



Social:Learn — Integrating and Building on OpenLearn

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Simon Buckingham Shum
Knowledge Media Institute
Open University

The Open University



Firstly, it's all about...

Sensemaking

“Sensemaking is about such things as placement of items into frameworks, comprehending, redressing surprise, constructing meaning, interacting in pursuit of mutual understanding, and patterning.”

Karl Weick, 1995, p.6

Sensemaking in Organizations

So, is OPLE too restrictive?



- “The global, national, societal and community dilemmas that we now face do of course engage academics, students and informal learners, but far more: **government and other policy makers/thinktanks**, **corporate executives and scientists**, **national and international development agencies**, **economists**, **trade unions**, **facilitators**, **conflict resolution experts**, and so forth: the whole spectrum of stakeholders who need to work together.”

My blog response to the OER review:
<http://news.kmi.open.ac.uk/rostra/news.php?r=72&t=2&id=838>

...from “Learning” to Sensemaking Ecology?



OpenLearn

OERs

Apps



OpenLearn

OERs

Apps

- **OU distance learning materials:**
 - LearningSpace: 4130 hours from across the OU curriculum (by April: 5400hrs + 1400 in production)
 - LabSpace: 7245 hours (by April: 8100hrs + 1100 in production)
- **1,390,755 unique visitors**
- **OpenLearners** (ie. those willing to participate in our research)
 - educated, self-motivated learners
 - dominant group aged 35-54yrs
 - the primary attraction is high quality OERs
 - low priority given to social tools



OpenLearn: impact

- Open University
 - from special project to embedded institutional practice
- National
 - catalyst for UK-wide OER initiatives

OpenLearn

OERs

Apps



- OpenLearn is primarily a content-centric initiative but we have also started exploring the design of social and conceptual networking tools



OpenLearn's sensemaking tools are Web-packaged versions of tools developed in the UK e-Science Programme

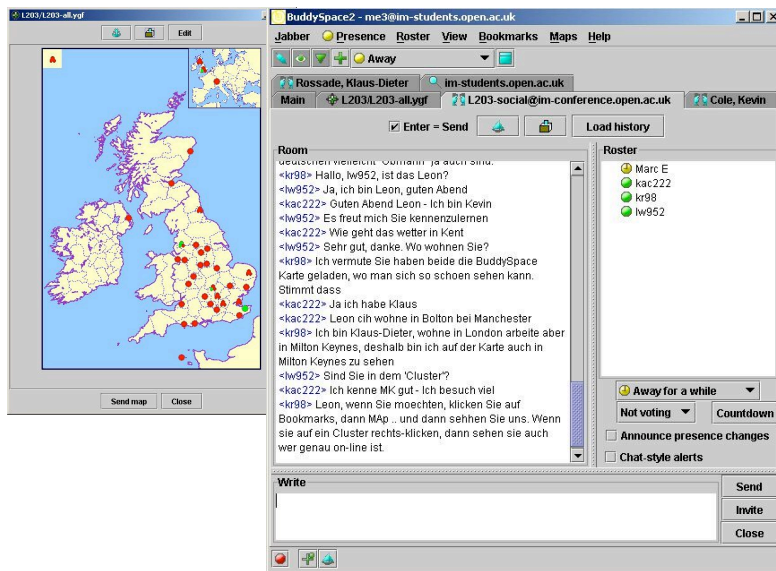
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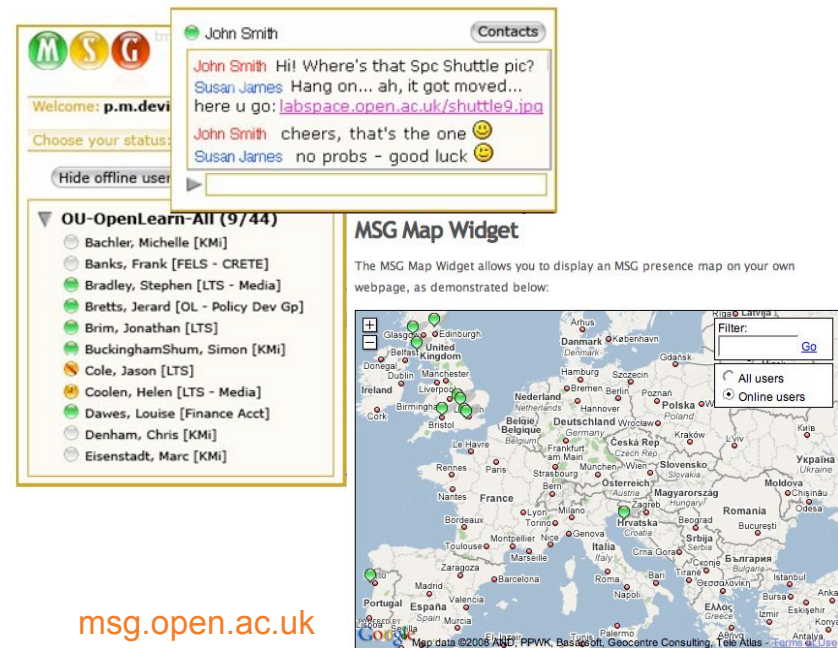


