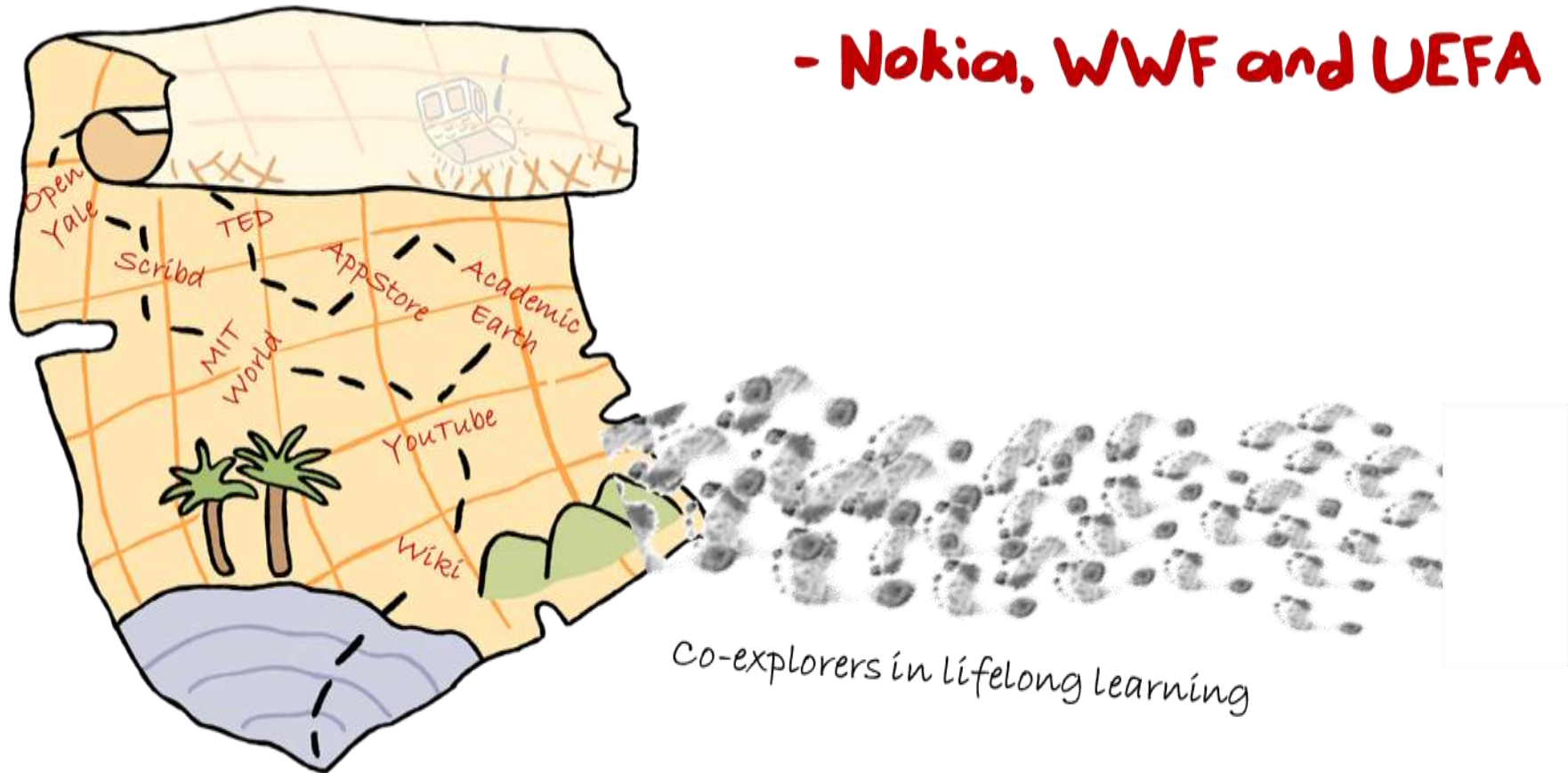


From 'I Learn'...to 'We Learn'

