

Blended Learning A to Z: Myths, Models, and Moments of Magic

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This talk will cover...

1. Recent data on online learning.
2. 1 Definition of blended learning
3. 10 Myths of blended learning
4. 7 Models of blended learning
5. 36 Examples of blended learning



Poll: Who wants one of these? Starbucks



Poll: How about one of these? Starbucks



Starbucks Coffee Korea employees learn how to use the firm's online learning system "Starbucks Academy," which was introduced, Wednesday. The two-way learning system provides some 5,000 employees in Korea with various reeducation services, including encyclopedia, latest news and information about coffee among others. Starbucks Korea is the first affiliate of the international coffeehouse selling its products in 60 countries to introduce the system.

July 29, 2016 Reimagine Your Learning Space: Starbucks Your Classroom!

Oskar Cymerman, Teaching Channel
<https://www.teachingchannel.org/blog/2016/07/29/starbucks-your-classroom/>



Sterile, industrial-era rows aren't very attractive or motivating. Even more, I've become convinced that traditional educational settings dull the senses. We know that breaks and interruptions after periods of focused activity actually help in learning, yet we sometimes ask our students to sit still for an hour or more with little freedom of movement. I believe the "Starbucks" environment will promote that freedom and movement. Freedom is the key ingredient to social-emotional well-being and deeper learning. Rows and columns constrict. They hold and stifle. That is the truth. That is the reality in many U.S. classrooms today. But no longer in mine. Never again.

July 29, 2016 Reimagine Your Learning Space: Starbucks Your Classroom!

Oskar Cymerman, Teaching Channel
<https://www.teachingchannel.org/blog/2016/07/29/starbucks-your-classroom/>



This year, my students will work together every single day and I'll be working with them as part of the team. I will be both facilitator and collaborator as we implement a new, blended learning model. And, we'll be moving around, which is crucial to focus, health, and proper brain function. Humans aren't meant to sit in one place. We are born curious and we learn by exploring our world, which requires all of the senses.

Learning is More Online June 15, 2014

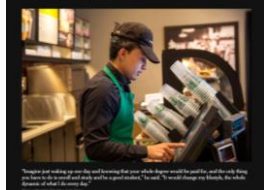
Starbucks offers workers 2 years of free college, CNN Money, Gregory Wallace (from Arizona State online programs)

http://money.cnn.com/2014/06/15/news/economy/starbucks-schultz-education/index.html?hpt=hp_12

<http://www.nytimes.com/2014/06/14/us/starbucks-to-provide-free-college-education-to-thousands-of-workers.html>



Getting a College Degree, With Help From Starbucks



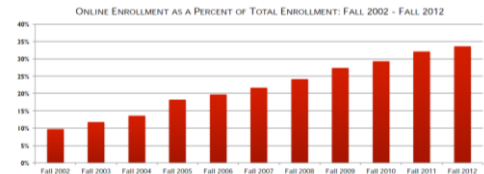
January 2014 Learning is More Online

Grade Change: Tracking Online Education in the United States, 2013, The Sloan Consortium, I. Elaine Allen & Jeff Seaman,

2013 Survey of Online Learning Report and 2014 data from Indiana University

<http://sloanconsortium.org/publications/survey/grade-change-2013>

Direct connect: <http://www.onlinelearningsurvey.com/reports/gradechange.pdf>

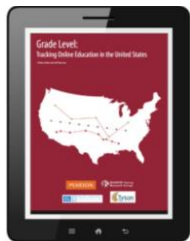


February 5, 2015

2014 Survey of Online Learning

Grade Level: Tracking Online Education in the United States, 2014, Online Learning Consortium (formerly the Sloan Consortium), by I. Elaine Allen and Jeff Seaman

