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

The crackers experience

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

p-learning and e-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
deconstruction and reconstruction

p-learning

find the real objectives

• lecture
  • information, motivation, demonstration

• group tutorial
  • collaboration, individual feedback

• lab
  • personal experience, physical materials

deconstruction

reconstruction

e-learning

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