3 Stories of Social Media for Informal Learning

- Nokia, WWF and UEFA



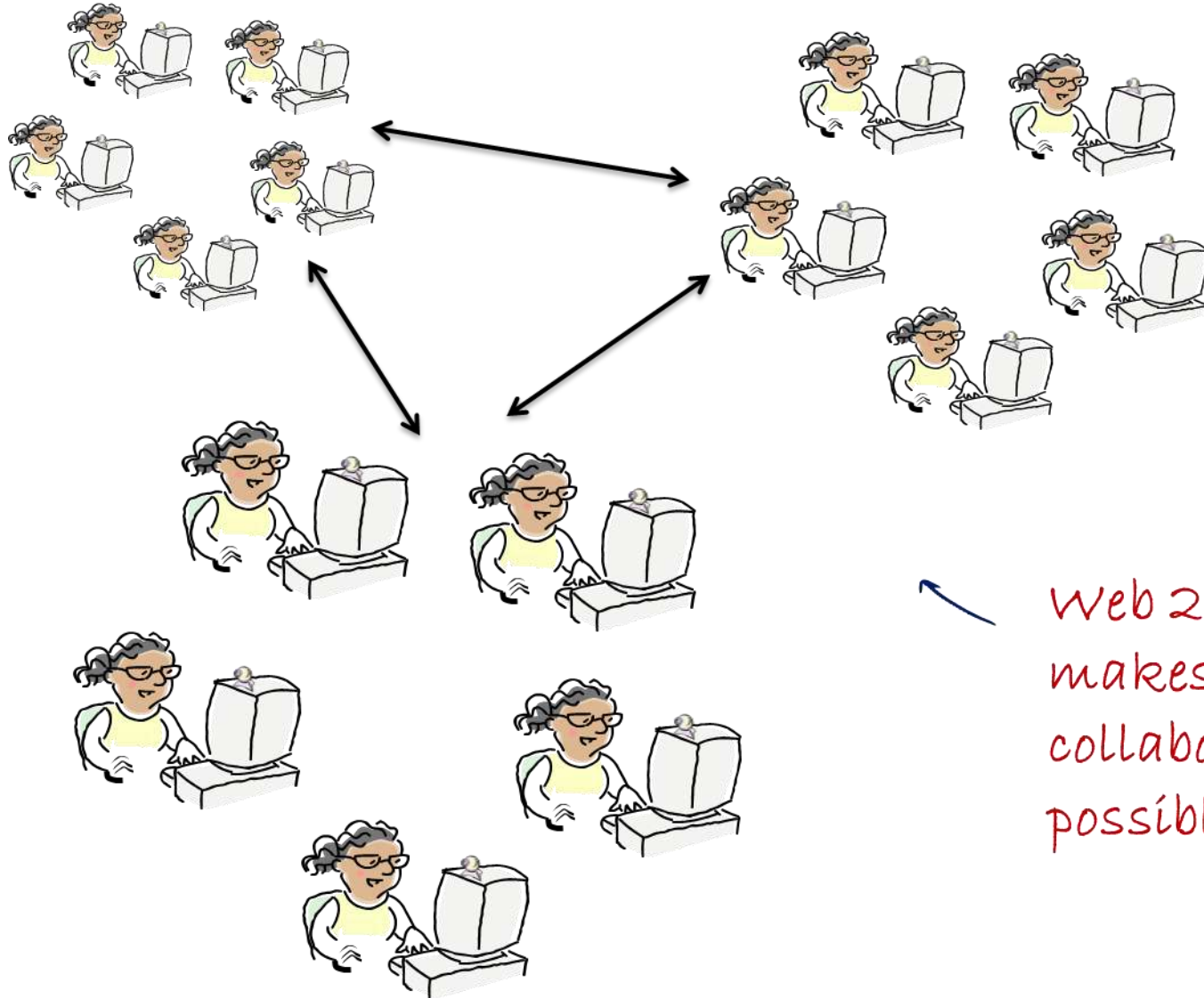
Co-explorers in lifelong learning

eLearning 1.0

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



eLearning 2.0



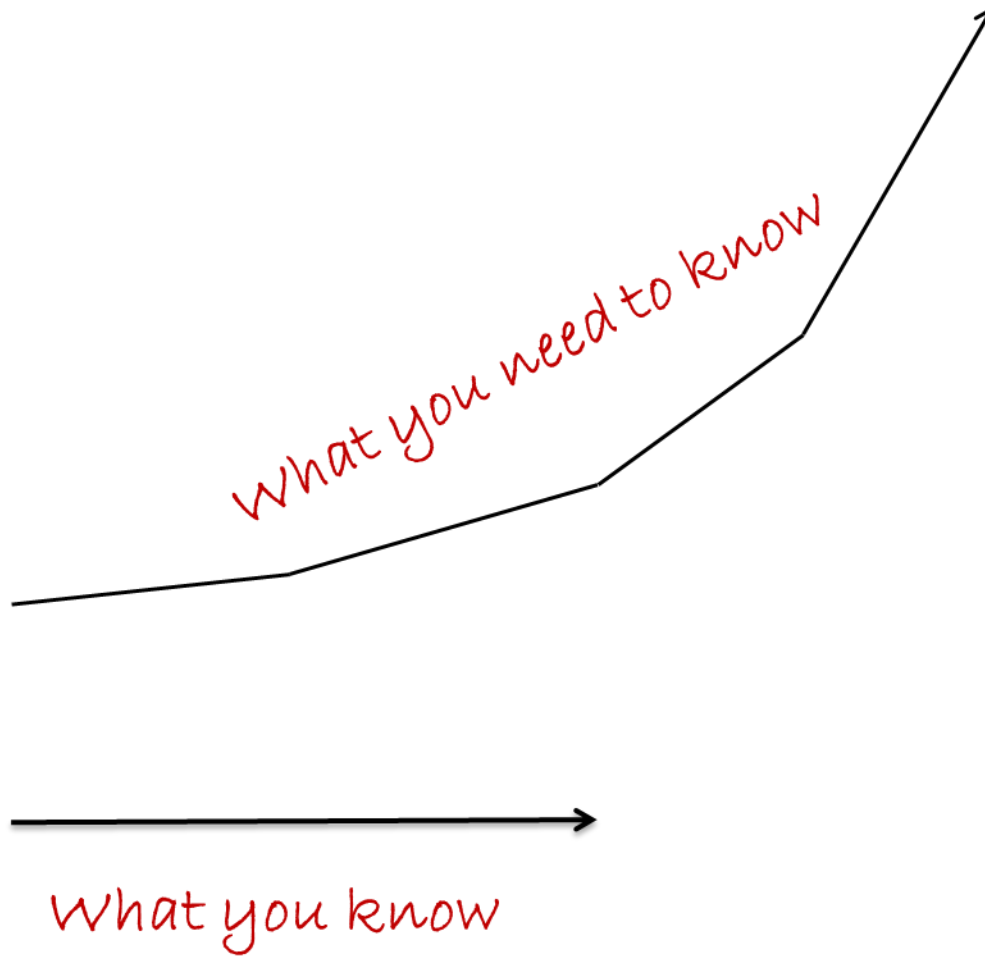
Web 2.0
makes online
collaboration
possible

