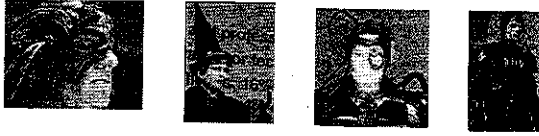



**Blogs, Blends, Boards, or Just a Lot of Bonk:**  
**One Glimpse of the Future of Online Learning**



Curtis J. Bonk, Professor, Indiana University  
 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 FUTURE OF LONG MEMORY VANGUARD**

- 1994: 35 million Internet users; 3,000 Web sites worldwide; 35% of U.S. accounts wired
- GPS satellites fully functional
- Web grows at a 341,534% annual rate
- 1995: eBay and Yahoo founded
- The first macro virus is discovered in a Word document
- 1996: The number of Net hosts exceeds 3 million
- 1997: 71,518 Usenet newsgroups
- 1998: Google officially opens its doors, about two years after founder Larry Page and Sergey Brin begin developing a search engine
- 1999: Online retailers register \$5.3 billion in sales
- 2000: 304 million people have access to the Net
- 2001: 20 million Web sites exist
- Osama bin Laden No. 1 searched on Google in October
- Apple unveils the iPod
- 2002: Verizon launches first high-speed 3G net network
- Friendster social networking site founded
- 2003: Wal-Mart tests its suppliers to put RFID tags on all pallets by 2006
- Hewlett-Packard ships 1 million digital cameras each quarter, double the previous year
- 2004: One millionth BlackBerry e-mail device sold
- Google indexes 4.2 billion Web pages
- 600 million Internet users; 100 million songs downloaded from iTunes; 99% of U.S. public schools wired

**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 adults, some are choosing to unplug from the Internet and swap 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	Overwired	Armed Gen-Yers
54%	54%	54%
Other	Busy Roomers	
34%	34%	

Computer: 74%  
 Cell phone: 45%  
 Internet: 66%  
 Personal digital assistant (PDA): 27%

Source: Pew Internet & American Life Project

**Generation Raised on the Internet Comes of Age**, MSNBC, Dec. 13, 2004, Marthe 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.

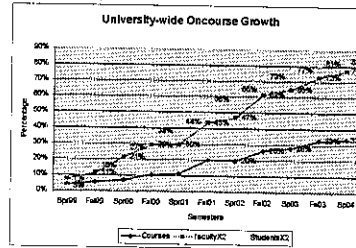


**See National Survey of Student Engagement (NSSE): The College Student Report (November 2003 Annual Report)**

- 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



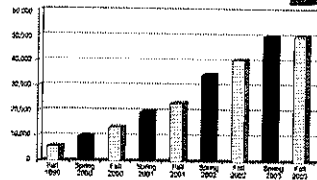
**Indiana University: Spring 2004**  
 Students: 90,343 loaded; 76,890 logged in (85%)  
 Faculty: 7,092 loaded; 5,664 logged in (80%)  
 Courses: 21,942 loaded; 7366 active (34%)



**Illinois Virtual Campus**

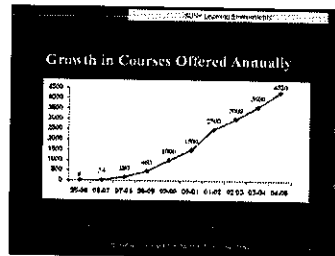
(Fall 2003 Newsletter)  
 Ivan Lach, [lschoval@uillinois.edu](mailto:lschoval@uillinois.edu)  
[http://www.ivc.illinois.edu/pubs/enrollment/Fall\\_03.html](http://www.ivc.illinois.edu/pubs/enrollment/Fall_03.html)

- 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](mailto:Peter.Shea@sun.suny.edu))



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

**A billion PC users on the way**

By Michael Genello  
 Staff Writer, CNET News.com  
<http://www.news.com/2100-1033-2205000.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, but 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.

