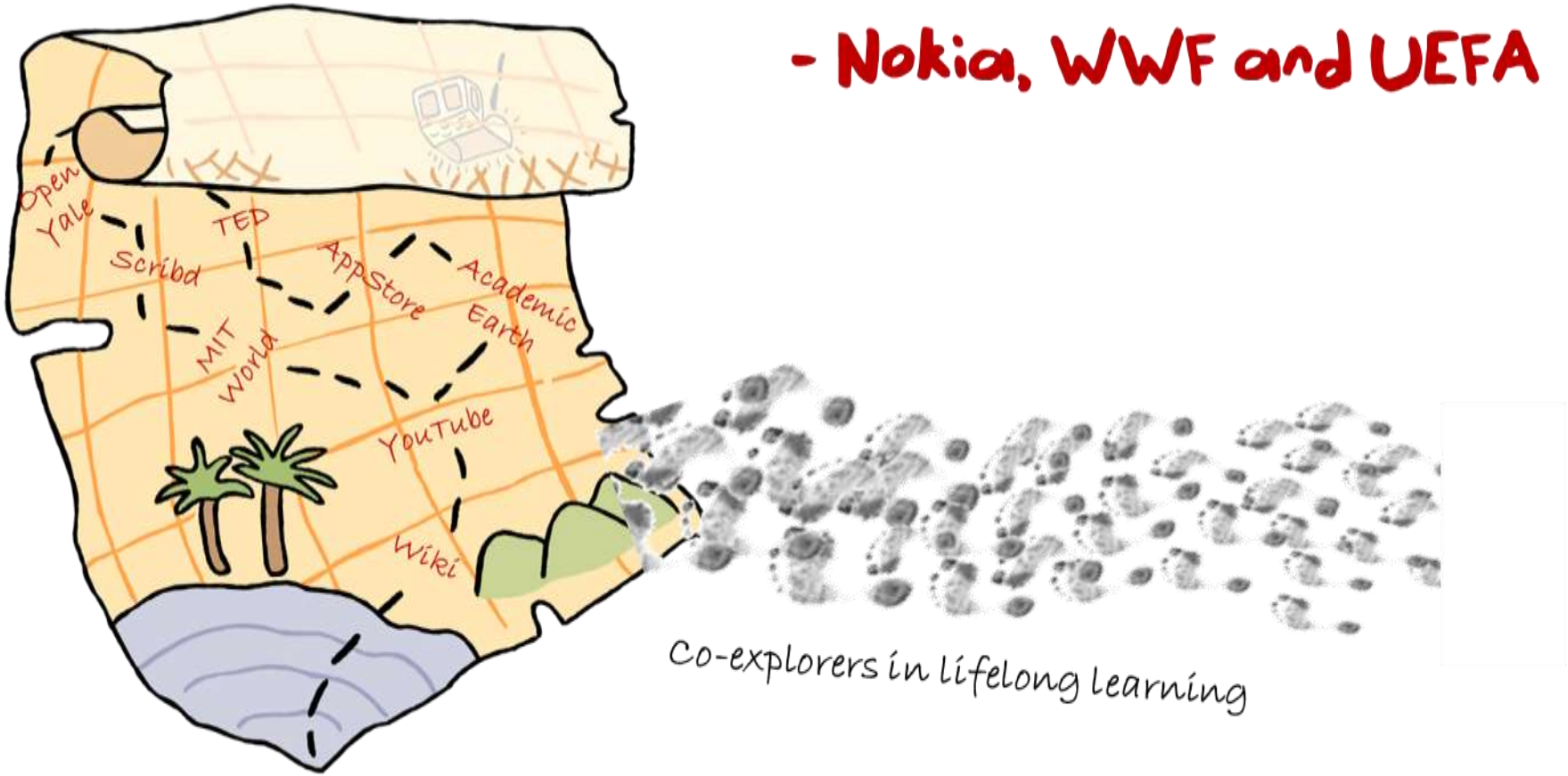
From 'I Learn'...to 'We Learn'

