

Masterclass #1.
Blended Learning A to Z:
Myths, Models, and Moments of Magic

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Audience Poll #1:
Has learning technology ever transformed your life?



Life as an accountant/CPA in a high tech company in the 1980s...



Thirty Ways Learning is Changing...
 (i.e., it's more informal, video-based, ubiquitous, collaborative, self-directed, global, mobile, open, massive, etc.)



I. Learning is More Mobile
 (e.g., mobile courses on smartphone)
April 2, 2015

Review: Samsung rises to challenge with Galaxy S6 and S6 Edge

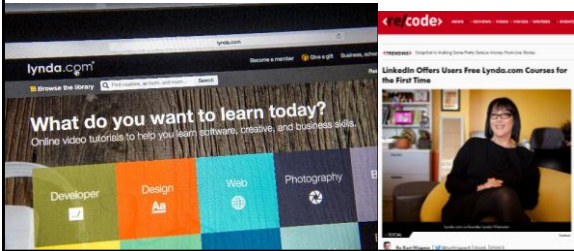


II. Learning is More Flipped



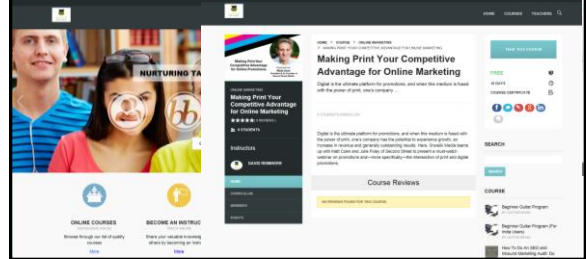
III. Learning is More Video-Based June 16, 2015

Lynda.com Excel Training, IU
Acquired for \$1.5 Billion, April 23, 2015
<http://www.lynda.com/Excel-tutorials/Excel-2010-Essential-Training/61219-2.html>



IV. Learning is More Direct from Experts February 2, 2015

Here Comes Professor Everybody: The 'sharing economy' meets higher education,
Chronicle of Higher Education, Jeffrey R. Young
<http://chronicle.com/article/Here-Comes-Professor-Everybody/151445/7cid=at>



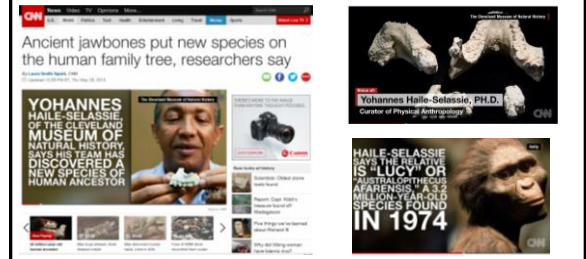
V. Learning is Resource Rich March 22, 2015

Madagascar marvel:
Divers find fossils of extinct giant lemurs
Daisy Carrington, for CNN, March 22, 2015
<http://www.cnn.com/2015/03/19/africa/underwater-fossil-lemur-graveyard-madagascar/index.html>



May 28, 2015 (Immediate, Digital, and Resource Rich)

Ancient jawbones put new species on the human family tree,
researchers say, Laura Smith-Spark, CNN
<http://www.cnn.com/2015/05/28/africa/ethiopia-fossil-hominin-ancestor/index.html>



May 28, 2015 New species from Ethiopia further expands Middle Pliocene hominin diversity, Nature

<http://www.cnn.com/2015/05/28/africa/ethiopia-fossil-hominin-ancestor/index.html>
<http://www.nature.com/nature/journal/v521/n7553/full/nature14448.html>



VI. Learning is More Informal June 29, 2015

Is Facebook the next frontier for online learning?
Christine Greenhow; greenhow@msu.edu, Andy Henion
<http://msutoday.msu.edu/news/2015/is-facebook-the-next-frontier-for-online-learning/>



VII. Learning is More Digital
October 23, 2014

New Amazon Kindle is a Voyage into eReader luxury, USA Today, Edward C. Baig

<http://www.usatoday.com/story/tech/innovation/2014/10/23/amazon-kindle- Voyage-is-voyage-into-e-reader-luxury/7781252/>



VIII. Learning is More On Demand
May 5, 2014

Mobile MOOCs: New platform challenges conventional MOOCs
 eCampus News (<https://coursmos.com/>)



