle



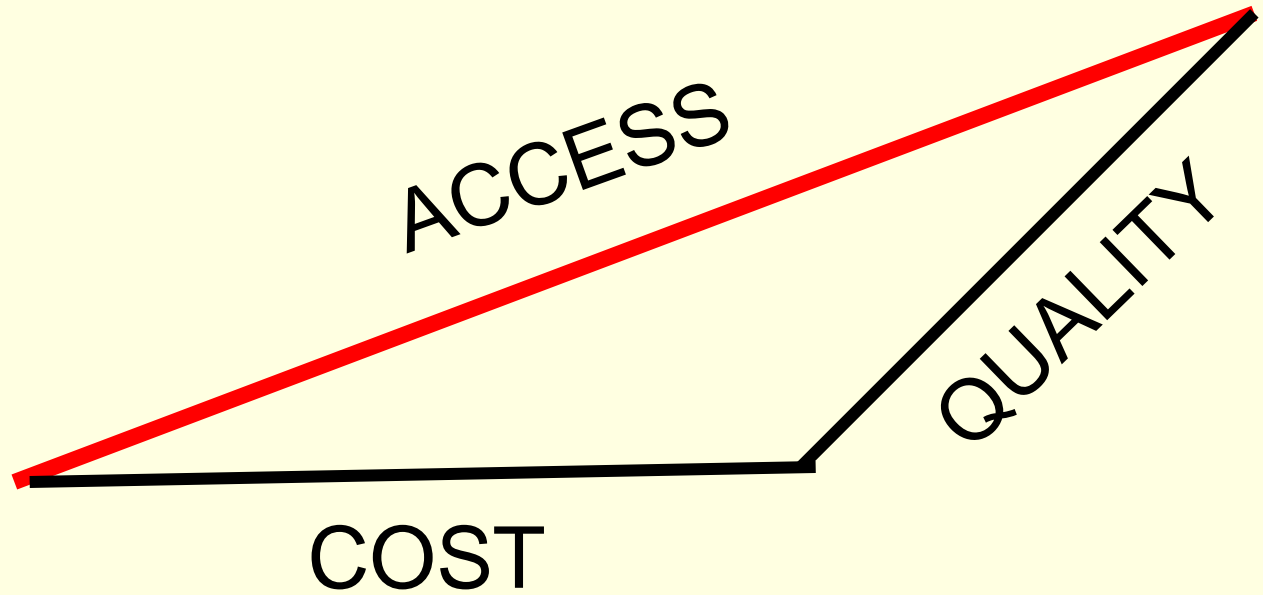
ACCESS

QUALITY

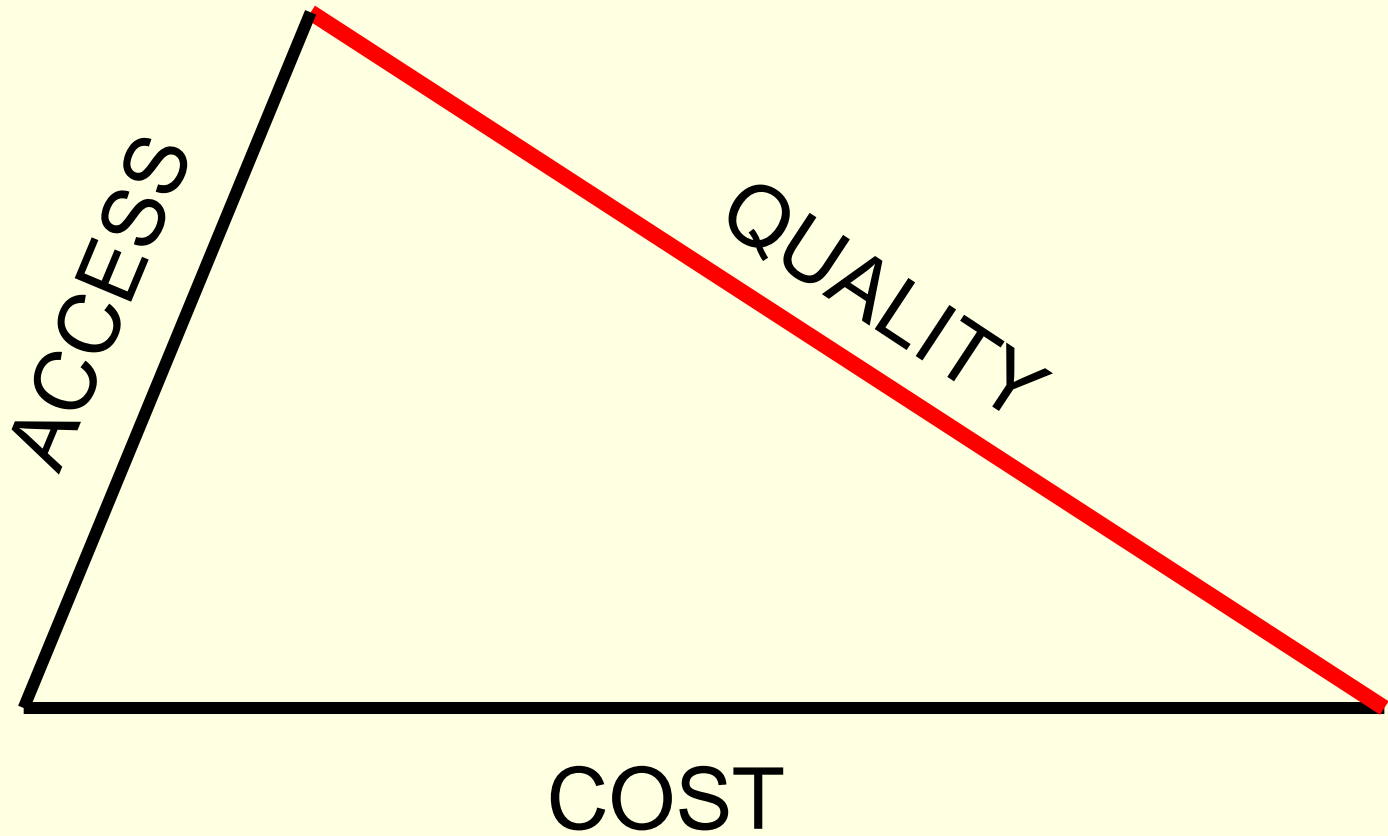


COST

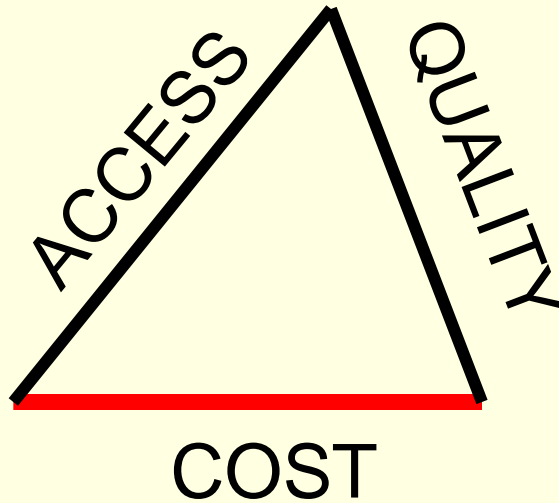
The Iron Triangle



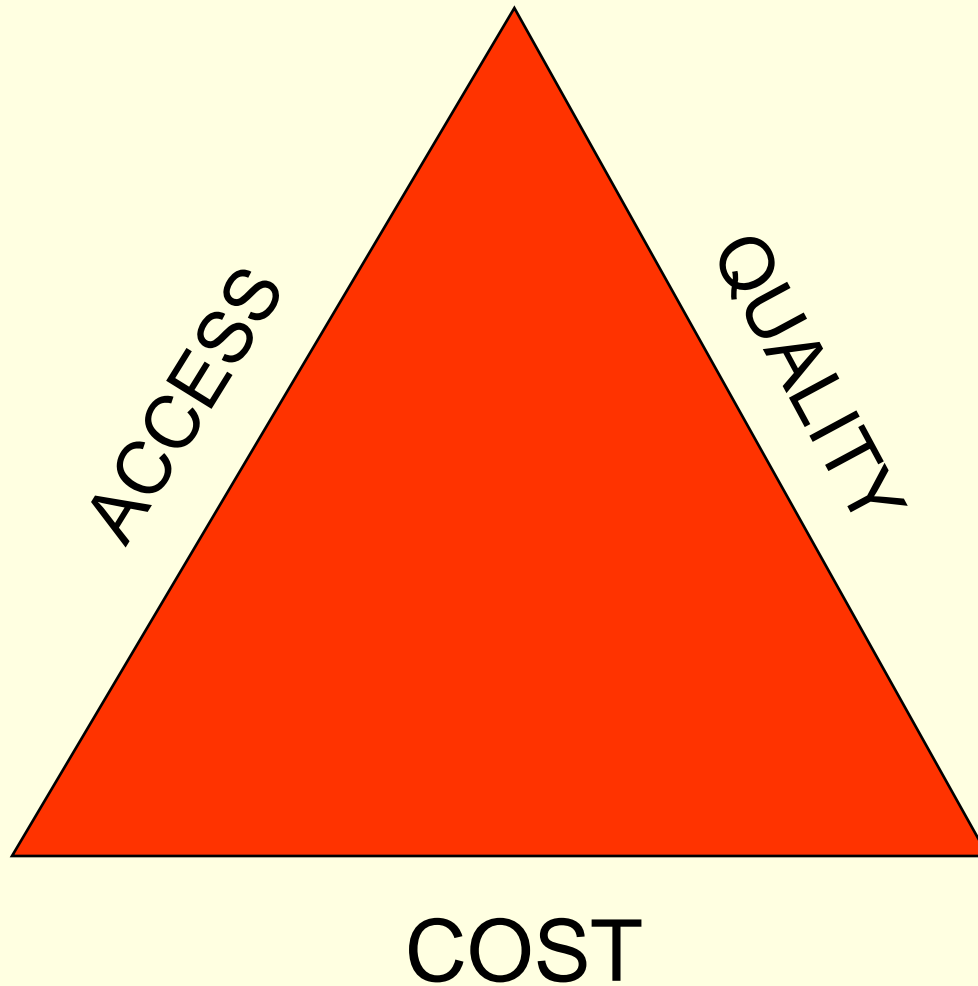
The Iron Triangle



The Iron Triangle

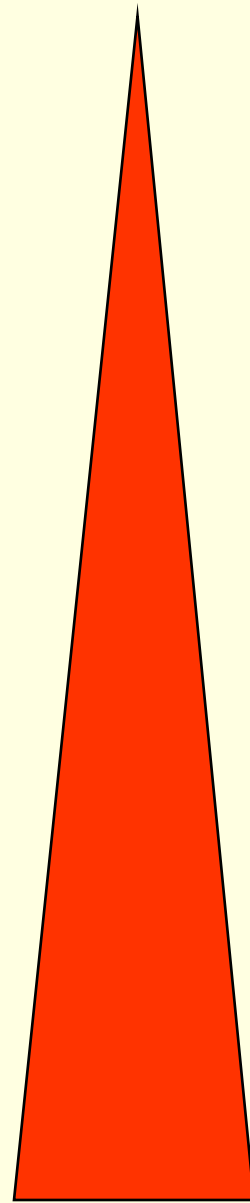


**“an insidious link between
quality and exclusivity”**



ACCESS

QUALITY



COST

The Technology Revolution

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

ALL AT THE SAME TIME!

