

Blended Learning Situations, Solutions, and Several Stunning Surprises

Curt Bonk, Professor, Indiana University
 President, SurveyShare, Inc.
 cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbonk/>
<http://SurveyShare.com>

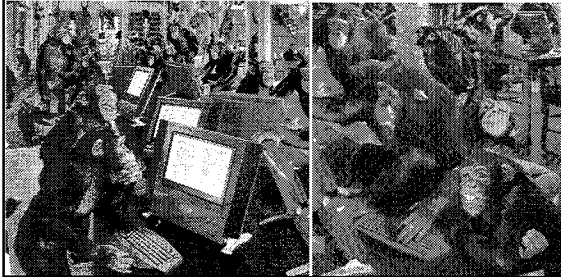


This the talk will cover:

1. Definitions of blended learning
2. Advantages and disadvantages
3. Models of blended learning
4. Examples of blended learning
5. Implications for blended learning



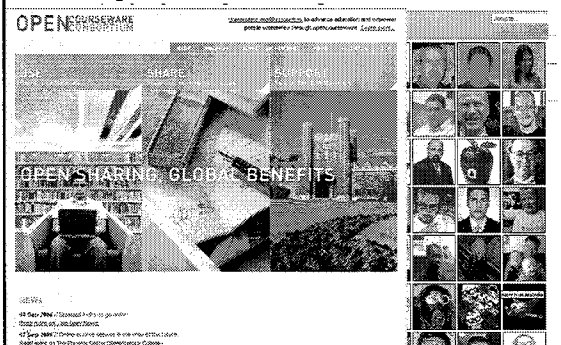
Ten Technology Trends During Past Year



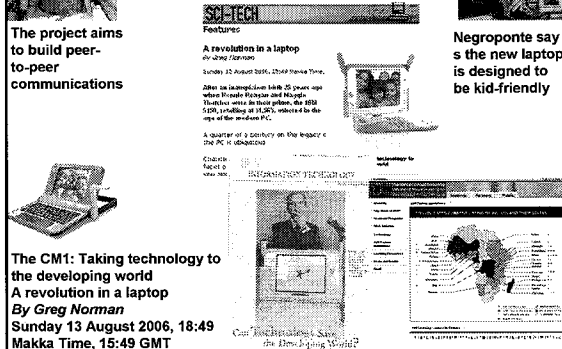
1. Blackboard Buying and Suing



2. Open Source Courseware



3. Accessible Technology



4. Wikis: Wikipedia, Wikibooks, Wiktionary, Wikiversity

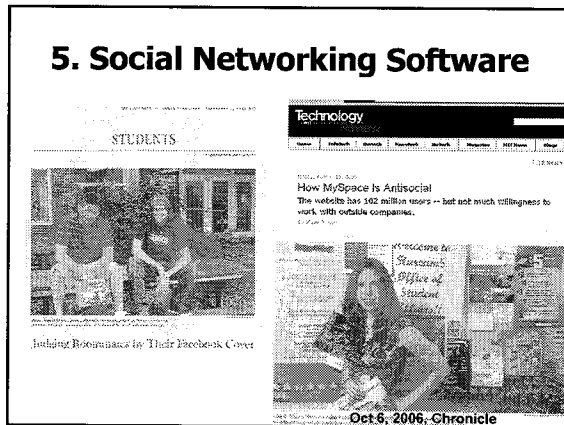


Time: 100 People Who Shaped Our World (2006)



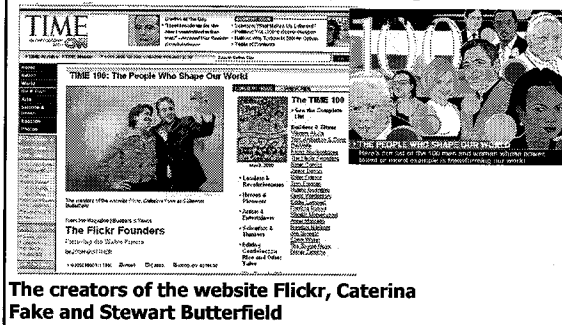
Jimmy Wales: The (Proud) Amateur Who Created Wikipedia