<http://www.onlinelearningsurvey.com/reports/gradelevel.pdf>



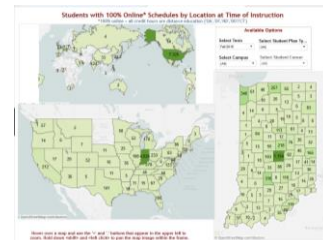
GROWTH RATE OF NUMBER OF STUDENTS TAKING AT LEAST ONE ONLINE/DISTANCE COURSE - 2003 TO 2013

Year	Growth Rate
Fall 2003	23.0%
Fall 2004	18.2%
Fall 2005	36.5%
Fall 2006	9.7%
Fall 2007	12.9%
Fall 2008	16.9%
Fall 2009	21.1%
Fall 2010	10.1%
Fall 2011	9.3%
Fall 2012	6.1%
Fall 2013	3.7%

November 22, 2016

Indiana University, Map of Location of Online Students

<https://cbi.bi.iu.edu/>



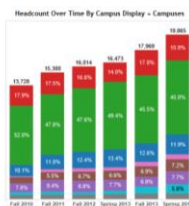
February 5, 2015 Learning is More Online

2014 Survey of Online Learning

Grade Level: Tracking Online Education in the United States, 2014, Online Learning Consortium (formerly Sloan-C), by I. Elaine Allen and Jeff Seaman

<http://www.onlinelearningsurvey.com/reports/gradelevel.pdf>

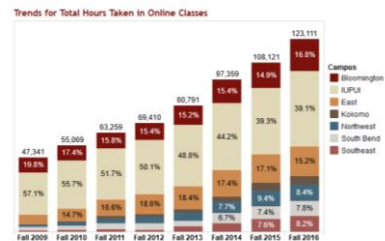
<http://edition.cnn.com/videos/business/2015/03/11/wbt-vale-offers-online-degree-2u-ceo-cnn>



November 22, 2016

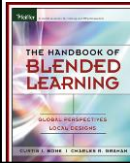
Indiana University, Online Course Enrollments

<https://cbi.bi.iu.edu/>



Learning is More Blended...

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



October 15, 2015

An EdTech Buzzword Bingo Card

NPR Ed, Anya Kamenetz

<http://www.npr.org/sections/ed/2015/10/15/436984129/an-edtech-buzzword-bingo-card>



Who Needs Blended and Online Learning?



Winter Weather Alerts
Alerts issued by the National Weather Service, in association with Winter Storm Kayla.

May 31, 2015

MERS, South China Morning Post

<http://www.scmp.com/news/health/environment/article/1913390/mers-case-brings-back-memories-hong-kong-sars-outbreak>

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



January 20, 2016

Universities tap growth of craft beer, offer classes, Chicago Tribune

<http://www.chicagotribune.com/business/ct-college-craft-beer-offer-classes-20160120-story.html>



January 20, 2016

Universities tap growth of craft beer, offer classes, Chicago Tribune

<http://www.chicagotribune.com/business/ct-college-craft-beer-offer-classes-20160120-story.html>

Portland State University in Oregon started an online Business of Craft Brewing program in 2013. It has become one of the school's most successful professional certificate programs, drawing people from around the world, said Scott Gallagher, the university's director of communications.



January 20, 2016

Universities tap growth of craft beer, offer classes, Chicago Tribune

<http://www.chicagotribune.com/business/ct-college-craft-beer-offer-classes-20160120-story.html>

"We discovered that there's a huge need for people who wanted to get a certificate," Gallagher said. "They didn't necessarily want to go to college or already had a college degree and wanted to open up a brew pub."