3 Stories of Social Media for Informal Learning

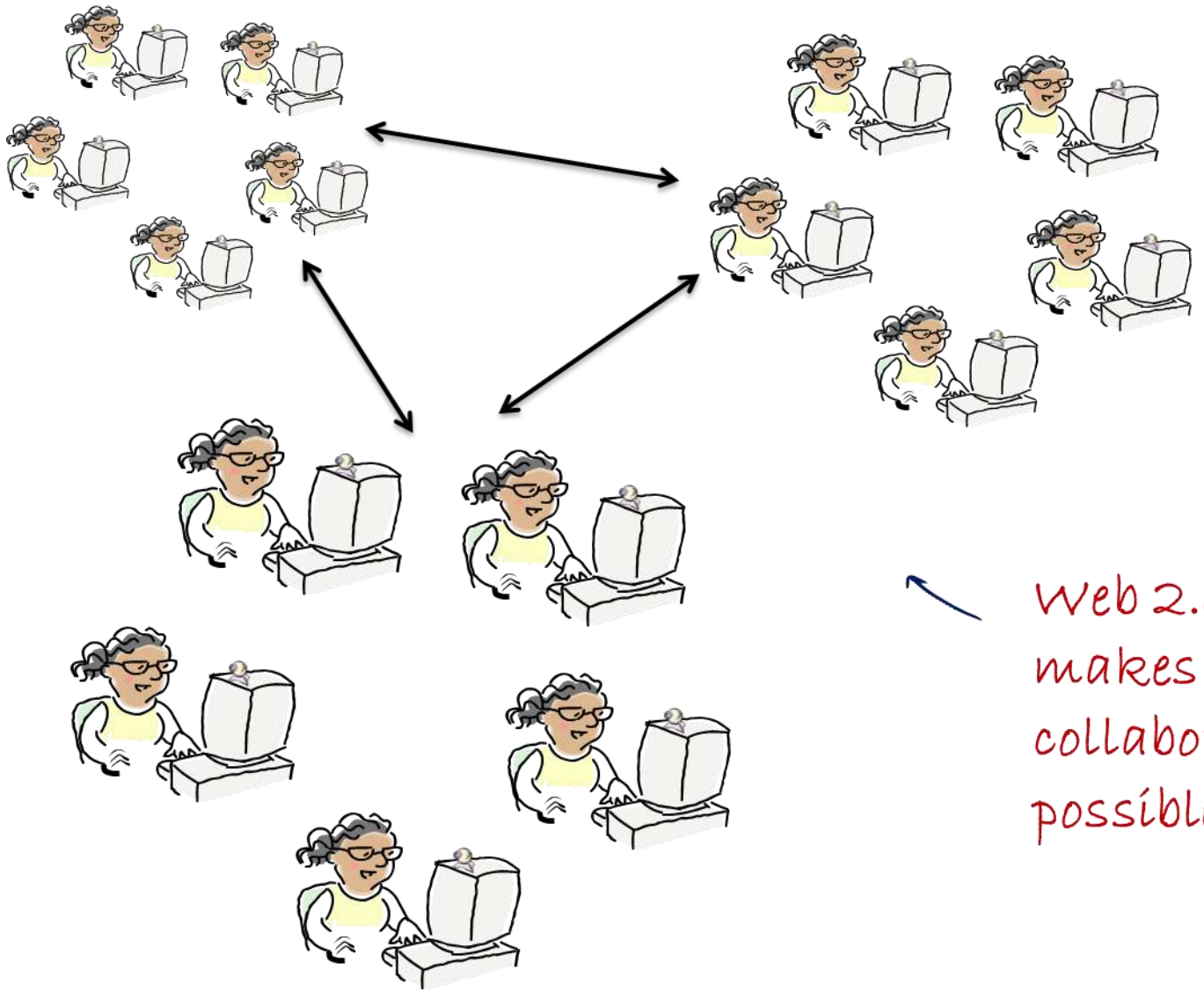
- Nokia, WWF and UEFA



eLearning 1.0

One-on-one relationship between learner and the online learning content

eLearning 2.0

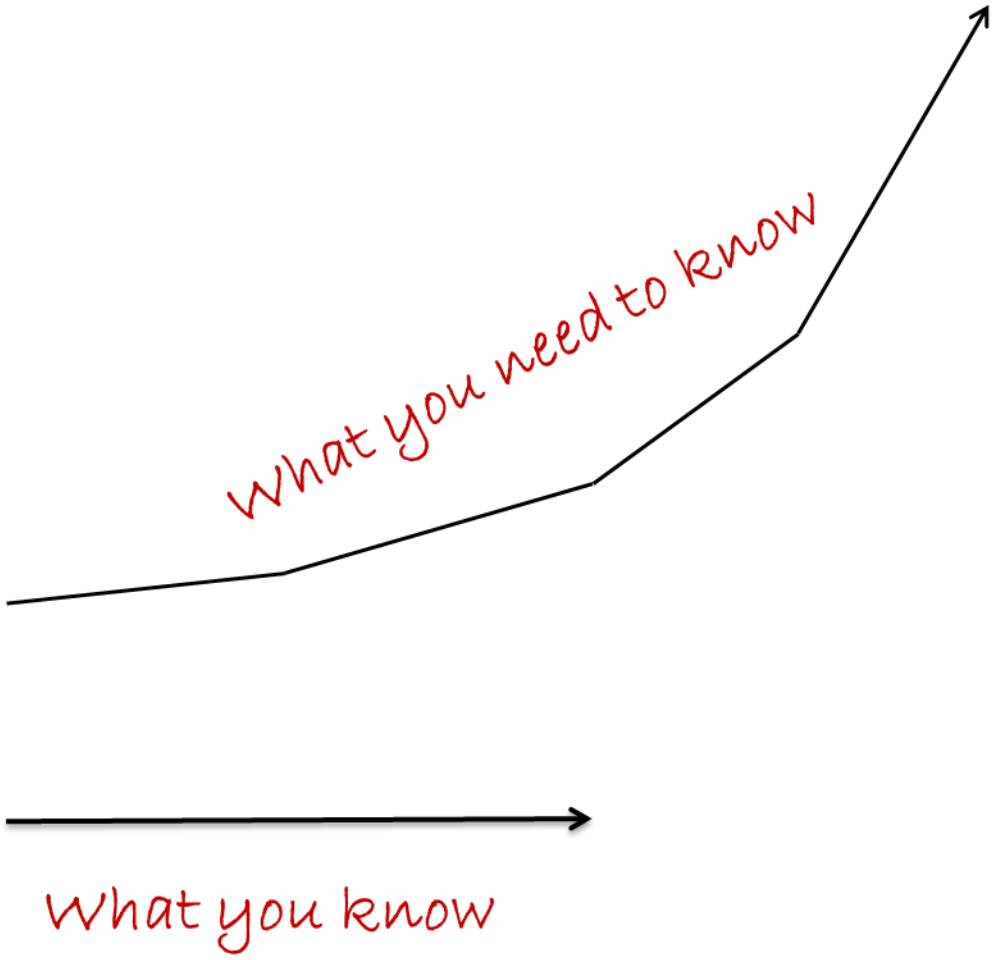


Web 2.0 makes online collaboration possible