Defining Technology

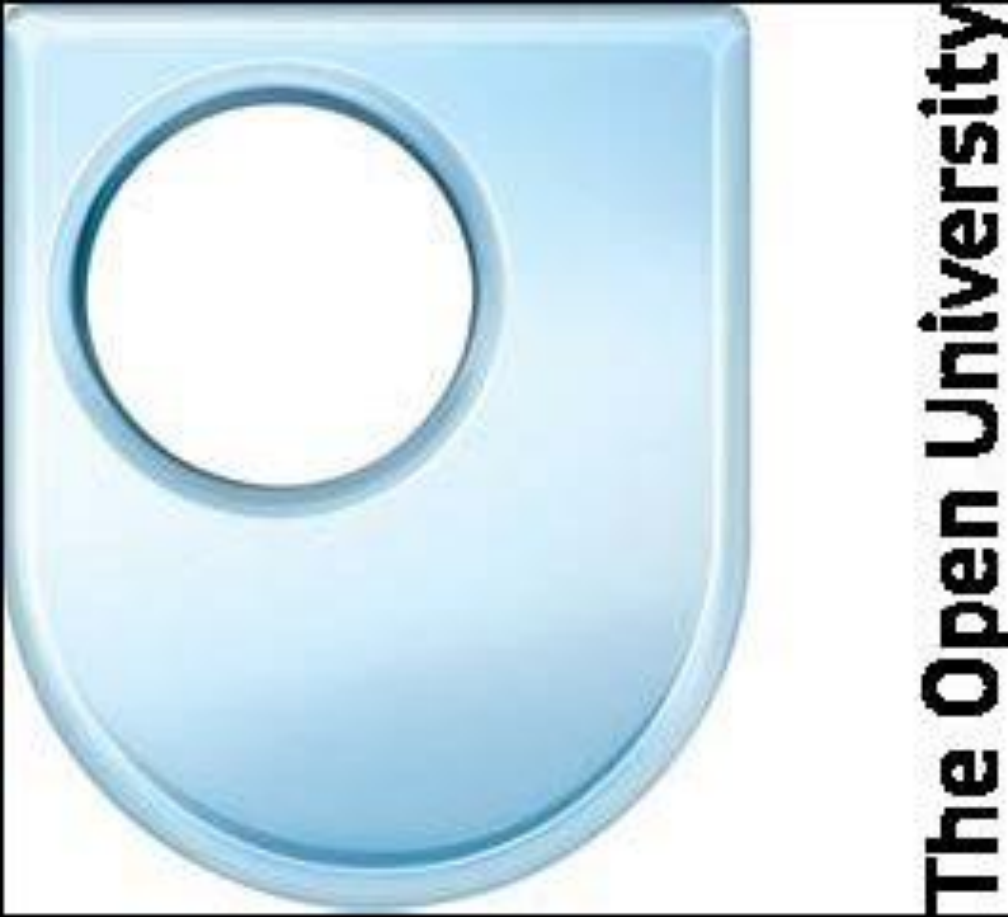
Technology is the application of scientific and other organized knowledge to practical tasks by organizations consisting of people and machines...

Principles of Technology

- Division of labour
- Specialisation
- Economies of scale
- Machines and ICTs



Adam Smith
1723-1790



260,000 students for UKOU awards,
of which
>60,000 outside the UK



The Open University

OpenLearn

Making educational resources freely available




The Open University

World class learning, anywhere

Warning! Content may transform your life

- OU Learn**
- Arts and Humanities
 - Childhood and Youth
 - Computing and ICT
 - Engineering and Technology
 - Environment
 - Languages
 - Law
 - Maths
 - Science
 - Social Science
 - OU Life

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Social Science

Living in a Globalised World



OU Life

The Vice Chancellor on the Open U...




OU Life

Lord David Puttnam on New Media ...

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Search The Open University

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Subjects at the OU



Arts and Humanities



Childhood and Youth



Computing and ICT

Links

There have been 28 million downloads of the UK Open University's materials from iTunes (300,000 per week)

BRITAIN'S TOP NINE UNIVERSITIES

Quality Rankings of Teaching

based on all subject assessments 1995-2004
(*Sunday Times University Guide 2004*)

1	CAMBRIDGE	96%
2	LOUGHBOROUGH	95%
3=	LONDON SCHOOL OF ECONOMICS	88%
3=	YORK	88%
5	<u>THE OPEN UNIVERSITY</u>	87%
6	OXFORD	86%
7	IMPERIAL COLLEGE	82%
8	UNIVERSITY COLLEGE LONDON	77%
9	ESSEX	77%

