

# eBook open learning vision

The Open University experience



The Open University



LTS

KMi

IET

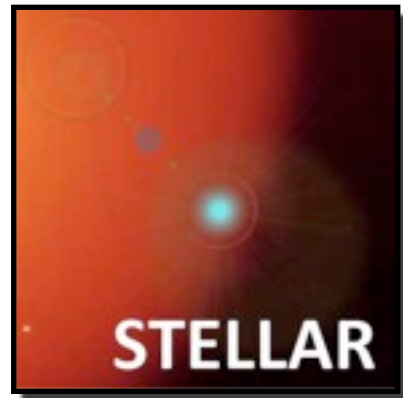
Library

Open Media

Peter . Scott @ Open . AC . UK  
Director, Knowledge Media Institute, UKOU  
Coordinator, StellarNet.eu

# What can I do now?

check out these projects...



**stellarnet.eu**

to connect to excellence in TEL



**icoper.org**

to interoperate your content



**openscout.net**

skill based scouting of management



Technology enhanced  
learning,  
Everywhere!

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TELeurope

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# TELeurope•eu

## WELCOME



(CLICK ON THE IMAGE TO PLAY)

### Technology-Enhanced Learning in Europe

#### Where research meets research & practice!

TELeurope is the social media hub for everything about technology-enhanced learning. It is the community platform of the European open network of excellence in technology-enhanced learning **STELLARNET.EU**. TELeurope is the place where research meets research & practice.

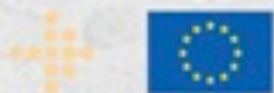
If you have a stake in technology-enhanced learning – being a researcher, developer, teacher, provider, vendor, policy-maker, or the like – you may want to join this social network not least for the following reasons:

|  |  |
|--|--|
| Keep yourself up to date about fresh ideas | Make new contacts in special interest groups |
| Engage with experts in the field           | Discover more about latest events            |
| Access to first-class resources            | Find out about funding opportunities         |
| Show visibility in the community           | ... and many more!                           |

Connect with  
the experts  
Join Today!



European Commission  
Information Society and Media











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LTS / KMi since June 08 = Free AV collections in iTunes U