IX. Learning is More Personal

Localization and Translation of Open Content
 Coursera, Global Translator Community, Chronicle of Higher Education
<https://www.coursera.org/about/translate>

Coursera Seeks to Create a 'Global Translator Community'



X. Learning is More Social

Facebook says 1 billion people used Facebook on Monday, USA Today
<http://www.usatoday.com/tech/>



XI. Learning is More Free
August 5, 2014

OpenStax Aims To Bring Free Digital Textbooks to High Schools, David Nagel, THE Journal

<http://thejournal.com/articles/2014/08/05/openstax-aims-to-bring-free-digital-textbooks-to-high-schools.aspx>

New mobile app helps a Cambridge press offer free digital monographs even to those without computers



XII. Learning is More Massive

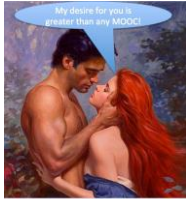
Sample Course: Open Knowledge: Changing the Global Course of Learning
 September 2, 2014 to December 12, 2014, Stanford

<https://class.stanford.edu/courses/Education/OpenKnowledge/Fall2014/about#>
 Softcover (\$30): http://www.parlorpress.com/invasion_of_the_moocs
 Free (PDF): http://www.parlorpress.com/pdf/invasion_of_the_moocs.pdf



Things are heating up!

<http://routledge-ny.com/books/details/9781138807419/>



MOOCs and Open Education Around the World
By Bonk, Lee, Reeves, & Reynolds

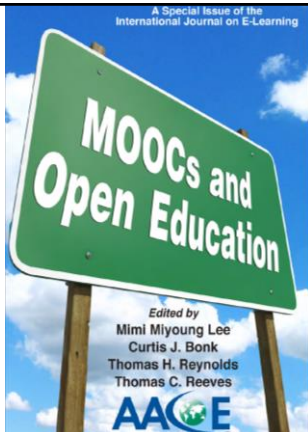
MOOCs and Open Education Around the World

<http://routledge-ny.com/books/details/9781138807419/>

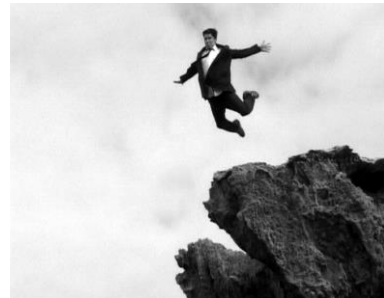
MOOCs and Open Education Around the World
Edited by Curtis J. Bonk, Mimi Miyung Lee, Thomas C. Reeves, & Thomas H. Reynolds

Purchasing Options:
Paperback \$42.00
eBook \$39.95
Hardback \$102.00

EDITED BY
CURTIS J. BONK, MIMI M. LEE,
THOMAS C. REEVES
& THOMAS H. REYNOLDS



We are entering a jumping off point...



We are entering a jumping off point...

(South University of Science and Technology of China, Wednesday June 10, 2015)



Audience Participation!

WE

ALL

LEARN!!!

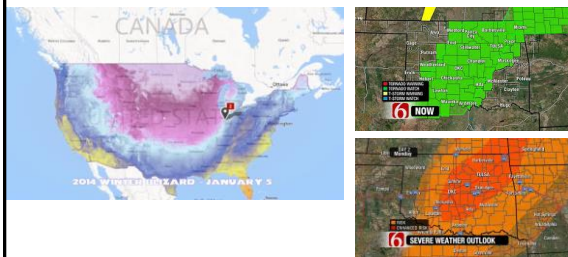


Learning is also More Blended...

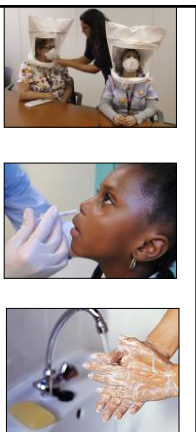
1. Definitions of blended learning
2. Myths of blended learning
3. Models of blended learning
4. Examples of blended learning



Who Needs Blended and Online Learning?



Those where there are diseases and outbreaks...