5. Social Networking Software



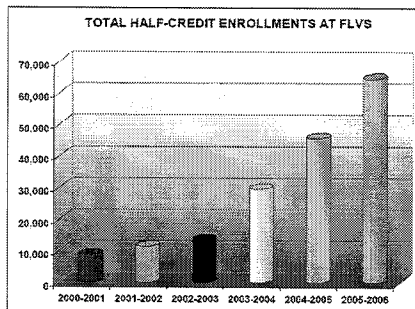
Oct 9, 2006, Chronicle

Time: 100 People Who Shaped Our World (2006)

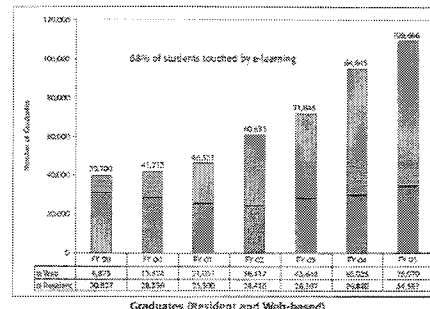


The creators of the website Flickr, Caterina Fake and Stewart Butterfield

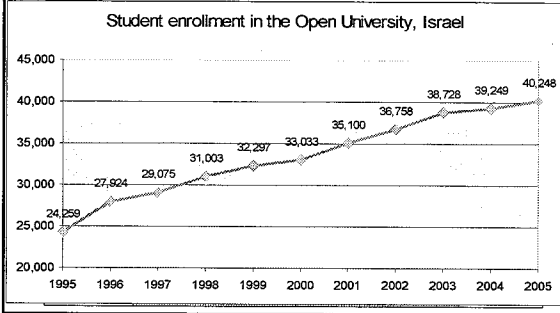
6. Growth of Online Learning in Secondary Schools



Defense Acquisition University Shaping a Culture of Career-Long Learning

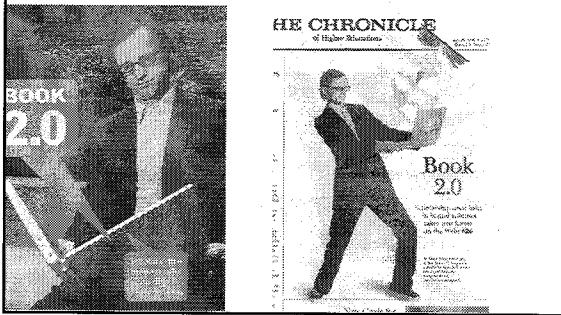


Open University of Israel (overall enrollment growth)



The Seattle Times, September 11, 2006, Jordan Cruz, 14, had no interest in going to a big high school. The Insight School of Washington, the state's first fully online high school, will allow him to work in the way he likes best: independently...from the comforts of home via the Internet)

7. Online Scholarship and Online Books



8. Digital Storytelling and Movie Making



9. The Emergence of Video (e.g., video blogging)

Si Se Puedo! Marching for Immigrant Rights

Video from the May 2 immigrant rights protests took back place in Cambridge and Boston, Massachusetts. The video follows a group of 5,000 protesters from their rally at Harvard and along their four-mile march to Boston Common. I film the story for today's edition of [Boston.com](#).

Posted by user at 04:02 PM (GMT-07:00)

99% voted to a [strongly recommended](#) process of this article

April 17, 2006

YouTube Emerges...1.65 billion dollars later

USA TODAY

GET A QUOTE: Enter e-mail or keywords

Google-YouTube deal joins Net search and video forces

Updated 10/02/06 10:51 PM ET

By Herb M. USA TODAY

A landmark in the future of media happened over a meal at Disney's.

Last week, as analysts offered swirled around YouTube, Google (GOOG) to Acquire Larry Page and CEO Eric Schmidt met YouTube's founders Chad Hurley and Steve Chen at a Silicon Valley Disney's.