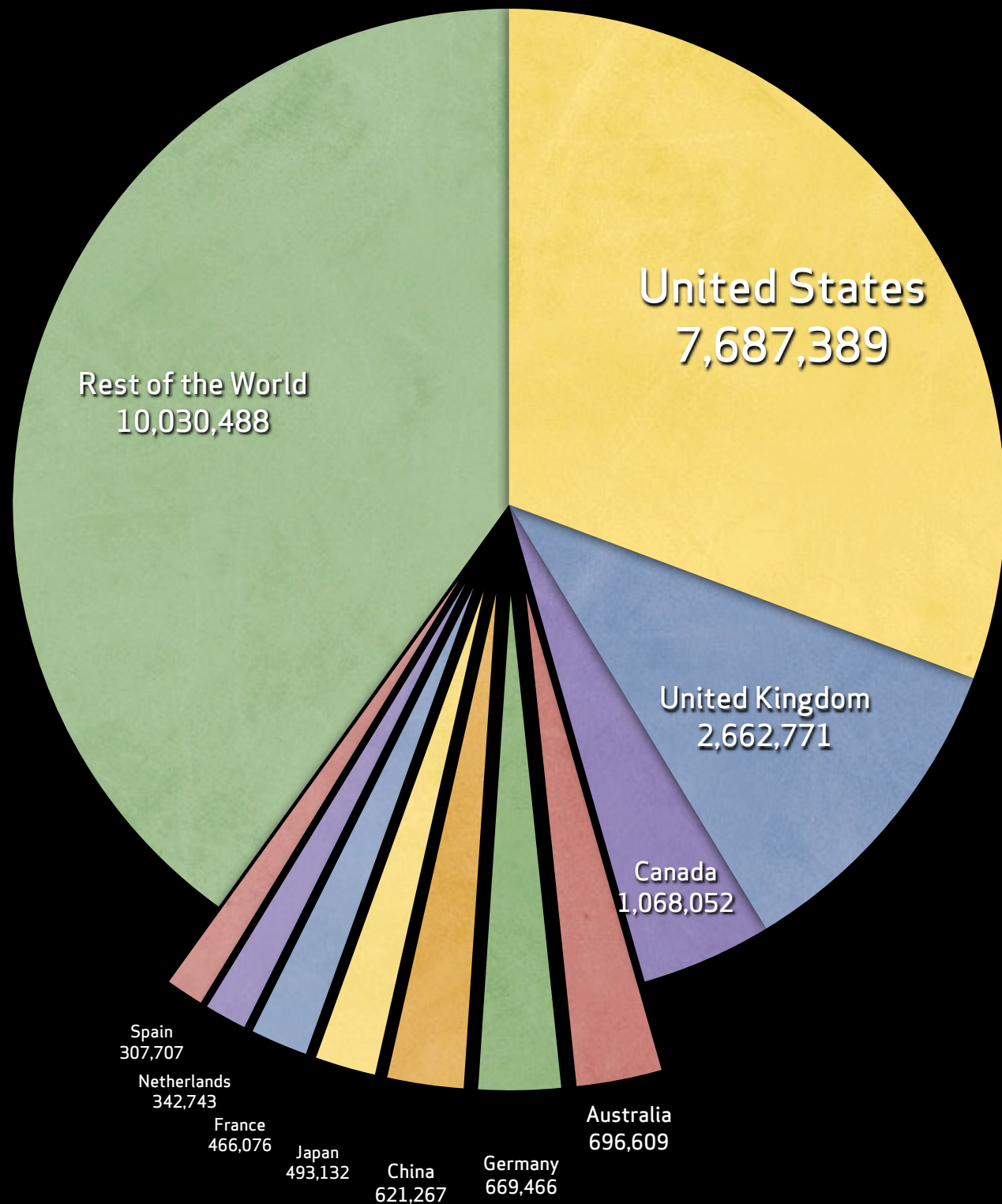
LTQ working on mobile capacity from Aug 2010 - 2012





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- 30M downloads by close of 2010
- 90% outside UK
- 350 collections from 150 OU modules
- maybe 3-4.5 Tb p/w via Amazon and Akamai clouds





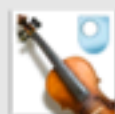
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# Studying with the

We promote educational opp  
high-quality university educa  
ambitions and fulfil their pot

Subject areas with iTunes U con



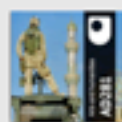
Arts and Human  
Last Modified: 12  
Total Tracks: 60



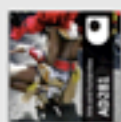
## Arts and Humanities

The arts and humanities encompass a range of subjects that are all concerned with cultural expression and how it has come to take the forms that exist today.

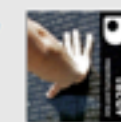
### Course Resources



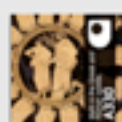
AD281 Understanding the politics of herit...  
Last Modified: 31 Oct 2010  
Total Tracks: 32



AD281 Understanding heritage in practice  
Last Modified: 01 Nov 2010  
Total Tracks: 34



AD281 Understanding the politics of herit...  
Last Modified: 31 Oct 2010  
Total Tracks: 32



A330 DVD-ROM  
Last Modified: 31 Oct 2010  
Total Tracks: 46



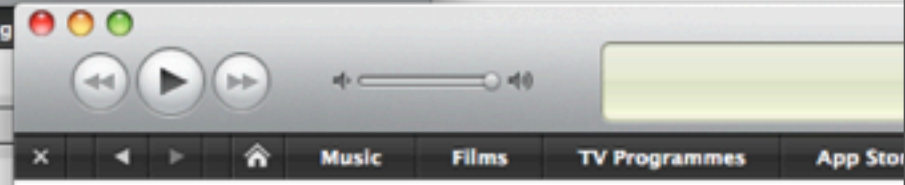
A150 Book 1  
Last Modified: 31 Oct 2010  
Total Tracks: 43



