New Technologies = New Learning ! ?

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Open University of the Netherlands - OTEC

• Started in 1984; national institute;
• Two missions:
  1. provide open distance education
     • 7 faculties, 24000 students
     • 24 study centres in Netherlands and Belgium
     • Develop education in multidisciplinary teams
     • Deliver education through a variety of technologies (print, cd-rom, telephone, internet, face to face contact sessions, practical rooms, etc.)
  2. innovate education
• The Educational Technology Expertise Centre (OTEC) of the Open University of the Netherlands carries out R&D into Learning Technologies.
• The current technology development programme is investigating Self-Organized Learning Networks. (Ca. 80 Staff)
Open Universiteit Nederland, Bologna and Chiba building

by Chris Peeters

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## Alexa Global Traffic Rankings

<table>
<thead>
<tr>
<th>Rank</th>
<th>2005 (1)</th>
<th>2008 (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>yahoo.com</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>msn.com</td>
<td>youtube.com</td>
</tr>
<tr>
<td>3</td>
<td>google.com</td>
<td>live.com</td>
</tr>
<tr>
<td>4</td>
<td>ebay.com</td>
<td>google.com</td>
</tr>
<tr>
<td>5</td>
<td>amazon.com</td>
<td>myspace.com</td>
</tr>
<tr>
<td>6</td>
<td>microsoft.com</td>
<td>facebook.com</td>
</tr>
<tr>
<td>7</td>
<td>myspace.com</td>
<td>msn.com</td>
</tr>
<tr>
<td>8</td>
<td>google.co.uk</td>
<td>hi5.com</td>
</tr>
<tr>
<td>9</td>
<td>aol.com</td>
<td>wikipedia.org</td>
</tr>
<tr>
<td>10</td>
<td>go.com</td>
<td>orkut.com</td>
</tr>
</tbody>
</table>

Traffic rank is based on three months of aggregated historical traffic data from Alexa Toolbar users and is a combined measure of page views/users (geometric mean of the two quantities averaged over time).

(1) Rankings as of 12/31/05, excludes Microsoft Passport; (2) Rankings as of 3/12/08
Source: Alexa Global Traffic Rankings, Morgan Stanley Research
<table>
<thead>
<tr>
<th>Social technology</th>
<th>Examples</th>
<th>Current usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>LinkedIn  facebook  orkut  myspace</td>
<td>• 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</td>
</tr>
<tr>
<td>Technology that allows users to leverage personal connections.</td>
<td><img src="image1.png" alt="LinkedIn Logo" /> <img src="image2.png" alt="Facebook Logo" /> <img src="image3.png" alt="Orkut Logo" /> <img src="image4.png" alt="MySpace Logo" /> <img src="image5.png" alt="Friendster Logo" /> <img src="image6.png" alt="Myspace Logo" /> <img src="image7.png" alt="Plurk Logo" /></td>
<td><img src="image8.png" alt="Bloglines Logo" /> <img src="image9.png" alt="My Yahoo Logo" /> <img src="image10.png" alt="FeedBurner Logo" /> <img src="image11.png" alt="NewsGator Logo" /> <img src="image12.png" alt="Pluck Logo" /></td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
<td>Examples</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>User review portals</td>
<td>Web portals that allow users to search for peer reviews on a product or service.</td>
<td>TripAdvisor, ReviewCentre, CNET.com, GameRankings.com</td>
</tr>
<tr>
<td>P2P file sharing</td>
<td>Sharing media files over a network powered by users who act as both client and server.</td>
<td>Kazaa, BitTorrent, Gnutella, gnutella.com</td>
</tr>
<tr>
<td>C2C eCommerce</td>
<td>Buying and selling among consumers via the Net.</td>
<td>eBay, Amazon, Craigslist, uBid, Craigslist, Froogle, Shopzilla, Froogle Beta</td>
</tr>
<tr>
<td>Comparison shopping sites</td>
<td>Sites that allow consumers to compare products or services.</td>
<td>PriceGrabber, Craigslist, Shopzilla, Froogle, Shopzilla</td>
</tr>
<tr>
<td>Podcasts</td>
<td>Online audio or video that users can download to a device.</td>
<td>Podcast Alley, Odeo, Juice, PodShow podcast network, Juice</td>
</tr>
<tr>
<td>Wikis/Collaboration software</td>
<td>Shared publishing software or site that allows users to edit content.</td>
<td>Jatapots, Basecamp, Wikipedia, Groove Networks, Socialtext</td>
</tr>
<tr>
<td>Tagging</td>
<td>Metadata assigned to items like photos or Web pages to facilitate searching and sharing.</td>
<td>Digg, Del.icio.us, Flickr, think liquid, Shadows, foursquare</td>
</tr>
</tbody>
</table>

Source: Forrester Research, Inc.
Application Design - Service Integration
Young people are spending their time in a space which adults find difficult to supervise or understand...
Myth 1: The internet it too dangerous for children

MSN is good because you can’t have random strangers talking to you, you only talk to people you know. One time someone I didn’t know added me to their list but as soon as I realised I just blocked them.

