



جامعة حمدان بن محمد  
الإلكترونية

Hamdan Bin Mohammed  
-University





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المؤتمر السنوي 2011  
Annual Congress 2011

Being at the Leading Edge – How to give Quest for Excellence a New Meaning

Dubai, UAE, January 31<sup>st</sup> - February 3<sup>rd</sup>, 2011

1 February 2011

## *eLearning: Open or Closed?*



Sir John Daniel  
Commonwealth of Learning



# Plan:

- Technology is the answer:  
what is the question?
- Distance learning:  
why the hostility?
- eLearning:  
what's next?

Technology is the

**ANSWER!**

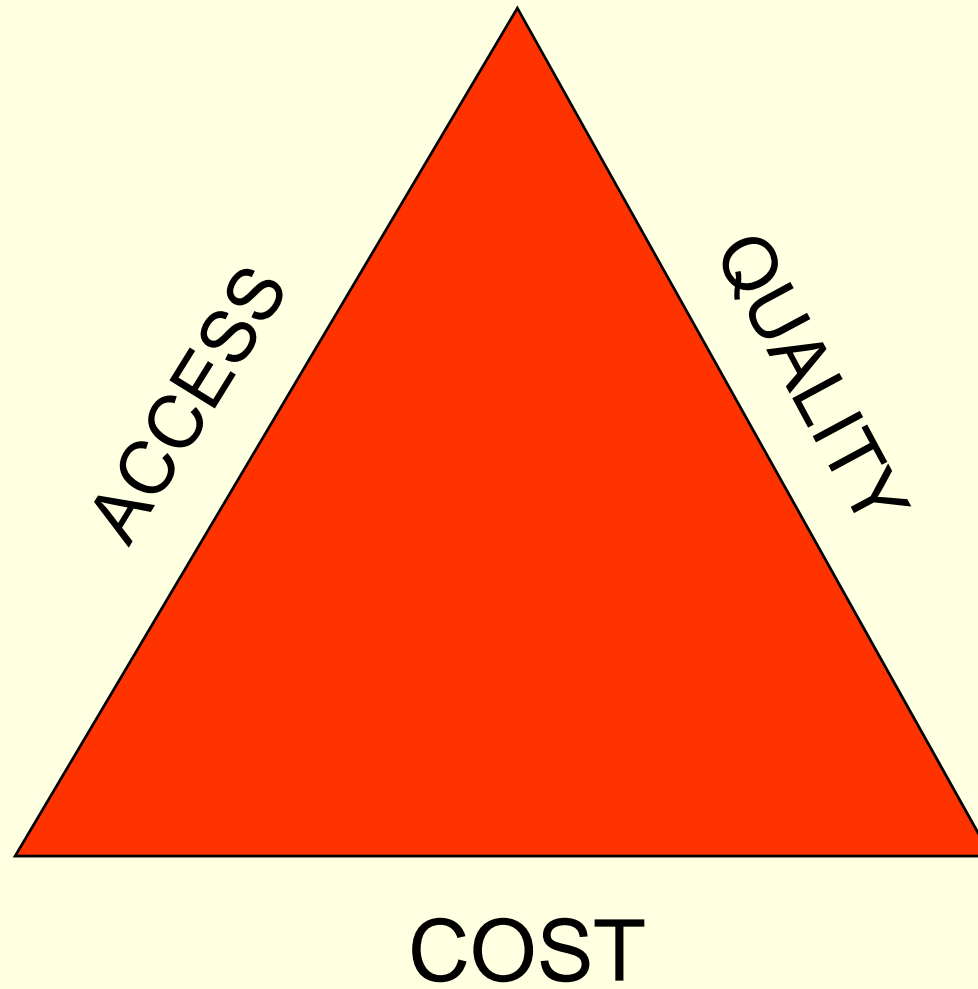
(What was the

**QUESTION?)**

# The Central Challenge

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

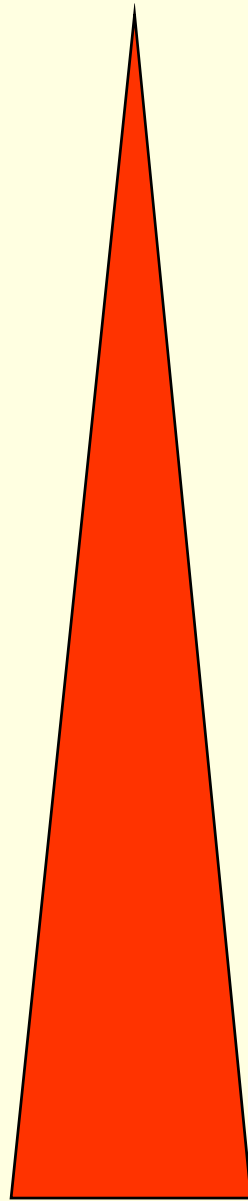
# The Iron Triangle



**ACCESS**

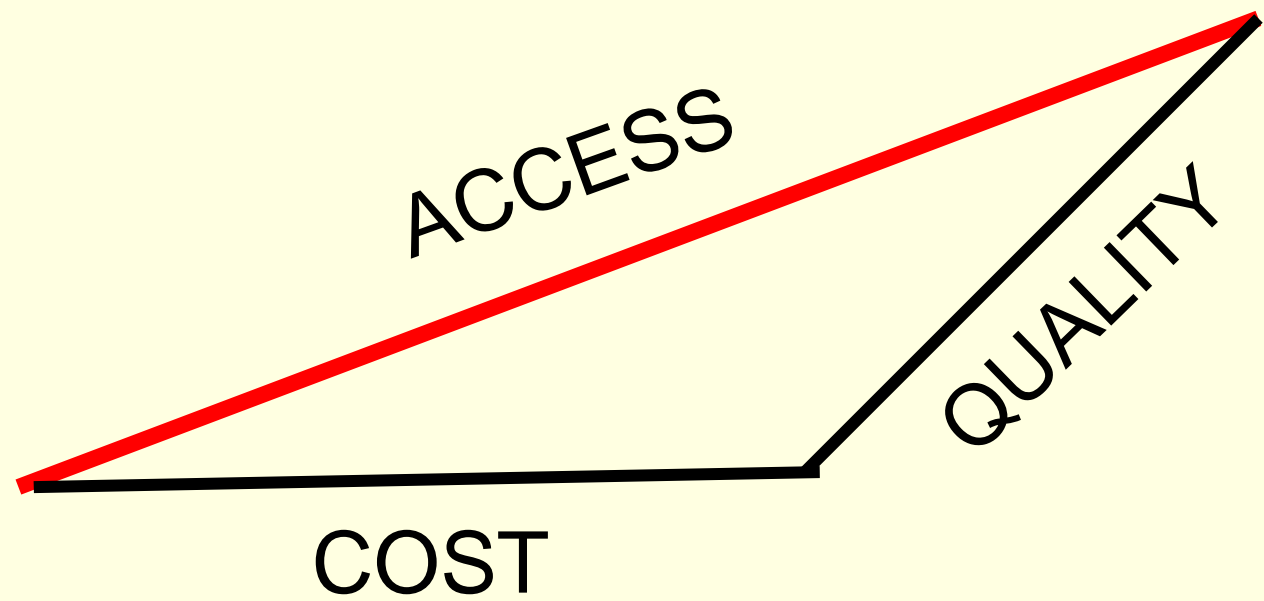
**QUALITY**

**COST**

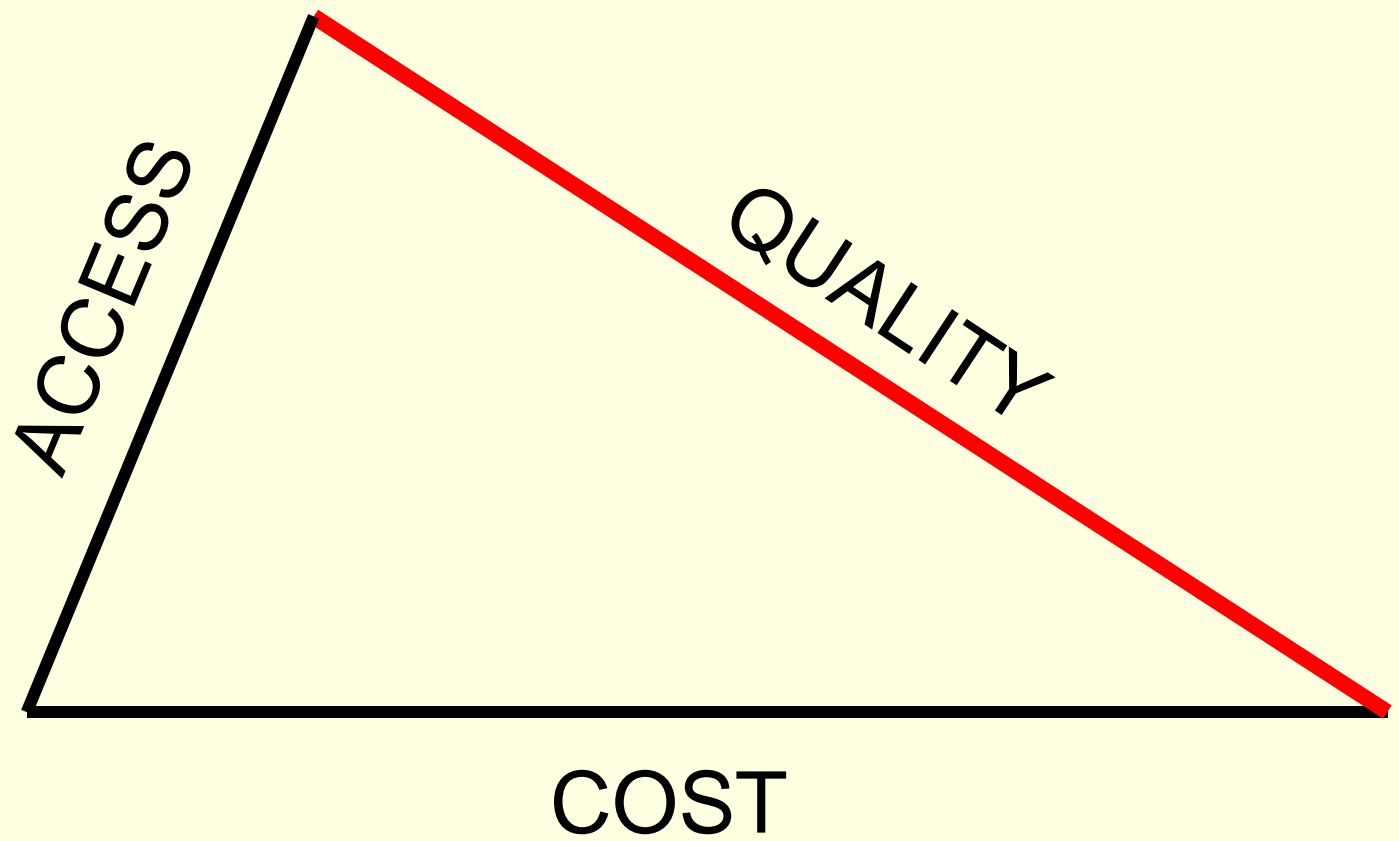




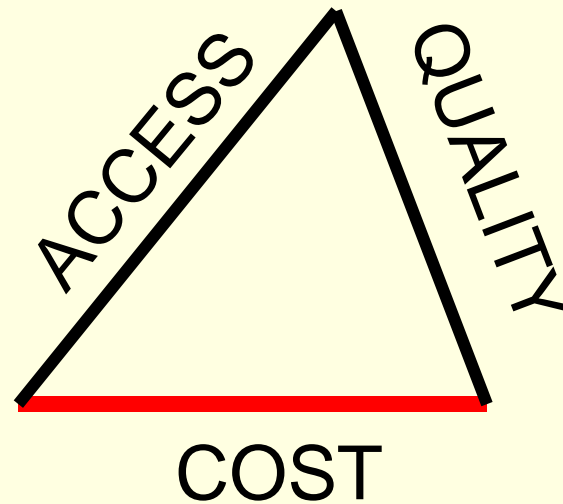
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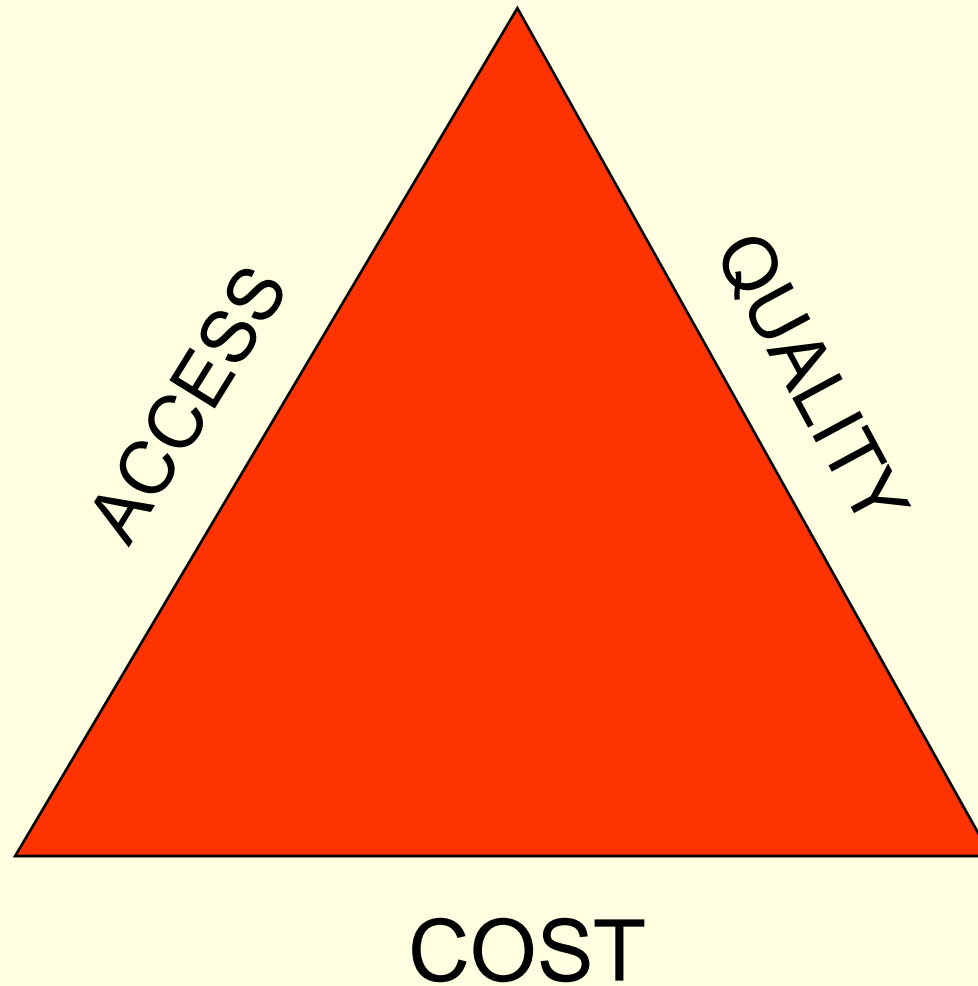
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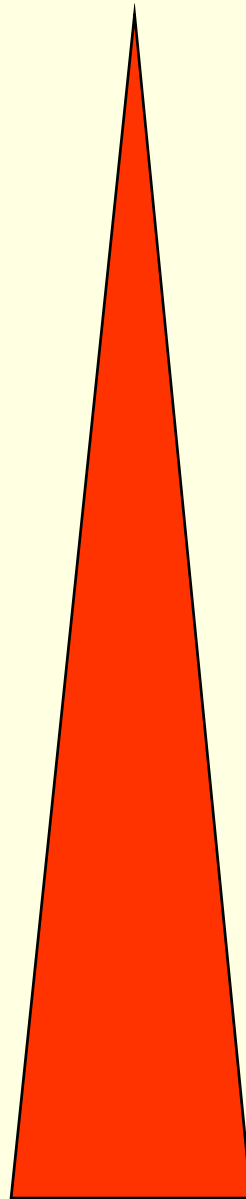
**“an insidious link between  
quality and exclusivity”**



**ACCESS**

**QUALITY**

**COST**



# The Technology Revolution

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

**ALL AT THE SAME TIME!**

## *Defining Technology*

Technology is the application of scientific and other organized knowledge to practical tasks by organizations consisting of people and machines...