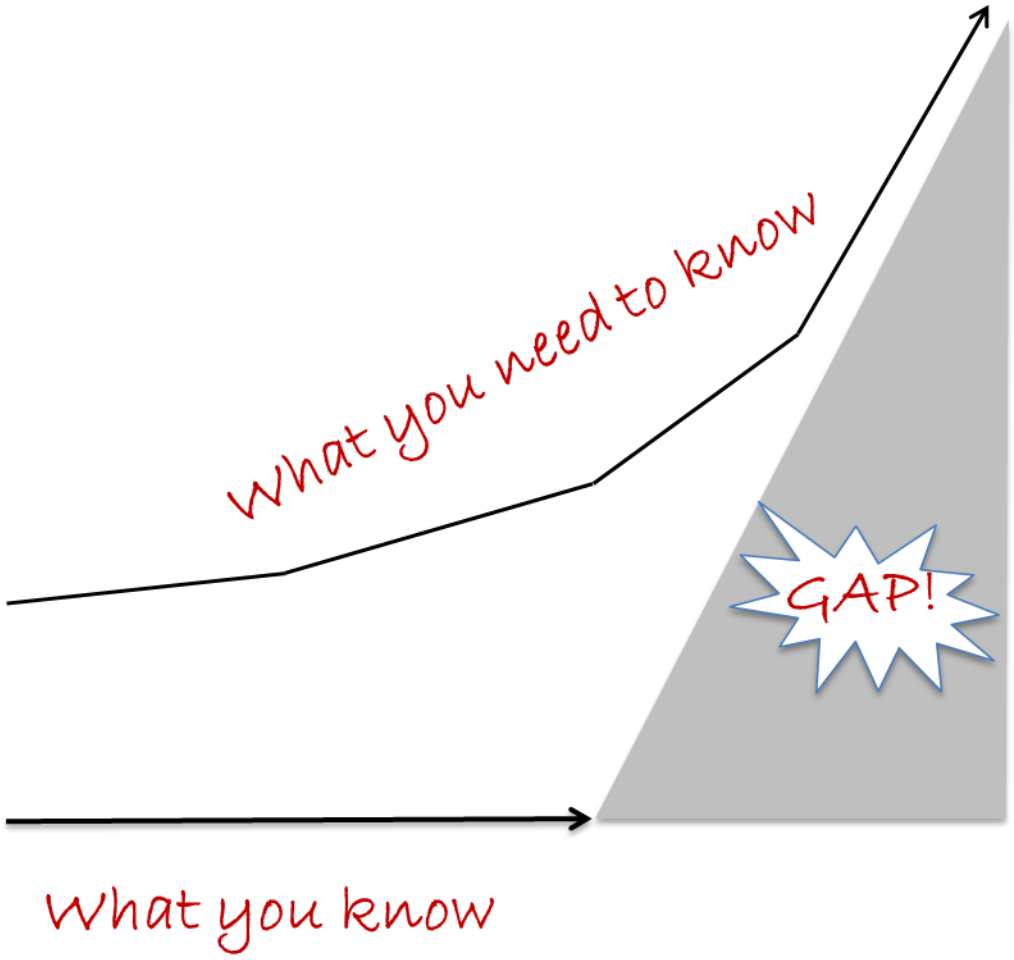
21st Century

What you know

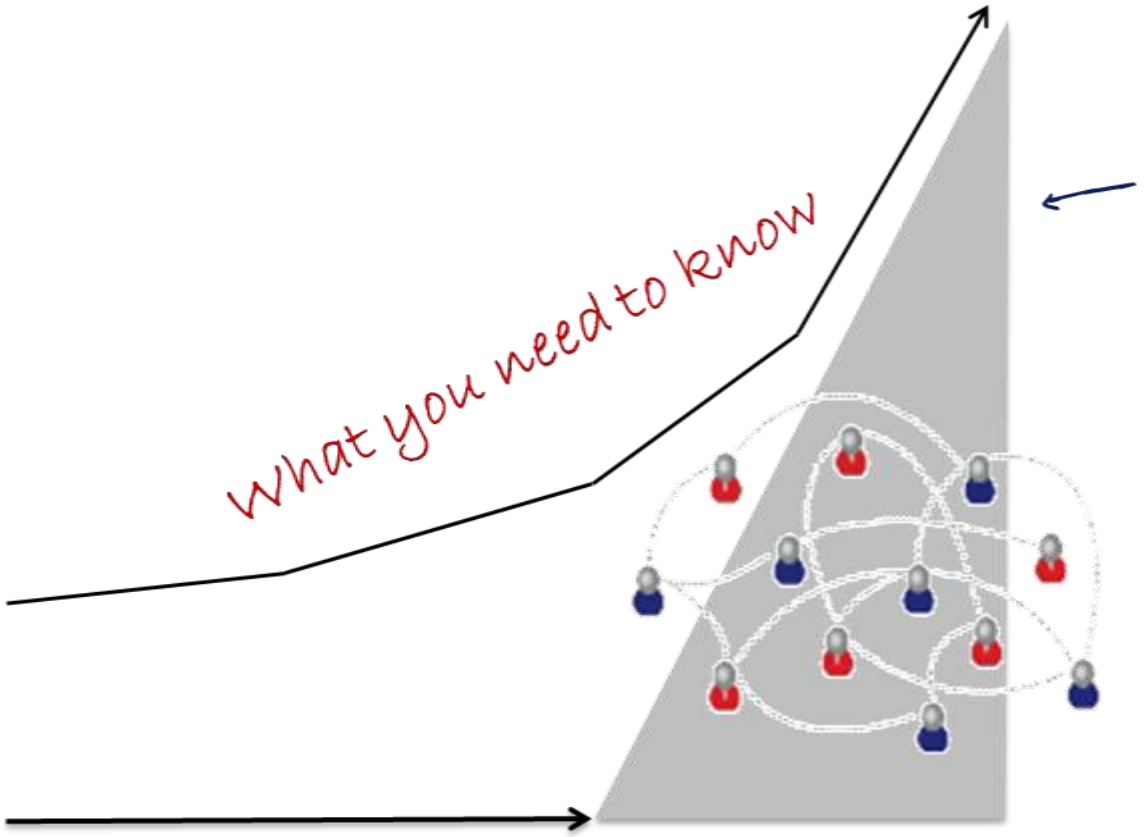
21st Century



21st Century



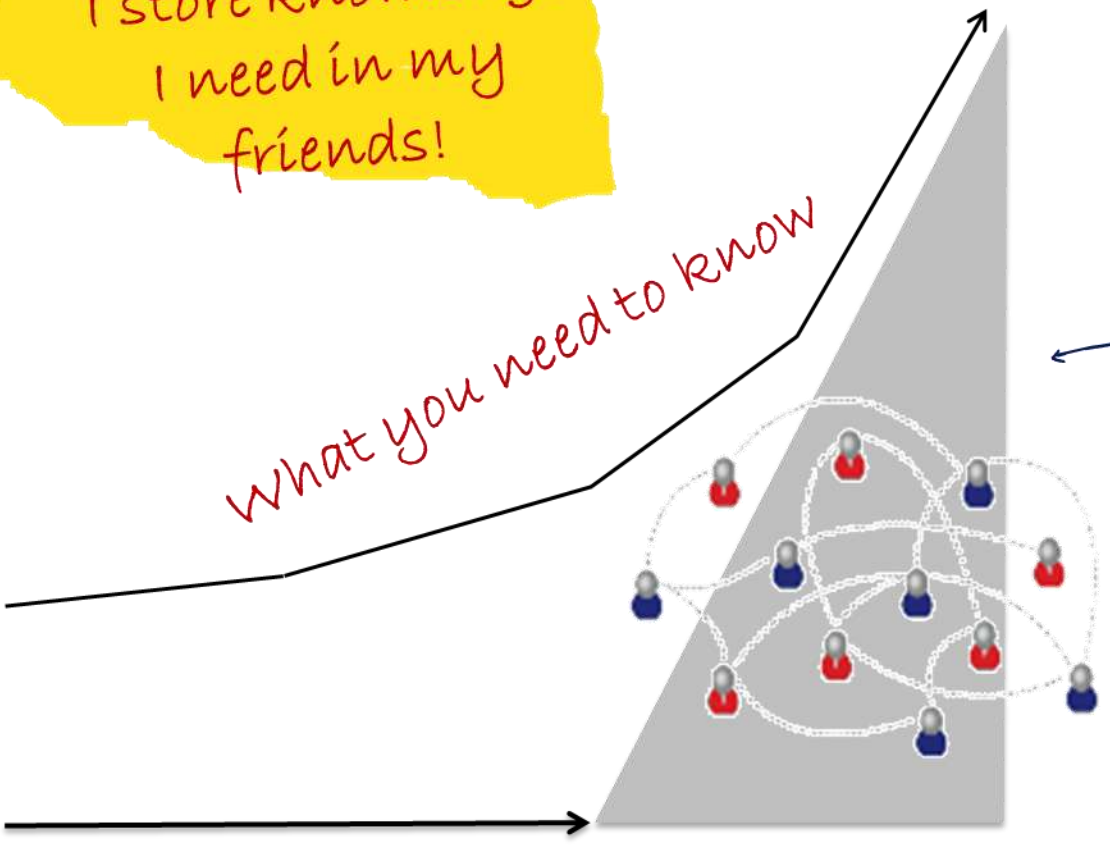
21st Century



Fill the 'gap' by using knowledge of your network

INFORMAL LEARNING

I store knowledge I need in my friends!