A150 Book 2  
Last Modified: 31 Oct 2010  
Total Tracks: 43



A150 Book 3  
Last Modified: 31 Oct 2010  
Total Tracks: 5



Open University > Arts and Humanities > AD281 Understanding the po

## AD281 Understanding the politics of heritage



Open University

Last Modified: 12 Jan 2010  
Tracks in For iPod/iPhone: 16

GET TRACKS

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### DESCRIPTION

This album contains audio and video files from the AD281 Course DVD and Saving B...  
download and use on mobile devices, arranged according to week of study. These fil...  
which were sent to you in your first course mailing, or streamed online from the cour...

For iPod/iPhone

Transcripts

|    | Name   |  | Time |
|----|--|--|------|
| 1  | Week 1 - Themes in heritage studies          |  | 5    |
| 2  | Week 2 - Authorised heritage discourse (AHD) |  | 5    |
| 3  | Week 2 - 'The city'                          |  | 28   |
| 4  | Week 3 - The role of the museum              |  | 10   |
| 5  | Week 3 - Perspective: Tim Benton             |  | 8    |
| 6  | Week 3 - Perspective: Laura Jane Smith       |  | 5    |
| 7  | Week 4 - Lake District 1                     |  | 14   |
| 8  | Week 6 - Repatriation and museums            |  | 17   |
| 9  | TMA02 - 'Streets in the sky'                 |  | 28   |
| 10 | Week 7 - National Museum of Scotland         |  | 15   |

