Mobile Learning: What the Research Says and What the Future Holds in a Knowledge-Based Economy

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3 Things

What the Research Says

How it Impacts our Teaching

How it Impacts our Evaluation
3 Things

What the Research Says
Half The World Now Has A Mobile Phone

Posted: 03 Sep 2014 01:49 AM PDT

**SEP 2014**

GLOBAL MOBILE PHONE USAGE

- **TOTAL WORLD POPULATION**: 7.258 BILLION
  - Urbanisation: 53%
  - NB: This figure is for total population including children

- **UNIQUE MOBILE USERS**: 3.630 BILLION
  - Penetration: 50%
  - NB: This figure is based on the total number of unique global mobile users

- **ACTIVE MOBILE SUBSCRIPTIONS**: 7.142 BILLION
  - Average subs / user: 1.97
  - NB: This figure is based on the total number of active global mobile contracts

Sources: World Population Clock [worldometers.com]; GSMA Intelligence

http://wearesocial.sg • @wearesocialsg
Social, Digital & Mobile in August 2014

Posted: 29 Aug 2014 09:50 PM PDT

GLOBAL DIGITAL STATISTICS

TOTAL GLOBAL POPULATION: 7.18 BILLION
  Urban Pop: 52%

ACTIVE INTERNET USERS: 2.95 BILLION
  Penetration: 41%

ACTIVE SOCIAL MEDIA USERS: 2.03 BILLION
  Penetration: 28%

UNIQUE ACTIVE MOBILE USERS: 3.61 BILLION
  Penetration: 50%

ACTIVE MOBILE SOCIAL USERS: 1.56 BILLION
  Penetration: 22%

We Are Social • Sources: US Census Bureau, Internet Live Stats, Facebook, Tencent, VKontakte, GSMA Intelligence
@wearesocialsg • #GlobalSocial • 4
COUNTRIES DETAILED IN THIS REPORT

01 AUSTRALIA 07 FIJI 13 MACAU 19 NEW ZEALAND
02 BANGLADESH 08 HONG KONG 14 MALAYSIA 20 NORTH KOREA
03 BHUTAN 09 INDIA 15 MALDIVES 21 PAKISTAN
04 BRUNEI 10 INDONESIA 16 MONGOLIA 22 PAPUA NEW GUINEA
05 CAMBODIA 11 JAPAN 17 MYANMAR 23 PHILIPPINES
06 CHINA 12 LAOS 18 NEPAL 24 SINGAPORE
25 SOUTH KOREA 26 SRI LANKA 27 TAIWAN
28 THAILAND 29 TIMOR-LESTE 30 VIETNAM

We Are Social
ASIA-PACIFIC

TOTAL POPULATION: 3,882,702,949

Urban: 44%
Rural: 56%

INTERNET USERS: 1,255,745,291

Internet Penetration: 32%

ACTIVE SOCIAL NETWORK USERS: 969,583,240

Social Networking Penetration: 25%

ACTIVE MOBILE SUBSCRIPTIONS: 3,347,580,701

Mobile Subscription Penetration: 86%
TIME SPENT ON THE INTERNET
AVERAGE NUMBER OF HOURS PER DAY SPENT BY INTERNET USERS ON THE INTERNET

JAN 2014

Access through Laptop/Desktop
Access through Mobile Device
TIME SPENT ON SOCIAL MEDIA
AVERAGE NUMBER OF HOURS PER DAY SPENT BY SOCIAL MEDIA USERS ON ALL SOCIAL CHANNELS

- PHILIPPINES: 4.0
- THAILAND: 3.7
- MALAYSIA: 3.3
- INDONESIA: 2.9
- INDIA: 2.4
- TAIWAN: 2.4
- VIETNAM: 2.4
- SINGAPORE: 2.2
- AUSTRALIA: 2.1
- HONG KONG: 2.0
- CHINA: 1.5
- SOUTH KOREA: 1.0
- JAPAN: 0.8
BYOD to Work

Sources: 1. CDW.COM, 2. BUSINESSINSIDER.COM, 3. JUNIPERRESEARCH.COM, 4. HBR.ORG, 5. CISCO.COM, 6. BT.COM, CISCO.COM, 7. SAMSUNG.COM, 8. AVANADE.COM
BYOD to Work

Sources: 1. CDW.COM , 2. BUSINESSINSIDER.COM, 3. JUNIPERRESEARCH.COM, 4. HBR.ORG, 5. CISCO.COM, 6. BT.COM, CISCO.COM, 7. SAMSUNG.COM, 8. AVANADE.COM

THE LATEST CONSUMER TECHNOLOGY PUTS EMPHASIS ON MOBILITY.
As more people become exposed to this improved technology, the number of us working remotely is increasing.