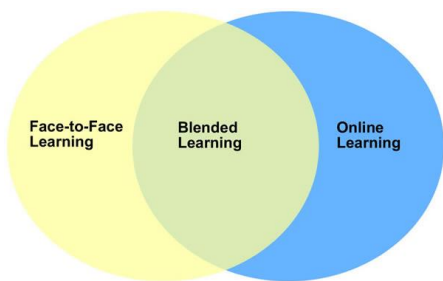
May 31, 2015 MERS, South China Morning Post

<http://www.scmp.com/news/hong-kong/health-environment/article/1913330/mers-case-sets-back-communities-hong-kong-2015>

Mers case brings back memories of Hong Kong's Sars outbreak



Answer: Blended Learning



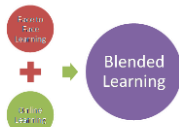
Myth #1: If you read the enough research you will be able to know the impact of blended learning.

1. Improved Pedagogy
 - More interactive instead of transmissive
 - Authentic, real world, etc.
2. Increased Access/Flexibility
3. Increased Cost Effectiveness



Myths #2: Blended learning is easy to define.
Myth #3: Blended learning is hard to define.
Blending Online and F2F Instruction

"Blended learning refers to events that combine aspects of online and face-to-face instruction" (Rooney, 2003, p. 26; Ward & LaBranche, 2003, p. 22)



Classifying K-12 Blended Learning

Heather Staker and Michael B. Horn, May 2012

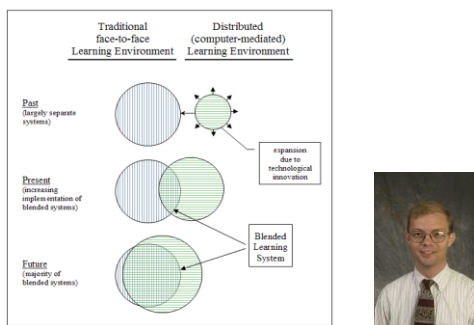
<http://www.projectred.org/uploads/The-Rise-of-K-12-Blended-Learning.pdf>

"Blended learning is any time a student learns at least in part at a supervised brick-and-mortar location away from home and at least in part through online delivery with some element of student control over time, place, path, and/or pace."

Figure 2. Definition of blended learning



Historical Emergence of Blended (Graham, 2006)

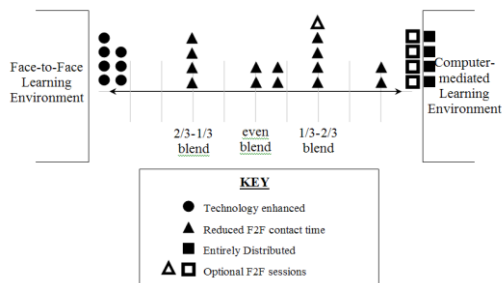


Myth #4: People will know what I am saying when I say "blended learning."
Myth #5: Blended is the same as "hybrid."
The Sloan Consortium

Proportion of content delivered online	Type of Course	Typical Description
0%	Traditional	Course with no online technology used - content is delivered in writing or orally.
1 to 29%	Web facilitated	Course which uses web-based technology to facilitate what is essentially a face-to-face course. Might use Blackboard or WebCT to post the syllabus and assignments, for example.
30 to 79%	Blended/Hybrid	Course that is a blend of the online and face-to-face course. Substantial proportion of the content is delivered online, typically uses online discussions, typically has some face-to-face meetings
80+%	Online	A course where the vast bulk of the content is delivered online. Typically has no face-to-face meetings.



Myth #6: Knowing "how much" to blend is vital.
Range of Blends in Pew Cases



Source: Graham, C. R., & Allen, S. (2005). Blended learning: An emerging trend in education. In C. Howard & J. V. Boettcher & L. Justice & K. D. Schenk & P. L. Rogers & G. A. Berg (Eds.), *Encyclopedia of Distance Learning* (pp. 172-179). Hershey, PA: Idea Group Inc.

Myth #7: Blended learning works everywhere.
Where is Blended Beneficial?

- Intro Classes (Spanish, psych, algebra, biology)
- AP Classes
- Classes with low success rates
- Classes with students working part-time
- Required classes
- Students are rural or spread over a distance
- Classes with certification or standardization
- Classes with new requirements or standards
- Writing intensive classes, theory classes, etc.
- Lab classes?