21st Century

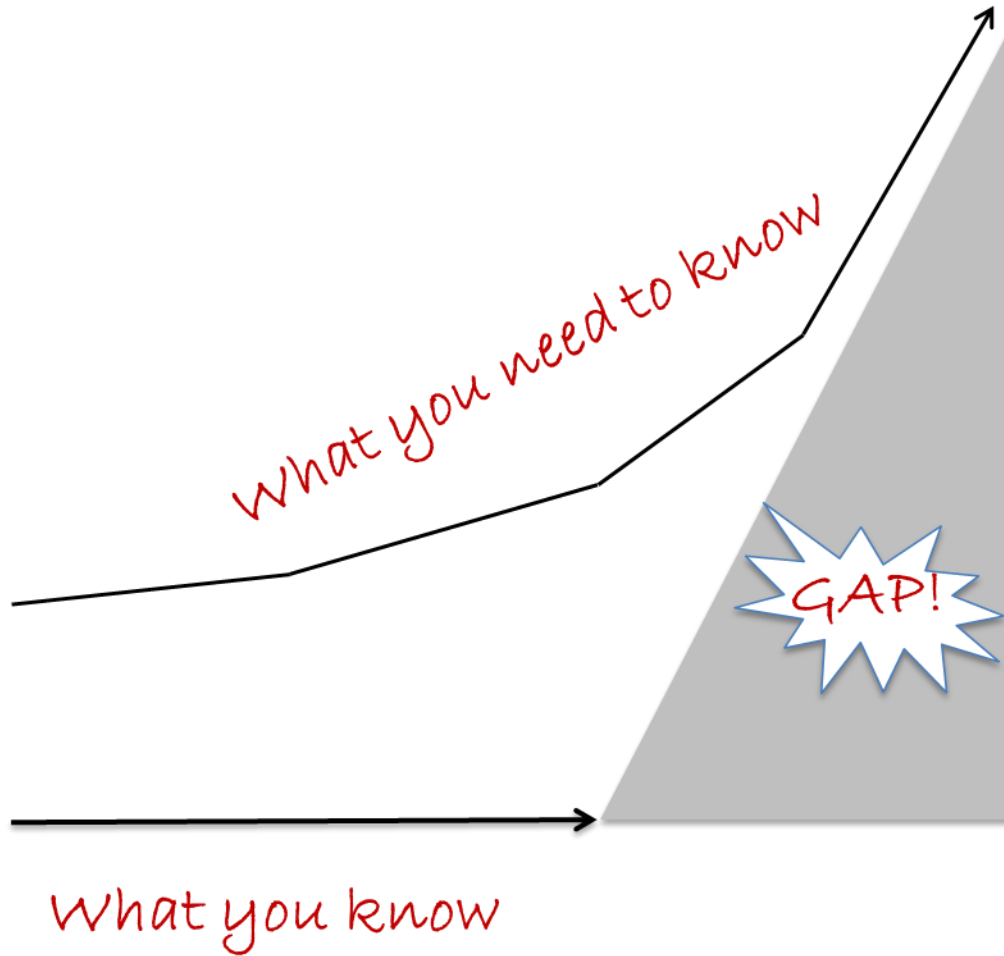


What you know

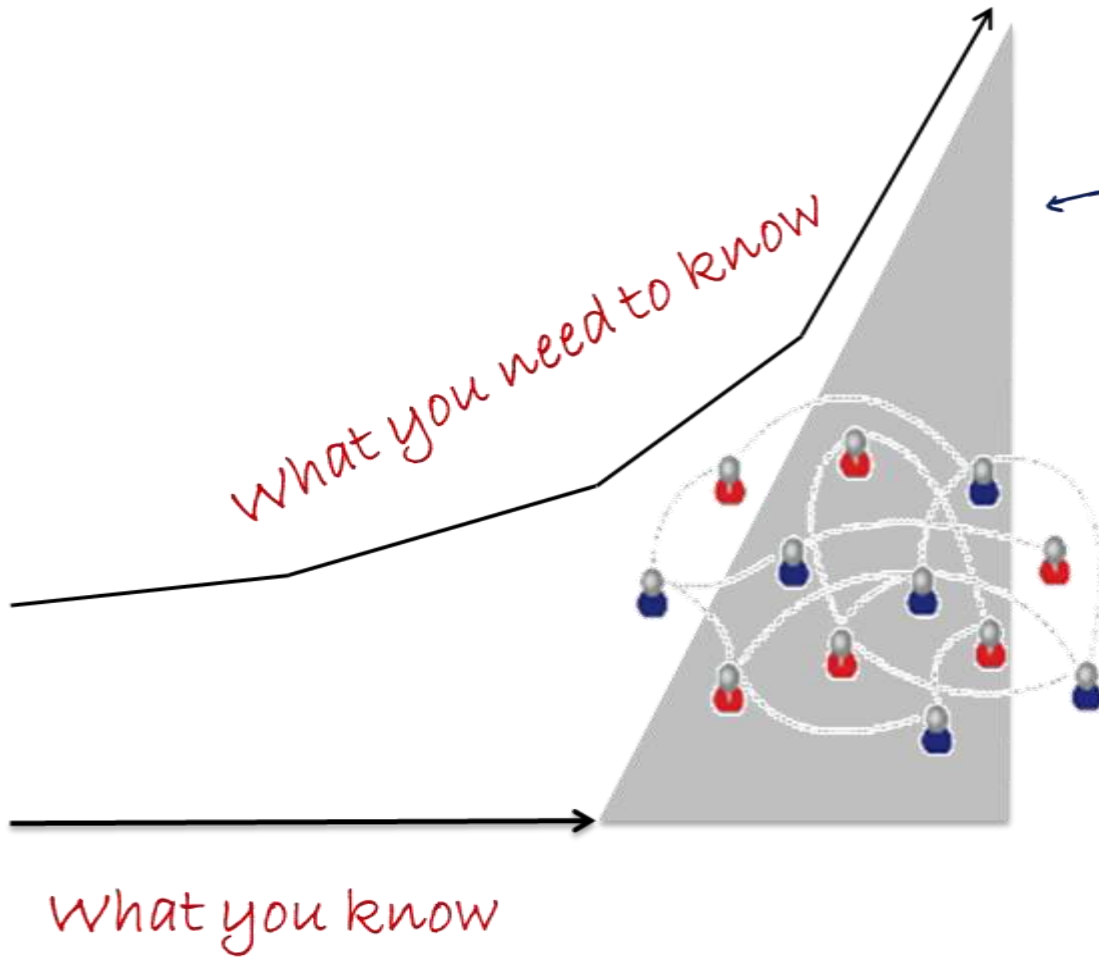
21st Century



21st Century

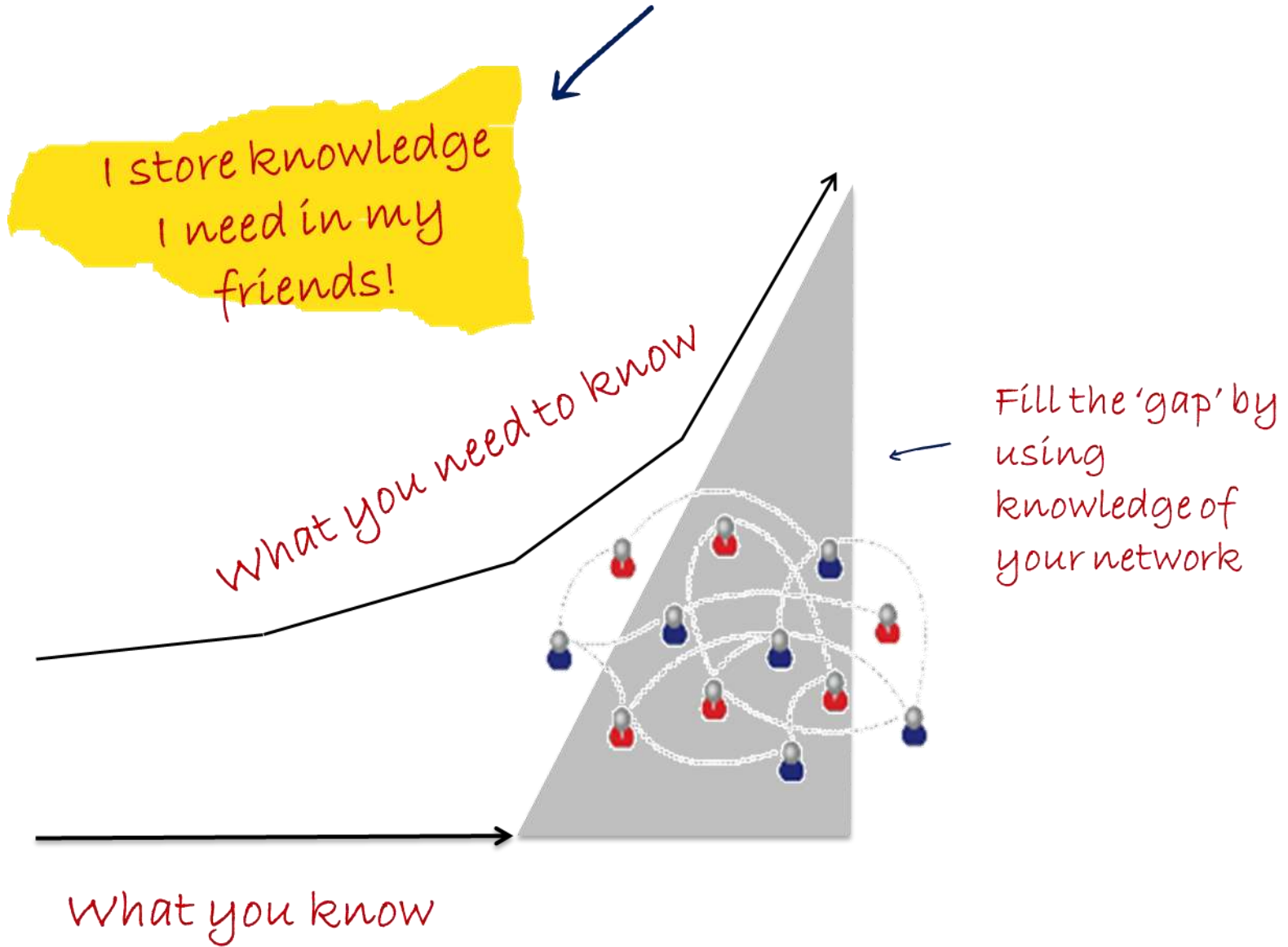


21st Century

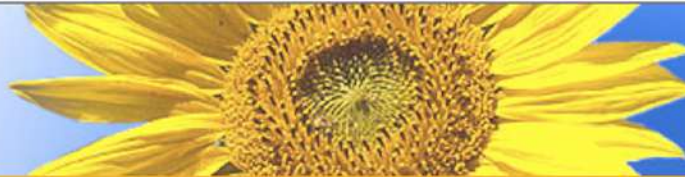


Fill the 'gap' by using knowledge of your network

INFORMAL LEARNING



NOKIA – WWF Online Learning Community



NOKIA-WWF
Environment
Conservation
INITIATIVE

Home About this site ▾ Learn More ▾ Do More ▾ Cooperate More ▾ Newsroom ▾ Downloads ▾ Discussion Forum

Welcome Dharmender Yadav

[SCORECARD](#) | Your Points 67317 [Top Score 90014]

[Edit Your Profile](#) | [LOGOUT](#)

Welcome

About this Initiative

In its fourth year now, Connect to Protect is a joint initiative between WWF and Nokia to create environmental awareness amongst Nokia employees and to provide you with guidance on how you can adopt an environmentally friendly lifestyle - both at home and at work. [More..](#)

The big picture

[Find Out](#) what drives Nokia's environment initiatives.

First time user?

[Find out](#) all you need to know about Connect to Protect.

A platform to discuss environmental issues with your colleagues



Top Tips

- Re-use envelopes.
- Use e-mail to stay in touch, including cards, rather than faxing or writing.
- Always use both sides of a sheet of paper.

Would you like to learn more?

Choose from topics that cover different facets of your environment

Brazil

CONTENT

- e Learning Modules



Taking Pounds Off Your Waste

Watch Your Wasteline



Going for shopping and taking out the garbage seem to be two entirely different activities. And yet, both are closely linked. Almost every time you make a purchase, you are also buying something that you will throw away - sooner or later.

Lets go on a special shopping trip to find out just how much junk we generate and more importantly, what we can do to change matters.

SKIP INTRO
CONTINUE

Introduction Story of Garbage Shopping Trip



Introduction Energy Consumption Trend **Treasure Island**

POINTS 100

VALUE OF THE ISLAND \$ 125000

With window films on plane glass.