Learning is More Blended

March 22, 2015

Madagascar marvel:

Divers find fossils of extinct giant lemurs

Daisy Carrington, for CNN, March 22, 2015

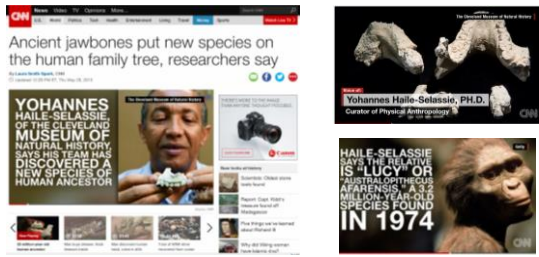
<http://www.cnn.com/2015/03/19/africa/underwater-fossil-lemur-graveyard-madagascar/index.html>



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>



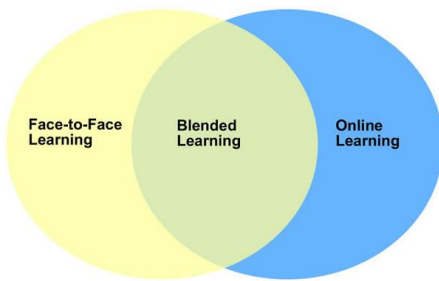
May 28, 2015

New species from Ethiopia further expands Middle Pliocene hominid 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>



Answer: Blended Learning



January 31, 2016

Hybrid Courses

University of Wisconsin Milwaukee

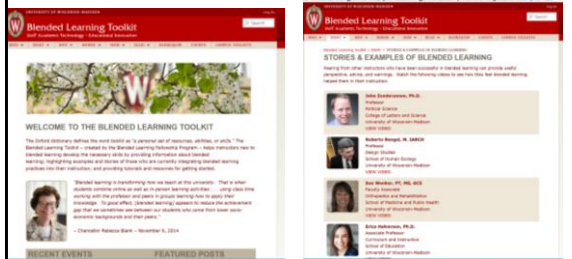
<http://www4.uwm.edu/lte/hybrid/>



January 30, 2016

Welcome to the Blended Learning Toolkit, University of Wisconsin

<https://blendedtoolkit.wisc.edu/blended-learning-modules-offer-dvm-students-more-complete-education/>



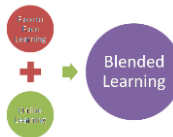
Myth #1: If you read the enough research you will be able to know the impact of blended learning.

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)

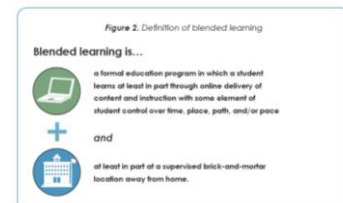


Classifying K-12 Blended Learning

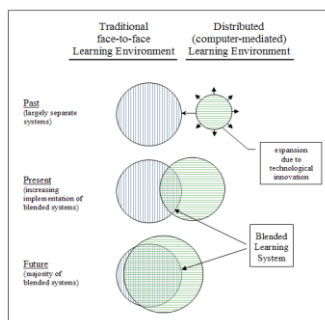
Heather Staker and Michael B. Horn, May 2012

<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."



Historical Emergence of Blended (Graham, 2006)



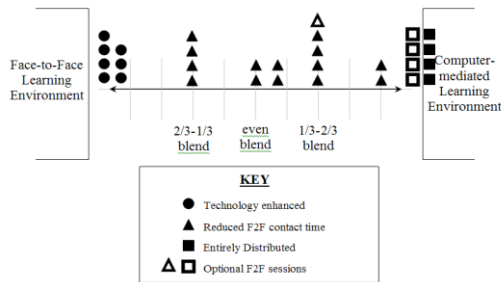
Myth #4: People will know what I am saying when I say "blended learning."
Myth #5: Blended is the same as "hybrid."

