




Just a Lot of Bonk:
A Glimpse of the Future of Online Learning
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 President, SurveyShare
 cjbonk@indiana.edu
 http://php.indiana.edu/~cjbonk



**Let's Start With 10 Mini (Me)
 Myths of e-Learning...**




**Myth #1. We can just wait
 it out—it will go away**



THE NUMBERS ALONG MEMORY LANE

<p>1994:</p> <ul style="list-style-type: none"> 33 million Internet users, 3,000 Web sites worldwide; 25% of U.S. accounts wired GPS satellites fully functional Web grows at a 341,634% annual rate <p>1995:</p> <ul style="list-style-type: none"> eBay and Yahoo founded. The first macro virus is discovered in a Word document. <p>1996:</p> <ul style="list-style-type: none"> The number of Net hosts exceeds 9 million. <p>1997:</p> <ul style="list-style-type: none"> 71,518 Usenet newsgroups. <p>1998:</p> <ul style="list-style-type: none"> Google officially names its doors, about two years after founder Larry Page and Sergey Brin begin developing a search engine. <p>1999:</p> <ul style="list-style-type: none"> Online retailers register \$5.3 billion in sales 	<p>2000:</p> <ul style="list-style-type: none"> 304 million people have access to the Net. <p>2001:</p> <ul style="list-style-type: none"> 40 million Web sites exist. Osama bin Laden No. 1 searched on Google in October. Apple unveils the iPod. <p>2002:</p> <ul style="list-style-type: none"> Verizon launches first high-speed 3G cell network. Friendster social networking site founded. <p>2003:</p> <ul style="list-style-type: none"> Wal-Mart tells its suppliers to put RFID tags on all pallets by 2005. Hewlett-Packard ships 1 million digital cameras each quarter, double the previous year. <p>2004:</p> <ul style="list-style-type: none"> One millionth BlackBerry e-mail device sold Google indexes 4.2 billion Web pages. 600 million Internet users, 100 million songs downloaded from iTunes; 89% of U.S. public schools wired.
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Demand for Internet in US



Always online -- and always talking
 When three days without a word is an eternity

Difficulty in disconnecting

As technology continues to influence the lives of young people, some are choosing to withdraw from the Internet and other high-tech gadgets. Others say it would be "very hard" to give up...


Percentage who say it would be "very hard" to give up...

Young Tech	Older wired	Wired Gen-ers
Busy Business		

Computer	Cell phone
Internet	Instant messaging
Email	Personal digital assistant (PDA)

Generation Raised on the Internet Comes of Age, MSNBC, Dec., 13, 2004, Martha Irvine

- For 21-year-old William Herbert, the Internet has replaced newspapers and TV weather reports (he visits Weather.com every morning). He pays his bills online, registers for classes, books airline and train tickets, checks TV listings, buys movie tickets and gets travel directions.

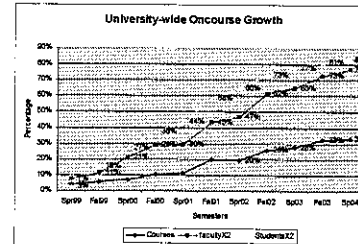


See National Survey of Student Engagement (NSSE): The College Student Report (November 2003 Annual Report)

- 83% of HE students frequently use Web for their classes
- 80% of HE students report that instructors often require computer conferencing
- 87% of peers cut and pasted from Web without citations



Indiana University: Spring 2004
 Students: 90,343 loaded; 76,890 logged in (85%)
 Faculty: 7,092 loaded; 5,664 logged in (80%)
 Courses: 21,942 loaded; 7366 active (34%)

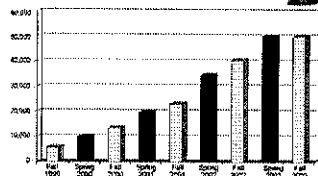


Illinois Virtual Campus



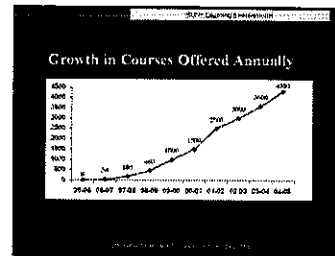
(Fall 2003 Newsletter):
 Ivan Lach, istoval@uillinois.edu
http://www.ivc.illinois.edu/pubs/enrollment/Fall_03.html