BuddySpace, CoAKTinG Project 2002-04



kmi.open.ac.uk/projects/buddyspace

OpenLearn: MSG + GoogleMaps



msg.open.ac.uk



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Apps

- OERs are a big hit
- Apps receive low to modest usage.
- Not connecting with the huge social web user communities



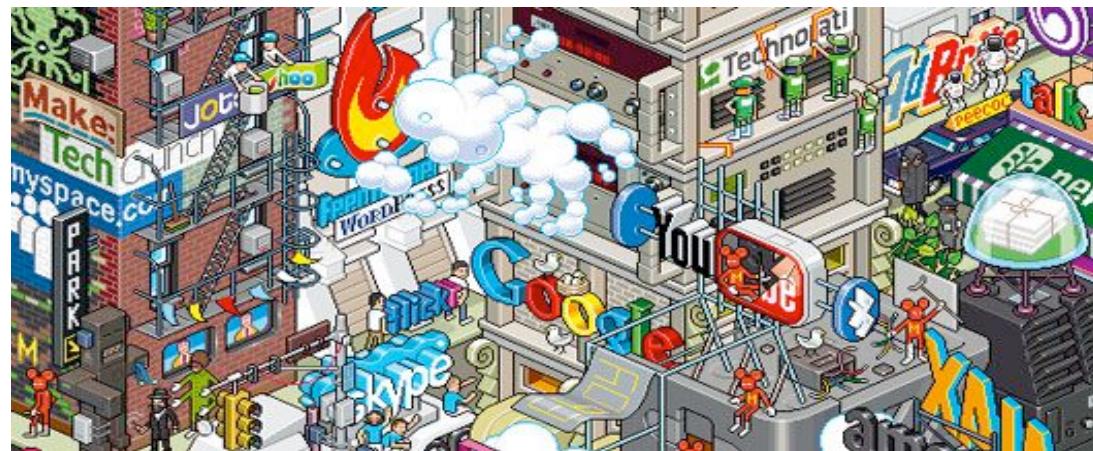
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OERs

Apps



Step 1: embedding
OERs & Apps.
in another contexts



<http://blog.webbreakstuff.com/wp-content/eboy.jpg>

OpenLearn

OERs

Apps



- Unit forum
- Unit reviews
- Rate this unit

Time: 15 hours
Level: Masters

Introduction

Introduction

The material presented in this unit is taken from SD805 'Issues in Brain and Behaviour' - a 60-point postgraduate course within the Frontiers in Medical Science strand of The Open University's M.Sc in...