Examples of Blended Learning

- Put assessments/reviews online
- Online discussions
- Online labs
- Put reference materials on Web
- Deliver pre-work online
- Provide office hours online
- Use mentoring/coaching tool
- Access experts live online



Myth #8: People learn more in face-to-face settings than blended or fully online ones.

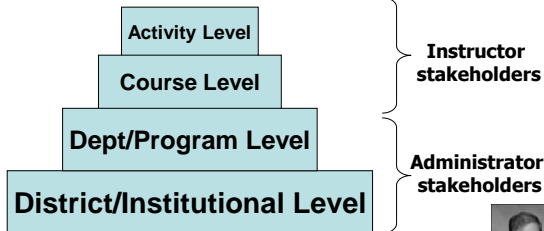
Fully Online and Blended Learning Advantages

1. Increased Learning (better papers, higher scores)
2. More effective pedagogy and interaction
3. Course access at one's convenience and flexible completion (e.g., multiple ways to meet course objectives)
4. Reduction in physical class or space needs, commuting, parking, etc.
5. Increased opportunities for human interaction, communication, & contact among students
6. Introverts participate more

Myth #9: Instructors can have a logical discussion with administrators about blended learning.

Models of Blending

Blending occurs at the following four levels:

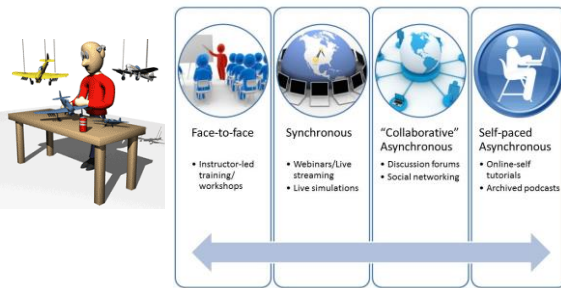


Myth #10: There is a best model of blended.
AMA Special Report, Effectively Implementing a Blended Learning Approach
 (Steven Shaw & Nicholas Ignneri, 2006)



Source: American Management Association, AMA at Work

Seven Example Blended Learning Models



Blended Model #1.
Face-to-Face Primary
 (online is for remediation of supplement)



Blended Model #2. Rotation (students alternate FTF and Online instruction)

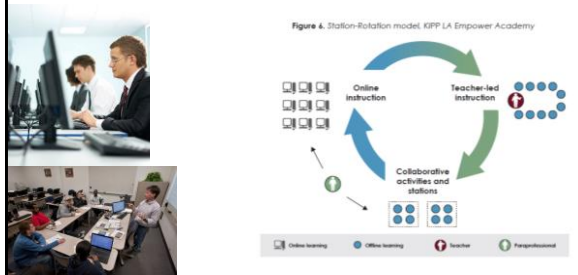


Figure 4. Station-Rotation model, KIPP LA Empower Academy

The diagram shows a circular rotation between three stations: Online instruction, Teacher-led instruction, and Collaborative activities and stations. A legend at the bottom identifies icons for Online learning, Office learning, Teacher, and Program/Student.

Blended Model #3. Flex (curriculum primarily online with instructors available FTF)



Figure 10. Flex model, San Francisco Flex Academy

The diagram shows a classroom layout with various zones: Study and collaborative space, Breakfast room, Collaboration rooms, Social area, and Science lab. A legend at the bottom identifies icons for Online learning, Office learning, Teacher, and Program/Student.

Blended Model #3. Online Lab (lab or field experience component of course is online)



Blended Model #4. Self-Blend (students decide on which courses they take online or which portion of the course is online)

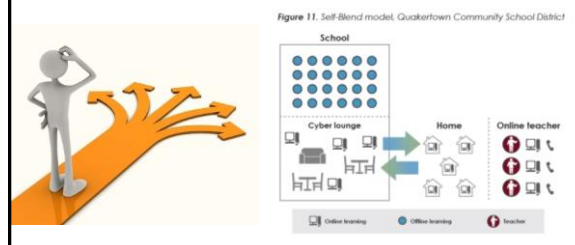


Figure 11. Self-Blend model, Quakertown Community School District

The diagram shows a student at a fork in the road, choosing between School and Home. The School side includes a Cyber lounge. The Home side includes Online teacher. A legend at the bottom identifies icons for Online learning, Office learning, Teacher, and Program/Student.