# Principles of Technology

- Division of labour
- Specialisation
- Economies of scale
- Machines and ICTs



**Adam Smith**  
**1723-1790**





260,000 students for UKOU awards,  
of which  
>60,000 outside the UK



The Open University

# OpenLearn

Making educational resources freely available



The screenshot shows the homepage of The Open University. At the top, there is a large image of the Earth from space. To the right of the Earth is the Open University logo, a stylized 'U' inside a circle, and the text 'The Open University' written vertically. Below the Earth image, the text 'World class learning, anywhere' is displayed in white, with 'anywhere' in blue. Underneath this, a warning message reads 'Warning! Content may transform your life'. The main content area is divided into several sections: 'OU Learn' on the left with a list of subjects; 'Featured Content' in the center with three featured items: 'Social Science' (Living in a Globalised World), 'OU Life' (The Vice Chancellor on the Open U...), and 'OU Life' (Lord David Puttnam on New Media ...); 'Subjects at the OU' at the bottom center with three subjects: 'Arts and Humanities', 'Childhood and Youth', and 'Computing and ICT'; 'OU Power Search' on the right with a search bar; and 'TOP DOWNLOADS' on the right with a list of five items. A 'Links' section is also visible at the bottom right.

World class learning, anywhere

Warning! Content may transform your life

OU Learn

- Arts and Humanities
- Childhood and Youth
- Computing and ICT
- Engineering and Technology
- Environment
- Languages
- Law
- Maths
- Science
- Social Science
- OU Life

Featured Content

-  Social Science  
Living in a Globalised World
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The Vice Chancellor on the Open U...
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Lord David Puttnam on New Media ...

Subjects at the OU

-  Arts and Humanities
-  Childhood and Youth
-  Computing and ICT

OU Power Search

Search The Open University

TOP DOWNLOADS

-  What iTunes means for the OU  
The Open University
2. Positive political influences on t...  
The Open University
3. Population registration tests  
The Open University
4. Britains imperial role  
The Open University
5. Save Britain's Heritage  
The Open University

Links

There have been 28 million downloads of the UK Open University's materials from iTunes (300,000 per week)

# BRITAIN'S TOP NINE UNIVERSITIES

## Quality Rankings of Teaching

based on all subject assessments 1995-2004  
(*Sunday Times University Guide 2004*)

1	CAMBRIDGE	96%
2	LOUGHBOROUGH	95%
3=	LONDON SCHOOL OF ECONOMICS	88%
3=	YORK	88%
5	<b><u>THE OPEN UNIVERSITY</u></b>	<b>87%</b>
6	OXFORD	86%
7	IMPERIAL COLLEGE	82%
8	UNIVERSITY COLLEGE LONDON	77%
9	ESSEX	77%