Unit Outline

- Outline
 - Introduction
 - 1 Issues in brain and behaviour
 - 2 Addiction
 - 3 Addiction: selected readings
 - 4 Neural ageing
 - 5 Neural ageing: selected readings
 - 6 Levels of explanation: the key to understanding addiction and neural ageing
 - 7 Glossary
 - 8 Websites for further information: References and Acknowledgements

- ### Alternative Formats
- Print Format
 - Unit Content XML
 - Unit Content RSS

The contents of LearningSpace are made available under the Creative Commons Attribution Non-commercial Share Alike licence. By downloading content you accept the terms of the licence.

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Full OER content as web feeds for embedding in other sites/widgets

OpenLearn unit rendered in Facebook using an RSS feed widget (Grazr)

The screenshot shows a Facebook interface with a blue header. The main content area displays an embedded unit titled "1 Invention and innovation". The unit includes a search bar, navigation tabs for "Arts and History" and "Business and Management", and a list of items including "An introduction to business cultures" and "The concept of innovation". The main text discusses the terms "invention" and "innovation" and includes two activities: "Activity 1" (a question about the definition of invention) and "Activity 2" (a question about whether inventions always confer benefits). A footer note states "Page built by OpenLearn Course Units".

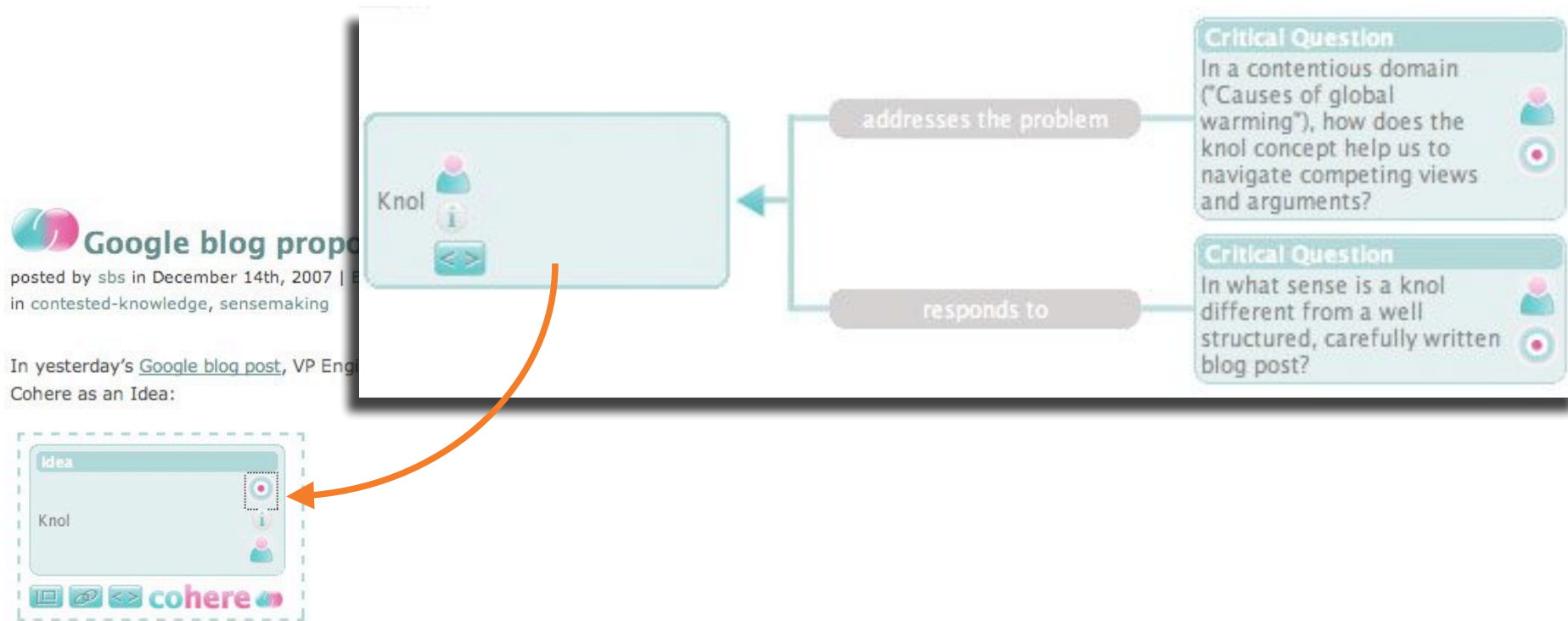
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Embedding nodes/structures from knowledge maps in other websites (Cohere)