- 68 Illinois institutions (public and private, 2-year and 4-year)
- 3,742 course sections and 50,093 students in fall 2003
- 125,074 online students during 2002-2003 year (54% increase)
- 34,399 for summer '03 (45% increase)



See also:
<http://www.ivc.illinois.edu/>
 (Oakley, 2003)

SUNY Learning Network
 (Peter Shea; Director: SUNY Learning Network,
 May 24, 2004, Peter.Shea@sun.suny.edu)



NEWS.COM <http://news.news.com/>

A billion PC users on the way

By Michael Lesniewski
 Staff Writer, CNN/News.com
<http://news.com.com/2100-1039-103900.html>

Story last modified August 2, 2004, 4:00 AM PDT

By the end of the decade, a billion people will be clicking away at computers, first generating a profit out of newly wired portions of the world is going to take a lot of work.

The number of PC users is expected to hit or exceed 1 billion by 2010, up from around 600 million to 670 million today, fueled primarily by new adopters in developing nations such as China, Russia and India, according to analysts.

News context

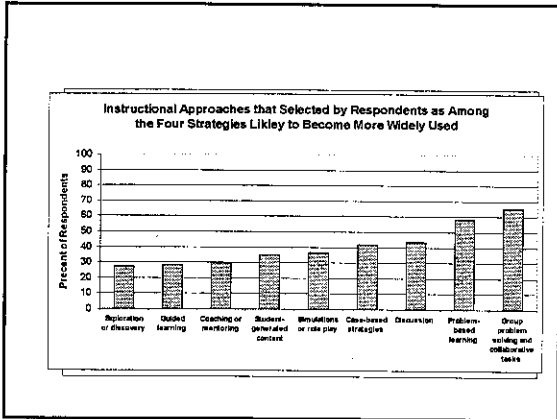
Wired's news: The number of PC users worldwide is expected to reach 1 billion by 2010, up from about 670 million today, fueled primarily by new adopters in developing nations.



Myth #2.

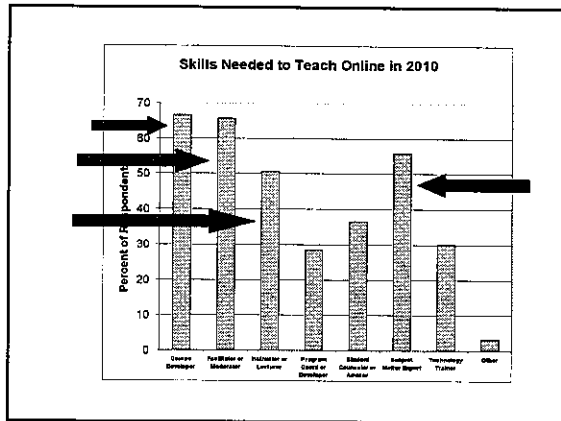
College instructors can just teach the same way they always have.





Ok, Million Dollar Question: What can you do differently online?

Myth #3.
I must have a technology background to use effectively.

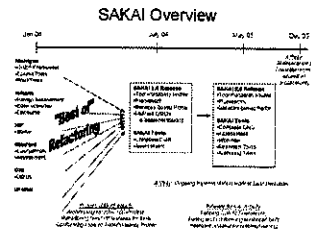


Myth #4.
My school or university cannot afford the technology.

Moodle and Nicenet are Free!

Center for Ed Tech Interoperability Standards, Nov. 24, 2003

<http://www.cetis.ac.uk/content2/20031124150257>
<http://www.sakaiproject.org/sakaiproject/>



Myth #5. Learning is not improved when using technology.



Brains Before and After e-Learning



Learning Improved...
(review by Chang, 2003)

- Online outperformed peers in histology (anatomy—plant and animal tissues under microscope) (Shoenfeld-Tacher et al., 2001).
- Intro to Psych: Lecture vs. Online; Online performed better on midterms (Maki, 2000).
- Web enhancements raised exam performance, grades, & attitudes toward economics (Agarwal & Day, 1998).
- Online business communications students performed better on final exams than on campus (Tucker, 2000).