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



January 30, 2016 Welcome to the Blended Learning Toolkit, University of Wisconsin

<https://blendedtoolkit.wisc.edu/blended-learning-modules-offer-dvm-students-more-complete-education/>



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

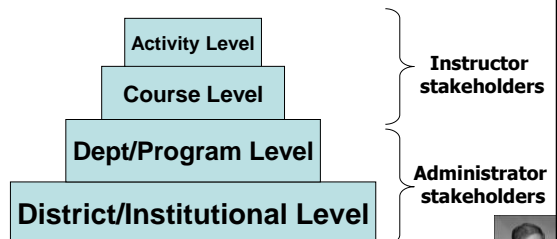
Fully Online and Blended Learning Advantages

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:

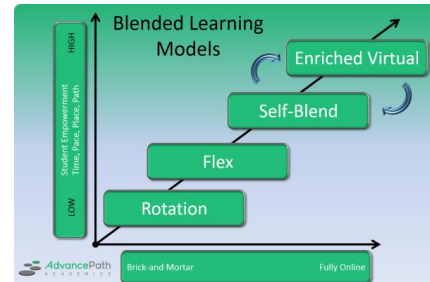


Myth #10: There is a best model of blended.
**AMA Special Report, Effectively
 Implementing a Blended Learning Approach**
 (Steven Shaw & Nicholas Ignieri, 2006)

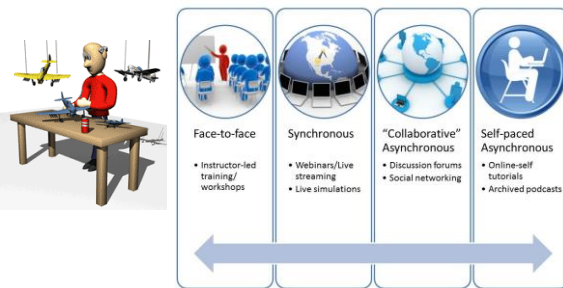


Source: American Management Association, AMA at Work

**Myth #10:
 There is a best model of blended.**



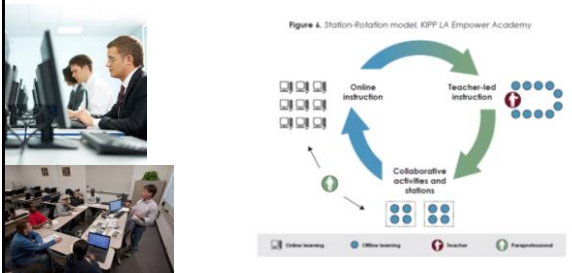
Seven Example Blended Learning Models



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



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



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



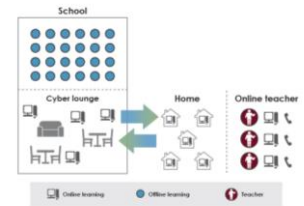
Blended Model #3. Online Lab (lab or field experience component of course is online)



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



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))

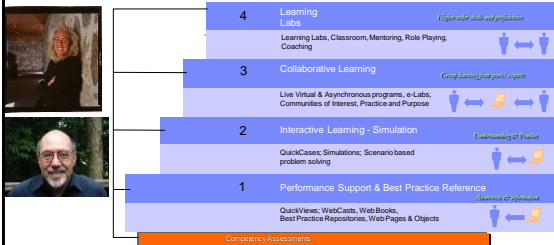


Blended Model #6. Anchor (start with FTF or what students are familiar with and then move to online; or the opposite and start online and move to F2F)

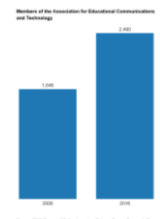


Blended Learning Model #7: Gradual Human (F2F) Approach

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



February 29, 2016 Instructional Design: Demand grows for a new breed of academic Chronicle of Higher Education, Dann Berrett <http://chronicle.com/article/Instructional-Design/233523>



February 29, 2016

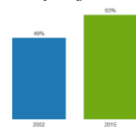
Instructional Design: Demand grows for a new breed of academic

Chronicle of Higher Education, Dann Berrett
<http://chronicle.com/article/Instructional-Design/235425>

Succeeding by Design

As colleges put more resources into online courses, more students are taking them – and the role of instructional designers is growing.