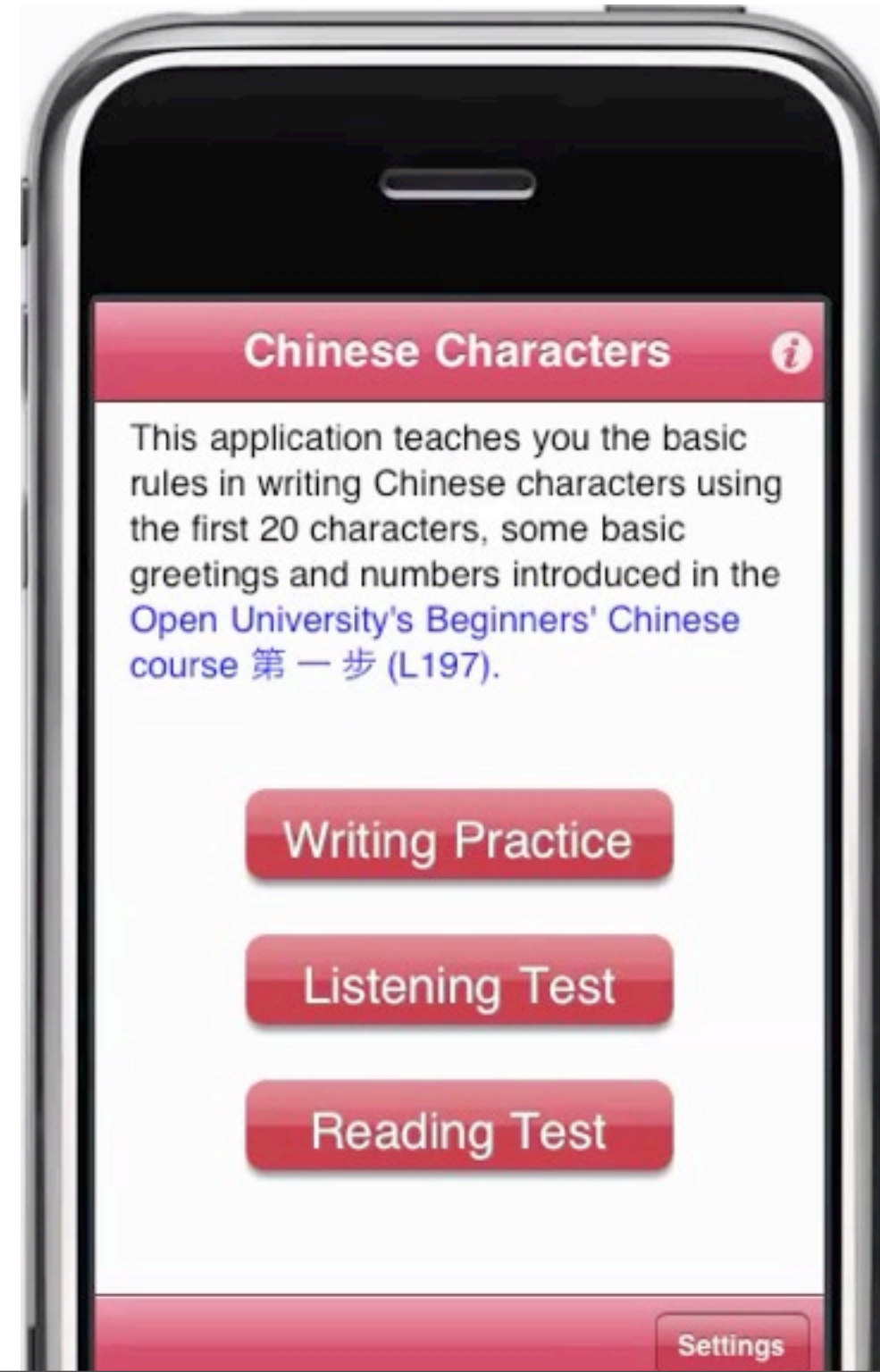
Private AV for all LI & L2 in 2011



apps are easy  
but hard to scale