Myth #6. Online is Easy

Student comments from "The Online Teacher," TAFE, Guy Kemsal-Bell (April, 2001)

- ✓ **Positive Side:** intense, challenging, emotional, dynamic, addictive, fun, stimulating, flexible, empowering, intellectually stimulating.
- **Less-Positive Side:** Time-consuming, frustrating, little feedback, isolating, bewildering, a lot to grapple with.

Professors say: exciting, fun, challenging, demanding, time consuming



Ideal Student and Instructor
Education Week, May 9, 2002. p. 16

Student: Mature, independent learner.

Instructor: Flexible, enthusiastic, patient, innovative, creative, provide prompt feedback, builds communities, hard working, facilitate, motivate, support, engage, responsive, planful, etc.

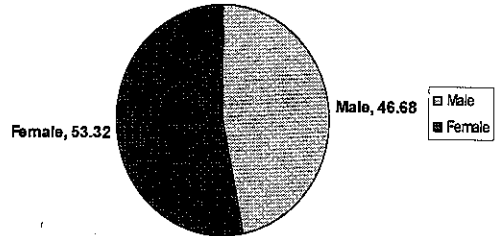


**Myth #7.
More males teaching
online than females.**

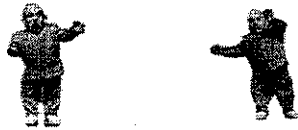


**Gender of Respondents:
Study #2: 2003/2004**

Gender of Respondents



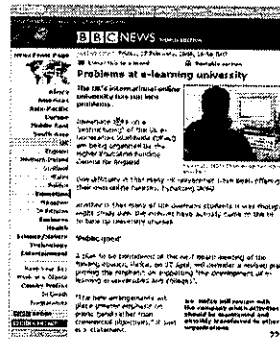
**Myth #8.
There are no models or best
practices for teaching with
technology.**



**Myth #9.
Everyone is making money in
e-learning; no one is making
money in e-learning.**



Problems in the UK???



"Hasta la vista, baby!"



THE CHANGING OF THE GUARDIAN
Information Technology

Print the issue dated January 21, 2005

http://www.sdsu.edu/~info/050121/050121.htm

Cuts Threaten U. of Calif.'s Online Help for High-School Students

By DAN CARNSALEX

Looming state-budget cuts may eliminate an online program run by the University of California at Santa Cruz that provides college courses to California high-school students.

The program, which is five years old, offers advanced placement, honors, and college-preparatory courses to more than 5,000 high-school students across the state via distance education. Most of the students are from low-income areas.

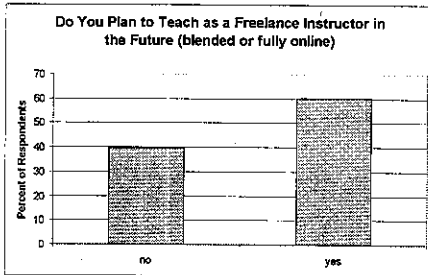
But the program may not survive Gov. Arnold Schwarzenegger's push for across-the-board spending cuts to rein in massive state deficits. If the cuts aren't reversed, university officials say, the online program will have to be canceled in the middle of the semester.

In late December the governor announced that he was making midyear cuts of \$25.9 million in the University of California system's \$2.9-billion budget, as well as cuts in other state programs. The cuts include the elimination of an outreach program that encompasses the \$4.2-million online program at Santa Cruz.

Myth #10. College instructors and trainers are loyal.



Interested in Freelance Instruction? (2001 & 2004 Study)



You are the best Mini Me!

Did he say chocolate? Who wants some chocolate???




Question: What are your mini myths of e-learning???

Share with the person next to you...

