Social Media on Mobiles

&

Mobile Learning

Mobile Learning

Mobile learning can be broadly defined as

'the usage of ubiquitous handheld devices to facilitate, support, enhance &

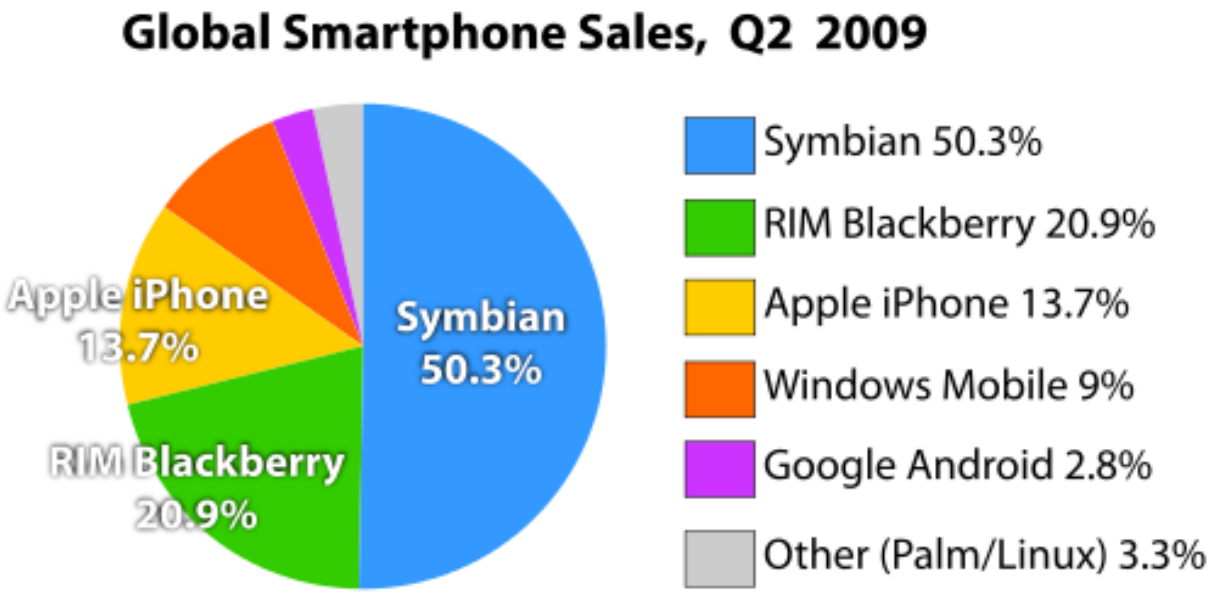
extend the reach of teaching and learning."

Why should you care about mobile devices?

- More than 6.1Billion SMS messages being sent daily
- Over 482 million active wireless users in India (source: TRAI Study, Dec'10)
- About 8% of wireless users have used a cell phone or Smartphone to access the internet (July'10)
- The mobile device will be the primary connection tool to the internet for most people by 2020