...and tops for student satisfaction



The Open University

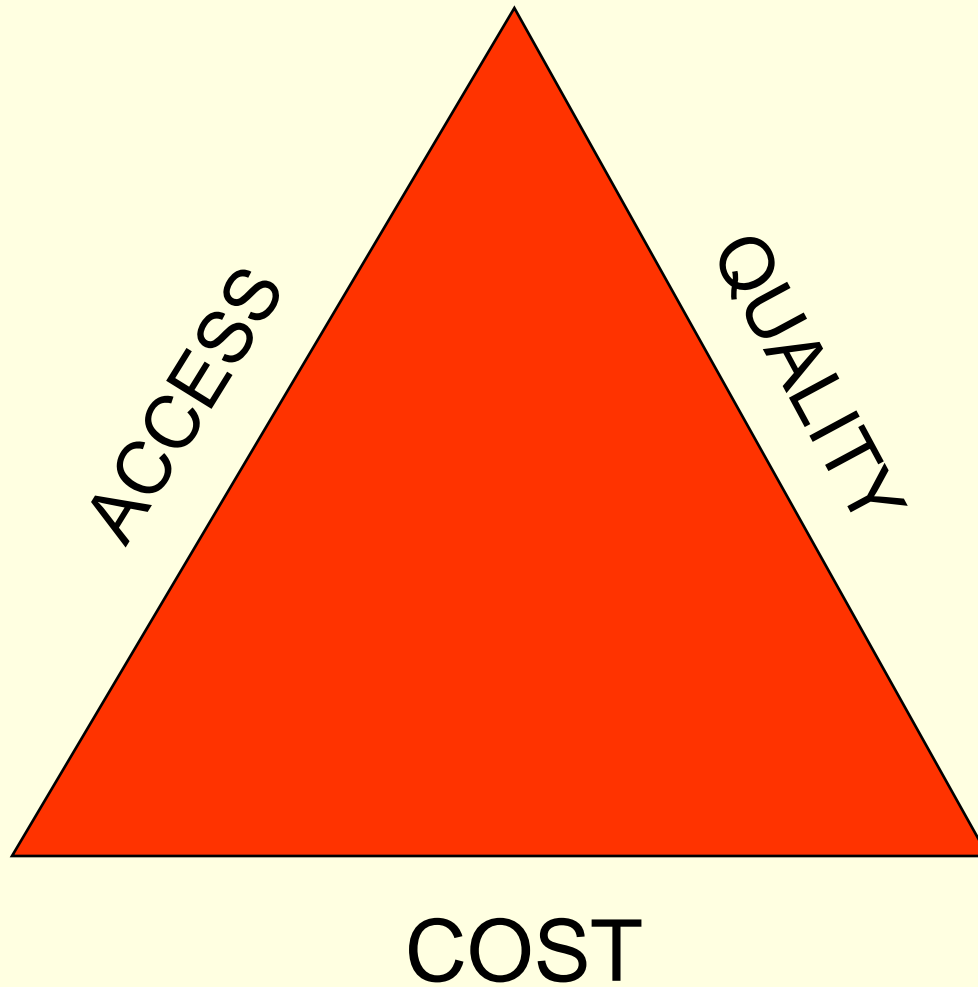
- Costs 60 - 80% of conventional

The Technology Revolution

- ACCESS (wider)
- QUALITY (higher)
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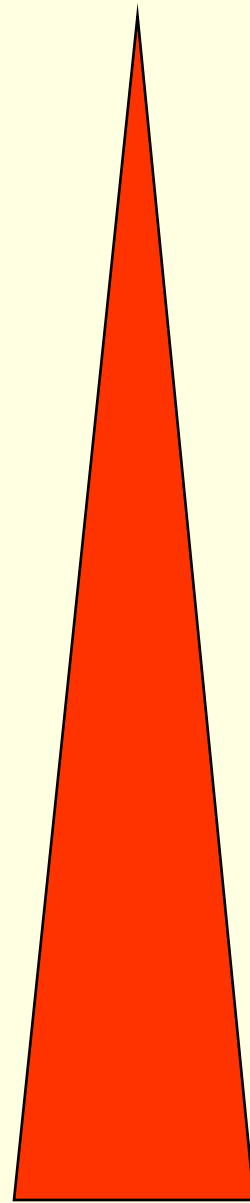
ALL AT THE SAME TIME!