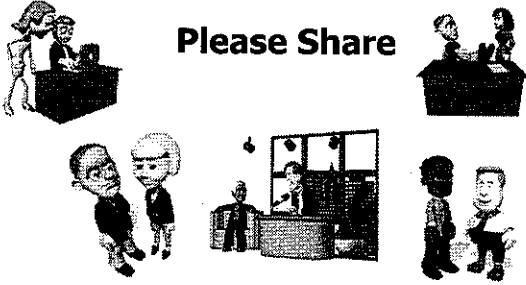


**Ok, that is 10 myths!
Who is falling asleep and needs a
little chocolate?**



Brief Intermission

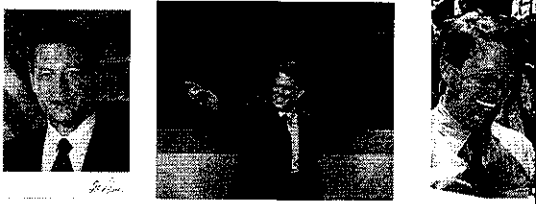
Please Share



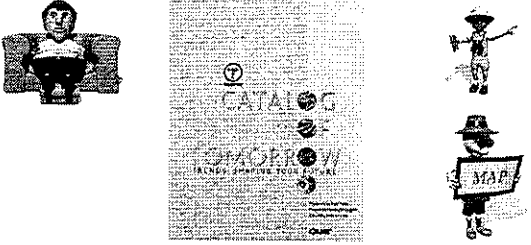

10 Wizardly Predictions



**Why not consult the
inventor of the Internet?**




**I thought I would get some directions
from the Catalog of Tomorrow?**

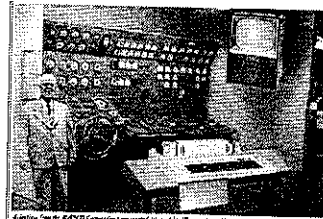


2004 Survey Information

Sent to MERLOT.org members on last week of November, 2003 to January 22, 2004

- Received 562 respondents
- 53.32% female; 46.68 male
- 68% lecturers and professors
- 28% administrators or tech support
- 50% public colleges; 17% private; 23% community colleges; 3% online colleges

1950s Photo of Rand Corporation Prediction of the home computer in 2004

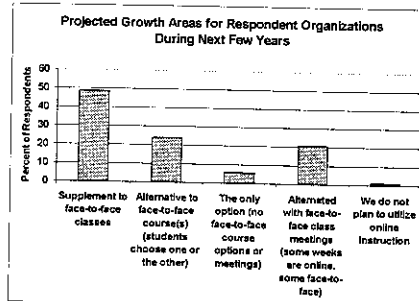
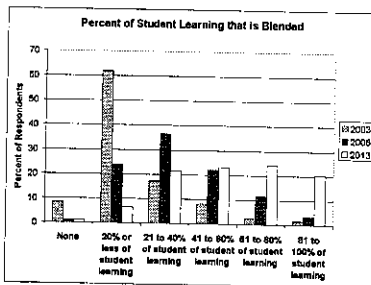
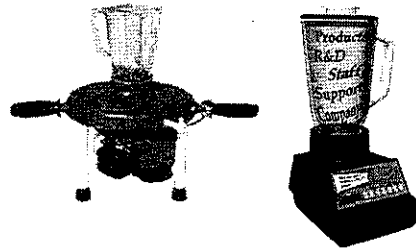


A drawing from the RAND Corporation from 1953, predicting the home computer in 2004. The drawing shows a large, room-sized computer system with a keyboard and a monitor. The drawing is a prediction of the home computer in 2004.

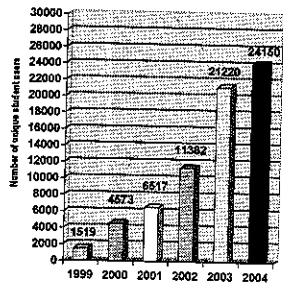
Ten Trends for Future of Online Learning

1. Blended Learning is All Learning
2. Enrollments in Certificates & Short Programs
3. Inc. Focus on Instructor Training & Rewards
4. Global Online Teacher Ratings
5. Online Collaboration and Virtual Teaming
6. Reality Teaching & Learning, Not Reality TV
7. Increasing Cheating Online
8. Course Quality Issues Become Pervasive
9. Novel Educational Partnerships Emerge
10. Educational Technology Outpaces Theory

Trend 1. Blended Learning is All Learning



University of Pretoria
(Lazenby, 2004; Blended with WebCT)



What can we say about blended learning then???

- **It is everywhere!!!!!!!**
- **Resistance is futile!!!!!!!**



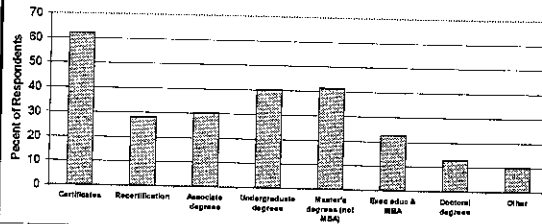
Assimilate...