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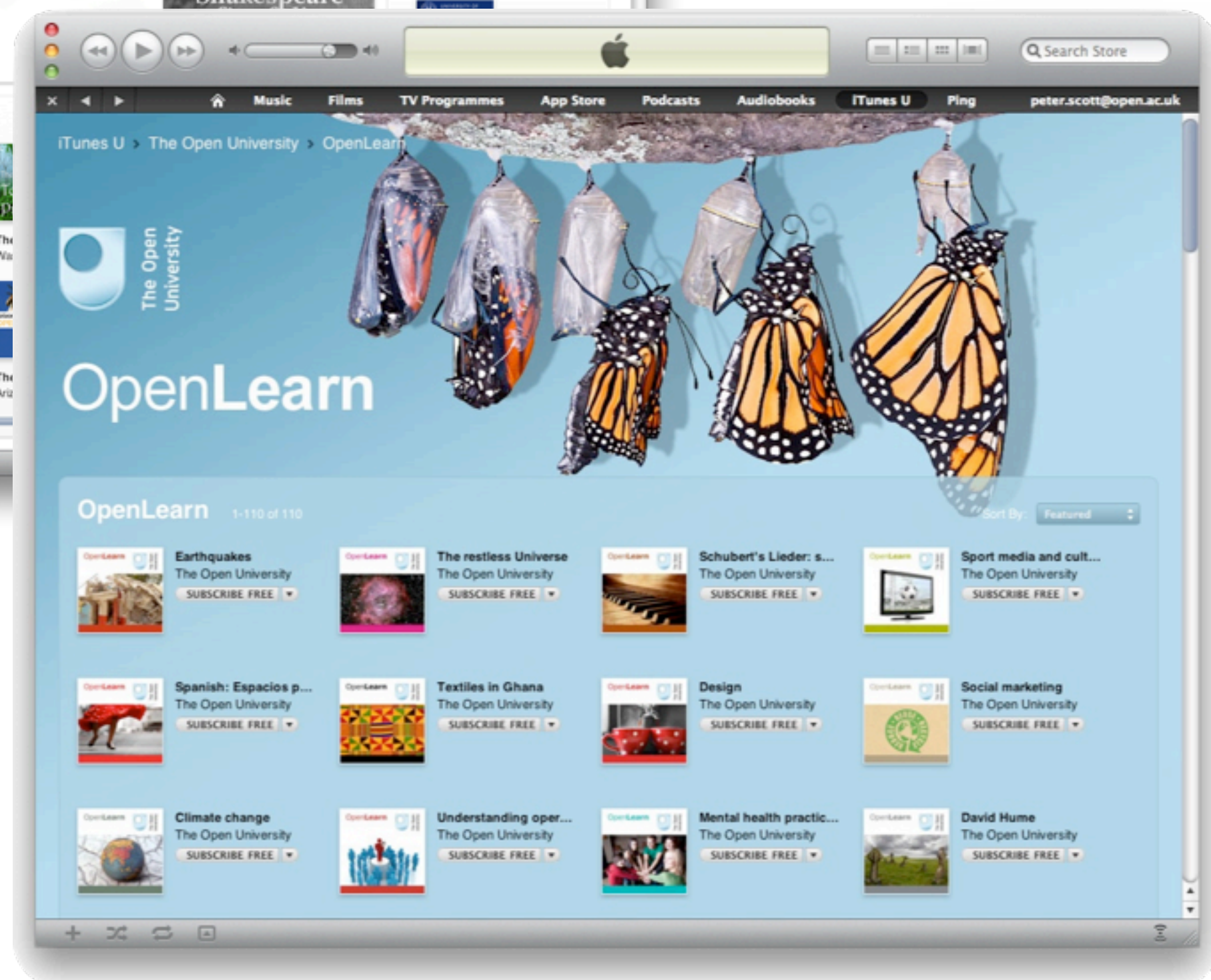
OL eBooks in iTunes U