"A knol on a particular topic is meant to be the first thing someone who searches for this topic for the first time will want to read. The goal is for knols to cover all topics, from scientific concepts, to medical information, from geographical and historical, to entertainment, from product information, to how-to-fix-it."

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Embedding a Google+Presence/Messaging mashup in other websites (MSG)

MSG Map Widget

The MSG Map Widget allows you to display an MSG presence map on your own webpage, as demonstrated below:



OpenLearn

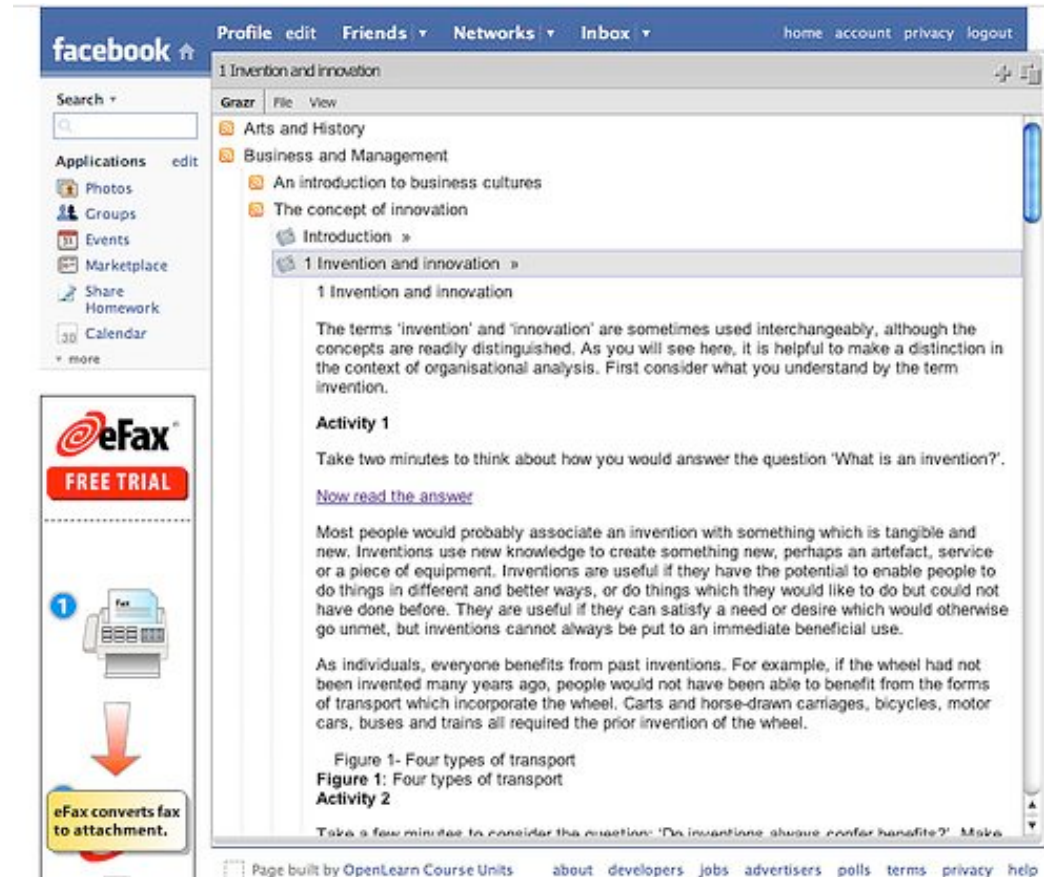
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Exploratory Facebook apps