Although not as effective as low-e glass, new insulating window films can reduce heat and glare by more than 50% and block nearly all the sun's ultraviolet rays coming through the windows. They also reduce heat loss during winter. Not only are they cheaper than low-e glass, they can even be installed by a layperson, saving on specialist labour. Mind you, the view will be a bit blurred through them.

NEXT QUESTION

Content + Conversation = COMMUNITY

Discussion Forum

Cooperate More ↘



← Asynchronous interaction for COLLABORATION

BUILD IT
and they will come

BUILD IT
and they will come



Content + Conversation + ACTIVITY



EcoTips



Choose a category:

Select a category

Tip:

SUBMIT

The Informal Learning Journey



Problem with Online Informal Learning



Knowledge is
highly fragmented
AND
understanding
requires a coherent
narrative

The Social Media Glue!

*Online 'conversations'
bring coherence to
fragmented knowledge
on the web*



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

Economics 1.0
(for Economy of Atoms)

= Based on Scarcity

Economics 2.0
(for economy of BITS)

= Based on abundance



NEED FOR FILTERING INFORMATION

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



NEED FOR FILTERING INFORMATION

NEED FOR AMPLIFIERS - OWN VOICE

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

NEED FOR FILTERING INFORMATION



Algorithm-based Filters

- E.g. Google

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

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

KISS online
Knowledge & Information Sharing Scenario

About KISS:

UEFA often talks about the Football Family. But 53 member associations cover immense geographical dimensions and a rich weave of know how. As the parent body, UEFA must bring the family together and this is best done by networking, by sharing knowledge and by developing a collective intelligence.

The definition of the KISS project is beautifully simple: it's about **bringing together knowledge and people**. The goal of such a networking is ultimately to collect and compare the various know how to create good practices.

Sign In:

Username *
Simon

Password *

OK

[Forgot Password?](#)

KISS News:

17/09/09

We are happy to announce our next **KISS Community Workshop on "Marketing of Youth Competition"** which will be held on the **29-30 of October** at the UEFA Headquarters in **Nyon**.
To know more about this workshop please click [here](#)

[more news](#)

Live Video:

KISS
KNOWLEDGE & INFORMATION SHARING

UEFA


KISS © 2009


Facebook-type Functionality

The screenshot displays a web application interface for 'KISSonline', which is described as a 'Knowledge & Information Sharing Scenario'. The interface is designed to resemble a social networking site like Facebook. At the top, a navigation bar includes links for 'Simon's home', 'Communities', 'Who's who', 'Events', and 'Log out'. The main header features the 'KISSonline' logo and a UEFA logo. Below the header is a navigation menu with icons and labels for 'GOOD PRACTICES', 'STORIES', 'A SPECIAL DAY WITH', 'RESOURCES', and 'ANSWERS'. A search bar on the right contains the text 'media crisis' and a 'GO' button. The main content area is divided into several sections: a user profile for 'Simon Johnson' (Media Manager at the Latvian Football Federation) with a profile picture and links to 'Edit profile' and 'View your messages'; a 'Wall' section with a blue button labeled 'Wall' and a message '1 Friends request received'; a 'Recent post in my groups' section with two posts from 'Test Group' dated October 1, 2009 and September 24, 2009; and a 'Friends' Activity' section with a post from 'admin' dated September 30, 2009. On the right side, there is a vertical sidebar titled 'My Pitch' with a green background, containing links for 'My Home', 'My Resources', 'Communities', 'My groups', 'My friends', 'Who's who', 'Events', 'My events', 'All events', 'My albums', and 'My videos'. The background of the main content area features a stylized soccer field with players and a goal.

YouTube-like Feature for Knowledge-Sharing




Good Practice Close


 **HOW TO deal with the media when a crisis occurs?**



00:13 | 01:44

See how problems similar to yours have been solved

- What do we do if a crisis comes along ?
Ceri Stennett 
- How to run a crisis media conference
Ceri Stennett 
- HOW TO deal with the media when a crisis occurs?
Declan Conroy 

 **Related cases are related because they suggest it is important to keep control and be explicit in a crisis**

“People who viewed this video, also viewed...”

Wisdom of the Crowd

The screenshot shows the KISSonline website interface. At the top, there is a navigation bar with links for 'Admin's home', 'Communities', 'Who's who', 'Events', and 'Log out'. The main header features the 'KISSonline' logo with the tagline 'Knowledge & Information Sharing Scenario' and a UEFA logo. Below the header is a secondary navigation bar with icons for 'GOOD PRACTICES', 'STORIES', 'A SPECIAL DAY WITH', 'RESOURCES', and 'ANSWERS', along with a search bar and a 'GO' button.

The main content area is divided into several sections:

- GOOD PRACTICES**: A sidebar section with a search bar and filters for 'By Author' and 'By Date'.
- THEMES**: A grid of topic categories including Anti-doping, Club Licensing, Communication & Media, Digital Media, Event Management, Infrastructure, Legal, Marketing, NA Planning & Development, Refereeing, and Stadia & Security.
- LATEST GOOD PRACTICES**: A list of articles with titles, authors, and dates. Each article has a small profile picture and a row of soccer ball icons representing a rating system. A red circle highlights this rating system, with a blue arrow pointing to a 'Rating filter' box on the right.
- TAGS**: A list of keywords such as 'audience', 'broadcasting', 'communication', 'communication skills', 'media PR&media', 'promotion rights sale', 'sponsors strategy', and 'ticketing'. A red circle highlights this list, with a blue arrow pointing to a 'Tag cloud' box at the bottom.

At the bottom of the page, there is a copyright notice 'KISS © 2009' and a small UEFA logo.

