

## deconstructing the experience of (e)learning for delivery ecologies

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## deconstructing the experience of (e)learning for delivery ecologies

- experience
  - work – leisure – learning
- golden rule of design
  - understand your materials
  - what's good about e-learning?
- transliteration not translation
- deconstruction – reconstruction
- delivery ecologies
  - both-and not either-or

## driving lesson

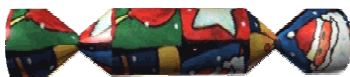


## experience

- work
  - goal is utilitarian, but good experience helps
  - increased productivity, user satisfaction
- leisure
  - experience *is* the goal
- education
  - goal is learning
  - experience is **essential** part of learning
  - motivation, arousal, constructivism

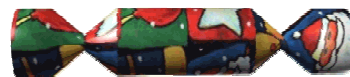
N.B. complex ... e.g. slow web

## Designing experience



- real crackers
  - cheap and cheerful!
  - bad joke, plastic toy, paper hat
  - pull and bang

## Designing experience



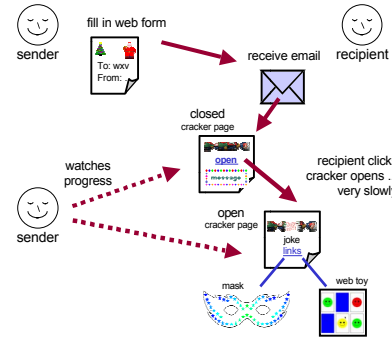
- virtual crackers
  - cheap and cheerful
  - bad joke, web toy, cut-out mask
  - click and bang

## Designing experience



- virtual crackers
  - cheap and cheerful
  - bad joke, web toy, cut-out mask
  - click and bang

## how crackers work



## The crackers experience

	real cracker	virtual cracker
Surface elements		
design	cheap and cheerful	simple page/graphics
play	plastic toy and joke	web toy and joke
dressing up	paper hat	mask to cut out
Experienced effects		
shared	offered to another	sent by email message
co-experience	pulled together	sender can't see content until opened by recipient
excitement	cultural connotations	recruited expectation
hiddenness	contents inside	first page - no contents
suspense	pulling cracker	slow ... page change
surprise	bang (when it works)	WAV file (when it works)

## p-learning and e-learning

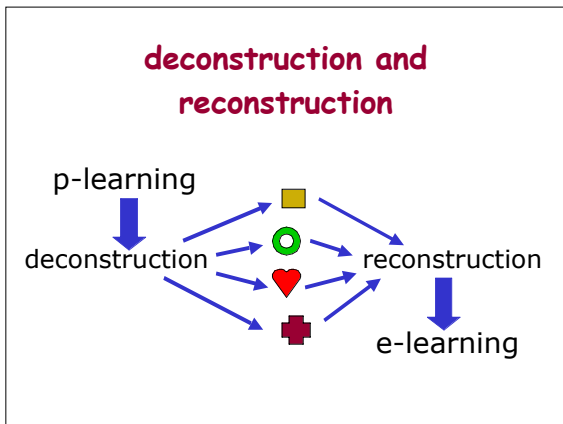
### p-learning (physical learning)

- lectures
- tutorials and labs (20-30)
- small groups tutorials ?
- individual tutorials


### p-learning → e-learning

- lectures → web
- labs → ?
- tutorials → bulletin boards & chat
- individual → one-to-one email

**translation  
not transliteration**



- ## deconstruction
- ### find the real objectives
- lecture
    - information, motivation, demonstration
  - group tutorial
    - collaboration, individual feedback
  - lab
    - + personal experience, physical materials

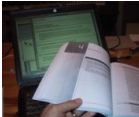

- ## delivery ecology
- potential media & meetings
    - e-learning:
      - web, CD-ROM, video, email, bulletin boards, chat, webcam, streaming video/audio
    - p-learning:
      - weekend course, summer camp, monthly evening meeting, paper materials and books
    - m-learning:
      - PDA, mobile phone, WAP, SMS, 3G
- 

- ## reconstruction
- take delivery ecology
    - e-learning: web, CD-ROM, video, email, webcam, bulletin boards, chat, streaming video/audio
    - p-learning: weekend course, monthly evening meeting, summer camp, paper materials and books
    - m-learning: PDA, mobile phone, WAP, SMS, 3G
  - match with objectives
    - e.g. information -> web good
    - motivation? ... face to face sessions
    - tutorial feedback?

- ## not just either ... or ...
- delivery ecology
    - many media in the educational experience
    - select for experience: appropriate and available
  - both ... and ...
    - several available together
    - sequential - occasional weekend course
    - simultaneous - paper + computer

## HCI book search

- can use on its own
  - good advert!!
- also alongside the paper book

## the weekend course

- Barbara McManus (UCLAN, Preston)
  - teaching and investigating distance learning course
  - IT masters for health (doctors, nurses, admin)
- weekend workshop
  - motivation, group formation, demo, hands on
  - some subjects ... statistics ... why?
- location – hotel
  - c.f. Open University - use 'real' university
  - professional update vs. 'being' a student

the experience

## m-learning

- with Fariza Hanis Abdul Razak (@lancs)
- mobile good for ...
  - when location matters – situated learning
    - field trips, tour guides, data collection
    - just-in-time training
  - when location does **not** matter
    - at home, on the train
- content delivery by WAP ... !!!
  - but WAP + paper ...
    - interaction: multiple choice, applets
    - media: graphics, 3G movies, voice over