Fill the 'gap' by using knowledge of your network

NOKIA – WWF
Online Learning Community

CONTENT
- e Learning Modules

Content + Conversation = COMMUNITY

← Asynchronous interaction for COLLABORATION

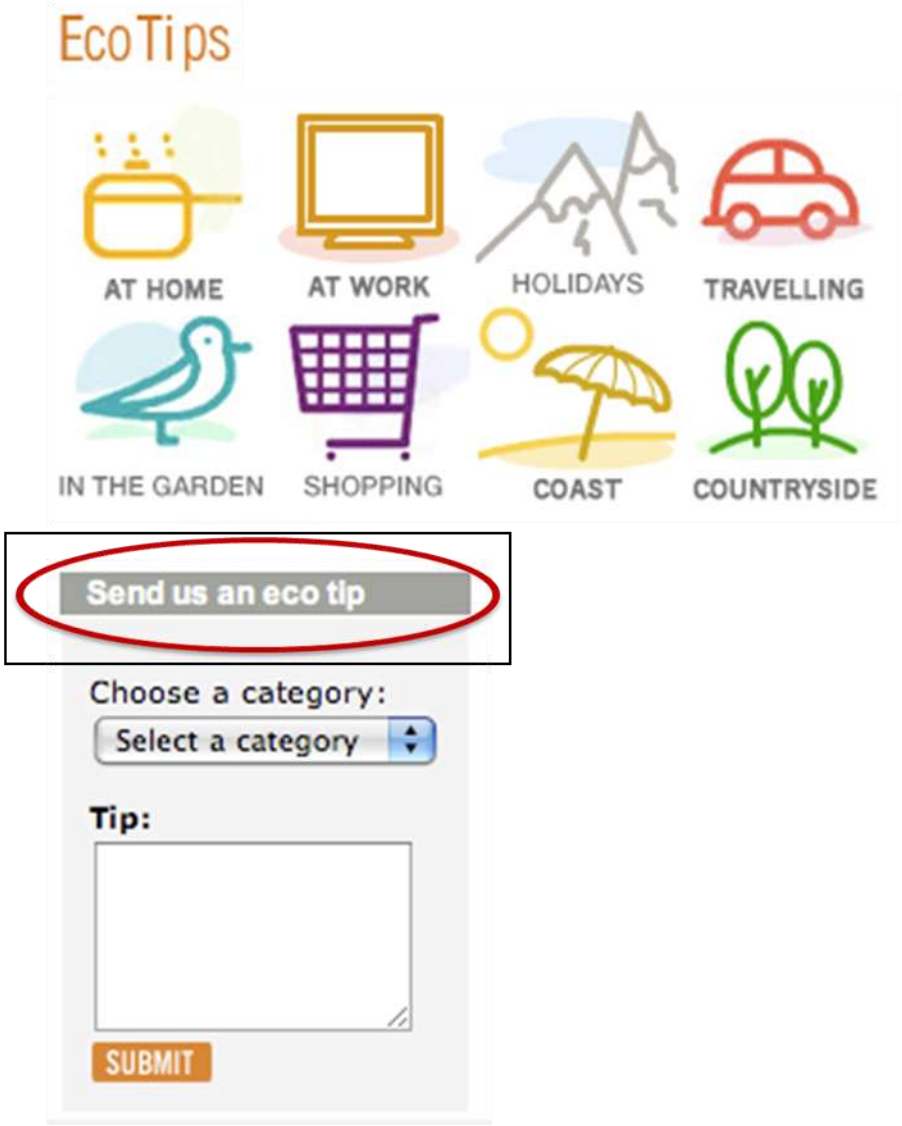
BUILD IT

and they will come

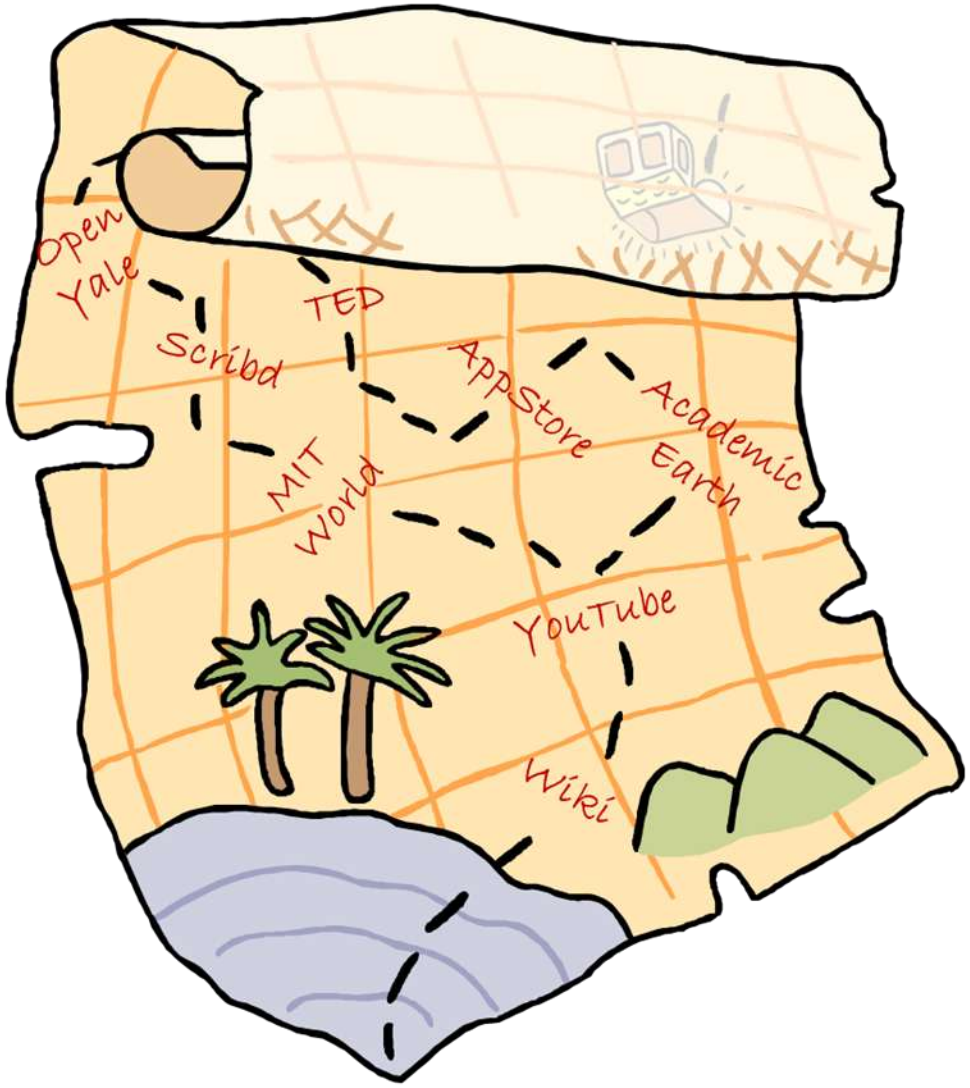
BUILD IT

and they will come

Content + Conversation + ACTIVITY



The Informal Learning Journey



Problem with Online Informal Learning

Knowledge is highly fragmented AND Understanding requires a coherent narrative

The Social Media Glue!

Problem with Online Informal Learning

Economics 1.0
(for Economy of Atoms)

= Based on Scarcity

Economics 2.0
(for economy of BITS)

= Based on ABUNDANCE

Problem with Online Informal Learning

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NEED FOR FILTERING INFORMATION

Problem with Online Informal Learning

Economics 1.0
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NEED FOR FILTERING INFORMATION

NEED FOR AMPLIFIERS - OWN VOICE

Problem with Online Informal Learning

Economics 1.0
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NEED FOR FILTERING INFORMATION

↓

Algorithm-based Filters

- E.g. Google

Problem with Online Informal Learning

Economics 1.0
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(for economy of BITS)

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NEED FOR FILTERING INFORMATION

Algorithm-based Filters
- Google

Social Media-based Filters
- Your Friends on Facebook
- Recommendation Systems (Amazon - 'People who read this also read')
- Reputation, Rating, Ranking