The Iron Triangle



ACCESS

QUALITY



COST

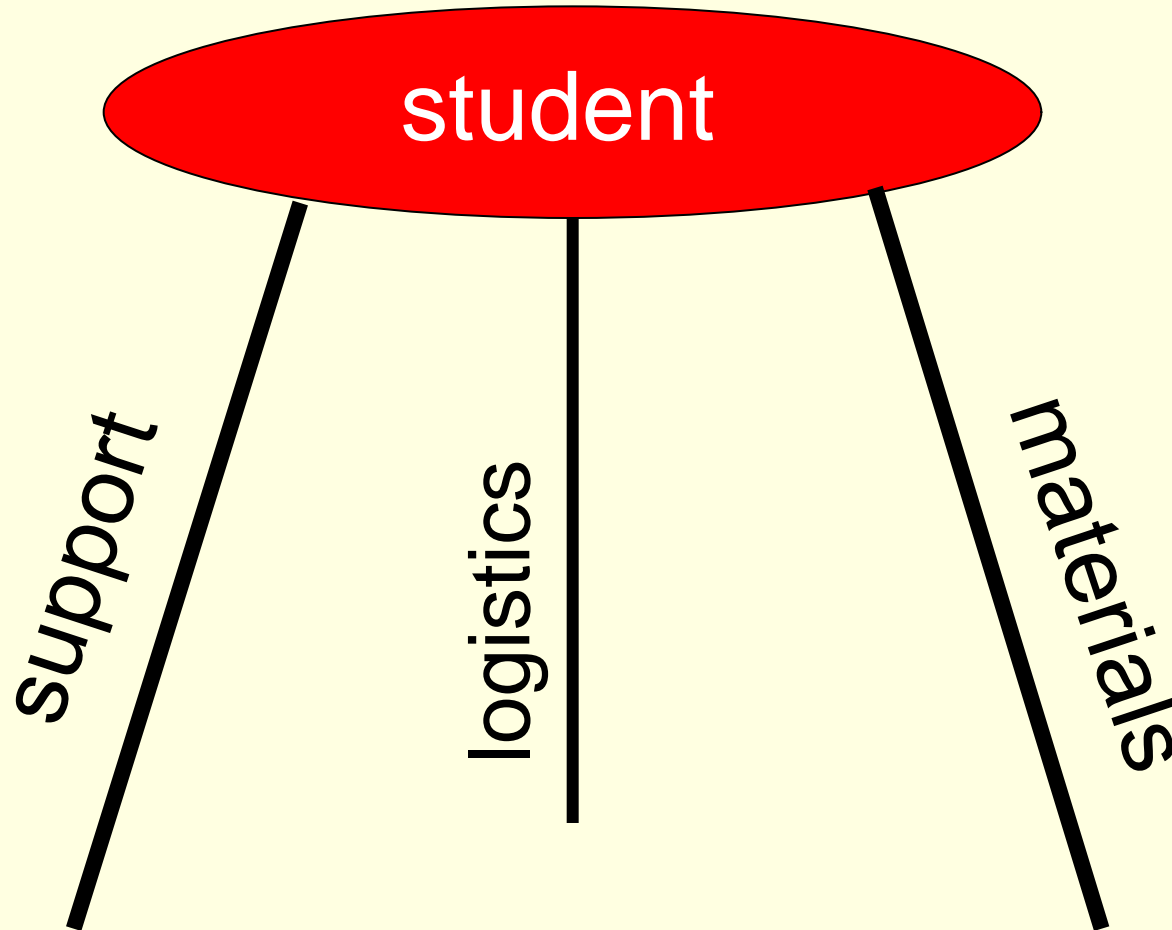
Principles of Technology

- Division of labour
- Specialisation
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- Machines and ICTs



Adam Smith
1723-1790

DISTANCE LEARNING



a three-legged stool

Plan:

- Technology is the answer:
what is the question?
- **Distance learning:**
why the hostility?
- eLearning:
what's next?



Contesting the values of ODL

1. Openness to people

Quality does not mean excluding people

Contesting the values of ODL

1. Openness to people

Quality does not mean excluding people

2. Openness to ideas

Independent study = independent thinking

A strange paradox

Distance education is booming

- More and bigger mega-universities and open universities
- Most campus universities engage in distance teaching

'essential reading for all involved in higher education'
TIMES HIGHER EDUCATION SUPPLEMENT

Mega- Universities & Knowledge Media

Technology Strategies
for Higher Education

John S. Daniel

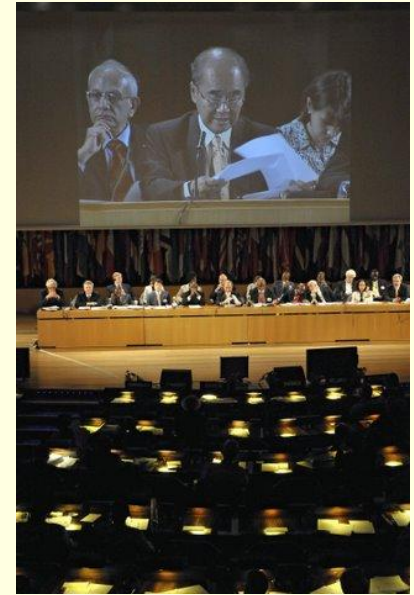
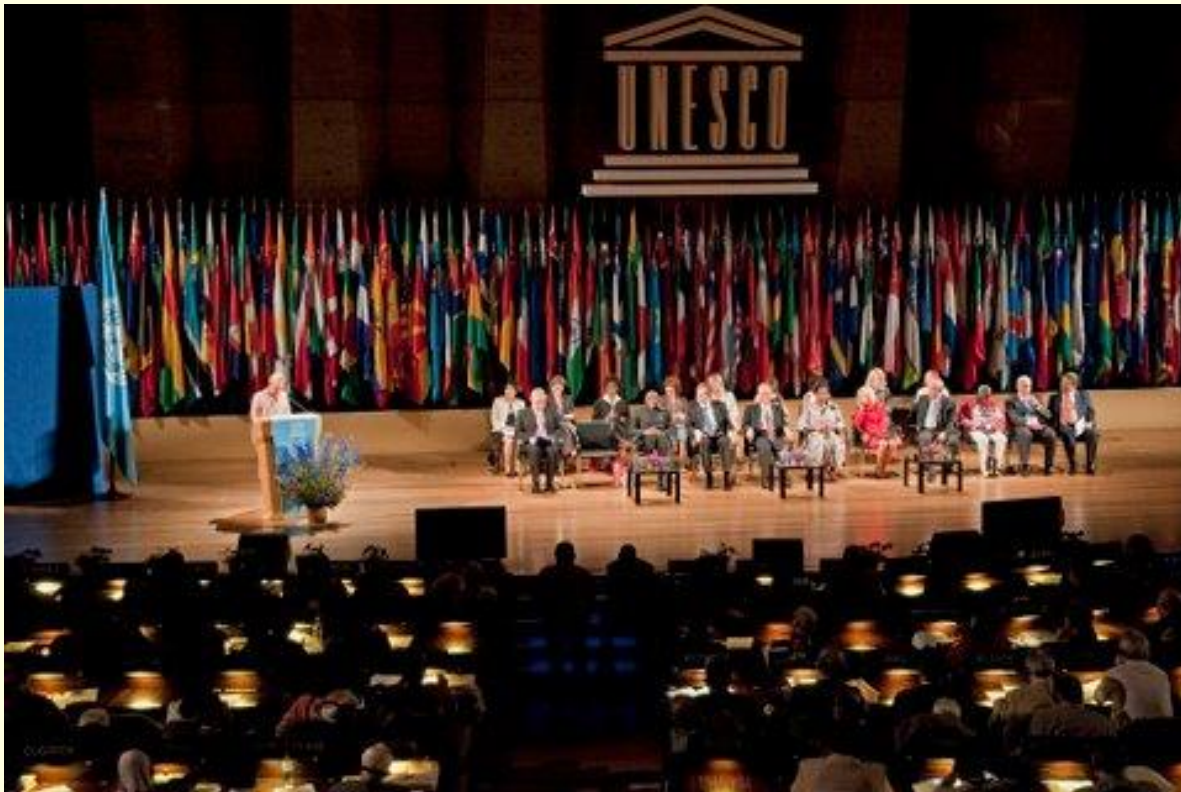
A strange paradox