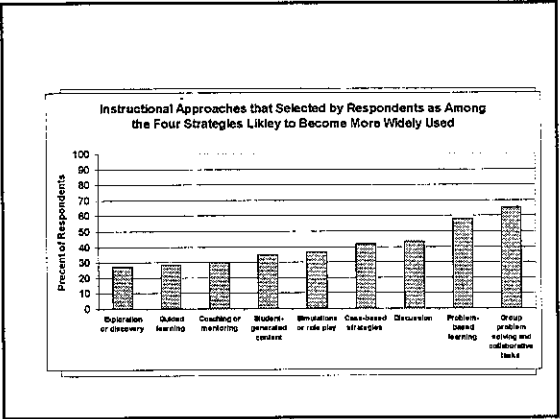
News context:

What's new:  
 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



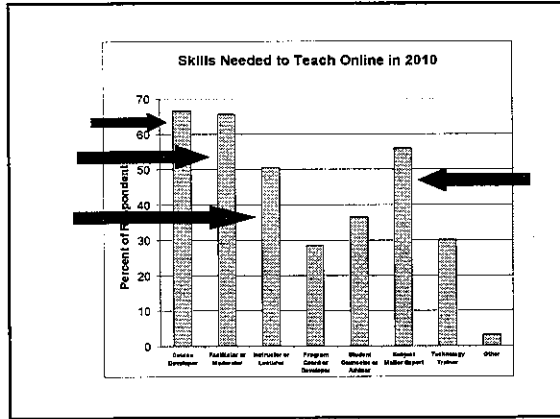
**Myth #2.**  
**College instructors can just teach the same way they always have.**





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

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

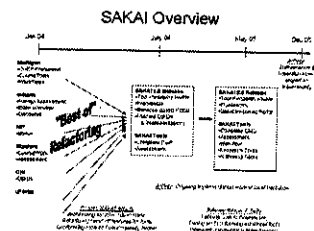


**Myth #4.**  
**My school or university cannot afford the technology.**

**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/>



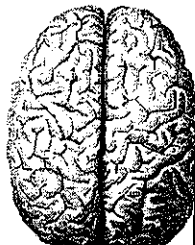
**Myth #5.  
Learning is not improved  
when using technology.**



**Brains Before and After e-  
Learning**

**Before**

**After**



**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 Kemshal-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.

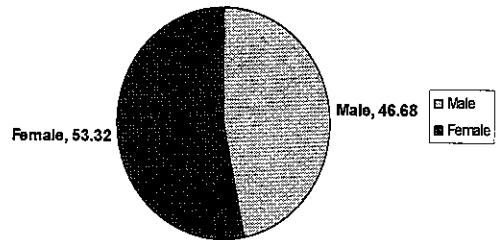


**Myth #7.  
More males teaching  
online than females.**



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

Gender of Respondents



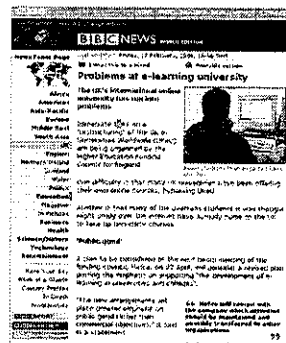
**Myth #8.  
There are no models or best  
practices for teaching with  
technology.**




**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 CHRONICLE OF HIGHER EDUCATION  
*Information Technology*

From the issue dated January 23, 2004

<http://chronicle.com/article/030102140701.htm>

**Can Thirteen U. of Calif.'s Online Help for High-School Students**

By DAN CASSEVALLE




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-achieving 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 trim in massive state deficits. If the cuts aren't revoked, university officials say, the online program will have to be canceled in the middle of the semester.

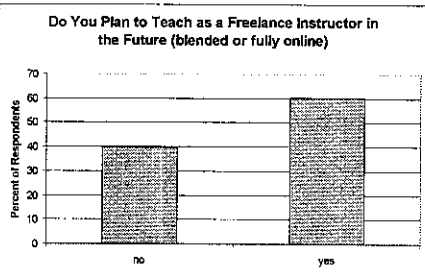
In late December the governor announced that he was making end-of-year cuts of \$29.9 million in the University of California system's \$2.9-billion budget, as well as cuts in other state programs. The cuts include the elimination of an outreach program that encompasses the \$4.2-million online program at Santa Cruz.