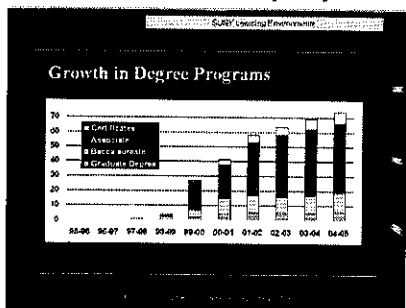
Trend 2. Enrollments in Certificates and Short Programs



Degrees, Programs, and Credentials Your Organization will Offer Online During the Next Few Years



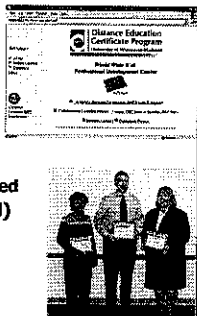
SUNY Learning Network
 (Peter Shea; Director: SUNY Learning Network, May 24, 2004, Peter.Shea@sln.suny.edu)



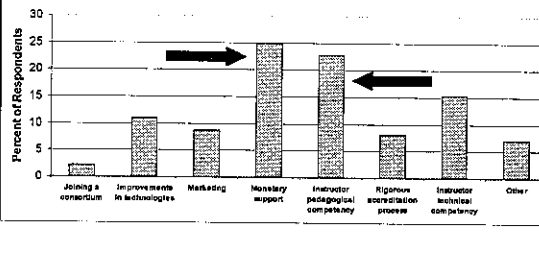
Trend 3: Increased Focus on Teacher Training and Rewards

Online Teaching Certificates

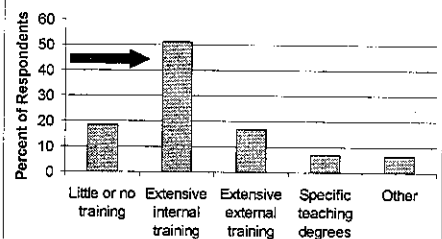
- **University of Wisconsin:**
 - 12-18 month self-paced certificate program, 20 CEUs, \$2,500-\$3,185
 - Integrates into practical experiences
 - Cater to busy working professionals
 - Open enrollment and self-paced
- **Illinois Online Network's (ION) "Master Online Teacher"**
 - 4 core courses, 1 elective course, plus a supervised practicum



Factors Most Significantly Impacting Success of Online Programs in Next Few Years

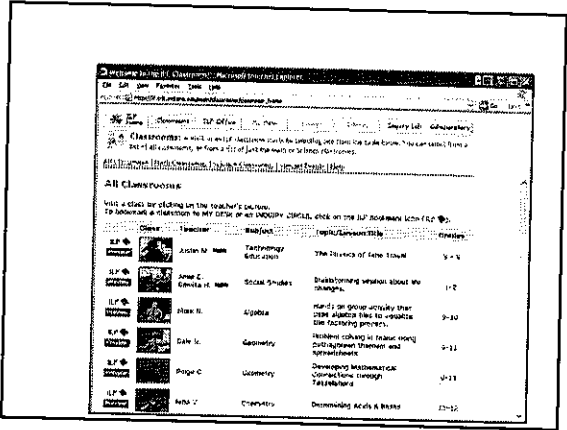
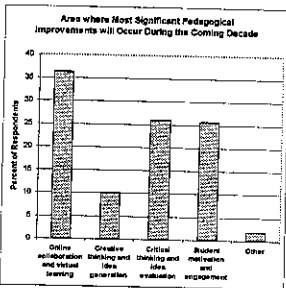


Typical Online Instructor Training in the Year 2010

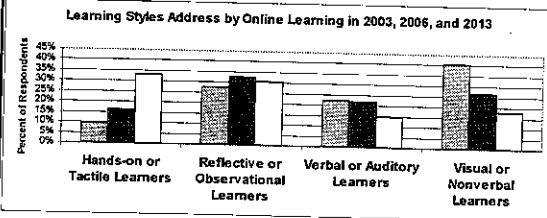


Trend 4: Global Online Teacher Ratings

Trend 5: Growing Importance of Online Collaboration and Virtual Teaming

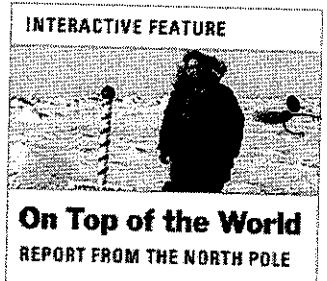


Are Diverse Student Needs Being Met?