...and tops for student satisfaction



**The Open University**

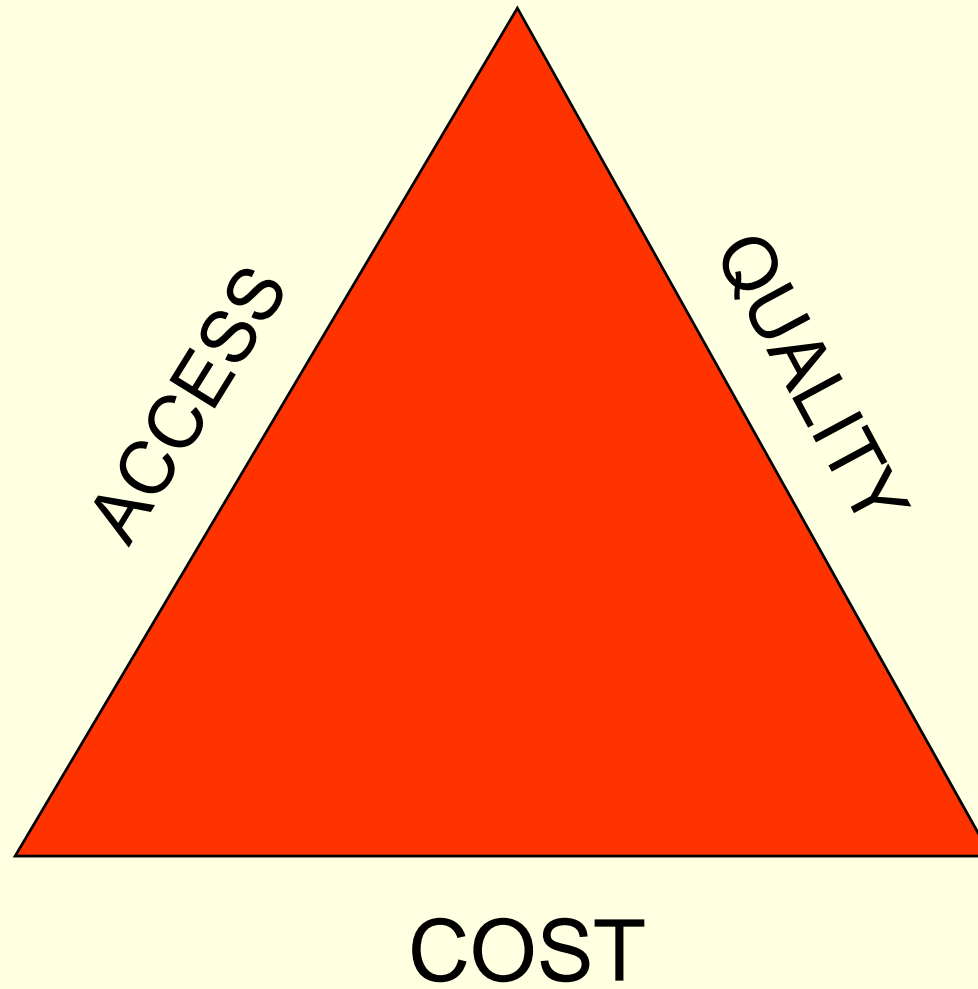
Costs 60 - 80% of conventional

# The Technology Revolution

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

**ALL AT THE SAME TIME!**

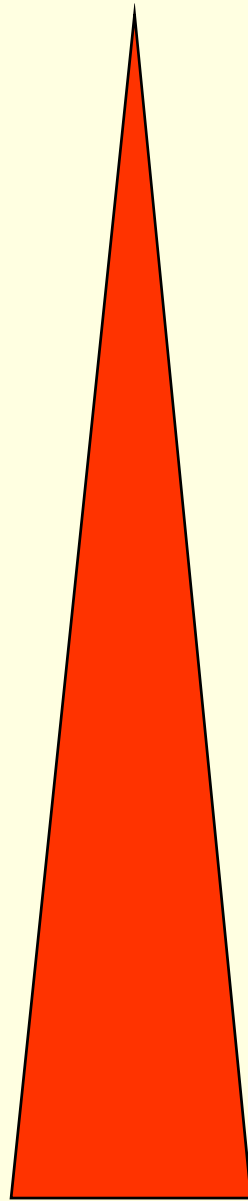
# The Iron Triangle



**ACCESS**

**QUALITY**

**COST**





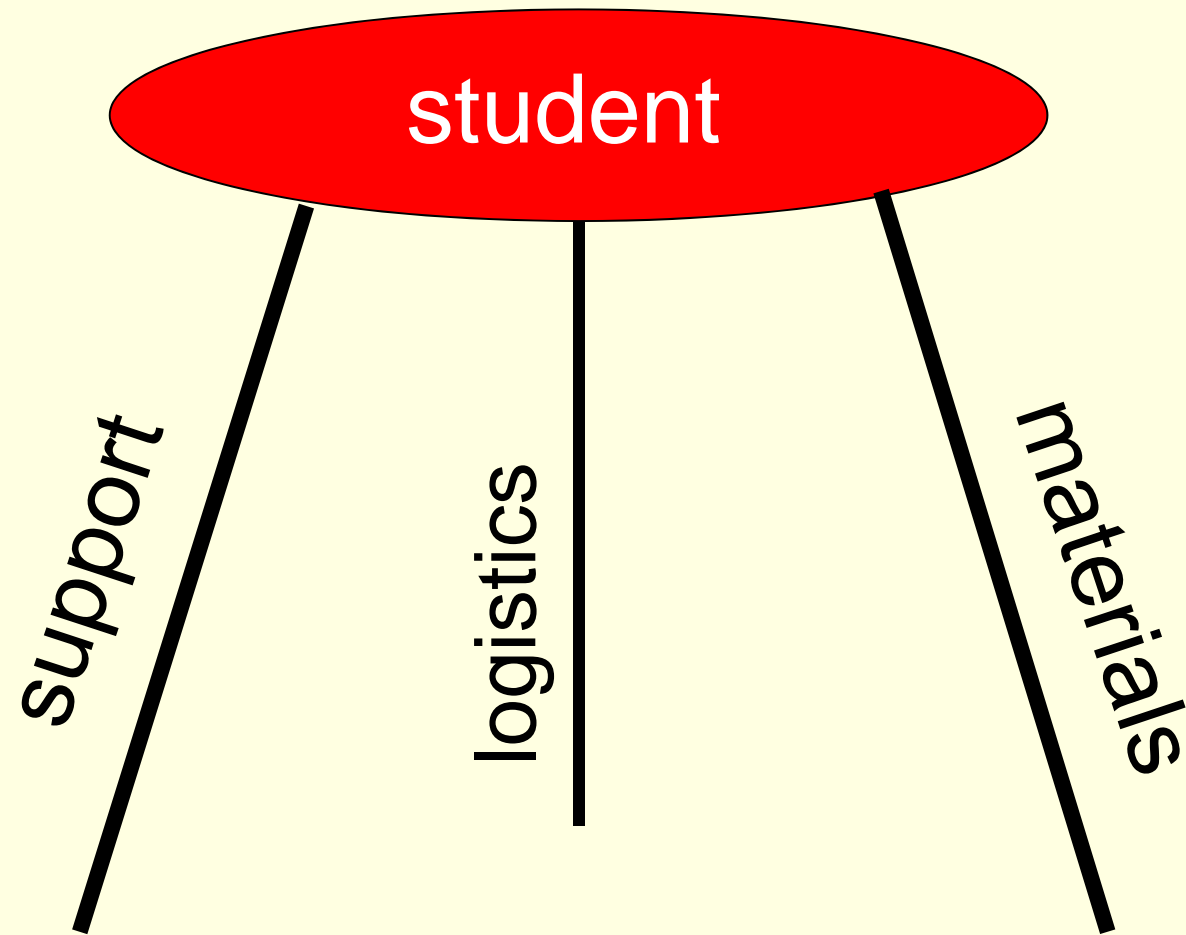
# Principles of Technology

- Division of labour
- Specialisation
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- Machines and ICTs



**Adam Smith**  
**1723-1790**

# DISTANCE LEARNING



a three-legged stool

# Plan:

- Technology is the answer:  
what is the question?
- **Distance learning:**  
**why the hostility?**
- eLearning:  
what's next?