## Myth #10. College instructors and trainers are loyal.






## Interested in Freelance Instruction? (2001 & 2004 Study)

Do You Plan to Teach as a Freelance Instructor in  
the Future (blended or fully online)




Response	Percent of Respondents
no	40
yes	60




## 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...

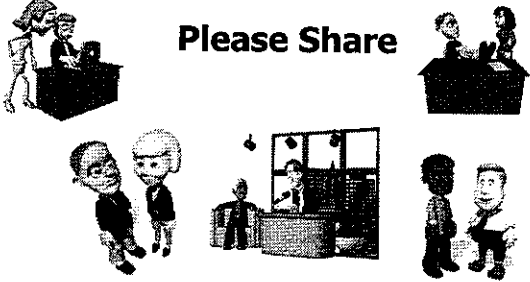
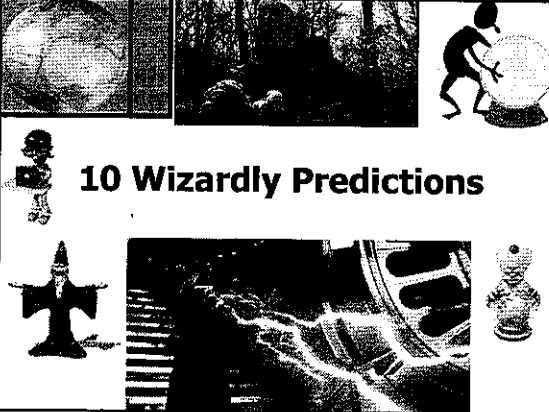


**Ok, that is 10 myths!  
Who is falling asleep and needs a  
little chocolate?**



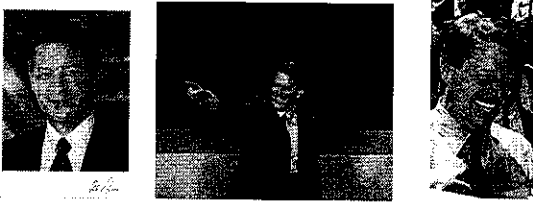
**Brief Intermission**

**Please Share**

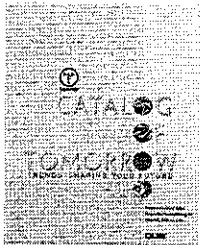
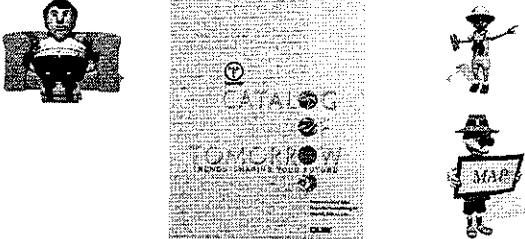



**10 Wizardly Predictions**

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




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

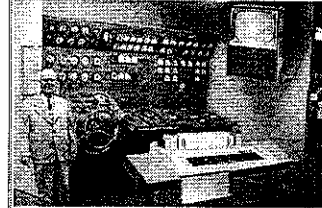



## 2004 Survey Information

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

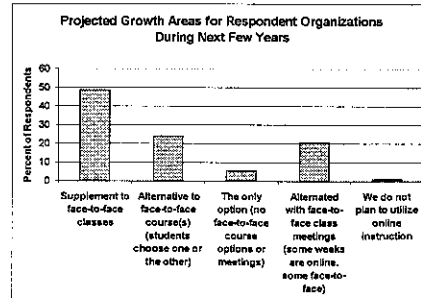
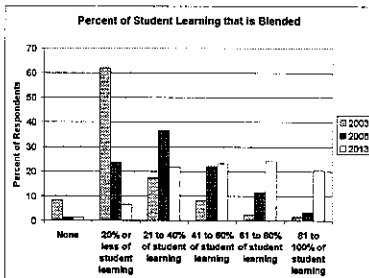
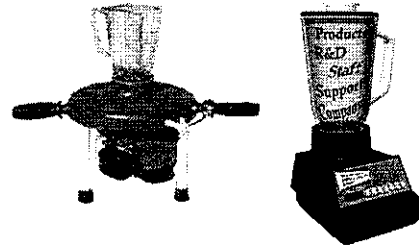


A 1950s photo of a man sitting at a desk with a large computer terminal. The terminal has a keyboard and a screen displaying some data. The man is looking at the screen. The room appears to be a laboratory or office from that era.

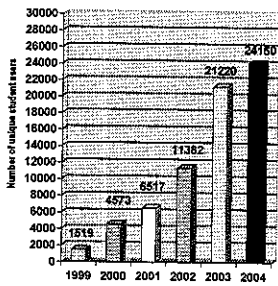
## Ten Trends for Future of Online Learning

1. Blended Learning is All Learning
2. Enrollments in Certificates & Short Programs Inc.
3. 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!!!!!!!