Trend 6: Reality Teaching and Learning

(Andrew Revkin, New York Times, May 25, 2003)



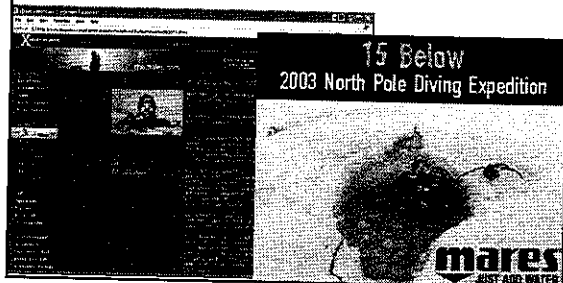
1. Blogs (diaries, writing)

Age Group	Blogs created	% of blogs created
10-12	58,500	1.3%
13-19	2,120,000	51.5%
20-29	1,630,000	39.8%
30-39	241,000	5.8%
40-49	41,700	1.0%
50-59	18,300	0.4%
60-69	13,900	0.3%
Total	4,420,000	100%

Source: Perseus Development Corporation, October 2003
©2003 Perseus Development Corporation, Inc. www.pearsoned.com

Perseus projects that there will be over 5 million blogs by the end of this year, and over 10 million by the end of 2004. The National Institute for Technology and Liberal Education (NITLE) estimates that there were roughly 1.3 million blogs worldwide as of last month.

Blogs for Adventure Learning



5. Real-time Cases

Supercharging the case method, making it more realistic and engaging

Professor John Thomas
James P. H. Jones
University of Missouri, Kansas

6. Online Role Play



Assume Persona of Scholar

- Enroll famous people in your course
- Students assume voice of that person for one or more sessions
- Post a 300-700 word debate to one or more of the readings as if you were that person. Enter debate topic or Respond to debate topic
- Respond to reading reflections of others or react to own

7. Simulations and Games (e.g., National Budgets)

The National Budget Simulation

Your New Budget

Budget Tools

Old budget was \$137.712 billion
(\$299.887 billion in spending, \$162.171 billion in tax revenue and more)

New budget is \$142.712 billion
(\$299.887 billion in spending, \$146.880 billion in tax revenue and more)

You have increased the deficit by \$47.9 billion.

You now deficit is \$47.9 billion.

Spending

- Education
- Health
- Defense
- Transportation
- Energy
- Environment
- Other

8. Virtual Surgery



Leicester University

WORLD'S FIRST VIRTUAL AUTOPSY WEBSITE AT UNIVERSITY

Dr. Virtual Autopsy

Read the story

Trend #7: Increasing Focus on Online Cheating

(Jan, 2002, Phillip Long, Plagiarism: IT-Enabled Tools for Deceit?)

- <http://www.academictempapers.com/>
 - <http://www.termpapers-on-file.com/>
 - <http://www.nocheaters.com/>
 - <http://www.cheathouse.com>
 - <http://www.realpapers.com/>
 - <http://www.pinkmonkey.com/>
- ("you'll never buy Cliffnotes again")



Sample Paper Assistance (i.e., Cheating) Sites

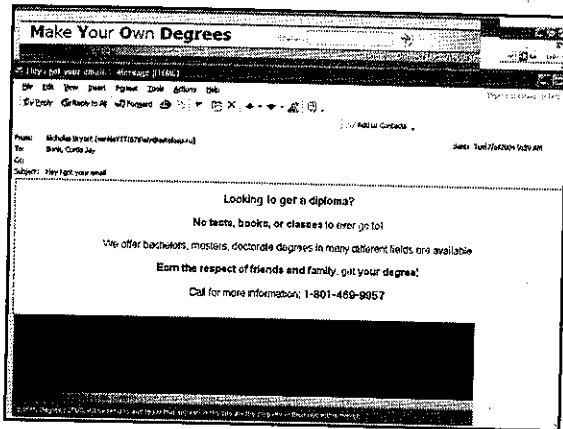
search results

Now Showing Matches 7 Top

Critical Considerations in Academic Paper Writing

Plagiarism Software Research Study


Plagiarism is That



Plagiarizing Plagiarism

(June 8, 2003; Dartmouth Review)

- "Michael Heberling—an author at the Chronicle and president of Baker College for Graduate Studies—read an article written in Syllabus magazine that looked remarkably like his own piece. The subject of the plagiarist's piece: plagiarism."
- the offending author, a graduate student, apologized for any passages accidentally cut-and-pasted into her own article. Her excuse: "deadline pressure."