Tag cloud

Rating filter

Asynchronous Interaction – Discussion Forum

The screenshot displays the KISSonline website interface. At the top, there is a navigation bar with links for 'Admin's home', 'Communities', 'Who's who', 'Events', and 'Log out'. The main header features the 'KISSonline' logo with the tagline 'Knowledge & Information Sharing Scenario' and a UEFA logo. Below the header is a secondary navigation bar with icons and labels for 'GOOD PRACTICES', 'STORIES', 'A SPECIAL DAY WITH', 'RESOURCES', and 'ANSWERS'. The main content area is divided into several sections:

- Group leader:** A profile for 'boder' is shown.
- Members:** A grid of member avatars is displayed.
- General discussion:** A section for posting and viewing forum topics. It includes a 'Post new forum topic.' link and a table of existing topics.
- KISS EXPERTS:** A sidebar menu with options: 'Create new topic', 'Add photo', 'Add resource', 'Manage group forums', '36 members', and 'My membership'.
- My Pitch:** A sidebar menu with options: 'My home', 'My Resources', 'Communities', 'My groups', 'My friends', 'Who's who', 'Events', 'My events', 'All events', 'My albums', and 'My videos'.

Topic	Replies	Created	Last reply
Expert sub-group on the community "NA Planning & Development"	1	3 weeks 4 days ago by boder	3 weeks 4 days ago by boder
Management of communities	1	4 weeks 4 days ago by boder	4 weeks 4 days ago by boder
What Is Corporate Management ?	3	5 weeks 6 days ago by draebye	5 weeks 4 days ago by drivers

At the bottom of the page, there is a copyright notice: 'KISS © 2009'.

Who's Who (LinkedIn-type) Functionality

The screenshot displays the KISSonline website interface. At the top, there is a navigation bar with links for 'Simon's home', 'Communities', 'Who's who', 'Events', and 'Log out'. The main header features the 'KISSonline' logo with the tagline 'Knowledge & Information Sharing Scenario' and a soccer field graphic. Below the header, a secondary navigation bar includes 'GOOD PRACTICES', 'STORIES', 'A SPECIAL DAY WITH', 'RESOURCES', and 'ANSWERS'. The central content area is titled 'Who's who' and contains a search form with fields for 'First Name', 'Last Name', and 'Name of the Organisation', along with a 'National Association' dropdown menu and a 'Search' button. Below the search form, a section titled 'Find KISS members' lists several user profiles, each with a profile picture, name, and action links such as 'View Profile', 'Send Message', and 'Add to friends'. On the right side, a green sidebar titled 'My Pitch' contains a vertical menu with options like 'My Home', 'My Resources', 'Communities', 'My groups', 'My friends', 'Who's who', 'Events', 'My albums', and 'My videos'. The bottom of the page shows a 'Who's online' section indicating that there are currently 0 users and 0 guests online.

Collaborative Learning

The screenshot displays the KISSonline website interface, which is a platform for collaborative learning. The header features navigation links: Admin's home, Communities, Who's who, Events, and Log out. The main banner includes the KISSonline logo with the tagline "Knowledge & Information Sharing Scenario" and a UEFA logo. Below the banner is a navigation bar with tabs for GOOD PRACTICES, STORIES, A SPECIAL DAY WITH, RESOURCES, and ANSWERS. The main content area shows a "Management of communities" section with a post by "loder" dated 4 September 2009. The post text reads: "I suggest we use this topic-forum to share successes and difficulties we encounter in managing our communities." Below the post is a "Post new comment" form with an input field and a "Submit" button. The left sidebar contains a "Group leader" profile, a "Members" list, and a "KISS EXPERTS" section with links for "Create new topic", "Add photo", "Add resource", "Manage group forums", "36 members", and "My membership". The right sidebar features a "My Pitch" section with links for "My Home", "My Resources", "Communities", "My groups", "My friends", "Who's who", "Events", "My events", "All events", "My albums", and "My videos". The footer includes a small logo and the text "KISS © 2009".

Admin's home Communities Who's who Events Log out

KISSonline
Knowledge & Information Sharing Scenario

GOOD PRACTICES STORIES A SPECIAL DAY WITH RESOURCES ANSWERS

View Edit Outline Track Convert

Group leader

Members

KISS EXPERTS

Create new topic
Add photo
Add resource
Manage group forums
36 members
My membership

Management of communities

Submitted by **loder** on 4 September 2009.

I suggest we use this topic-forum to share successes and difficulties we encounter in managing our communities.

delete edit reply

Post new comment

Input format

Notifications

Do not send notifications for this update.