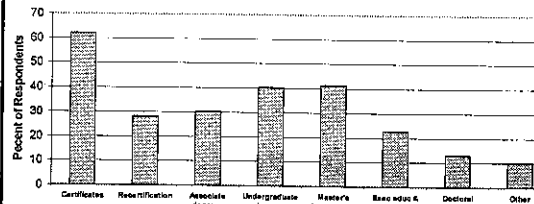
**Assimilate...**



**Trend 2. Enrollments in Certificates and Short Programs**

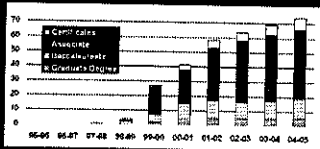


**Degrees, Programs, and Credentials Your Organization will Offer Online During the Next Few Years**

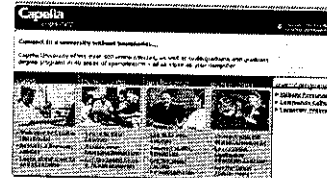


**SUNY Learning Network**  
 (Peter Shea; Director: SUNY Learning Network, May 24, 2004, Peter.Shea@sln.suny.edu)

**Growth in Degree Programs**



**Trend 3: Increased Focus on Teacher Training and Rewards**

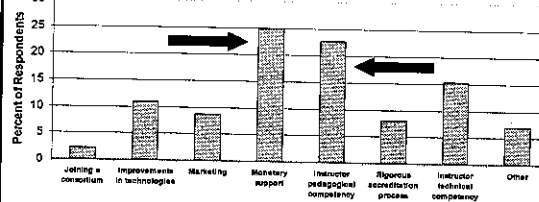


**Online Teaching Certificates**

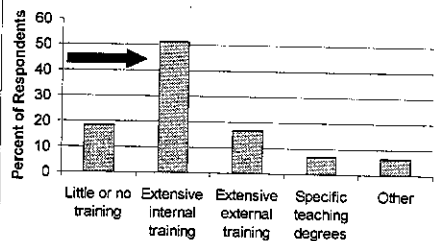
- University of Wisconsin:
  - 12-18 month self-paced certificate program, 20 CEUs, \$2,500-\$3,185
  - Integrates into practical experiences
  - Cater to busy working professionals
  - Open enrollment and self-paced
- Illinois Online Network's (ION) "Master Online Teacher"
  - 4 core courses, 1 elective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



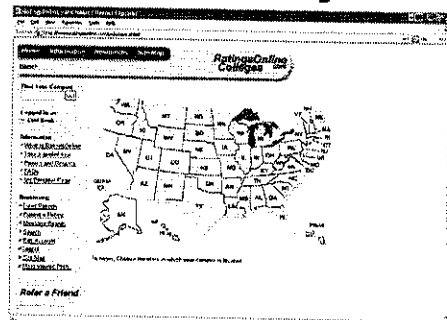
**Factors Most Significantly Impacting Success of Online Programs in Next Few Years**



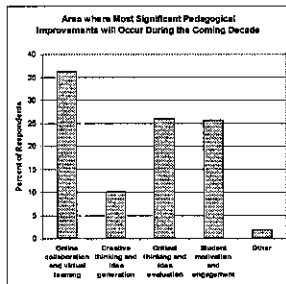
**Typical Online Instructor Training in the Year 2010**



**Trend 4: Global Online Teacher Ratings**

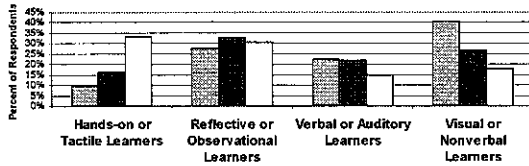


## Trend 5: Growing Importance of Online Collaboration and Virtual Teaming



## Are Diverse Student Needs Being Met?

Learning Styles Address by Online Learning in 2003, 2006, and 2013



## Trend 6: Reality Teaching and Learning

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



INTERACTIVE FEATURE  
**On Top of the World**  
REPORT FROM THE NORTH POLE

## 1. Blogs (diaries, writing)

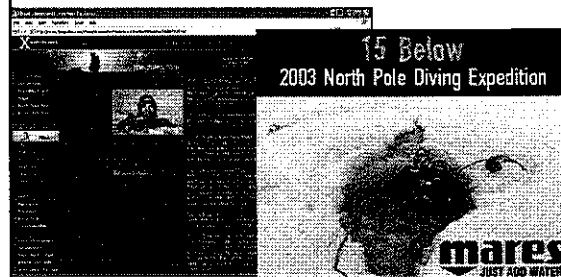
Number of Hosted Blogs Created, by Age, 2003