Girl, aged 15

My dad won’t let me go on MSN because he thinks it’s a chatroom.

Boy, aged 12
Myth 3: There is an epidemic of plagiarism in schools.

Cutting and pasting isn’t cheating if you’ve read and understood it; that’s just getting inspiration.

Boy, aged 10
Myth 7: All gaming is good

If you play them all the time some games are only good for mashing your brain.

Boy, aged 8
Personal Data and Social Networks

You've worked hard to build your online reputation; wouldn't you like to know if a blogger is about to flush it down the toilet?

*The service is like Google Alerts on steroids.* Larry Chase, Web Digest for Marketers

Online reputation monitoring doesn't have to be a complex, time-consuming task. With Trackur's sophisticated online reputation monitoring technology, you can easily deploy your own reputation tracking within minutes. You tell us the names, products, and brands that are vital to you and we'll scour millions of blogs, news sites, images, and videos for you. If your reputation is being discussed, Trackur will alert you.

Use Trackur to warn you of an attack on your reputation, look for positive press coverage, or even monitor your competition.
Content Generation and Sharing
**Metadata Generation and Usage**

<table>
<thead>
<tr>
<th>BUILDINGTYPE</th>
<th>Architect</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern</td>
<td>Frank Lloyd Wright</td>
<td>Location</td>
</tr>
<tr>
<td>Beaux-Arts</td>
<td>Philip Johnson</td>
<td>Location</td>
</tr>
<tr>
<td>Organic</td>
<td>Frank Gehry</td>
<td>Location</td>
</tr>
<tr>
<td>International</td>
<td>Santiago Calatrava</td>
<td>Location</td>
</tr>
<tr>
<td>Mid-century</td>
<td>Cass Gilbert</td>
<td>Location</td>
</tr>
<tr>
<td>Postmodern</td>
<td>Le Corbusier</td>
<td>Location</td>
</tr>
<tr>
<td>Deconstructiv</td>
<td>Pietro Belluschi</td>
<td>Location</td>
</tr>
</tbody>
</table>

**Open Universiteit Nederland**
Why does it work?
1. Something Personal
human communication is always personalized, pace and lead, personal branding is important, socialization in peer groups, accommodation and adaptation, personalisation is important for developing identity.
How many times have I told you!
You were not downloaded, you were born...
Personal Media, Transparency und Karma

I AM AT... Show recent
Hotel Gollner
GRAZ, Austria

where am I ...

STATS

My karma is at ★★
I'm ranked 1379 on the Hot List
I discovered 11 Plazes
I visited 13 cities
I visited 5 countries
That's about 2% of the world
My average travel speed is 75 km/day
3. Competition, Fun, and Reputation
Reputation and Attention Streams

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You earned $10,000 for logging in 5 minutes ago
Stefan Ternier bought your pet Moritz Stefaner for $716. You were reimbursed $964 ($150 profit) 2 days ago
Stefan Ternier bought your pet for $1,261, earning you $66. 2 days ago
Martin Welpers bought your pet for $1,126, earning you $58. 16 days ago
Stefan Ternier bought your pet Martin Memmel for $1,261.
You were reimbursed $1,170 ($55 profit) 13 days ago
Stefan Ternier bought your pet Martin Memmel for $898. You were reimbursed $833 ($39 profit) 16 days ago
You purchased Martin Welpers as a pet for $892, 12 days ago
You purchased Martin Memmel as a pet for $1,126, 12 days ago
You purchased Steven Verjans as a pet for $571, 12 days ago
You purchased Marco Kats as a pet for $571, 12 days ago
You purchased Moritz Stefaner as a pet for $840, 10 days ago
You purchased Christian Phish as a pet for $571, 12 days ago
4. Games and a Shift of Focus

ESP Game
Concentrate...

How to Play

1. You and a partner see the same image.

2. Each of you must guess what words your partner is typing.

Got it, Let’s Play!

View Top Scores
5. Attention and new business models
The Future Playground
Learning Networks for the LLL
Mixed Reality Mashups
Real World Tagging and Content Enrichment
Contextualized Learning
Thank You.

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