Submit Preview

My Pitch

My Home
My Resources
Communities
My groups
My friends
Who's who

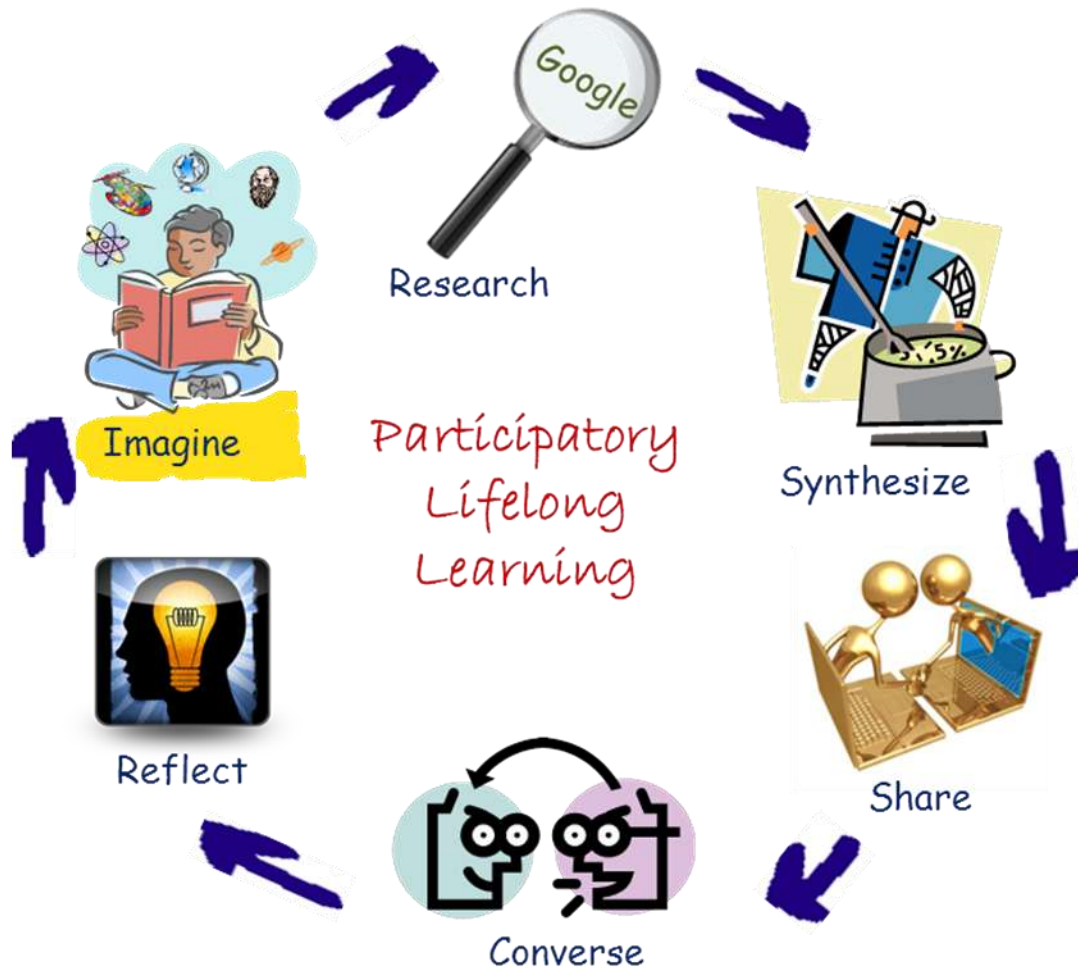
Events
My events
All events

My albums
My videos

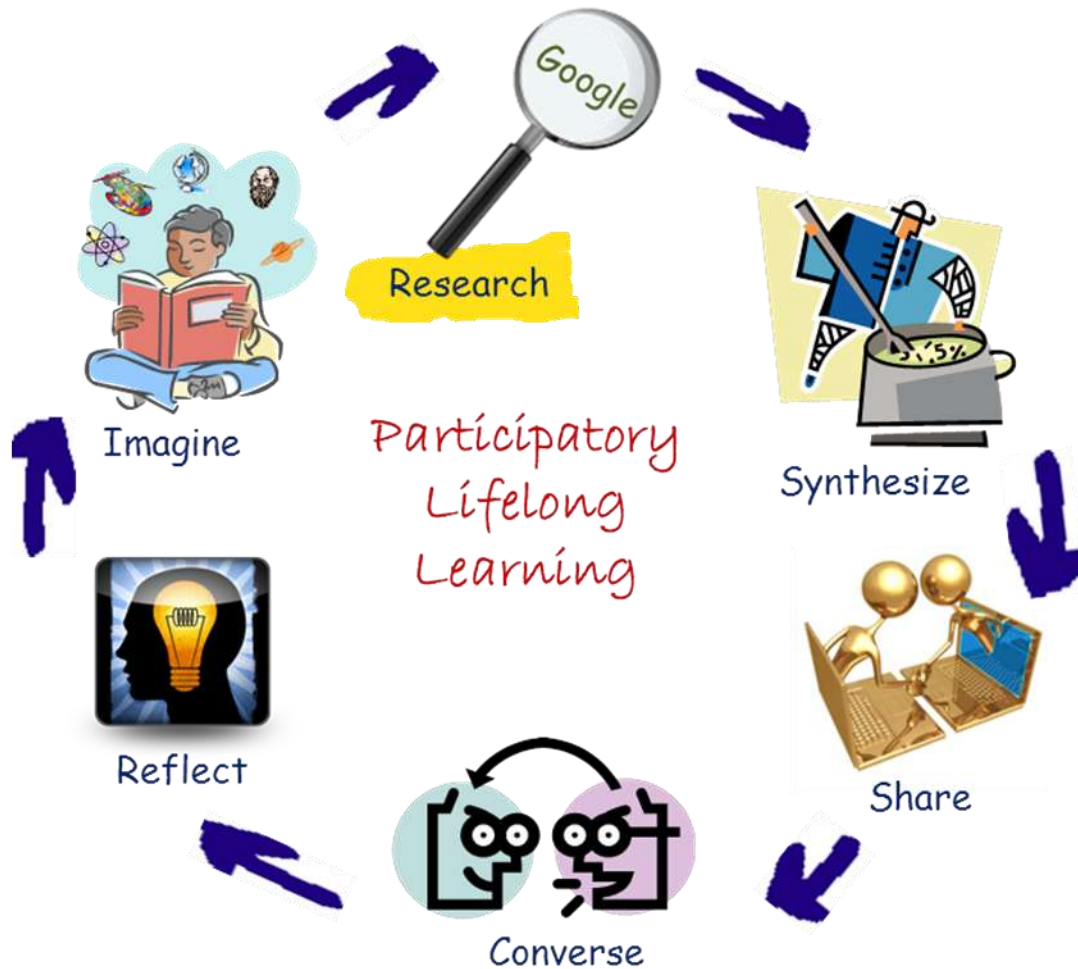
KISS © 2009

Social Media Learning Cycle