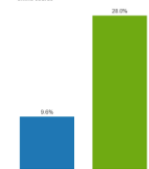
Percentage of colleges that say online courses are crucial to long-term strategy



CH/20.000

Percentage of college students taking at least one online course

Percentage of college students taking at least one online course



CH/20.000

April, 2016

Instructional Design in Higher Education

Gates Foundation
http://intentionalfutures.com/reports/instructional_design/files/instructional%20design%20in%20higher%20education%20report.pdf
http://intentionalfutures.com/reports/instructional_design/

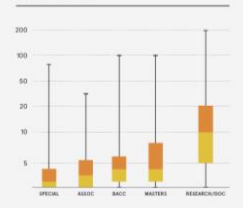


APRIL 2016

Instructional Design in Higher Education

A report on the role, workflow, and experience of instructional designers

MEDIAN NUMBER OF INSTRUCTIONAL DESIGNERS BY TYPE OF INSTITUTION



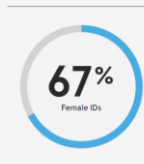
These are comparative statistics, broken down by Carnegie Classification of Institutions. For more information, please see our methodology section on page 10 of the appendix (open appendix).

April, 2016

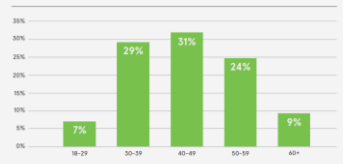
Instructional Design in Higher Education, Gates Foundation

http://intentionalfutures.com/reports/instructional_design/files/instructional%20design%20in%20higher%20education%20report.pdf
http://intentionalfutures.com/reports/instructional_design/

ARE YOU MALE OR FEMALE?

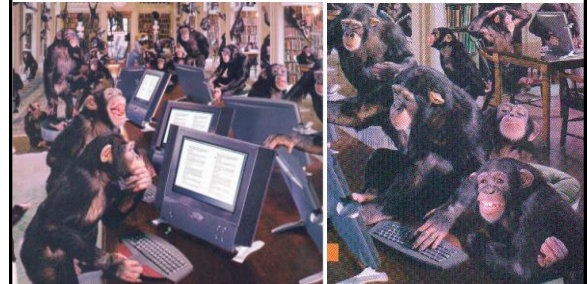


WHAT IS YOUR AGE?



22

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

3 tips to getting retirement right in your 20s



January 28, 2015

Blended Solution #2. 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)

Inventory and Cost of Goods Sold (Explanation)

Inventory and Cost of Goods Sold (Explanation)

Inventory and Cost of Goods Sold (Explanation)

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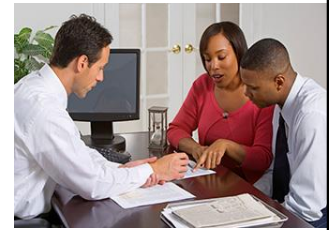
Blended Solution #3.

Workplace Internship, Practicum, and Field Experiences Online Reflections



Blended Solution #4.

Online Role Play or Debate (e.g., documentary production)



Blended Solution #5. Online Database Activities

(e.g., WolframAlpha)
<http://www.wolframalpha.com/>



A Quick Introduction to Wolfram/Alpha
by Stephen Wolfram



Blended Solution #6.

Videos with Test Questions (e.g., TEDEd)
(Lessons about every single element on the periodic table)

http://ed.ted.com/topic/periodic-table?source=TED-Ed+Subject+Bank+note_campaign=20150506_0111_02_013_013&utm_medium=email&utm_source=1_incc0000020150506-0131013



Blended Solution #7.

Online Educational Videos:

CNN, BBC, TED, TED-Ed, ForATV

CNN Hero Marilyn Price: Changing Tires & Changing Lives
<http://www.cnn.com/videos/tv/2015/05/21/cnnheroes-price-extra.cnn>
<http://www.cnn.com/specials/cnn-heroes>



Blended Solution #8.

Collaborative Video Annotations and Discussions (Craig Howard, IU)

<http://scholarworks.iu.edu/journals/index.php/jid/article/view/853/3912>



Blended Solution #9. Video Tutorials, Demonstrations, and How-To's Investopedia (videos, tutorials, etc.)

