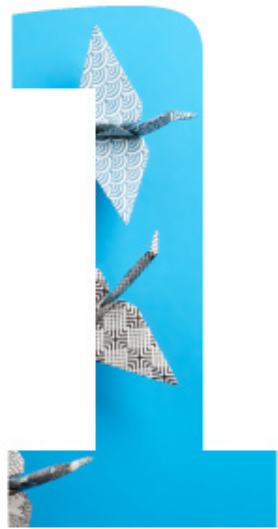




# Telefónica Learning Services

Mobile Learning



Mobile learning  
has come to stay!

**After ten years talking about it,  
Mobile learning has come to stay!**



**BUSINESS INSIDER**

**South Korea  
will replace all  
paper whit  
tablets in  
schools by  
2015**

**news24**

**Us schools  
urged  
to embrace  
tablets**

**WALL STREET JOURNAL**

**The Inside Story  
of India's \$50  
Computer Tablet**

**TODAY'S ZAMAN**

**12,000 tablet PCs to  
be distributed to  
students and  
teachers in Turkey**

**USA TODAY.**  
A GANNETT COMPANY

**Apple joins e-textbook  
party with iBooks, iBooks  
Author apps**

*Telefonica*



# Today's Social / Mobile reality





A virtuous loop  
is being created

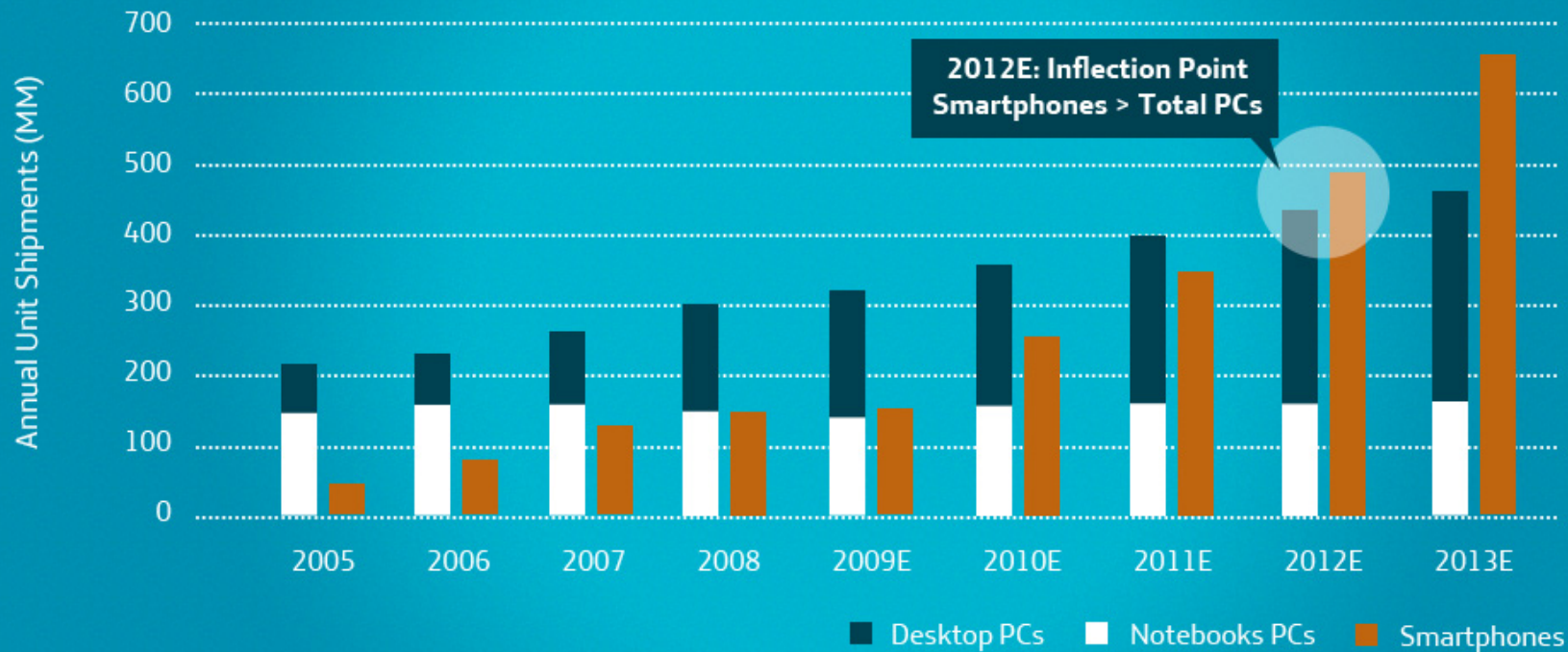
# A virtuous circle is being created



Telefonica

## Smartphone > PC Shipments Within 2 Years, Global - Implies Very Rapid Evolution of Internet Access

Global Unit Shipments of Desktop PCs + Notebook vs. Smartphone, 2005 - 2010 E



Morgan Stanley

Note: Notebook PCs include Netbooks. Source: IDC, Gartner, Morgan Stanley Research estimates.

# Facebook enters the educational market with more than 20 elearning applications

## Learner



### Zoho Online Office

You can have all your office files such as documents, spreadsheets, presentations online and share them with your learners.



### WorldCat

You can do research, catalog your library's collection and of course share it with your learners.



### UdutuLearn

Lets you views courses that you have been given access to and shows your progress.



### Files

You can access your files from anywhere and share important work files with your learners. Files is powered by Box.net.



### SurveyGizmo

You can create surveys, polls and quizzes and send them to your classmates on Facebook.



### UdutuTeach

This application allows you to import courses from myUdutu (authoring tool). You can manage which learners can take your course and track the learners' progress.