Age Group	Blogs created	% of blogs created
10-12	55,300	1.3%
13-19	2,100,000	51.5%
20-29	1,620,000	39.5%
30-39	241,000	5.8%
40-49	41,700	1.0%
50-59	18,500	0.4%
60-69	13,900	0.3%
Total	4,520,000	100%


Source: Perseus Development Corporation, October 2003  
©2003 Perseus Development Corporation. All rights reserved.

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



## North Pole Marathon (April 10, 2004)

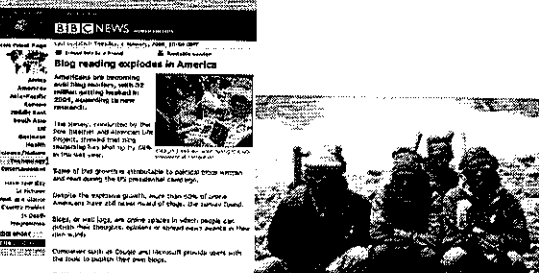


Instead of a frosty trail, runners took a temperature of 100 degrees Fahrenheit, with humidity and mosquitoes. The race was a triumph for the runners, who were met at the finish line by a group of 100 runners and cheering. The race was held in the North Pole, Alaska, and was the first of its kind. The race was held in the North Pole, Alaska, and was the first of its kind. The race was held in the North Pole, Alaska, and was the first of its kind.

Here's a list of the top 15 runners in the North Pole Marathon:

1	Sean Duthie	USA	2:47:17
2	Timothy McKeown	USA	2:54:45
3	Timothy McKeown	USA	2:56:27
4	David Wagner	USA	3:20:30
5	Blaine Swanson	USA	3:39:31
6	Mark Hummer	USA	4:04:26
7	David Duthie	USA	4:11:49
8	David Duthie	USA	4:17:02
9	Mark Hummer	USA	4:17:02
10	David Wagner	USA	5:11:48
11	Blaine Swanson	USA	5:11:48
12	David Wagner	USA	5:20:20
13	Blaine Swanson	USA	5:20:20
14	Mark Hummer	USA	5:20:20
15	David Wagner	USA	5:20:20

## 1. Blogs (diaries, writing)



Blog reading explodes in America

Americans are becoming avid blog readers, with 22 million reading blogs in 2004, according to a new survey.


The survey, conducted by the Pew Internet and American Life Project, found that 22% of Americans now read blogs, up from 12% in 2003. The survey also found that 15% of Americans now use RSS feeds to receive updates from their favorite blogs.

Despite the explosive growth, more than 80% of online Americans have not been asked to leave their e-mail inbox. Blogs, or web logs, are online journals in which people can publish their thoughts, opinions or latest news events in their own words.

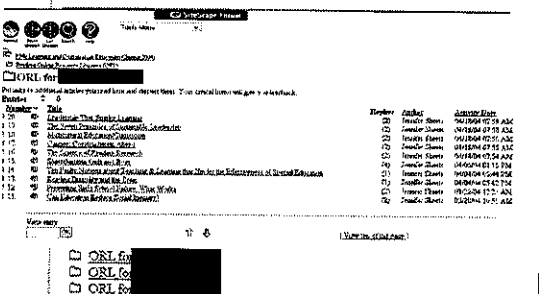
Comments such as "Great job!" or "Nice!" provide users with the tools to publish their own blogs.

## Importance of Blogs

- Blog readership has shot up by 58% in 2004
- Eight million have created a blog
- 27% of online Americans have read a blog
- 5% use RSS aggregators to get news and other information
- 12% of online Americans have posted comments on blogs
- Only 38% of online Americans have heard about blogs



## 2. Online Resource Libraries



Online Resource Libraries

Search for:

1-10 of 10 items found

Number	Title	Author	Created
1-10	...	...	...
1-11	...	...	...
1-12	...	...	...
1-13	...	...	...
1-14	...	...	...
1-15	...	...	...
1-16	...	...	...
1-17	...	...	...
1-18	...	...	...
1-19	...	...	...
1-20	...	...	...