Blended Model #5. Bookend (first and last part of the course is online and middle portion is FTF; AMA Special Report, Blended Learning Opportunities, Alison Rossett (2006))



Blended Model #6. Anchor (start with FTF or what students are familiar with and then move to online; or the opposite and start online and move to F2F)



Blended Learning Model #7: Gradual Human (F2F) Approach

The IBM Four Tier Learning Model. Blending Learning for Business Impact
– IBM's case for learning success. *Nancy Lewis, VP, & Peter Orton, IBM*

- 4 Learning Labs**
Experiential skills and performance
Learning Labs, Classroom Mentoring, Role Playing, Coaching
- 3 Collaborative Learning**
Group Learning, Peer Support
Live Virtual & Asynchronous programs, e-Labs, Communities of Interest, Practice and Purpose
- 2 Interactive Learning - Simulation**
Engagement & Practice
QuickCases, Simulations; Scenario based problem solving
- 1 Performance Support & Best Practice Reference**
Reference & Reinforcement
QuickViews; WebCasts, Web Books, Best Practice Repositories, Web Pages & Objects

Competency Assessments

Two Dozen (24) Blended Learning Examples

August 19, 2015 Blended Solution #1. Use the Media to Supplement Content (e.g., CNN Money)

<http://money.cnn.com/2015/08/19/retirement/retirement-savings-20s/index.html>

Millennials & Their Money

3 tips to getting retirement right in your 20s

Blended Solution #2. Analyzing Financial Statements (e.g., Twitter)

<https://finance.yahoo.com/q/ls?s=TWTR+Income+Statement&annual>
<http://www.marketwatch.com/investing/stock/twtr/financials>
<http://www.nasdaq.com/symbol/twtr/financials?query=income-statement>

Account	2014	2013	2012
Unusual Expense			
EBIT after Unusual Expense	\$1,401,000	\$895,000	\$495,000
Non-Operating Income/Expense	\$1,000,000	\$1,000,000	\$1,000,000
Non-Operating Interest Income	\$140,000	\$140,000	\$140,000
Equity in Affiliates (Profit)			
Interest Expense			
Gross Interest Expense			
Interest Capitalized			
Proton Income			
Income Tax			
Income Tax - Current Domestic			

January 28, 2015 Blended Solution #3. Find Quality Supplemental Text Resources (e.g., Accounting Coach; includes tests, Q&A, visuals, forms, definitions, etc.)

<http://www.accountingcoach.com/inventory-and-cost-of-goods-sold/explanation>

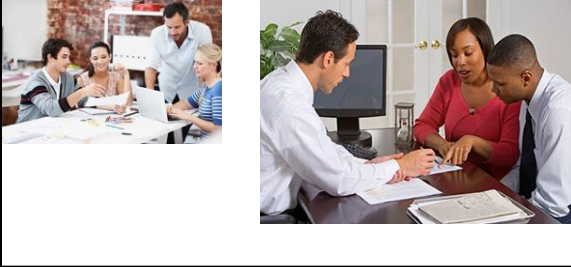
Accounting Coach

Inventory and Cost of Goods Sold (Explanation)

Introduction to Inventory and Cost of Goods Sold

Blended Solution #4. Expert Question and Answer Sessions

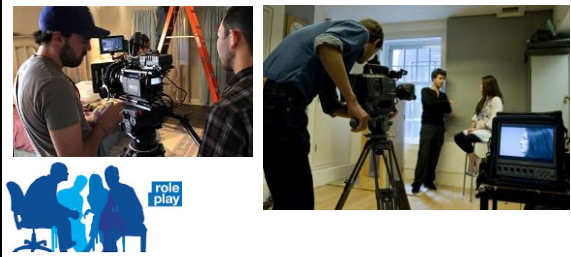
Blended Solution #5. Collaborative Teaming



Blended Solution #6. Cross Institutional Teaming



Blended Solution #7. Online Role Play or Debate (e.g., documentary production)

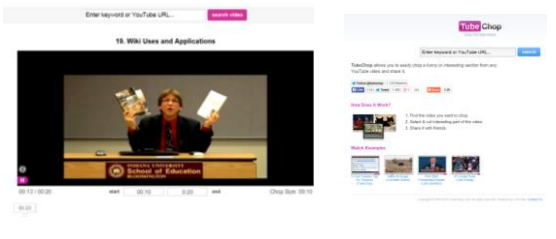


Blended Solution #8. Reflect on Virtual Timelines (Dipity, xtimeline, Simile, etc.)