RIM

iPhone



Android

Symbian

Windows Mobile

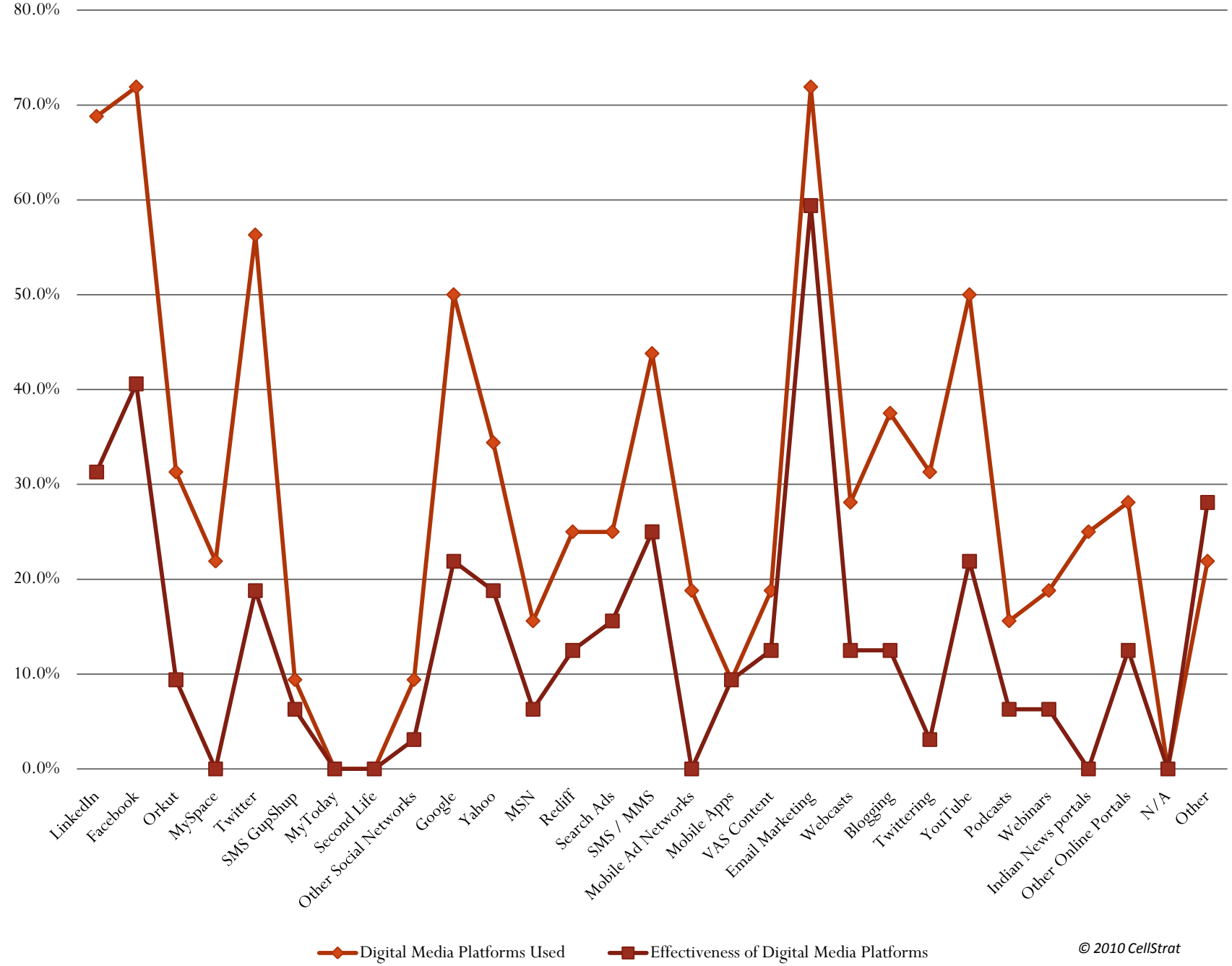
The app boom

- Apps – programs for Smartphones.
  - Educational Games, productivity software, social networking apps, news apps, etc.
  - Some come pre-installed, most are downloaded from the Web.
  - Some free, many $$$
- Apps built for individual mobile platforms (Android, iPhone, Windows Mobile, etc.)
- Forecast: $1.6 billion in app sales for 2010 (Yankee Research Group, March 2010).

Social/ Digital Media "Need of the Hour"

- Social Networking & Digital Media are the need of today's educational system and businesses alike
- Direct medium to connect companies/ academics with customers/ students
- Many institutions are aboard the wave & many are still waiting
- Tailor made Market Research & Robust implementation Strategy would solve the problem

Digital Media Platforms used vs Effectiveness



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facebook

flickr

Google

YouTube

LinkedIn

YAHOO!

msn

myspace.com
a place for friends

MYTODAY
LEADERS IN
MOBILE ADVERTISING

orkut

rediff.com

SECOND LIFE

SMS GupShup

twitter

Mobile Social Apps

- Three types
  - Social apps that can be used on mobile devices. Eg. Facebook, LinkedIn, Twitter etc.
  - Social apps designed primarily for mobile devices. Eg. BubbleMotion, Mig33
  - Social apps specifically designed for mobile devices. Eg. Foursquare
    - Most are location-aware

Twitter

- Micro-blogging – sharing information in 140 characters or less
- People "follow" your Twitter feed and get updates of your news and that of their other friends chronologically
- Hugely popular
- Can use via web, cell phone, desktop apps, IM, etc.

What are you doing?

140

update

Latest: @djfiander Oh you crazy Canadians and your pencils for Halloween! ;-) about 1 hour ago

Home

younglibrarian This may actually induce me to get a snuggie -- Weezer Snuggie Infomercial http://bit.ly/2VXqT6

3 minutes ago from web

brewinlibrarian RT @caseorganic: Progress isn't made by early risers. It's made by lazy people trying to find easier ways to do something.