## 3. Digital Movies of Campus Life

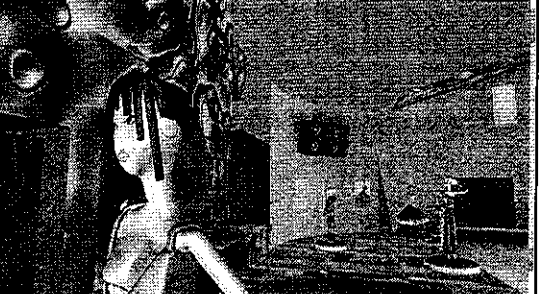
### Ah, Shoot

For those who don't know digital video is a great way to capture memories and share them with others.

Digital video is a great way to capture memories and share them with others. It's a great way to capture memories and share them with others. It's a great way to capture memories and share them with others.



## 4. Online Performance



## 5. Real-time Cases

**Supercharging the case method, making it more realistic and engaging**

Professor James Thurman  
Dean, Professor of Entrepreneurship,  
University of Massachusetts, Amherst

## 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 Totals**

Old budget was \$274.74 billion  
(\$291.87 billion in spending, \$161.51 billion in tax receipts and deficit)

New budget is \$292.47 billion  
(\$312.17 billion in spending, \$119.6 billion in tax receipts and deficit)

You have increased the deficit by \$47.73 billion.

Your new deficit is \$47.73 billion.

**Spending**

Defense	100
Education	100
Health	100
Other	100
Transportation	100
Environment	100
Energy	100
International	100
Science	100
Other	100

## 8. Virtual Surgery



**Leicester University**

**WORLD'S FIRST VIRTUAL AUTOPSY WEBSITE AT UNIVERSITY**

**VIRTUAL**

**The Virtual Autopsy**

**Read the Story**

**Evolution of...**

## 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

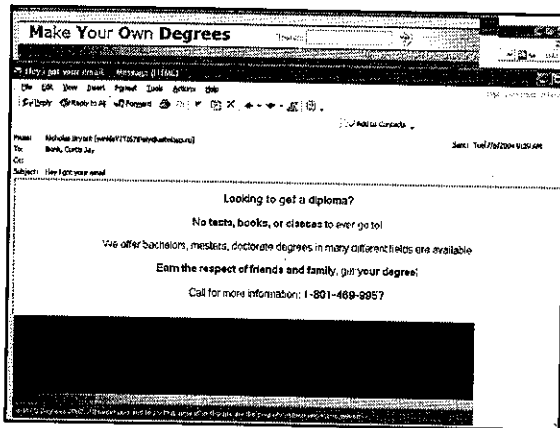
**search results**

**New Shipping Methods List**

**Ethical Considerations in Academic Plagiarism**

**Plagiarism Software Research Study**


**Plagiarism as Theft**



### 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)



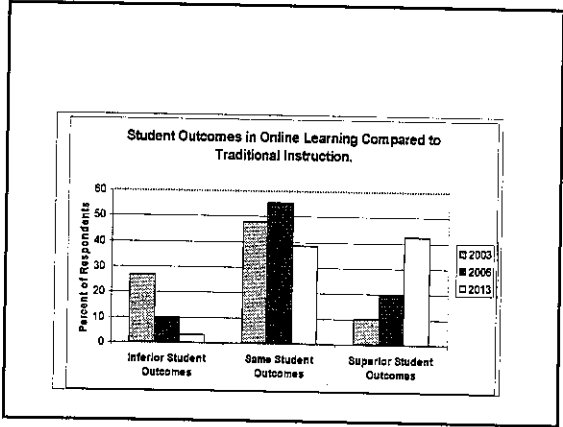
### The Sloan Consortium: (2003). Sizing the Opportunity

[http://www.sloan-c.org/resources/sizing\\_opportunity.pdf](http://www.sloan-c.org/resources/sizing_opportunity.pdf)

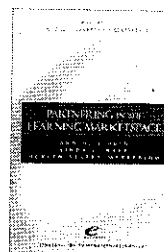
- 60% of academic leaders agree that faculty will accept the legitimacy of online education
- 57% believe learning outcomes same or better than FTF
- 75% expect to be as good in next 3 yrs; 1/3 think better
- Everyone thinking the quality is on the rise

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


	Public	Private, nonprofit	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 premier cooperative effort of the Regents University to provide its students with a degree program for students whose lifestyle or location prevents attendance in campus. The flexibility and convenience offered by the Bachelor of Liberal Studies (BLS) degree may be just what you need!