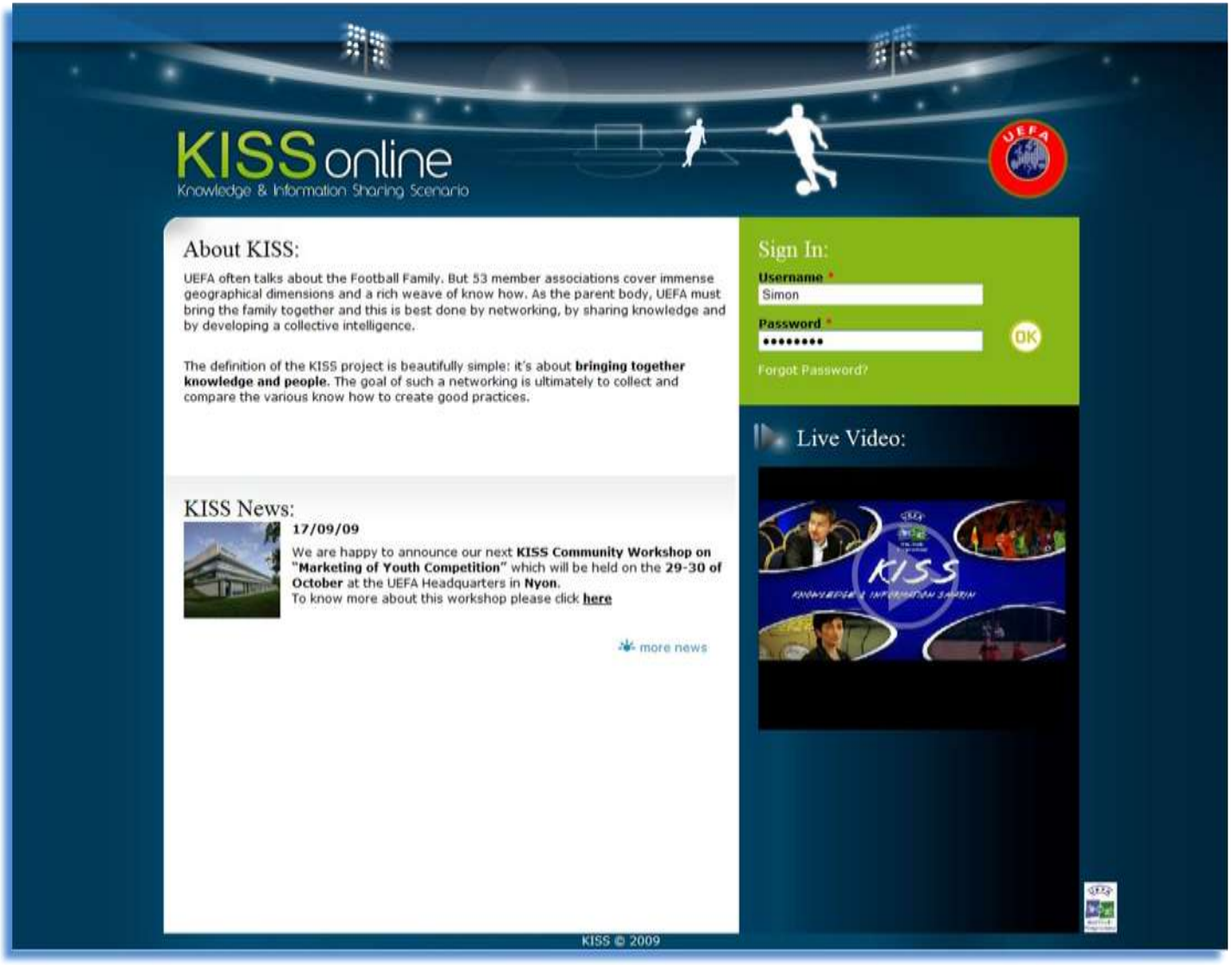
Advantage of Social Media in Online Informal Learning

Co-learners add Meaning and Context

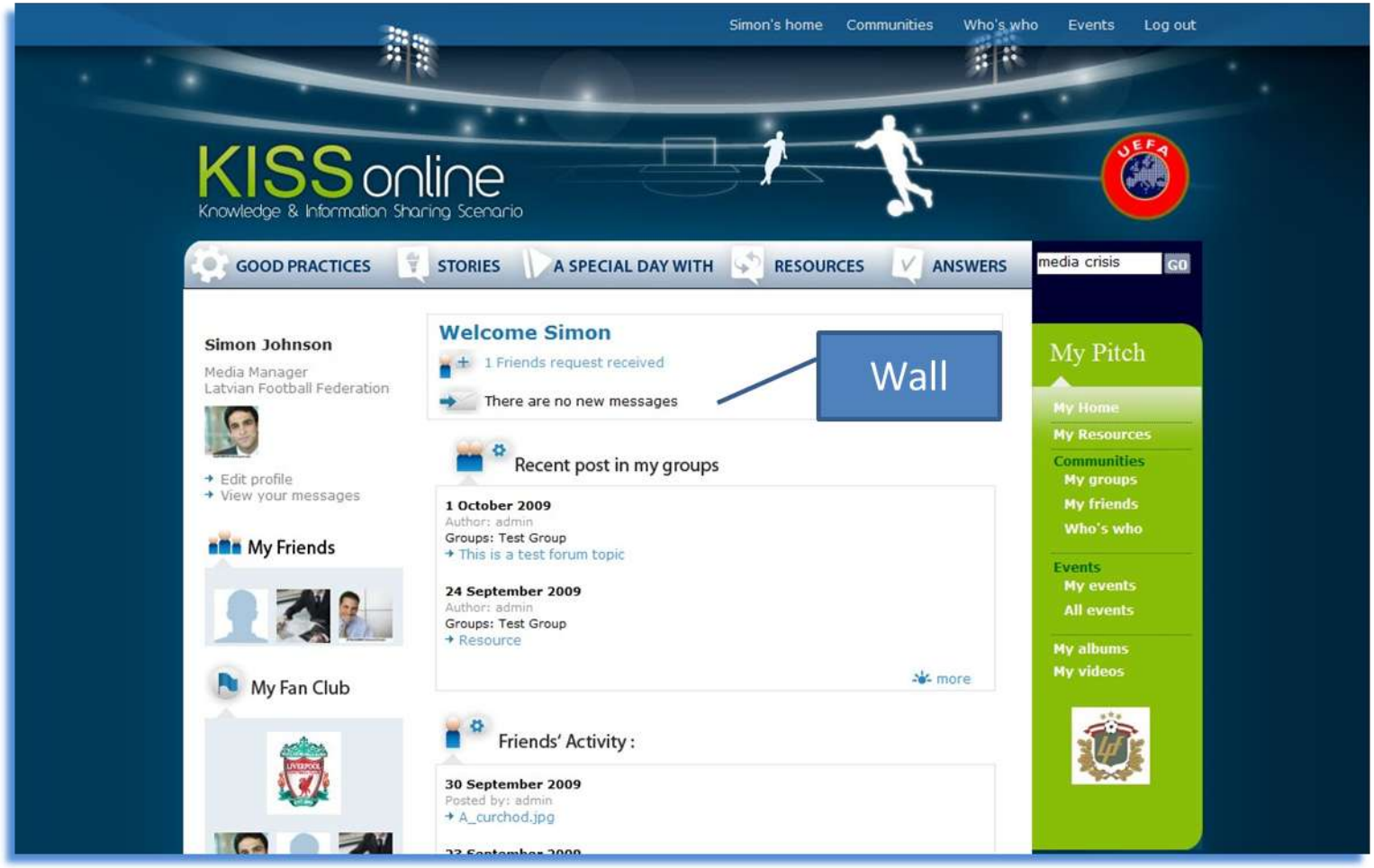
- Comments
- Social Tagging
- Annotating