Distance education is booming

BUT

Opposition to ODL is emerging
all over the world

The World Conference on Higher Education UNESCO Paris - July 2009



The World Conference on Higher Education
Paris - July 2009

Theme:

*The New Dynamics of Higher Education and
Research for Societal Change and
Development*



Programme at a Glance

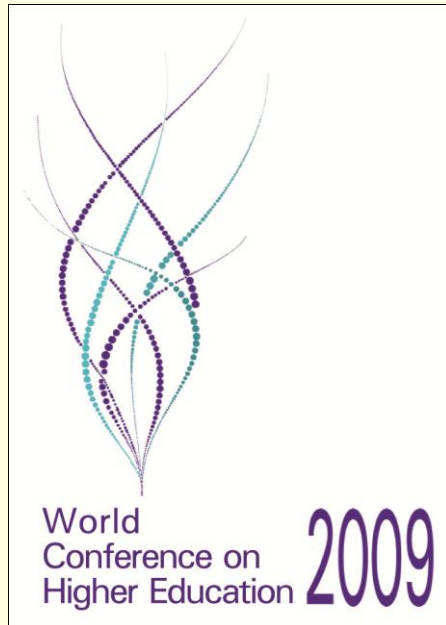
The New Dynamics of Higher
Education and Research
for Societal Change and Development



World Conference on Higher Education
UNESCO, Paris, 5 - 8 July 2009

United Nations
Educational, Scientific and
Cultural Organisation

WCHE Communiqué



The World Conference on Higher Education Paris - July 2009



Stamenka
Uvalić-Trumbić

WCHE New Dynamics

- Rising demand (massification)
- Diversification (providers & methods)
 - Private provision
 - Distance education
 - Cross-border education
 - Quality assurance
 - Teacher education
- Challenges to the academic profession

WCHE New Dynamics

- Rising demand (massification)
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'Today there is a revolution in higher education as countries use the technology of distance education to achieve something completely new: education of higher quality at lower cost'

WCHE New Dynamics

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“They may still be a minority, but here in Dubai young and dynamic academics are now introducing a new generation of technology to ensure that university education is accessible and cost-effective.

All over the world, in open and campus institutions, academics are learning new skills and adapting to new realities as they offer courses in open, distance and technology-mediated formats.”

The current wave
of opposition to
ODL will not
prevail against it!



The clock will not be turned back!

The Opportunity

1. Explain to governments that ODL is a key part of the answer to expanding higher education at low cost.

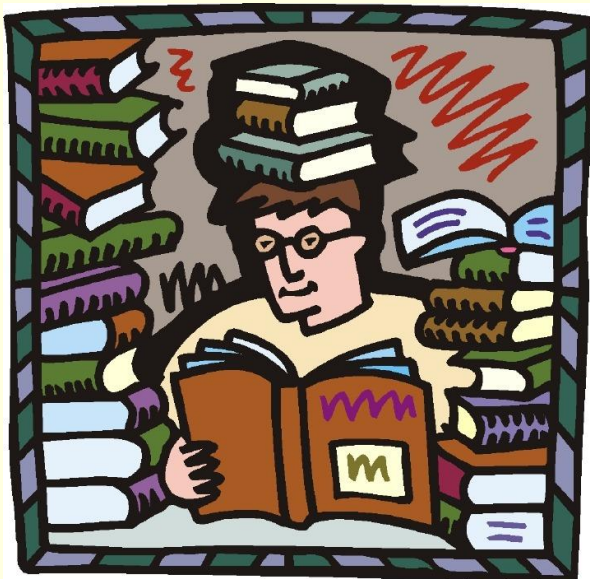


United States

Enrolments in eLearning courses increased by 21% between 2009 and 2010 compared to 2% for campus enrolments.

The Opportunity

2. Explain to governments that ODL fosters self-directed learning



Self-directed



Spoon fed

The Opportunity

3. Explain to governments that ODL is an effective mechanism for innovation in ICTs in higher education



The Open University

World class learning, anywhere

Warning! Content may transform your life

OU Learn

- Arts and Humanities
- Childhood and Youth
- Computing and ICT
- Engineering and Technology
- Environment
- Languages
- Law
- Maths
- Science
- Social Science
- OU Life

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Lord David Puttnam on New Media ...