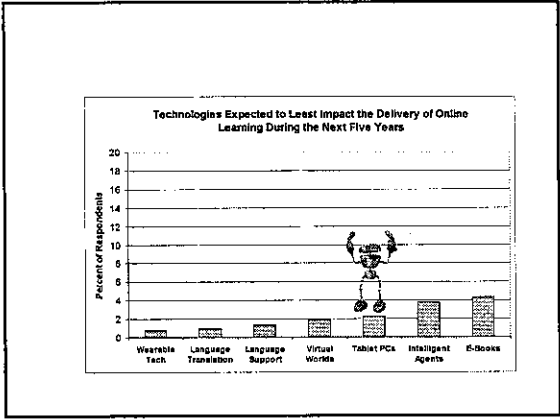


## Trend 10: Technology Continues to Outpace Theory



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 (\$595) USA Today, June 18, 2003

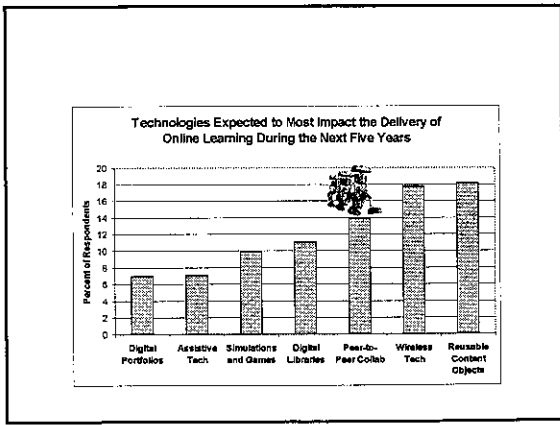
## Wearable Computing











## Wireless Technology

**Handheld Computing**

*Breaking the Grid-Like Interprise*

## WIFI PENETRATES CAMPUSES

Wireless-network plans

LIMITED 41%    PLANNED 17%  
WORKING 33%    NO PLANS/INTENTION 5%

Photo Credit: Dartmouth College

A student connects to Dartmouth's wireless network from outside the Baker Library.

### Big tech on campus

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

## 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
Mobile Discussion	10%
Web-based Videoconferencing	10%
Sync Presentation Tools	10%
Online Testing and Exam Tools	15%
Learning Object Libraries	15%
Content Management Systems	25%

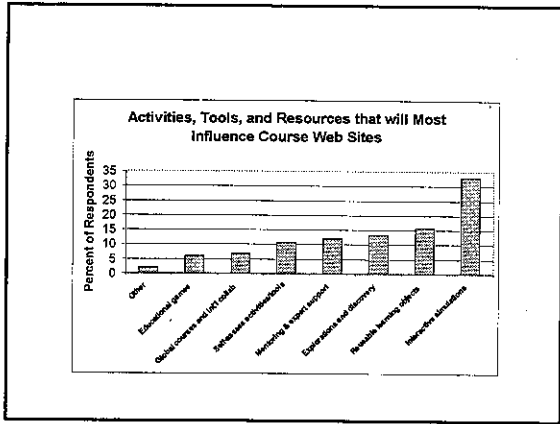
## Videostreaming and Videoconferencing (to take off in next several years ...\$4.5 billion in 2007 (Sept 23, 2003, Stephanie Olsen, CNet News.com).

**THE PERFECT FLAVOR**

Lansing    Neslumbusa

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

SmartMeeting



## Gaming (Pocket PCs) Technology Review (June 2004)

**Surgeons may err by playing video games**  
 Three hours a week, doctors for 27 months, study finds

**Net games hit a 'border issue'**  
 Multiple US companies are sending software to the UK, but the UK government is not sure how to handle it

**Willing to pay**  
 The quality of the game will have a major impact on how much a player is willing to pay for a game, according to a study by the University of Illinois

## 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/~slrbruca/Subscriptions.html>

## Questions, Comments, Concerns...

### BONK!

**BONK-ONT!**