# Contesting the values of ODL

## 1. Openness to people

Quality does not mean excluding people

# Contesting the values of ODL

## 1. Openness to people

Quality does not mean excluding people

## 2. Openness to ideas

Independent study = independent thinking

# A strange paradox

Distance education is booming

- More and bigger mega-universities and open universities
- Most campus universities engage in distance teaching

'essential reading for all involved in higher education'  
TIMES HIGHER EDUCATION SUPPLEMENT

# Mega- Universities & Knowledge Media

Technology Strategies  
for Higher Education

John S Daniel



# A strange paradox

Distance education is booming

BUT

Opposition to ODL is emerging  
all over the world

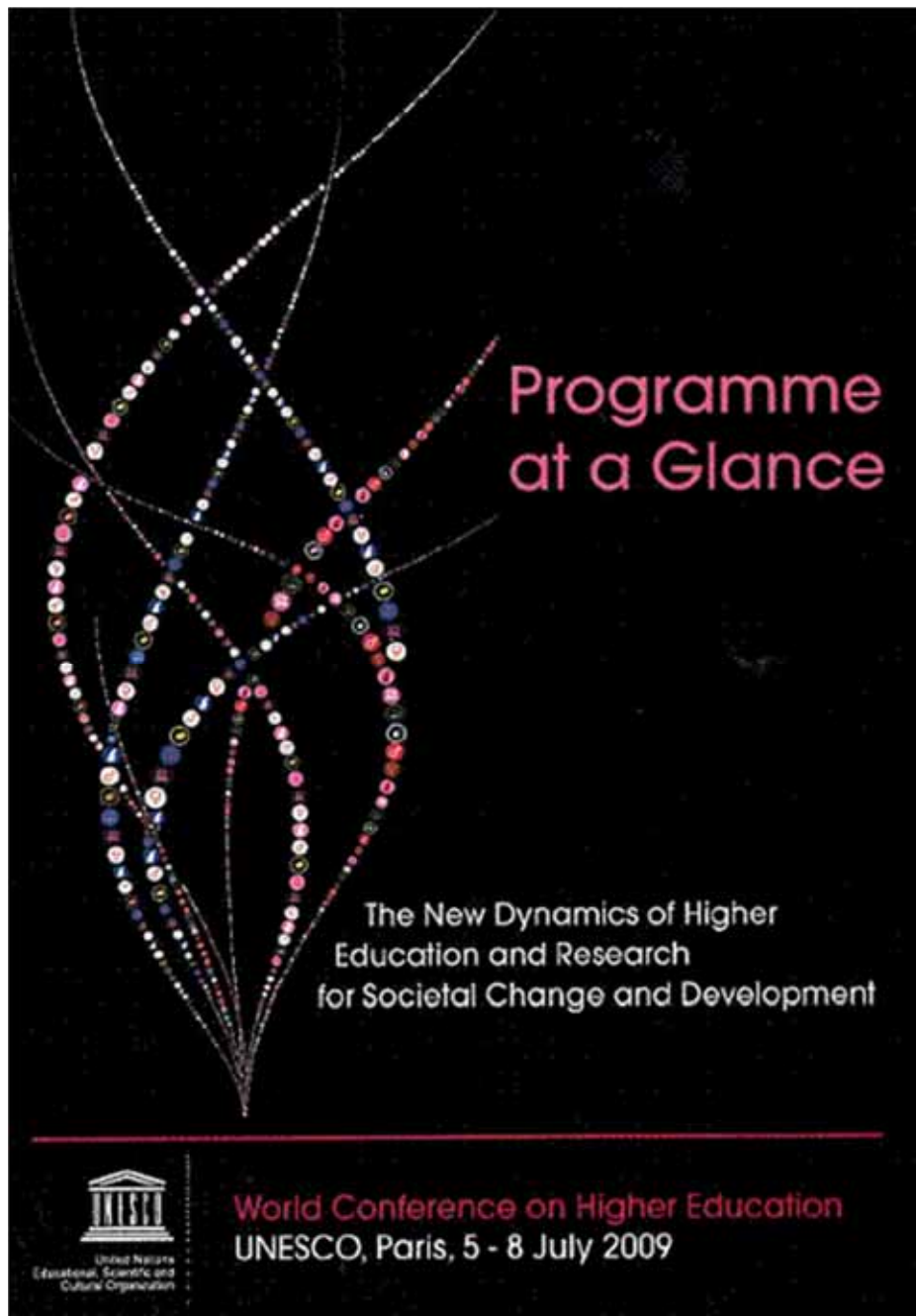
# The World Conference on Higher Education UNESCO Paris - July 2009



# The World Conference on Higher Education Paris - July 2009

Theme:

*The New Dynamics of Higher Education and  
Research for Societal Change and  
Development*



# WCHE Communiqué



# The World Conference on Higher Education Paris - July 2009



Stamenka  
Uvalić-Trumbić

# WCHE New Dynamics

- Rising demand (massification)
- Diversification (providers & methods)
  - Private provision
  - Distance education
  - Cross-border education
    - Quality assurance
    - Teacher education
- Challenges to the academic profession

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'Today there is a revolution in higher education as countries use the technology of distance education to achieve something completely new: education of higher quality at lower cost'



# WCHE New Dynamics

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- Challenges to the academic profession

“They may still be a minority, but here in Dubai young and dynamic academics are now introducing a new generation of technology to ensure that university education is accessible and cost-effective.

All over the world, in open and campus institutions, academics are learning new skills and adapting to new realities as they offer courses in open, distance and technology-mediated formats.”

The current wave  
of opposition to  
ODL will not  
prevail against it!



The clock will not be turned back!

# The Opportunity

1. Explain to governments that ODL is a key part of the answer to expanding higher education at low cost.



# United States

Enrolments in eLearning  
courses increased by 21%  
between  
2009 and 2010  
compared to  
2% for campus enrolments.