‘WE LEARN’ @ UEFA

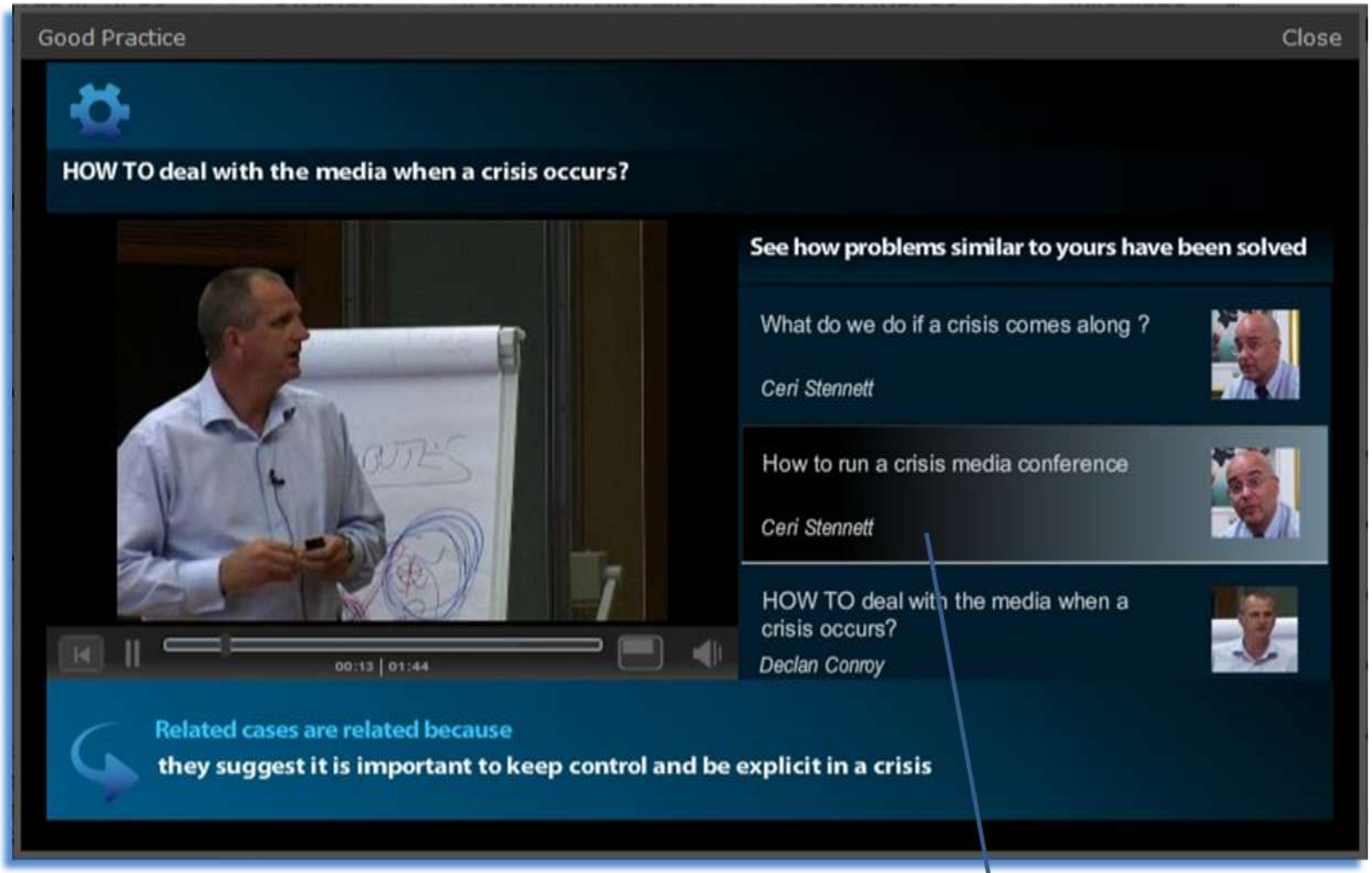
Login to Knowledge-Sharing and Informal Learning Platform



Facebook-type Functionality

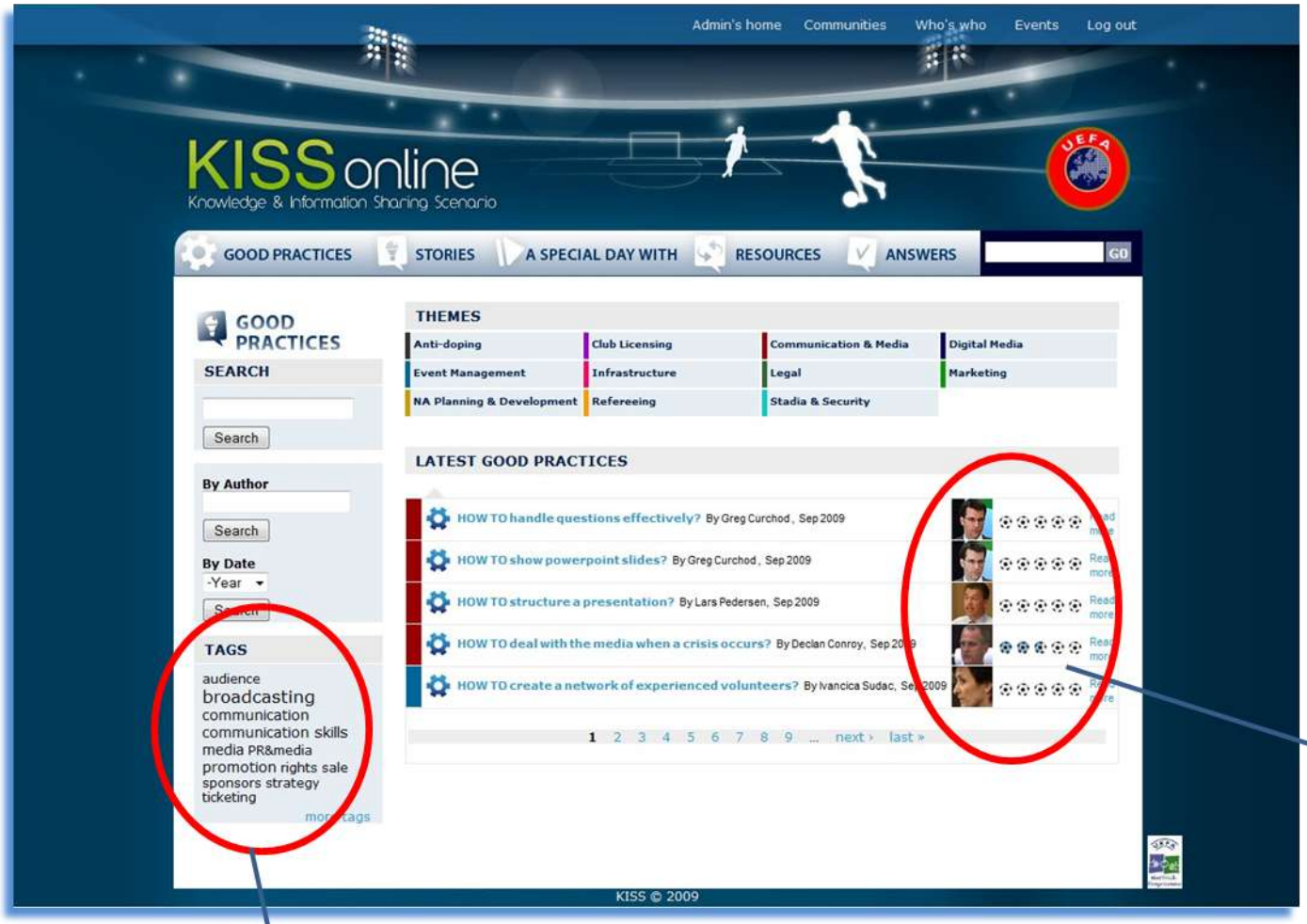


YouTube-like Feature for Knowledge-Sharing



"People who viewed this video, also viewed..."