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The Open University
4. **Britains imperial role**
The Open University
5. **Save Britain's Heritage**
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Subjects at the OU



Arts and Humanities



Childhood and Youth



Computing and ICT

Links

UK Open University's materials are among the most frequently downloaded from iTunes

The Opportunity

4. Clean out the bad apples



WCHE New Dynamics

- Rising demand (massification)
- Diversification (providers & methods)
 - Private provision
 - Distance education
 - Cross-border education
- Internationalisation of Quality Assurance
 - Teacher education
- Challenges to the academic profession

We should campaign for our countries to maintain strong and independent quality assurance agencies that have all higher education under their purview, public and private, classroom and distance.



United Nations
Educational, Scientific and
Cultural Organization

New capacity- building initiative **GIQAC**



- A UNESCO-WB partnership to support capacity-building in developing and transition countries
- Participants 2008: regional QA networks from Africa, Arab States, Asia and the Pacific, Latin America, the Caribbean and the international QA network INQAAHE



TOWARD EFFECTIVE PRACTICE:
DISCOURAGING DEGREE MILLS
IN HIGHER EDUCATION

COUNCIL FOR HIGHER EDUCATION ACCREDITATION
UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

UNESCO and the Council on Higher Education Accreditation (CHEA) developed suggestions for effective practice on degree mills through an expert group

UNESCO and COL are alerting developing countries and small states to the threat of degree mills

The UNESCO Portal is one response

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ODL

Digital culture

Is it scalable?

DIGITAL CULTURE

“networked individualism”

“participating, collaborating and producing as part of a community”

“connectivism”



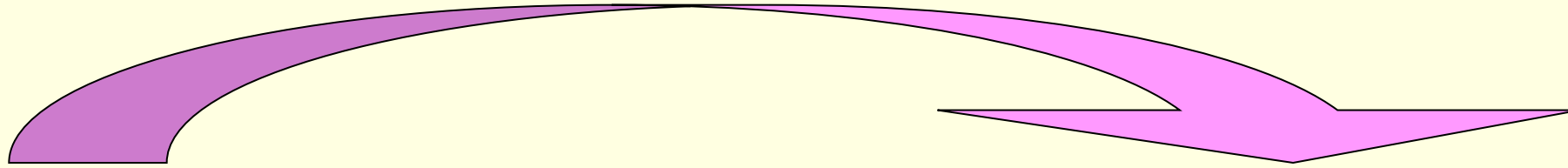
Professor Tony Bates
**"2011 Outlook for Online Learning and
Distance Education"**

(www.contactnorth.ca)

Content is everywhere

but

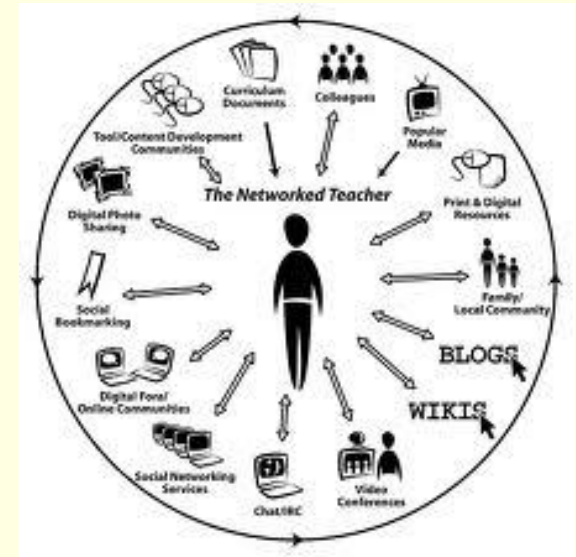
- Education is not a do-it-yourself construction kit
- Clear outcomes are needed
 - Learners need guidance



Cottage industry

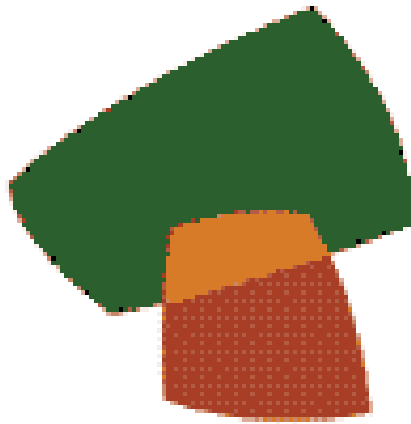


Independent learning



Influencing network

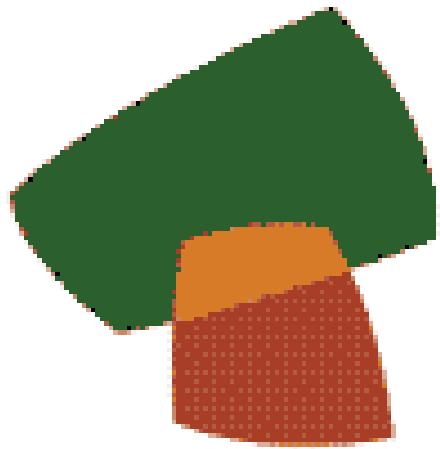
How can eLearning
allow digital ODL to
achieve some of the
scale advantages of
technology-culture
ODL?