"We discussed the possibilities and the substance we both shared" his sides on the Internet, Hurley says. "They have the resources to help us accelerate this."

STORY: Google snaps up YouTube for \$1.65 billion

Change in buying YouTube for \$1.65 billion, the companies had another. The deal is a key to report.

10. Podcasting and Vodcasting

(e.g., Podcast Alley, Chris McIntyre...)



Blended Learning: Two Parts

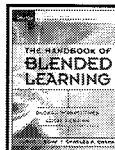


1. Models and Frameworks
2. Problems and Solutions (i.e., examples)



Part 1. Handbook of Blended Learning (HOBLe)

- University of Phoenix, Capella University, JIU, National University
- Microsoft, IBM, Sun, Cisco, Macromedia, Oracle, WebCT
- The World Bank, the DOD in USA
- In Canada: York University and the University of Calgary
- Other universities in Japan, Korea, Malaysia, Singapore, China, NZ, South Africa, Israel, Mexico, Australia, Wales, England, USA



Poll #1. Have you taught, taken, or designed a blended learning course?

A = yes

B = no

C = not sure, I am here to find out what blended means



Poll #2. What are you???

- A. Tutor, professor, trainer, instructor, lecturer, adjunct, visiting scholar
- B. Director or staff in a learning center, instructional designer, etc.
- C. Policy maker, government official
- D. Administrator, Dean, President, etc.
- E. Graduate student, informal learner
- G. Other

Poll #3: Burning Blended Learning Q's

(Pick any that interest you)

- A. What does blended learning mean?
- B. What is typically being blended?
- C. How much to blend?
- D. Why blend (advantages and disadvantages)?
- E. Where is this all headed?

Chris Dede, Campus Technology, June 2006:
Changing the Gold Standard for Instruction

- "There is a widespread misconception that, for everyone, face-to-face is the "gold standard" in education, and that any kind of mediated interaction is second best. But we know from research, that's not true."

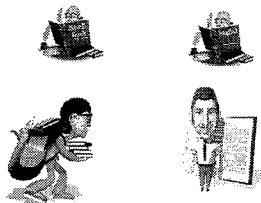


Chris Dede, Campus Technology, June 2006:
Changing the Gold Standard for Instruction

- "Face-to-face may be best for most faculty...However, we know that many students who are silent in classroom discussions find their voice and participate actively in different flavors of mediated interaction."



Blended Learning Defined and Explained



The Sloan Consortium
(2003). Sizing the Opportunity: The Quality and Extent of
Online Education in the U.S., 2002 and 2003
http://www.sloan-c.org/resources/sizing_opportunity.pdf

Percentage of content delivered online	Type of Course	Typical Description
0%	Traditional	Course with no online technology used - content is delivered in writing or orally.
1 to 29%	Web facilitated	Course which uses web-based technology to facilitate what is essentially a face-to-face course. Might use Blackboard or WebCT to post the syllabus and assignments, for example.
30 to 79%	Blended/Hybrid	Course that is a blend of the online and face-to-face course. Substantial proportion of the content is delivered online, typically uses online discussions, typically has some face-to-face meetings.
80+%	Online	A course where the vast bulk of the content is delivered online. Typically has no face-to-face meetings.

1. Blending Delivery Media

- "Blended learning means the combination of a wide range of learning media (instructor led, web based courseware, simulations, job aids, webinars, documents) into a total training program designed to solve a specific business problem." (Bersin & Associates, 2003, p. 3)

2. Blending Instructional Methods

- "Blended learning: to combine various pedagogical approaches (e.g., constructivism, behaviorism, cognitivism) to produce an optimal learning outcome with or without instructional technology." (Driscoll, 2002, p. 54)

3. Blending Online and F2F Instruction

- "Blended learning refers to events that combine aspects of online and face-to-face instruction" (Rooney, 2003, p. 26; Ward & LaBranche, 2003, p. 22)



Who is demanding fully online and blended learning?