# The Opportunity

2. Explain to governments that ODL fosters self-directed learning



Self-directed



Spoon fed

# The Opportunity

3. Explain to governments that ODL is an effective mechanism for innovation in ICTs in higher education



The screenshot shows the Open University website homepage. At the top, there is a large image of the Earth from space. The Open University logo is in the top right corner, with the text "The Open University" written vertically. The main headline reads "World class learning, anywhere" in white and blue text, followed by the tagline "Warning! Content may transform your life". Below this, the page is divided into several sections: "OU Learn" with a list of subjects, "Featured Content" with three featured items, "Subjects at the OU" with three subject categories, "OU Power Search" with a search bar, and "TOP DOWNLOADS" with a list of popular content. The "OU Learn" section lists: Arts and Humanities, Childhood and Youth, Computing and ICT, Engineering and Technology, Environment, Languages, Law, Maths, Science, Social Science, and OU Life. The "Featured Content" section includes "Social Science" (Living in a Globalised World), "OU Life" (The Vice Chancellor on the Open U...), and "OU Life" (Lord David Puttnam on New Media ...). The "Subjects at the OU" section lists: Arts and Humanities, Childhood and Youth, and Computing and ICT. The "OU Power Search" section has a search bar labeled "Search The Open University". The "TOP DOWNLOADS" section lists: 1. What iTunes means for the OU The Open University, 2. Positive political influences on t... The Open University, 3. Population registration tests The Open University, 4. Britains imperial role The Open University, and 5. Save Britain's Heritage The Open University. There is also a "Links" section at the bottom right.

World class learning, anywhere

Warning! Content may transform your life

OU Learn

- Arts and Humanities
- Childhood and Youth
- Computing and ICT
- Engineering and Technology
- Environment
- Languages
- Law
- Maths
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Featured Content

- Social Science: Living in a Globalised World
- OU Life: The Vice Chancellor on the Open U...
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Subjects at the OU

- Arts and Humanities
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- Computing and ICT

OU Power Search

Search The Open University

TOP DOWNLOADS

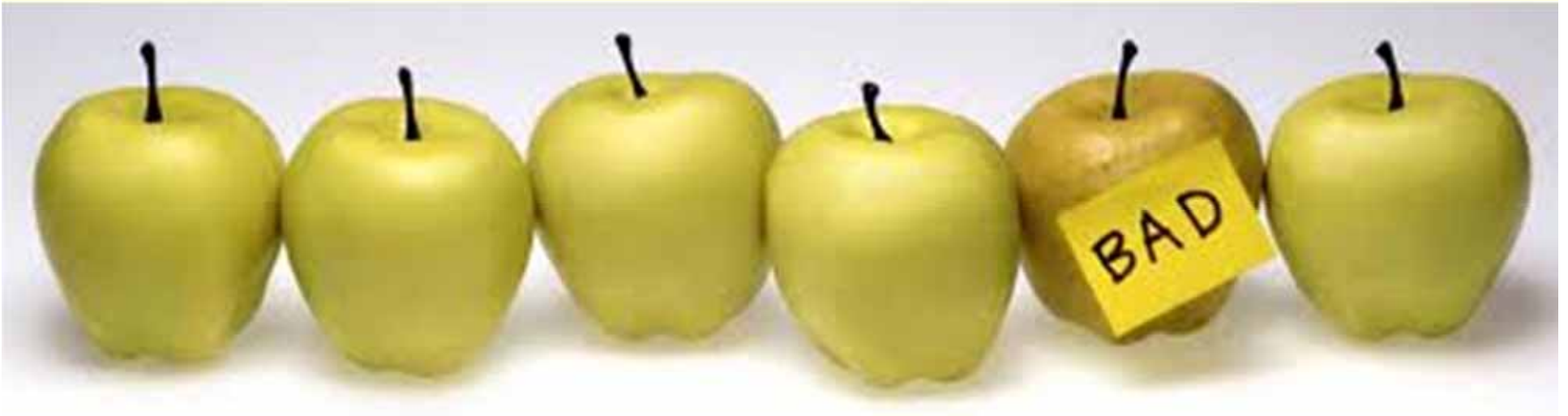
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Links

UK Open University's materials are among the most frequently downloaded from iTunes

# The Opportunity

## 4. Clean out the bad apples



# WCHE New Dynamics

- Rising demand (massification)
- Diversification (providers & methods)
  - Private provision
  - Distance education
  - Cross-border education
- Internationalisation of Quality Assurance
  - Teacher education
- Challenges to the academic profession

We should campaign for our countries to maintain strong and independent quality assurance agencies that have all higher education under their purview, public and private, classroom and distance.



United Nations  
Educational, Scientific and  
Cultural Organization

# **New capacity- building initiative GIQAC**



- A UNESCO-WB partnership to support capacity-building in developing and transition countries
- Participants 2008: regional QA networks from Africa, Arab States, Asia and the Pacific, Latin America, the Caribbean and the international QA network INQAAHE





## TOWARD EFFECTIVE PRACTICE: DISCOURAGING DEGREE MILLS IN HIGHER EDUCATION

COUNCIL FOR HIGHER EDUCATION ACCREDITATION  
UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

UNESCO and the Council on  
Higher Education  
Accreditation (CHEA)  
developed suggestions for  
effective practice on degree  
mills through an expert group

UNESCO and COL are  
alerting developing countries  
and small states to the threat  
of degree mills

The UNESCO Portal is one  
response



# Plan:

- Technology is the answer:  
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**what's next?**

# ODL

Digital culture

*Is it scalable?*

# **DIGITAL CULTURE**

“networked individualism”

“participating, collaborating and producing as part of a community”

“connectivism”



Professor Tony Bates  
"2011 Outlook for Online Learning and  
Distance Education"  
([www.contactnorth.ca](http://www.contactnorth.ca))

**Content is everywhere**

**but**

- Education is not a do-it-yourself construction kit
- Clear outcomes are needed
  - Learners need guidance



Cottage  
industry



Independent  
learning



Influencing  
network

How can eLearning  
allow digital ODL to  
achieve some of the  
scale advantages of  
technology-culture  
ODL?