- OpenLearn unit rendered using an RSS feed widget



The screenshot shows a Facebook interface with a sidebar on the left containing search and application options. The main content area displays a post titled "1 Invention and innovation" from a user named "Grazr". The post content includes a section titled "Activity 1" with a question: "Take two minutes to think about how you would answer the question 'What is an invention?'." Below this is a link "Now read the answer" and a paragraph of text defining inventions. Further down, there is a caption "Figure 1- Four types of transport" and another "Activity 2" section. At the bottom of the page, a footer reads "Page built by OpenLearn Course Units".



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Exploratory Facebook apps

- OU Business School widget enabling the user to listen to OU/BBC audio content

A screenshot of a Facebook page interface. The top navigation bar includes 'facebook', 'Profile edit', 'Friends', 'Networks', 'Inbox', and 'home account privacy logout'. The main content area shows a post from 'Grazr' titled 'Listen Again' with a play button icon. Below this is a list of audio content: 'BBC R4 Click On Series 1 Programme 6 (audio)', 'BBC R4 Click On Series 1 Programme 5 (audio)', 'BBC R4 Click On Series 1 Programme 4 (audio)', 'BBC R4 Click On Series 1 Programme 3 (audio)', 'BBC R4 Click On Series 1 Programme 2 (audio)', and 'BBC R4 Click On Series 1 Programme 1 (audio)'. A section titled 'OpenLearn Materials' contains a 'Stay Safe Online' widget with sub-sections: 'Acknowledgements', 'Licensing', 'What this topic is about', and three numbered items: '1: The growth of malware', '2: Viruses, worms and Trojans', and '3: How to protect yourself against viruses, worms and Trojans'. A text box below the numbered items reads: 'In this section we will look at two of the ways in which you can protect yourself from malware: 1. Ensure that your computer has the latest patch from Microsoft or your operating system vendor. 2. Install antivirus software that will protect you from these problems, and ensure that you keep it up to date.' The footer of the page includes 'Page built by Grazr Feed Reader' and links for 'about developers jobs advertisers polls terms privacy help'.

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Exploratory Facebook apps

- OU Course Profiles app for students to network around common courses (course codes as 'tags')

Completed Courses	Current Courses	Future Courses	Recommendations
Add a course that you are currently studying			
Course Code:	<input type="text"/>	Year/Presentation:	<input type="text"/> <input type="button" value="Add"/>
2007			
A102	An Arts Foundation Course	2007 Completed	Future Remove
T184	Robotics & the meaning of life: a practical guide to things that think	2007 Completed	Future Remove
TT280	Web Applications: Design, Development and Management	2007 Completed	Future Remove
Year not known			
D840	Introduction to research: basic skills and survey methods	Completed	Future Remove
H806	Learning in the connected economy	Completed	Future Remove
D845	Research Methods Dissertation in Social Sciences	Completed	Future Remove
A103_1	Studying the Arts OpenLearn	Completed	Future Remove
T175_5	Working with ICTs: e-government OpenLearn	Completed	Future Remove

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The missing links...

- **coherent user experience**: integrative flow for the Social:Learner
- **scalability**: beyond niche applications developed by us
- **sustainability**: infrastructure and open economics in a disaggregated educational marketplace



design
for
emergent
structure

both social + conceptual
in activities in roles

minimal ontological commitment

incremental formalization



Design for emergent structure:

informalization >>>



<<< formalization

structure:

conceptual
social
in activities
in roles

From OpenLearn to Social:Learn: bird's eye...



Social:Learn user interface

Stowe

Social:Learn
Architecture & API



API xyz

Web service xyz

Stuart



OpenLearn OERs Apps

Global OERs



<http://blog.webbreakstuff.com/wp-content/eboy.jpg>

\$ £ ?

Hardin