### Webinaria Screencast Recorder

You can create screencast tutorials or record video presentation for sharing with your learners.



### Skype Me

Your learners could see when you are online (Virtual Office Hours) and talk or chat with you for free!



### Quiz Monster

Create your own quiz Facebook application!



### Neat Chat

Learners can chat on Facebook groups and pages. They can share files, send private message and do mucho more through a fast and intuitive interface.



### StudyGroups

Quickly and easily collaborate with your classmates and plan out homework for your courses.



### Books iRead

Share the books that you are reading with your classmates. See what they think!



### Koofers

Share your old tests, quizzers, and study guides with other students.



### BookTag

This application let you create arbitrary book lists, label them and share them with you classmates.



### PeerPong

Discover everyone's expertise and connects you with the best person to answer any question.

Content

Instructor

Learners





## Free/Open Content



© creative commons

Discovery EDUCATION™

OPEN COURSEWARE CONSORTIUM

OER COMMONS OPEN EDUCATIONAL RESOURCES

WIKIPEDIA

O<sub>2</sub> learn

KHAN ACADEMY

TED Ideas worth spreading

ck-12

EduTeKa Fundación Gabriel Piedrahíta U.

NROC NATIONAL REPOSITORY of ONLINE COURSES

TOOL BAC

agrega

edublogs

educurious learning that connects

Remix Learning

Classroom 2.0 Web 2.0, Social Media, & More

tiching Beta España

ePals

# Together with new trends around learning

Augmented reality

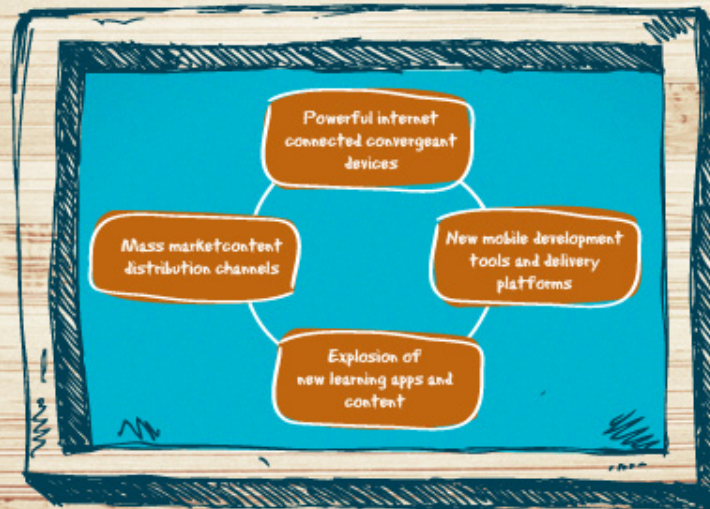
Massive open online courses  
MooC

Gamification

Collaborative and social learning

Learning in the cloud

Badges



...and it's going very fast

*Telefonica*



A new learning model

# In order to achieve a new learning model that will facilitate a personalized education



**Traditional educational model**



- **Unidirectional** teacher-student and exclusively adhered to the classroom.
- **Paper Content**, rigid and not multimedia.
- No instant assessment.
- Do not use technology (internet, social networks and devices).
- **Sequential Teaching** versus students with parallel learning capabilities.
- Lack of school-family interaction.
- Lack of personalisation.

**A global, dynamic, multimedia, personalised and interconned model**

**Schools**

End-to-end ICT solution in the school



**Students**

Ubiquitous Access to content and services



**Educational content in the net**

**Support Center**

Helping in the change management



**Support Center**

Technological and Pedagogical Support



**Teacher**

Personalised education



**Families**

More participation of the families

Tutoring support environments



**ICT**

*Telefonica*



Barriers to overcome  
in Education

# But we still have barriers, that we need to overcome in Education



## Teachers

- Change resistance
- Lack of ICT skills
- Belief that there is a threat to their authority in the classroom



## Publishers

- Currently adapting to the digital world
- Threats to their traditional business



## Schools

Lack of knowledge regarding how to carry out the change



## Governments

- Lack of end-to-end vision
- Break the value chain by bidding separately connectivity, platforms,...



## Parents

- Fear of their children use of the internet
- Not as much ICT knowledge as their children



## Technological Complexity

- Solutions made up of multiple components
- No single end-to-end service responsibility

## Previous unsatisfactory experiences

In many cases, limited to computers supply (no content, connectivity, service...)



# But we still have barriers, that we need to overcome in Education



**Train the teachers program**

**End to end solutions**

## Teachers

- Change resistance
- Lack of ICT skills
- Belief that there is a threat to their authority in the classroom



## Publishers

- Currently adapting to the digital world
- Threats to their traditional business



## Schools

- Lack of knowledge regarding how to carry out the change



## Governments

- Lack of end-to-end vision
- Break the value chain by bidding separately connectivity, platforms,...



## Parents

- Fear of their children use of the internet
- Not as much ICT knowledge as their children



## Technological Complexity

- Solutions made up of multiple components
- No single end-to-end service responsibility

## Previous unsatisfactory experiences

- In many cases, limited to computers supply (no content, connectivity, service,..)



*Telefonica*



**eLearning has come to stay**  
and things are moving fast...



*Telefonica*

**eLearning has come to stay**  
and things are moving fast...



eLearning

*Telefonica*

**eLearning has come to stay**  
and things are moving fast...



**E**learning

*Telefonica*

**eLearning has come to stay**  
and things are moving fast...



elearning

*Telefonica*

**eLearning has come to stay**  
and things are moving fast...



S

*Telefonica*

**eLearning has come to stay**  
and things are moving fast...



**M**learning

*Telefonica*

**eLearning has come to stay**  
and things are moving fast...



 learning

*Telefonica*

Telefonica