# TESSA

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**Teacher Education in Sub-Saharan Africa**

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- 13 African universities developing OERs for teacher education
  - Used by 500,000 teachers in 2009
- Available in Arabic, English, French and Kiswahili





# TESSA

---

Teacher Education in Sub-Saharan Africa

---

*Since these are classroom-based in-service materials they have a direct impact on millions of children through their use in the classroom*

# Collaborative Development of Learning Materials

## COL & Hewlett Foundation



100 trained and experienced master  
teachers  
(instructional design, eLearning)

# Collaborative Development of Learning Materials

## COL & Hewlett Foundation



20 sets of self-instructional materials in  
the secondary curriculum  
(each is a complete syllabus for one  
grade 10 or 12 subject)



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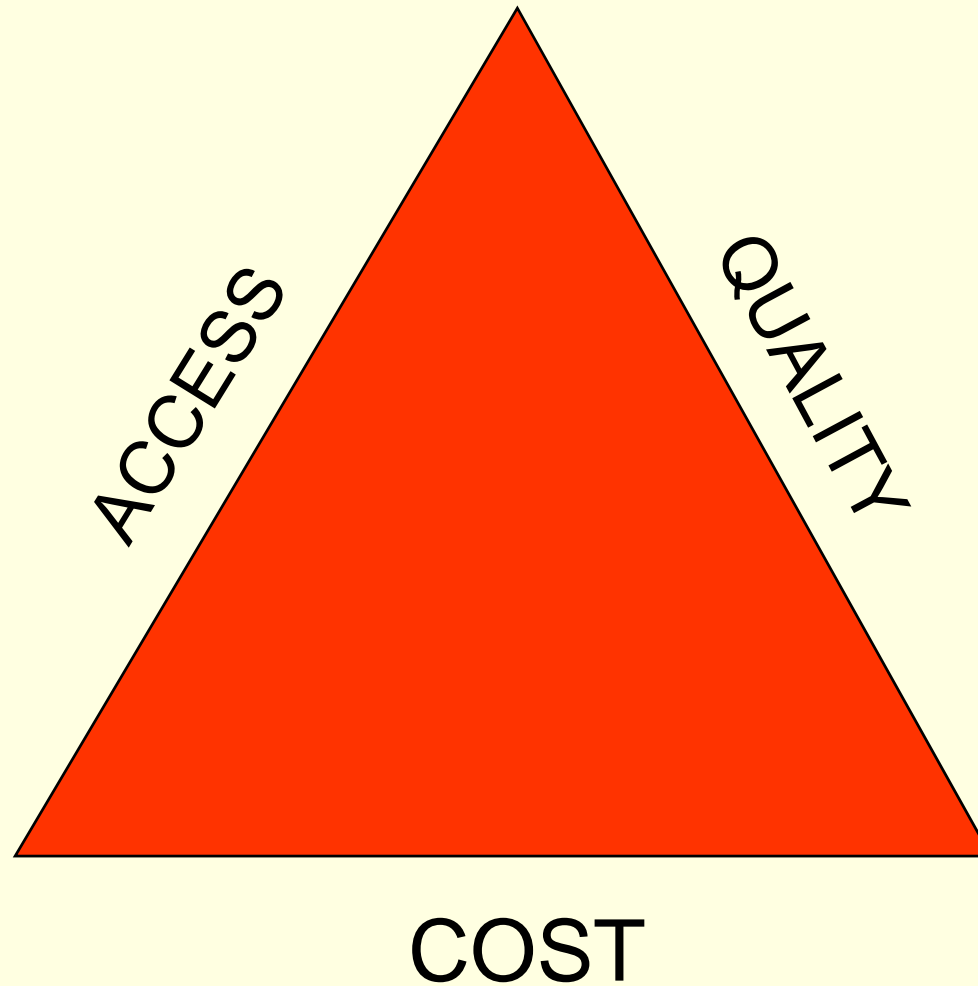
Sir John Daniel  
Commonwealth of Learning



How can eLearning  
allow digital ODL to  
achieve some of the  
scale advantages of  
technology-culture  
ODL?

- Automate the interaction between students and tutors
- Do eLearning in a disciplined way

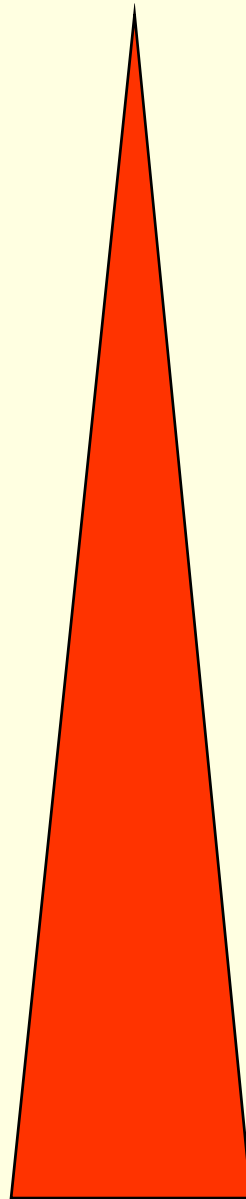
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**ACCESS**

**QUALITY**

**COST**





# The Technology Revolution

- ACCESS (wider)
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**ALL AT THE SAME TIME!**



THANK YOU

For text and slides:  
[www.col.org/speeches](http://www.col.org/speeches)