35% of all consumer-owned tablets and smartphones worldwide will be used for work by 2018.
That’s more than 1 BILLION personal devices.³

81% of workers are using unauthorized mobile devices on company networks.⁴

NEARLY 1 IN 2 EMPLOYEES work away from the office at least once a week.⁵
BYOD to Work

Sources: 1. CDW.COM, 2. BUSINESSINSIDER.COM, 3. JUNIPERRESEARCH.COM, 4. HBR.ORG, 5. CISCO.COM, 6. BT.COM, CISCO.COM, 7. SAMSUNG.COM, 8. AVANADE.COM

The Benefits

- **84%** of IT managers think adopting a BYOD policy creates a competitive advantage.⁶
- **47%** increase in employee engagement was found by companies that allowed their staff to use their own technology at work.⁷
- **46%** rise in employee productivity was seen by companies embracing BYOD.⁷
- BYOD policy also helped cut communication costs by **17%**.⁷
- Companies that incorporated BYOD into their policies are **54%** more likely to report increased profits.
- An improvement in employee satisfaction is reported by **37%** of these companies.⁸
3 Things

How it Impacts our Teaching
And then she realized it IS a touch screen. Mouse abandoned. Obsolete technology, I guess.
This university's library doesn't have a single paper book

By Dante D'Orazio on August 31, 2014 03:17 pm  📧 Email  ‏@dantedorazio
NMC, 2014 Horizon Report

Over the Next 2 Years…

Integration of online, hybrid, collaborative courses

Over the Next 3-5 Years…

Shift from students as consumers to creators

Rise of data-driven learning and assessment
"Universities need to reward risk takers and innovators over grade chasers."

- @DonWettrick

#puregeniusbook #tlap And not just universities!
Moving Forward in a Knowledge-Based Economy

Consumption

Production

Evaluation

Demand

Economy
If at first you don't succeed, try two more times so that your failure is statistically significant.
3 Things

How it Impacts our Work
On Sunday afternoon, Twitter user @auscalem posted a photo of a guy named Alex working at Target.
Regardless of who took the photo, people ran with it.

sm
@horanftnarry

ALEX FROM TARGET IS HOT AF
11:47 AM - 3 Nov 2014
13 RETWEETS 15 FAVORITES

W. TCH
@bbsamyy97

Alex from target is hot af 😍🔥🔥
11:47 AM - 3 Nov 2014
14 RETWEETS 17 FAVORITES
And now, #AlexFromTarget is a MASSIVE thing.

WEAR RED TOMORROW FOR
#ALEXFROMTARGET

View image on Twitter

Target is your destination for everything CHRISTMAS

Every toy comes with a FREE gift bag

Gifts for everyone.

Gifts for kids.

40% off $75 Save $60

Julie @julysaa_tinoco
Alex from Target’s roommate (w/ David Dobrik)
@annie_girl_omg 😊 vine.co/v/OOpD2mDV7OM

10:12 AM - 3 Nov 2014

Denise @GRUNGE4IV
thank god it's sunday so the lord can still cleanse all your unholy thoughts

#alexfromtarget

Vine @vine
...and there are spinoffs too.

FAT AMY
@RelatableQuote
Now let's find frankie from starbucks
11:23 AM - 3 Nov 2014
3,642 RETWEETS 8,358 FAVORITES

Tweet Like A Girl
@TweetLikeAGirl
Kieran from T-Mobile.
Alex realized he was an internet celebrity Sunday night.

Alex Lee
@acl163

Am i famous now?
7:09 AM - 3 Nov 2014

42,374 RETWEETS 87,039 FAVORITES

Alex Lee
@acl163

Now i have to change my number...
9:22 AM - 3 Nov 2014

17,652 RETWEETS 63,282 FAVORITES
Target’s Twitter has announced their support for Alex and dispelled rumors that his popularity online might have cost him his job.  Nov. 4, 2014, at 12:17 am.

We heart Alex, too! #alexfromtarget
11:47 PM - 3 Nov 2014
30,357 RETWEETS 48,094 FAVORITES
Killing Pigs and Weed Maps: The Mostly Unread World of Academic Papers

BY AARON GORDON • March 18, 2014 • 12:00 PM

(Photo: Brendan Howard/Shutterstock)
A study at Indiana University found that “as many as 50% of papers are never read by anyone other than their authors, referees and journal editors.” That same study concluded that “some 90% of papers that have been published in academic journals are never cited.”