Learning TRENDS by Elliott Masie - September 5, 2006.
 #399.5 - Updates on Learning, Business & Technology.
 52,716 Readers - <http://www.masie.com> - The MASIE Center

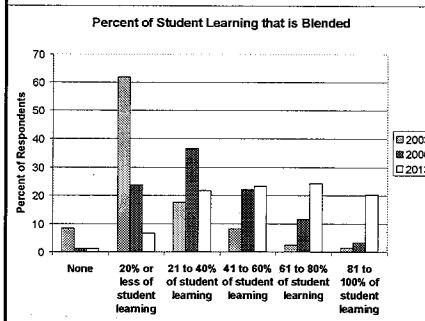
Average Percentage of Learning Delivery Methods (240 organizations in learning Masie consortium):

- 46% Classroom.
- 27% e-Learning.
- 19% Blended.
- 10% Other Methods.

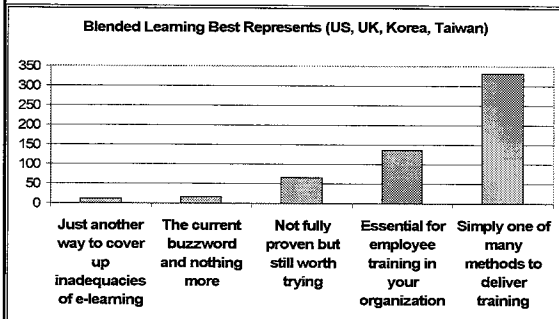
Classroom Delivery is used for Leadership/Supervision; Sales/Customer Service; Orientation/OnBoarding.

E-Learning Delivery is used for HR Compliance; Safety; IT Systems/Software.

Future Directions of Blended Learning (Bonk, Kim, & Zeng, 2006, Chapter 39)



Instructional approaches or strategies that will be more widely used in BL during coming decade (Bonk et al., 2006).



3-4 Skills Most Taught Through Blended

- UK: Computer Applica, Job, Communication, Personal Devel Skills
- US: Computer Applica, Job, New Hire Orientation, Leadership
- =====
- Korea: Job Related, Leadership, New Hire Orientation, Basic Skills
- Taiwan: Job Related, New Hire Orientation, Communication Skills

3-4 Skills Least Taught Through Blended

- UK: Ethics, New Hire Orient, Basic Skills, Exec Ed
- US: Basic Skills, Sales/Marketing, Programming, Product Specific, Professional

=====

- Korea: Product Specific, Diversity, Customer Product Training, Compliance
- Taiwan: Diversity, Exec Education, Programming, Leadership, Product Specific, Business Practices

More than 70 Million Adults Want to Head Back to School

August 22, 2006, Yahoo News

Report: "Degrees of Opportunity" from Capella University

- **Degrees of Opportunity**, a new national study of the attitudes of adult Americans toward continuing their education, indicates that more than half of American adults age 25 to 60 would like to pursue additional education -- the equivalent of more than 70 million adult Americans.

Why Blend and Advantages and Disadvantages of BL...



Why Teaching Fully Online or Blended? Three Key Reasons

1. **Improved Pedagogy**
 - Interactive vs. Transmissive environments
 - Authenticity integration into work
2. **Increased Access/Flexibility**
 - Reduced seat time courses – UCF M courses
3. **Increased Cost Effectiveness**
 - Corporate: ROI – IBM 47:1, Avaya, Microsoft
 - Higher Ed: PEW Grants

Where is Blended Beneficial?

<http://www.center.rpi.edu/PewGrant/ProjDesc.html>

- Large Classes (spanish, intro psych, algebra, elementary statistics, biology)
- Classes with working students
- Students spread over a distance
- Classes with certification
- Classes with need for standardization
- New requirements for a profession
- Writing intensive classes
- Theory classes



Examples of Blended Learning, Margaret Driscoll, e-Learning, March 2002

- Put assessments/reviews online
- Follow-up in community of practice
- Put reference materials on Web
- Deliver pre-work online
- Provide office hours online
- Use mentoring/coaching tool
- Access experts live online
- Use e-mail and instant messaging