Trend 8. Course Quality Issues Become Pervasive (need for quality control police)



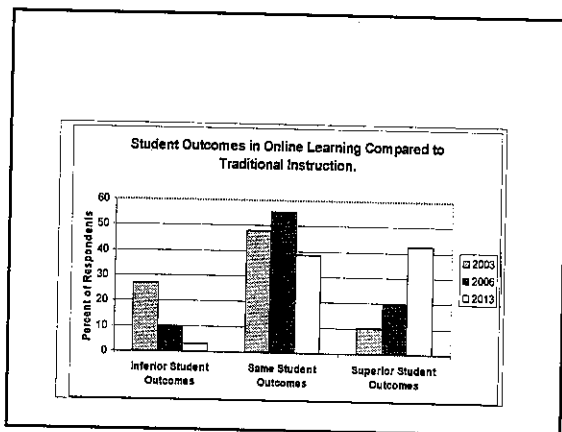
The Sloan Consortium: (2003). Sizing the Opportunity

http://www.sloan-c.org/resources/sizing_opportunity.pdf


- 60% of academic leaders agree that faculty will accept the legitimacy of online education
- 57% believe learning outcomes same or better than FTF
- 75% expect to be as good in next 3 yrs; 1/3 think better
- Everyone thinking the quality is on the rise

COMPARED TO FACE-TO-FACE, LEARNING OUTCOMES IN ONLINE EDUCATION ARE CURRENTLY


	Public	Private, non-profit	Private, for-profit	Total
Superior	17.4%	7.0%	12.0%	12.3%
Same	57.6%	32.8%	39.6%	44.9%
Inferior	24.9%	60.3%	48.5%	42.8%




Trend 9: Novel Online Educational Partnerships



"An Internet gateway through which learners, employers, and learning providers are drawn together into a dynamic partnership that creates value for learners, enhances economic development, and engages institutions in meeting the lifelong learning needs of twenty-first century learners" (2001, xvii).




Center for Ed Tech Interoperability



Welcome to IRIDE.

Here you can find information about the many distance education degree and certificate opportunities provided by the Board of Regents, State of Iowa Universities. IRIDE is a cooperative effort between Iowa State University, the University of Iowa and the University of Northern Iowa to provide an easily accessible central point of information.


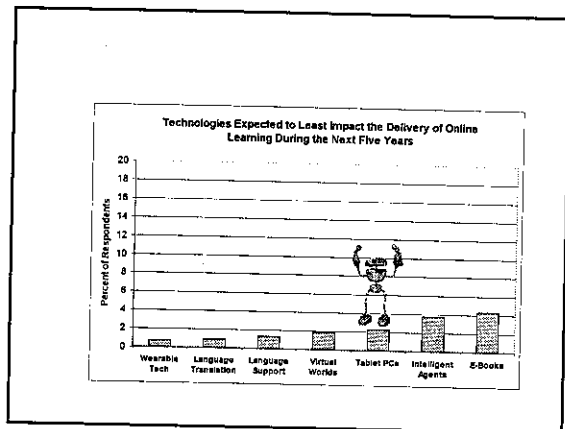
The Bachelor of Liberal Studies Across Iowa is the premiere cooperative effort of the Regents Universities to provide an undergraduate degree program for students whose lifestyle or location prevents attendance at a campus. The flexibility and convenience offered by the Bachelor of Liberal Studies (BLS) degree may be just what you need!



Trend 10: Technology Continues to Outpace Theory

Kevin Kluse, November 2003, CLO, Tech Trends Impacting E-Learning


- **Trend 1: More for less** (low end PC in 2017 will cost \$150 and come with 8 GB of RAM and 1.8 Terabytes of storage space)
- **Trend 2: Broadband** (from 25 to 68 million in U.S. by 2008)
- **Trend 3: Wireless Access** (time and place of need instead of time and desk)
- **Trend 4: soon have in palms a supercomputer** that can make phone calls and surfs the Web at very high speeds






1. Computers that Talk to You (\$95) USA Today, June 18, 2003

SoundAdvice gives voice to computers

When you ask a question, the program answers aloud.