<http://www.usatoday.com/news/destinations/story/2011-08-25/Martin-Luther-King-3-Memorial-In-Washington-A-close-look/501364701?top=3&news>
<http://usatoday30.usatoday.com/tech/news/story/2011-09-22/steve-jobs-dies/50672498/1>
<http://www.cnet.com/news/steve-jobs-a-timeline/>



Blended Solution #9. Short Video Anchors (e.g., TubeChop of V-PORTAL: Video Primers in an Online Repository of e-Teaching and Learning) Curt Bonk: <http://www.tubechop.com/watch/378752>



Blended Solution #10. Collaborative Video Annotations and Discussions (Craig Howard, IU)

<http://scholarworks.iu.edu/journals/index.php/ijdi/article/view/1853/912>



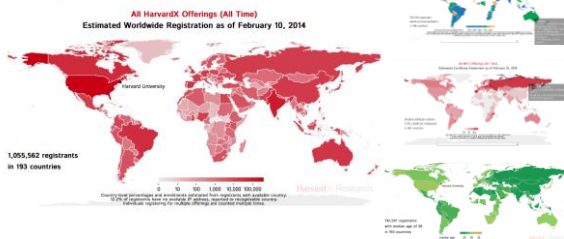
Blended Solution #11.

Data Visualization Tools (Harvard and MIT MOOCs)

Lawrence Biemiller, February 20, 2014, Chronicle of HE

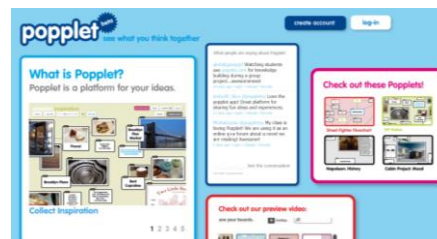
http://chronicle.com/blogs/next/biempiller-and-mit-release-visualization-tools-for-course-data/2014/02/20/next-products_mocorproducts_reductions

HOME / DATA & RESEARCH / HARVARD INNOVATES /
World Map of Enrollment



Blended Solution #12. Student Collaborative Knowledge Building and Sharing

(e.g., Popplet: <http://popplet.com/>)



Blended Solution #13.

Educational Videos: CNN, BBC, TED, TED-Ed, ForATV

http://www.ted.com/talks/bill_gates_how_state_budgets_are_breaking_us_schools?language=en



Blended Solution #14. Video Tutorials, Demonstrations, and How-To's Investopedia (videos, tutorials, etc.)

<http://www.investopedia.com/video/play/deferred-revenue/>



Blended Solution #15.

Educational Videos: CNN, BBC, TED, TED-Ed, ForATV

CNN Hero Marilyn Price: Changing Tires & Changing Lives

<http://www.cnn.com/videos/ty/2015/05/21/cnnheroes-price-extra.cnn>

<http://www.cnn.com/specials/cnn-heroes>



Blended Solution #16. Flipping the Classroom

January 7, 2015

When a Flipped-Classroom Pioneer Hands Off His Video Lectures, This Is What Happens, Jeffrey R. Young, The Chronicle of Higher Education

<http://chronicle.com/article/When-a-Flipped-Classroom/131831/>




A student watches a video of Norman Nemrow's accounting class. Mr. Nemrow started the video lectures nearly 15 years ago at Brigham Young U. He is now retired, but students still watch him on the screen.

Blended Solution #17. Fora TV

(i.e., "the Conference Channel" or "YouTube for Thinkers;" (Live and On-Demand Videos from the World's Best Conferences and Events); Nolan Bushnell: Finding the Next Steve Jobs & the Power of Creativity) <http://library.fora.tv/>
<http://library.fora.tv/2013/05/19/nolan-bushnell-finding-the-next-steve-jobs-the-power-of-creativity>

2 Tony Nominations, 3 Women and a Graphic Memoir on Stage



Blended Solution #18. Create Screencasted Tutorials

(Jing, GoView, Screen, Overstream, Screencast-o-Matic; see http://tec-variety.com/TEC-Variety_links-examples-resources.pdf)

Screencasting Toolkit



Blended Solution #19. Reading from Open Access Journals

(e.g., PLOS)