That is, nine out of 10 academic papers—which both often take years to research, compile, submit, and get published, and are a major component by which a scholar’s output is measured—contribute little to the academic conversation.
SOME of the smartest thinkers on problems at home and around the world are university professors, but most of them just don’t matter in today’s great debates.

The most stinging dismissal of a point is to say: “That’s academic.” In other words, to be a scholar is, often, to be irrelevant.
Opinion: Academic Publishing Is Broken

The current system by which academics publish their scientific discoveries is a massive waste of money.

By Michael P. Taylor | March 19, 2012

Academic publishers are currently up in arms about the Federal Research Public Access Act (FRPAA)—a bill that has the perfectly reasonable goal of making publicly funded research available to the public that funded it. Tom Allen, president of the American Association of Publishers, described it rather hysterically as “intellectual eminent domain, but without fair compensation.” Why are he and his colleagues so desperate to retain the current business model?
RajLab: Is academia really broken? Or just really hard?
rajlaboratory.blogspot.com/2014/.../is-academia-really-broken-or-just.ht...
Aug 23, 2014 - Scarcely a day goes by when I don't read something somewhere on the internet about how academia is broken. Usually, this centers around ...

Viewpoint: Why I'm Leaving Academia | :InDecision:
indecisionblog.com/2014/04/07/viewpoint-why-im-leaving-academia/  
Apr 7, 2014 - And I've learnt that academia might well be the best career path in ... for all of its positives, I've come to see academia as a broken institution.

Academia Is Broken « Pejman Yousefzadeh
pejmanyousefzadeh.net/2013/12/07/academia-is-broken/  
Dec 7, 2013 - Peter Higgs, the British physicist who gave his name to the Higgs boson, believes no university would employ him in today's academic system ...

Reform the PhD system or close it down : Nature News
Apr 20, 2011 - ... and many other countries is broken and unsustainable, and needs to be ... The academic job market collapsed in the 1970s, yet universities ...

Goodbye academia, I get a life. – blog.devicerandom
blog.devicerandom.org/2011/02/18/getting-a-life/
Academia, Here I Come…

I used to hate writing assignments, but now I enjoy them.

I realized that the purpose of writing is to inflate weak ideas, obscure poor reasoning, and inhibit clarity.

With a little practice, writing can be an intimidating and impenetrable fog. Want to see my book report?

“The dynamics of interbeing and monological imperatives in Dick and Jane: A study in psychic transrelational gender modes.”

Academia, here I come!
Talking to Anne Helen Petersen About Leaving Academia for BuzzFeed

By Jia Tolentino / March 21, 2014

Did I hear this headline correctly?

YES: I’m leaving academia. And second: I’m leaving it for BuzzFeed—more specifically, to be a full-time features writer at BuzzFeed.

[8 minutes of screaming redacted] Well, I am *chock* full of emotions but this talk is resolutely not going to be about how much the Hairpin is going to miss you, so let me first ask: how are you feeling right now, and how long has this been in the works?
Much of academic writing prides itself on being as inaccessible as possible, and I mean that both literally and figuratively—you can’t understand it unless you’ve had at least five years of graduate school, and you can’t actually get your hands on it without affiliation with a major institution.
Anne Helen Peterson

University of Oregon M.A.

University of Texas, Ph.D.

10K+ Twitter Followers

10 Peer Reviewed Journals

1 Upcoming Book

7 Book Chapters

15 Media Publications
The Publication Process

Manuscript submitted in 2009
minor revisions…
and then major revisions…
and then minor revisions again…

2012 it got published.
Special Issue Manuscript I am Currently Working on…

Call in Sept 2014

Manuscripts Due in March 2015

Special Issue for publication in Jan 2016
“What starts out as an inspired quest for new knowledge and social impact can devolve into endless days in an airless room, broke, in debt, staring at a computer, exploited by departments, dismissed by professors, ignored by colleagues, disrespected by students.”
In the 17th century, scholar-publishers created the first scientific journals, revolutionising the communication and practice of scholarship. Today, we're at the beginning of a second revolution, as academia slowly awakens to the transformative potential of the Web. My passion is for pushing this revolution forward. As co-founder of Impactstory, an open-source webapp supported by the NSF and Sloan Foundation, I help cutting edge scientists find and share the full impacts of their work—especially their web-native scholarly products like datasets, software, tweets, and more.
Moving Forward in a Knowledge-Based Economy

Consumption

Production

Evaluation

Disseminate

Evaluation
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