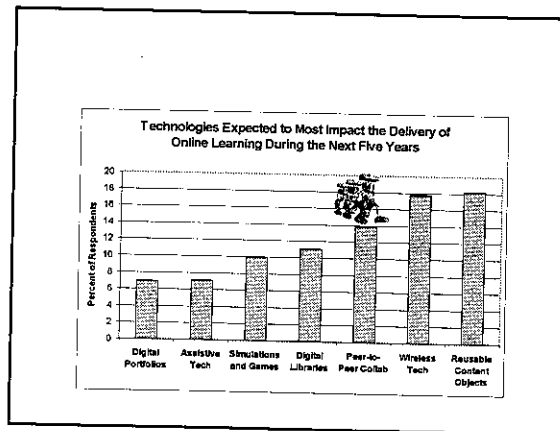



Wearable Computing









Wireless Technology

Creating the Real-time Enterprise

Handheld Computing

Big tech on campus

By Marguerite Reardon, CNET News.com
September 6, 2004

WIRELESS NETWORK PLANS

LIMITED 41%	NO PLANS/INTENTION 41%
FULL 18%	OTHER 18%

Photo Credit: Dartmouth College
A student connects to Dartmouth's wireless network from outside the Baker Library.

E-learning Moves Wireless (e.g., Cell Phone Tours)

Lower Manhattan

Technologies that Will Greatly Impact the Delivery of Online Learning in Your Organization During the Next Five Years

Technology	Percent of Respondents
Asynchronous	~28%
Web-based Videoconferencing	~12%
Sync Presentation Tools	~10%
Online Testing and Exam Tools	~10%
Learning Object Libraries	~15%
Webinars	~18%
Course Management Systems	~25%

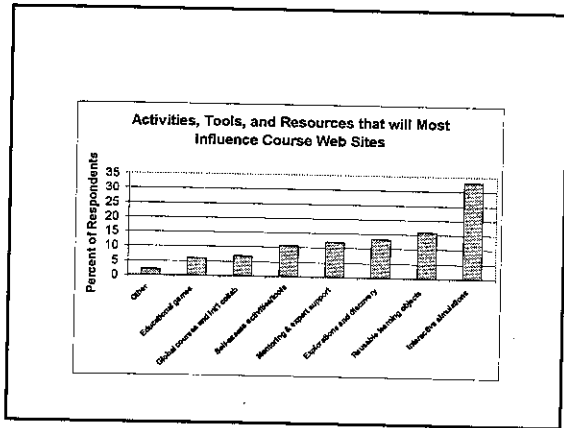
Videostreaming and Videoconferencing (to take off in next several years ...\$4.5 billion in 2007 (Sept 23, 2003, Stephanie Olsen, CNet News.com).

THE PERFECT FLAME

Luciferus Neoluminosus

Synchronous Meetings and Expert Guest Chats/Mentoring (e.g., SmartMeeting)

SmartMeeting



Gaming (Pocket PCs) Technology Review (June 2004)

MSNBC News

Not games for 'bored housewives'

Public opinion continues to shift. National opinion polls and surveys indicate, however, that a significant number of people are still playing on the PC.

Games make up 62% of the growing market in all device genres, with 18% of the market in mobile devices.

The total of digital content is expected to have grown 10% in 2004.

The success of the game world has led to the development of a new generation of games, including mobile and handheld devices.

MSNBC News

MSNBC News

Surgeons may err in playing video games

Three hours a week, devoted to computer games, may lead to a 30 percent increase in the risk of surgical errors, a study finds.

The study, published in the journal *Journal of the American Medical Association*, found that surgeons who spent more than three hours a week playing video games were more likely to make errors during surgery.

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Monthly Subscriptions MMOG

Woodcock, B. S. (2004, April). *An analysis of MMOG subscription growth—Version 8.0*. Nov 20, 2004, from <http://pw1.netcom.com/~sirbruce/Subscriptions.html>

Questions, Comments, Concerns... BONK!