100 @ launch

At 277 now

Up to 420+ in a month

...





# An Open University Music book

*Lyrics; Score; Listen; Think; Do*



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<http://www.youtube.com/watch?v=kE9Zn90j5lw>

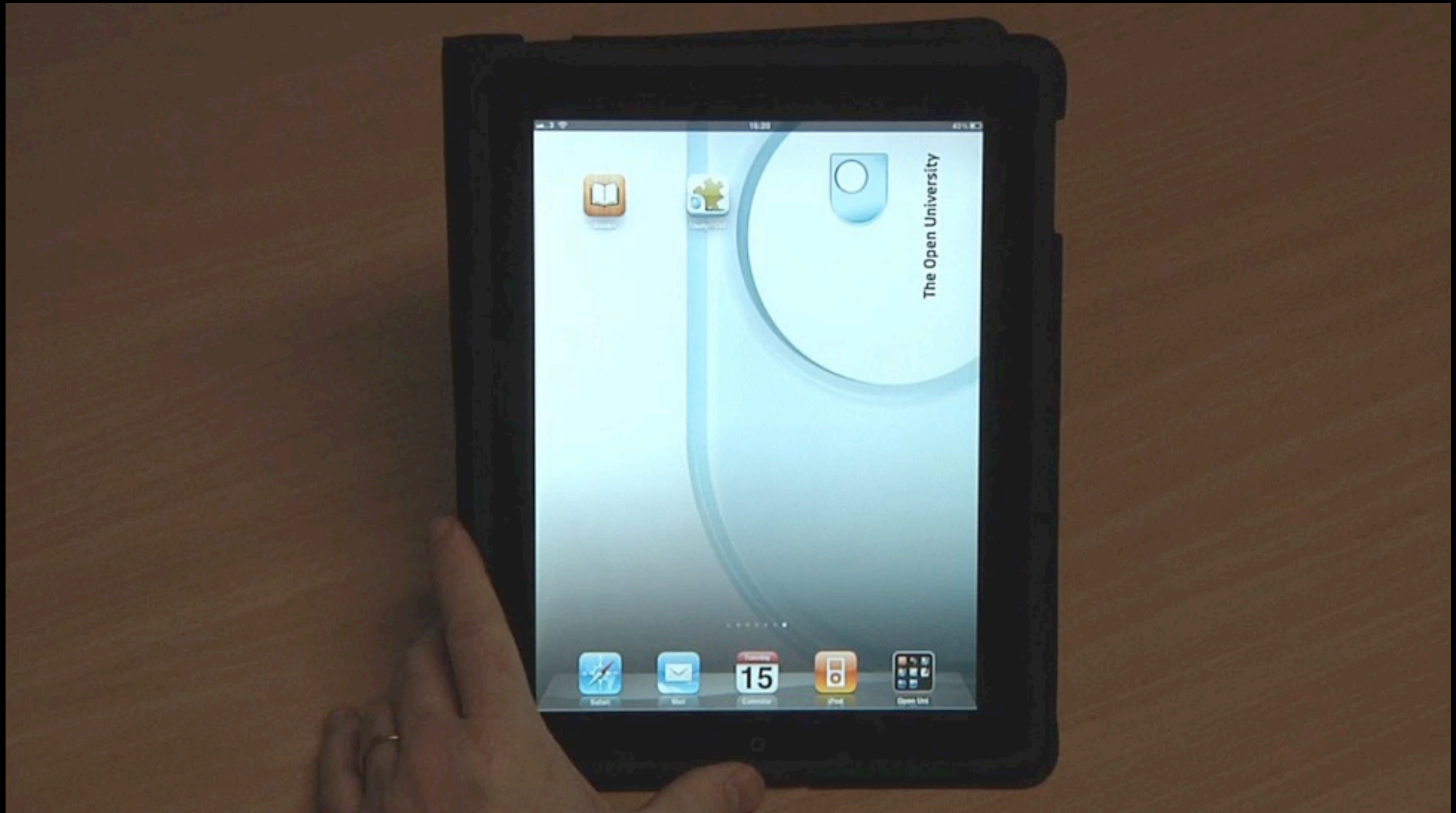


# An Open University Science book

*scale and services*



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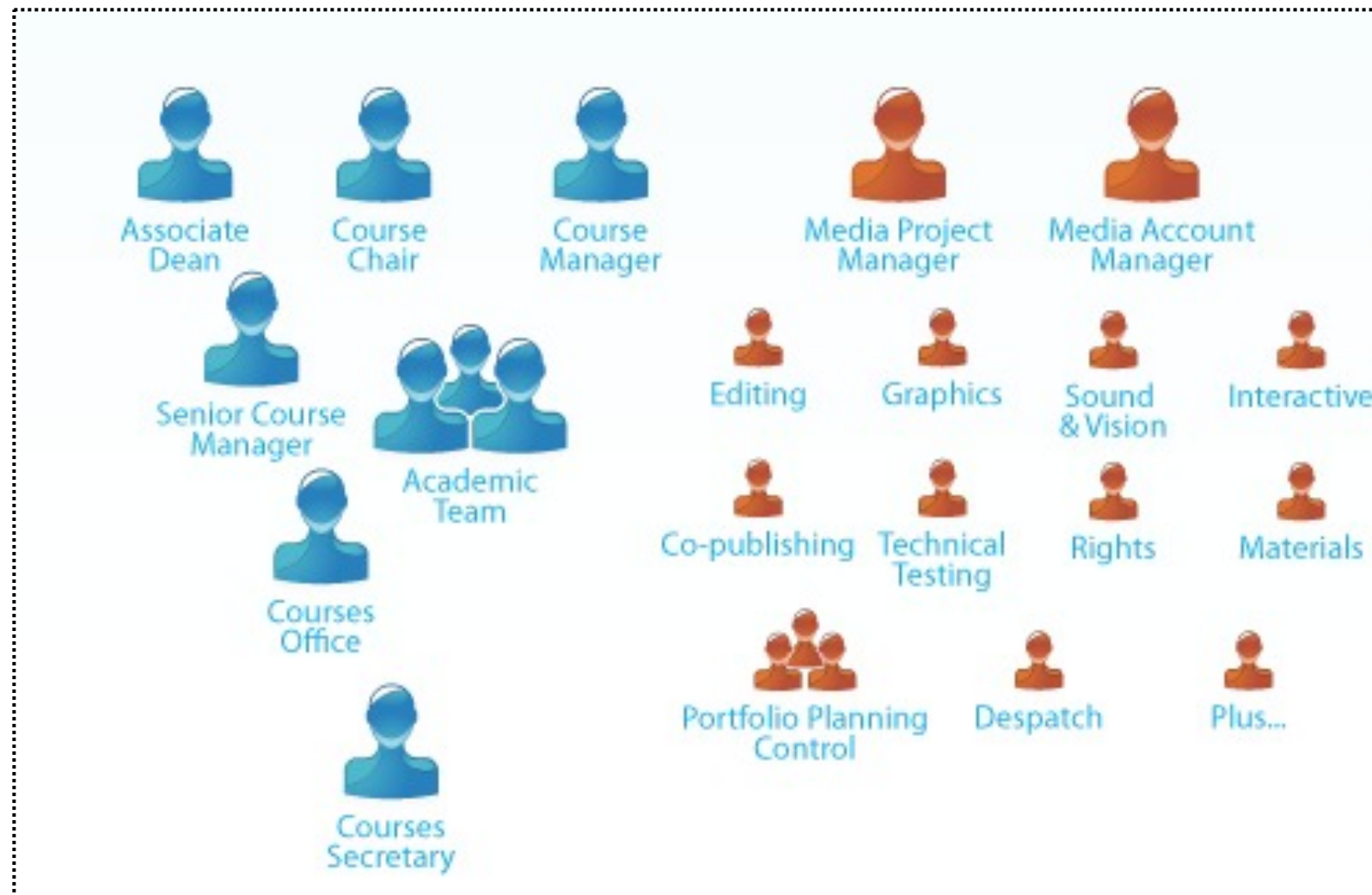
<http://www.youtube.com/watch?v=cSZ37OnS6Zc>