Wisdom of the Crowd

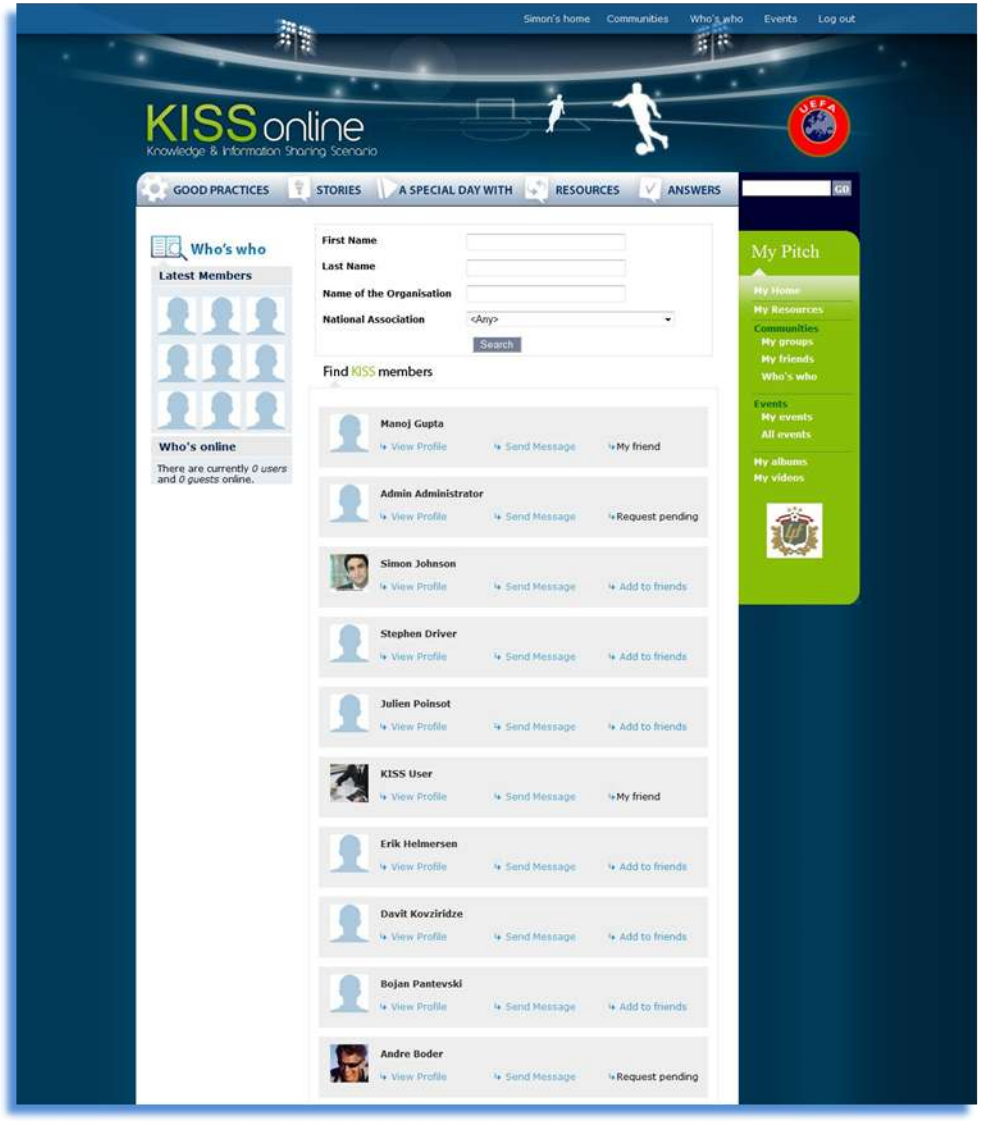


Rating filter

Tag cloud

Asynchronous Interaction – Discussion Forum

Who's Who (LinkedIn-type) Functionality

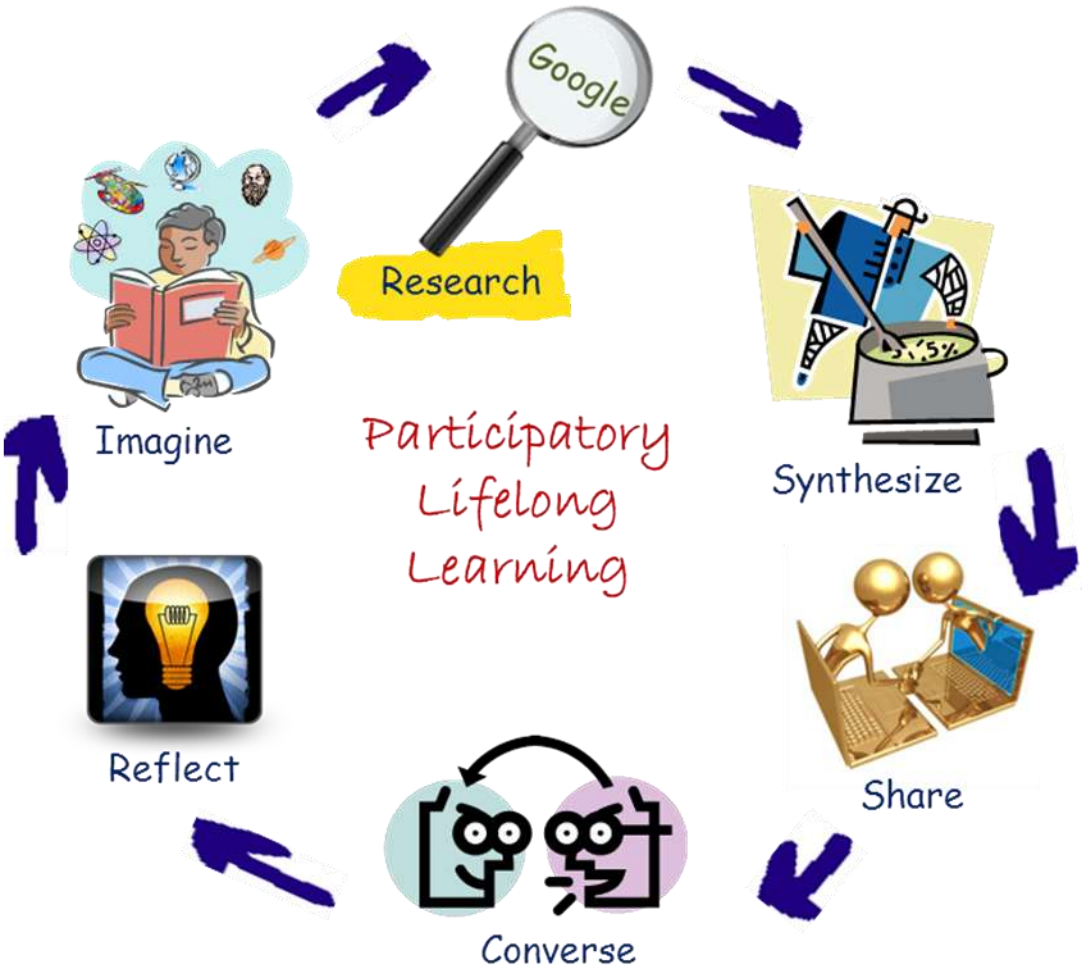


Collaborative Learning

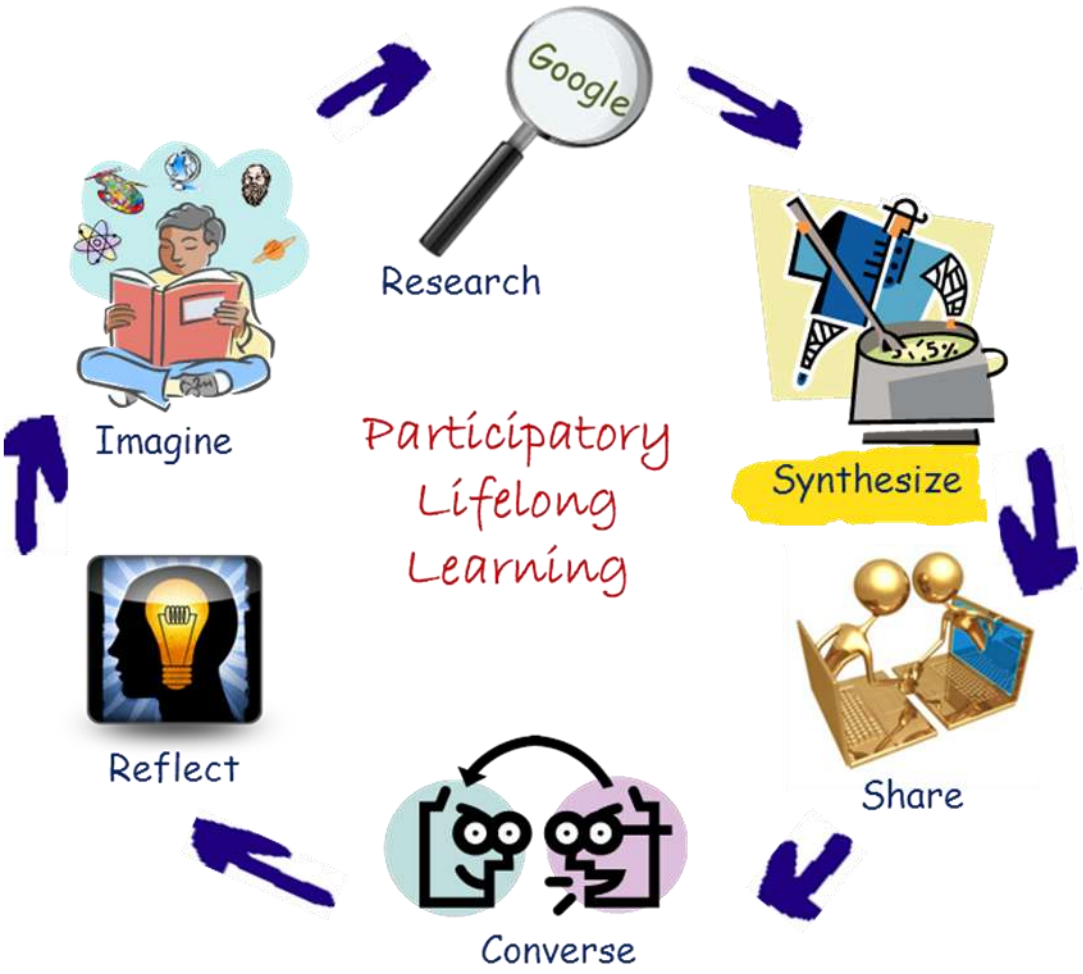
Social Media Learning Cycle

Social Media Learning Cycle

Social Media Learning Cycle