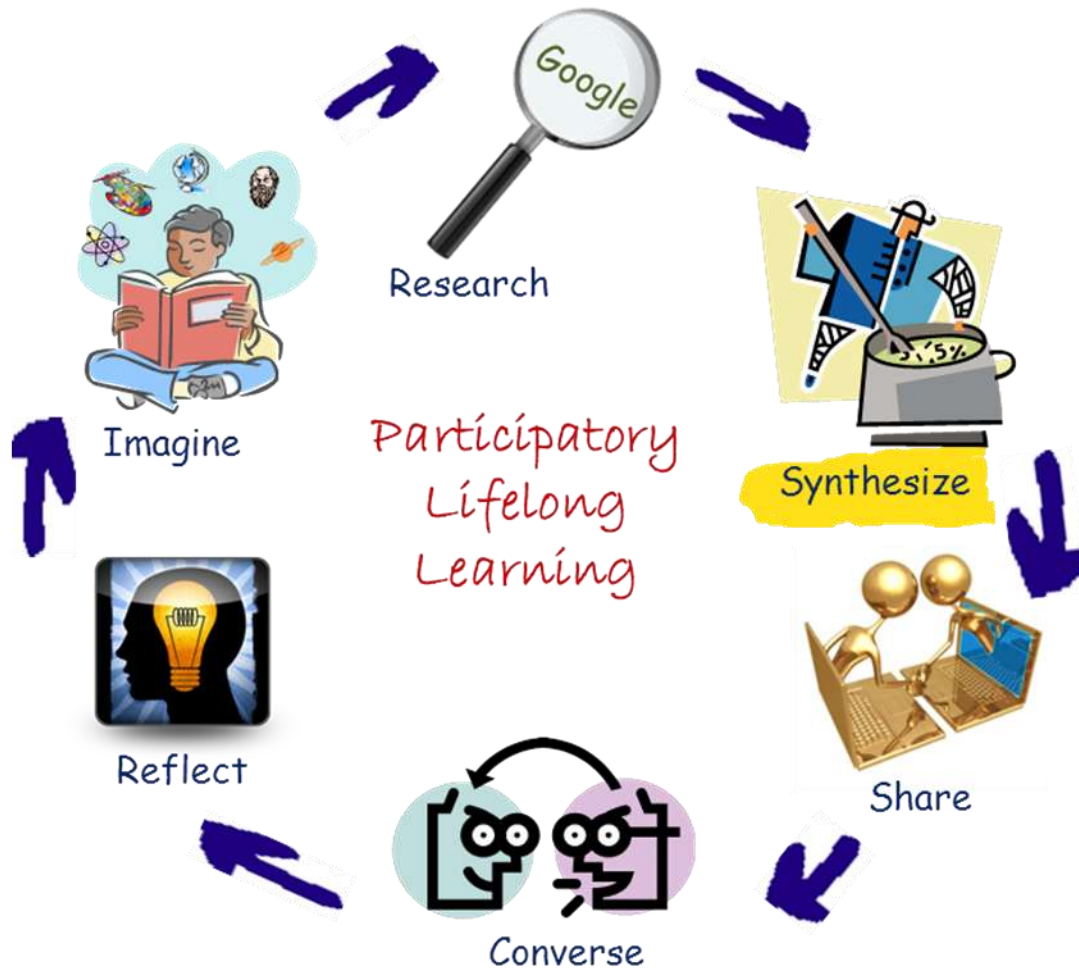
Social Media Learning Cycle



Social Media Learning Cycle



Social Media Learning Cycle



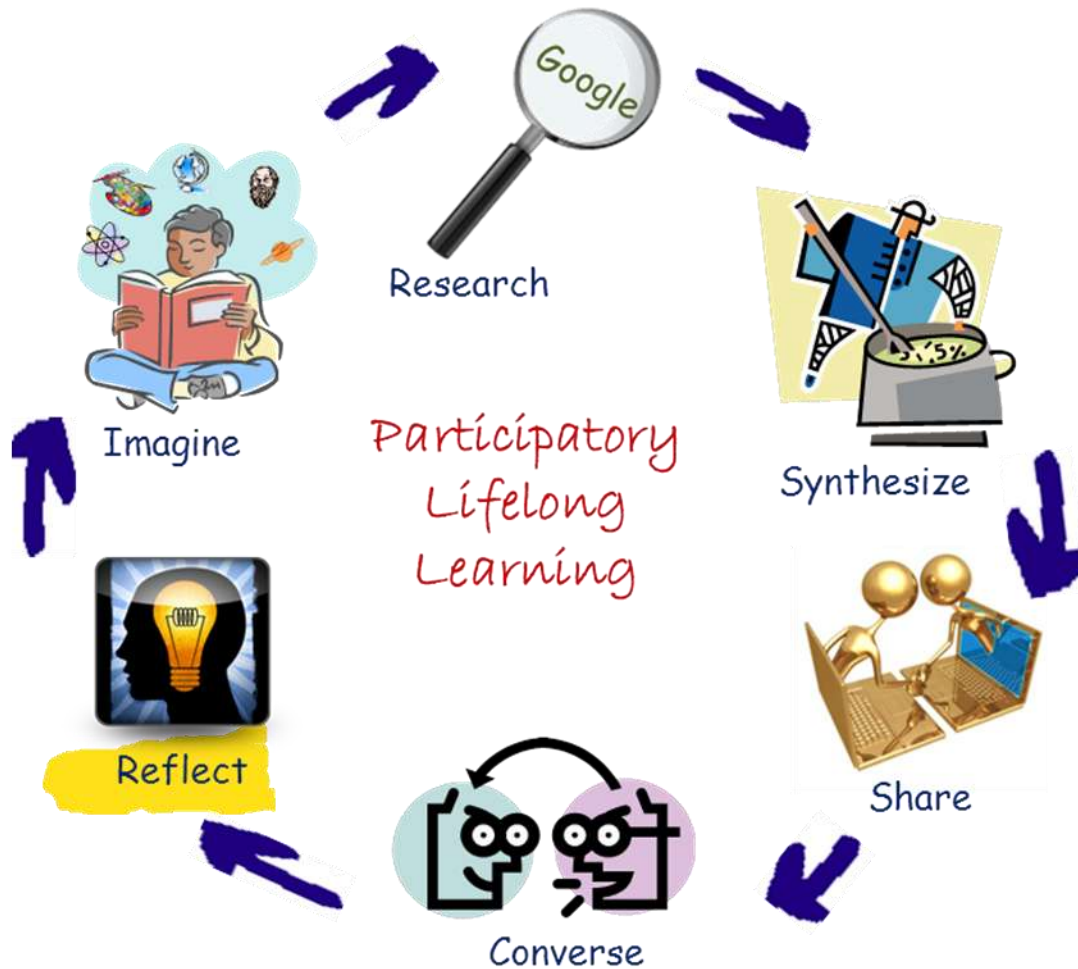
Social Media Learning Cycle



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!

Atul.Pant@TimelessLifeskills.co.uk