<http://www.plos.org/>; <http://www.plosbiology.org/>; <http://www.plosgenetics.org/>

Open Journal of Accounting, 2013, 2, 185-199
<http://dx.doi.org/10.4236/oja.2013.21017> Published Online October 2013 (<http://www.scirp.org/journal/oja>)

Use of Video Clips in a Virtual Learning Environment of Accounting Information Systems Class—A Case Study

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ABSTRACT

It is more challenging for accounting students to learn and engage with the technology, used in the accounting field because of its increase in student numbers and a decline in teachers. We provide a practical knowledge of how video clips can be created and used to teach accounting information systems. Video clips of how to use Sage 50 Accounting are created by Course Studio and distributed to students. The students' learning experiences show that video clips help a lot when they study in accounting information systems class.

Keywords: Accounting Education; Technology in the Classroom; Accounting Information Systems

Blended Solution #20. Free E-books and Course Resources

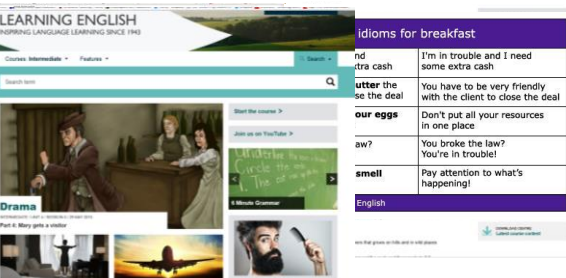
<http://filmstudiesforfree.blogspot.com/p/open-access-film-e-books-list.html>
<http://www.openculture.com/2014/01/read-700-free-ebooks-made-available-by-the-university-of-california-press.html>



Blended Solution #21. Language Lessons Online

BBC Learning English

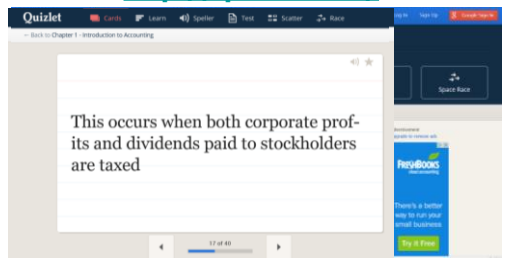
<http://www.bbc.co.uk/learningenglish>



Idioms for breakfast	
nd extra cash	I'm in trouble and I need some extra cash
utter the deal	You have to be very friendly with the client to close the deal
our eggs	Don't put all your resources in one place
aw?	You broke the law? You're in trouble!
small	Pay attention to what's happening!

Blended Solution #22. Online Practice Tests and Interactive Flash Cards

<http://quizlet.com/>

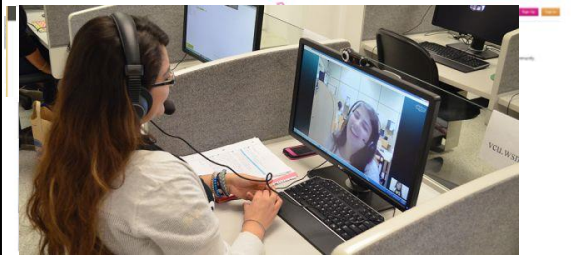


This occurs when both corporate profits and dividends paid to stockholders are taxed

Blended Solution #23.

Foreign Language Immersion at a Distance
(Language Lesson Conversations
(e.g., The Mixer, Babbel))

<http://www.language-exchanges.org/>



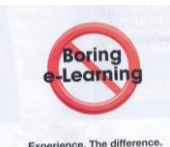
Blended Solution #24.

Interactive Archive/Gallery of Student
Exemplary Work
(University of Notre Dame, Freshman Writing September
24, 2014; <https://freshwriting.nd.edu/>)



Again, this talk covered...

1. 1 Definition of blended learning
2. 10 Myths of blended learning
3. 7 Models of blended learning
4. 24 Examples of blended learning



Any Questions or Comments?

Slides at: TrainingShare.com

Papers: PublicationShare.com

Free book: <http://tec-variety.com/>
Dr. Curt Bonk – CJBonk@Indiana.edu



在线学习动机与激励：
TEC-VARIETY 模型

—— Curt Bonk & Helen Kohn

作者：Curt Bonk & Helen Kohn