TESSA

Teacher Education in Sub-Saharan Africa

- 13 African universities developing OERs for teacher education
 - Used by 500,000 teachers in 2009
- Available in Arabic, English, French and Kiswahili



TESSA

Teacher Education in Sub-Saharan Africa

Since these are classroom-based in-service materials they have a direct impact on millions of children through their use in the classroom

Collaborative Development of Learning Materials

COL & Hewlett Foundation



100 trained and experienced master teachers
(instructional design, eLearning)

Collaborative Development of Learning Materials

COL & Hewlett Foundation

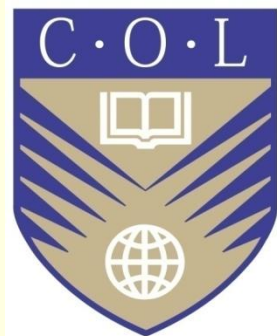
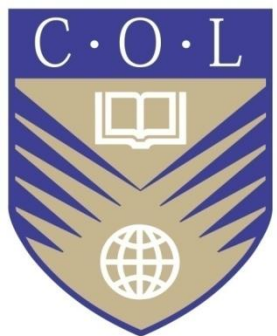


20 sets of self-instructional materials in the secondary curriculum (each is a complete syllabus for one grade 10 or 12 subject)

1 February 2011

eLearning: Open or Closed?

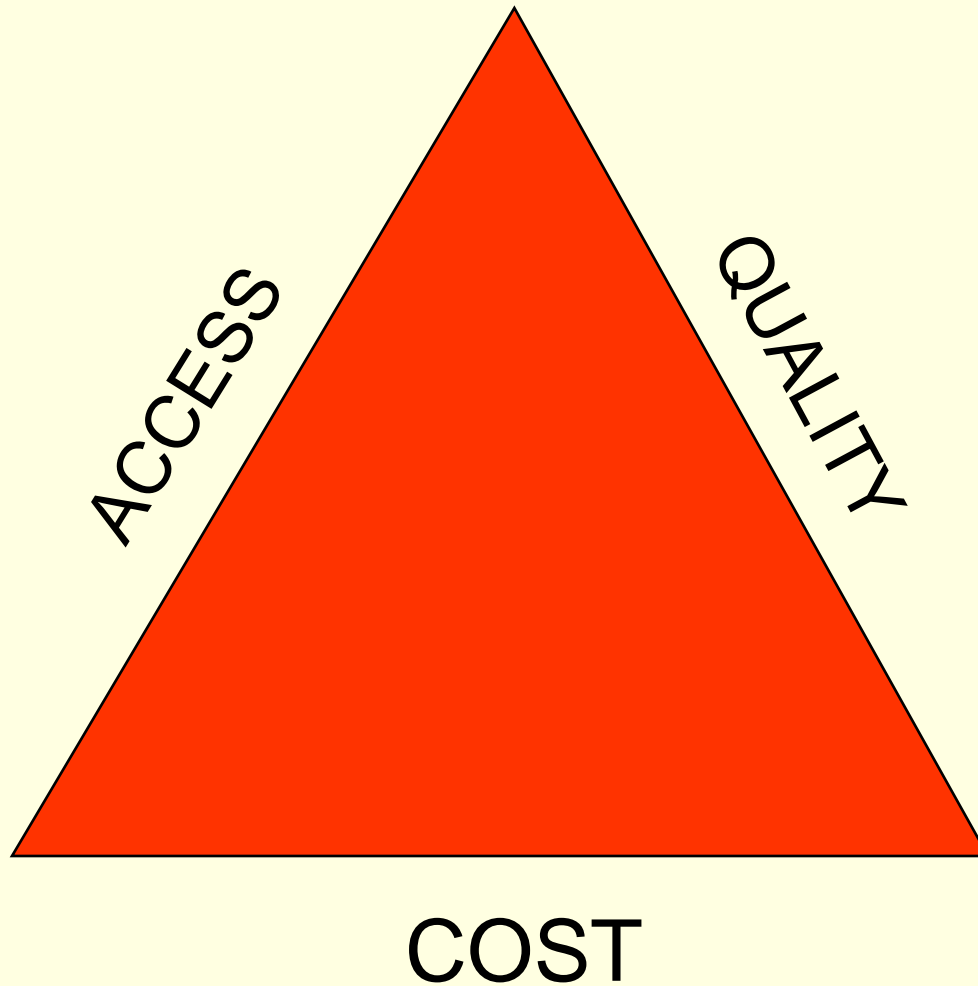
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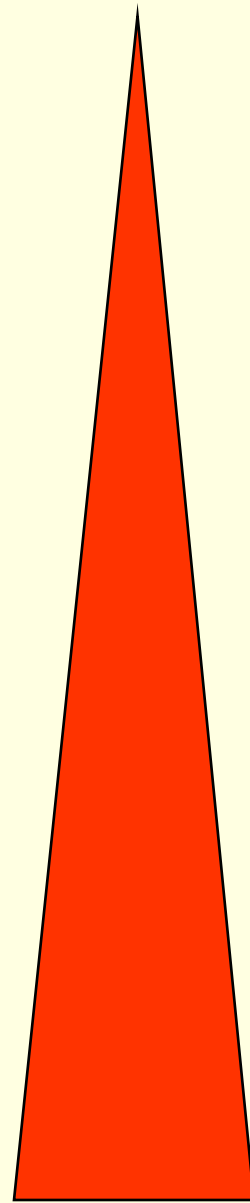
- Automate the interaction between students and tutors
- Do eLearning in a disciplined way

**“an insidious link between
quality and exclusivity”**



ACCESS

QUALITY



COST

The Technology Revolution

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

ALL AT THE SAME TIME!

The background features a green gradient with faint, stylized icons: an open book in the top left, a hand with fingers spread in the center, and a globe in the bottom left. The text is centered and rendered in white.

THANK YOU

For text and slides:
www.col.org/speeches