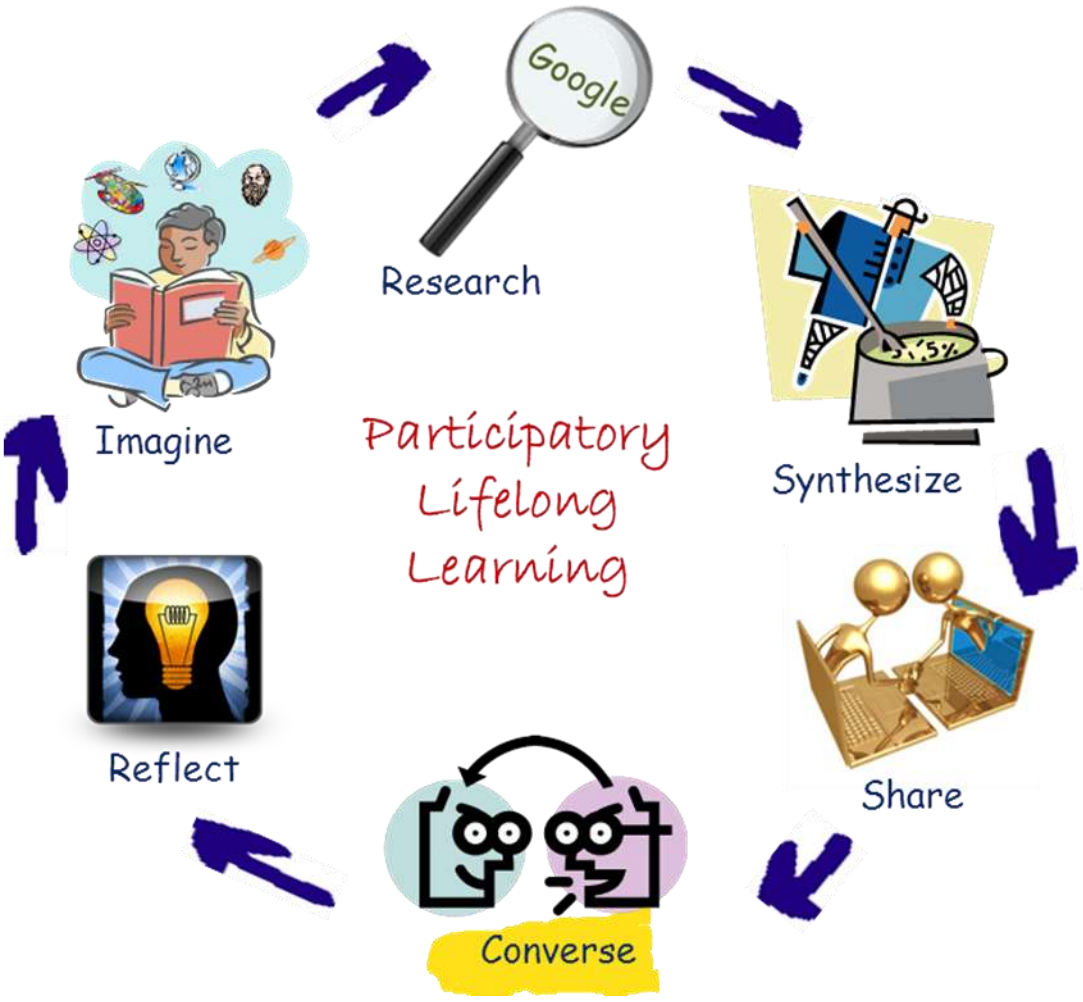


Social Media Learning Cycle



Social Media Learning Cycle

Social Media Learning Cycle



Social Media Learning Cycle

What Next?

What Next?

WEB 3.0 = Personalization

What Next?

WEB 3.0 = Personalization

"LEEP"

Co-Learning Experiences
Enriched & Personalized

Thank You!

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