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

Deferred Revenue



Blended Solution #10. Create Screencasted Tutorials

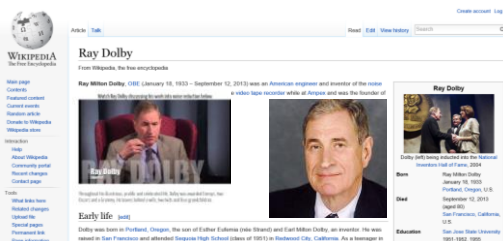
(Jing, GoView, Screenr, Overstream, Screencast-o-Matic; see http://tec-variety.com/TEC-Variety_links-examples-resources.pdf)

Screencasting Toolkit



Blended Solution #11. Combining Media (Dual Coding Theory: Wikipedia + Video + Pictures)

Text: http://en.wikipedia.org/wiki/Ray_Dolby
Video (September 20,2000): <http://www.gigwise.com/news/84155/audio-pioneer->



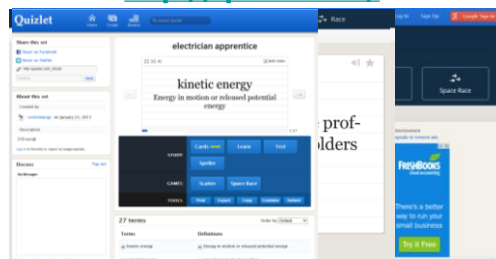
Blended Solution #12. Reading from Open Access Journals (e.g., PLOS, IRRODL, etc.)

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



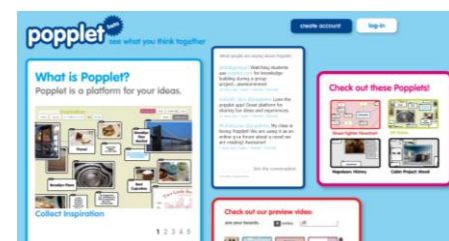
Blended Solution #13. Online Practice Tests and Interactive Flash Cards

<http://quizlet.com/>



Blended Solution #14. Student Collaborative Knowledge Building and Sharing

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



Blended Solution #15. 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/131031/>



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 #16. Analyzing Financial Statements (e.g., Twitter)

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

Twitter Inc. (TWTR)	Period	Revenue	Operating Income	Net Income	EPS
Q4 2014	\$27.75M	\$1.48M	\$1.48M	\$1.48M	\$1.48
Q3 2014	\$27.75M	\$1.48M	\$1.48M	\$1.48M	\$1.48
Q2 2014	\$27.75M	\$1.48M	\$1.48M	\$1.48M	\$1.48
Q1 2014	\$27.75M	\$1.48M	\$1.48M	\$1.48M	\$1.48

Blended Solution #17. Review and Reflect on Existing Expert Content

<https://www.youtube.com/watch?v=Sb0jR-C57f0>

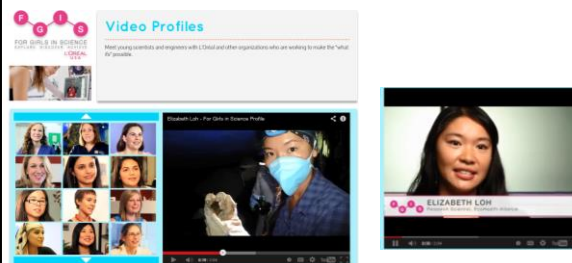


Blended Solution #18. Online Longitudinal Maps

(e.g., New USDA climate zone map reflects northward warming trends, By Janice Lloyd, USA TODAY, January 26, 2012)
<http://www.usatoday.com/news/nation/environment/story/2012-01-26/USDA-climate-zone-map/52787142/1>



Blended Solution #19. Video Profiles of successful female scientists, (e.g., For Girls in Science)



Blended Solution #20. Sample Student Work

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