3 minutes ago from Echofon

vielmetti 12 voters at the Michigan union

4 minutes ago from mobile web

PaulMiller RT @euan: I have lusted after Google Voice since it was Grand Central and can't have it. I want Ribbit NOW! [ditto]

5 minutes ago from Tweetie

cindi alas.... they are out of business http://flic.kr/p/7cVqV5

5 minutes ago from Flickr

joshuamneff Clean Harry #unseenprequels

6 minutes ago from Echofon

lnorvig A trend I hate: Linking to a Facebook link to an article that is on the web. Please make it stop.

6 minutes ago from web

cmairn I feel like crap, but ... I.must.find.enough.energy.to.get.up.to.vote. http://myloc.me/1k44r

7 minutes ago from UberTwitter

librarianmer
1,624 tweets

273 following | 1,077 followers | 77 listed

Fledg·ling Wine
n. a Twitter winemaking project for literacy around the world.

Home

@librarianmer

Direct Messages 97

Favorites

Search

Lists

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending Topics

#losemynumber

#unseenprequels

Google Wave

Halloween

#VoteNoOn1

New Moon

Maine

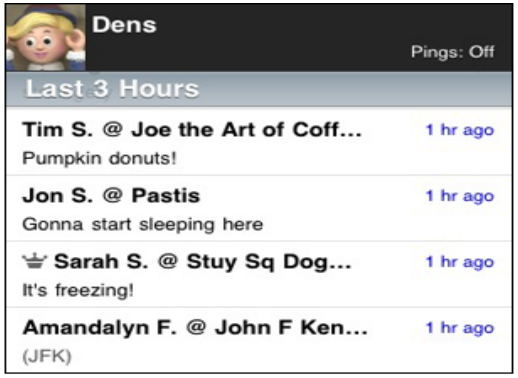
Twitter Lists

Dragon Age

#blacksn0w

Following

Foursquare



Check-in to places

People use foursquare to "check-in", which is a way of telling us your whereabouts. When you check-in someplace, we'll tell your friends where they can find you and recommend places to go & things to do nearby. People check-in at all kind of places - cafes, bars, restaurants, parks, homes, offices.

You'll find that as your friends use foursquare to check-in, you'll start learning more about the places they frequent. Not only is it a great way to meet up with nearby friends, but you'll also start to learn about their favorite spots and the new places they discover.

Share your experiences with friends

Think of foursquare as an "urban mix tape." We'll help you make lists of your favorite things to do and let you share them with friends. Think beyond your standard review - we're looking less for "The food here is top notch" and more for "Go to Dumont Burger and try the most amazing Mac and Cheese ever." Foursquare will keep track of the things you've done, help you create To-Do lists and even suggest new experiences to seek out.

As you check-in around the city, you'll start finding tips that other users have left behind. After checking-in at a restaurant, it's not uncommon to unlock a tip suggesting the best thing on the menu. Checking-in at a bar will often offer advice on what your next stop should be. Every tip you create is discoverable by other users just by checking-in.

Earn points and unlock badges!

Every foursquare checkin earns you points. Find a new place in your neighborhood? +5 points. Making multiple stops in a night? +2 points. Dragging friends along with you? +1.

And as you start checking-in to more interesting places with different people, you'll start unlocking badges. There are badges for discovering new places and for traveling to far away places. Spending too much time singing karaoke or been hitting the gym consistently? Yes, there are badges for those too :)

Location-aware mobile games

Usage of Mobile & Social Media Initiatives in Educational Institutions

- Libraries:

✓ Catalog search

✓ Databases/federated search if they have mobile interfaces

✓ Circ info (due dates, holds)

✓ Room/computer reservations

✓ Reference info/widgets/forms

✓ Hours

✓ Links to useful mobile content

- Quizes:

Teachers use bluetooth technology/ SMS based social networks to send quiz apps/ questions to student's mobile phones who then respond back either through SMS/ bluetooth itself. Results are tabulated and teachers get the consolidated results on their system screens.

Usage of Mobile Social Media Initiatives in Educational Institutions

- WAP books/ Book Apps
- Maths formulae app for teachers and students alike in great demand on iTunes
- Chemistry apps in popular demand. Eg. Chemspider, PubChem, Pubmed etc…
- Instructional Videos made by teachers, available on Youtube etc.
- Foursquare being used by libraries to find out the most frequent visitor, rewarding them in some way etc.
- SMSGupshup used by deans and head of institutions to make announcements…

Thank You