# design the learning experience

Who?

Facult

LT

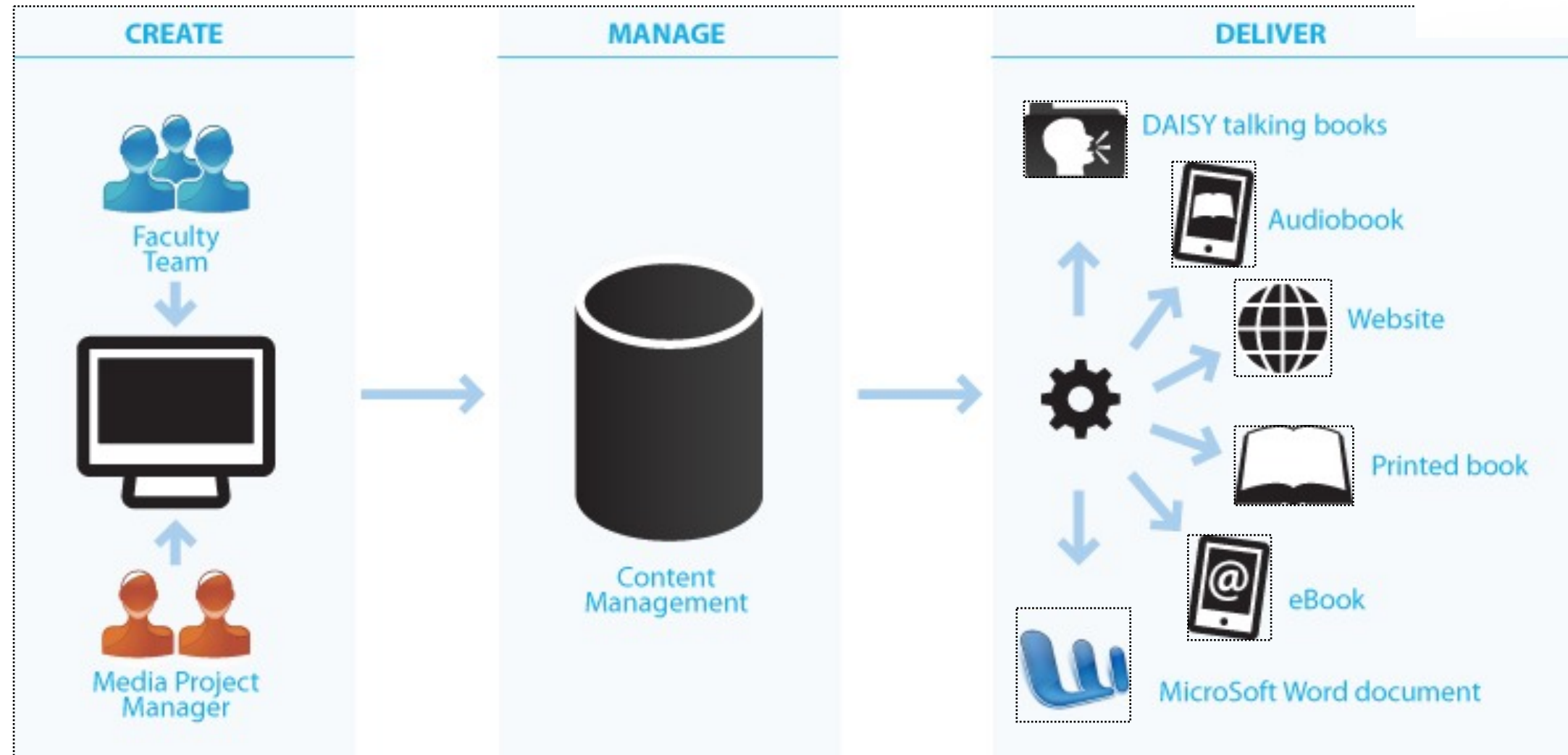


Library  
Open Media  
Quality Office  
Knowledge Media Institute  
**Learning and Teaching Solutions**  
Institute for Educational Technology



# structure eProduction

co-work via managed pipelines



# pipes to products

## structured content scales



### Mark up

• Session  
• Title **Introduction** • Title •  
• Activity • Question • Paragraph Which of the following are true? • Paragraph • Question •  
• Interaction  
• MultipleChoice  
• Right  
• Paragraph King Lear's 'Never, never, never, never, never' is set in trochaic pentameter. • Paragraph •  
• Right •  
• Right •  
• Paragraph • InlineEquation • TeX  $(a+b)^2=a^2+2ab+b^2$  • TeX •  
• Image  $(a+b)^2=a^2+2ab+b^2$  • Image • InlineEquation • Paragraph •  
• Right •  
• Wrong •  
• Paragraph Cardioid microphones are **omnidirectional** • Paragraph •  
• Feedback • Paragraph No, they are **unidirectional** • Paragraph • Feedback •  
• Wrong •  
• MultipleChoice • Interaction • Activity •  
• Session •

### Presentation

#### 1 Introduction

##### Activity 1.1

Which of the following are true?

- ☐ King Lear's 'Never, never, never, never, never' is set in trochaic pentameter.
- ☐  $(a+b)^2 = a^2 + 2ab + b^2$
- ☐ Cardioid microphones are **omnidirectional**.

Check your answer

Reveal answer





# openlearn.open.ac.uk

free online learning environment



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http://openlearn.open.ac.uk/course/view.php?id=1223

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Search units Advanced Search

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- FlashVlog
- Knowledge Maps
- Learning Journals
- Learning Clubs
- Shared Activities
- Unit forum
- Participants


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★★★★★

Rated by 15 user(s)



Time: 3 hours  
Level: Introductory

**Introduction**

**Related educational resources**

**Open University links**  
An OU course on this topic  
Studying this topic at the OU  
Technology & Nature

**OpenLearners also studied:**  
Why sustainable energy matters  
Working with our environment - an introduction  
Knowledge Mapping QuickStart Guide

**Other sites**  
[See other resources](#)

Done Trusted sites 100%



# eBook open learning vision



LTS

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by 2014 more people will access the internet via  
a mobile device than a computer\*

\* From Internet Trends 12 April 2010 – Morgan Stanley.