Social Media Learning



Talkshow: Pemanfaatan Teknologi Mobile Sebagai Sarana Peningkatan Layanan Perpustakaan

Presented by Dony Riyanto

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Profile



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What is

- There are a lot of learning methodologies



- Blended learning is one of them, which is the mix of class room learning, literature learning and e-Learning

- Enterprise Social Media Learning is the platform of blended learning, utilizing the social media nature.

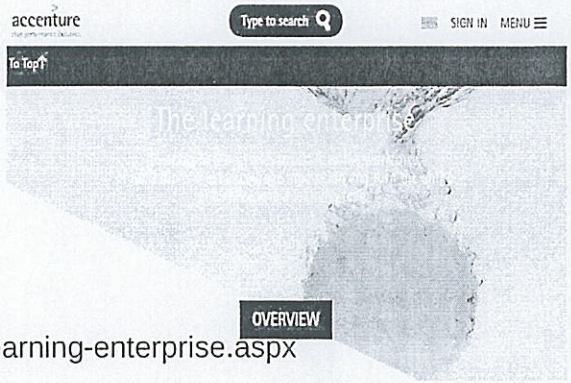
Facts

"Every year, companies spend billions of dollars on their enterprise learning programs—more than $171 billion in the United States alone, according to a 2011 report from the American Society for Training & Development. Are they getting their money's worth?

Not according to the recent Accenture Skills Gap Study, which surveyed more than 1,000 employed and unemployed US workers: Only 21 percent of respondents reported developing new skills in the past five years through formal training programs offered by their companies.

This failure to deliver relevant skills in a timely and consistent manner is being felt on both an individual and corporate level."

Traditional is failing...



https://www.accenture.com/us-en/insight-outlook-the-learning-enterprise.aspx

THE SOCIAL DIMENSION

Social media tools have great potential to harness the experiential dimension of the workplace.

8 Shares

What training professionals refer to as "social learning" will be a force in every organization, sooner or later. In the words of Claudia Rodriguez, vice president and head of Motorola Solutions Learning, organizations are at "a major inflection point" when it comes to the use of social media and collaboration tools in business—not just in learning but in everything a business does. "Gradually, social networking is becoming so ingrained in how we live that it will also become ingrained in the way we work," says Rodriguez.

TECHNOLOGY OPTIONAL

Not every company needs to develop its own social media platform. Many organizations will find that the social networks already in use by consumers have functionality that goes well beyond what they can create in-house.

Rather than trying to introduce competing solutions, companies should think about how to integrate commercially available (and popular) social media technologies into their own learning ecosystem. Using existing platforms like YouTube, companies have ready access to rich sets of tools that deliver learning in a format that has already gained widespread acceptance and popularity.

Social learning doesn't even necessarily require technology-based tools.

Statistical evidence suggesting that some types of formal learning are failing to deliver value does not mean that traditional classroom training or e-learning is inherently out of date.

8 Shares

The Social Media

The Evolution

	Web 1.0	Web 2.0	Web 3.0
Meaning is...	Dictated	Socially constructed	Socially constructed & contextually reinvented
Technology is...	Confiscated at the classroom door (digital refugees)	Cautiously adopted (digital immigrants)	Everywhere (digital universe)
Teaching is done...	Teacher to student	Teacher to student & student to student	Teacher to student, student to student, & student to teacher
Schools are located...	In a building	In a building or online	Everywhere & thoroughly infused into society
Parents view schools as...	Daycare	Daycare	A place for them to learn, too
Teachers are...	Licensed professionals	Licensed professionals	Everybody, everywhere
Hardware & software in schools...	Are purchased at great cost and ignored	Are open source and available at lower cost	Are available at low cost and are used purposively
Industry views graduates as...	Assembly line workers	As ill-prepared assembly line workers in a knowledge economy	As co-workers or entrepreneurs

https://id.techinasia.com/edtech-indonesia-ingin-percepat-penerapan-edukasi

The Boom

"Education technology, or edtech, had an impressive fourth quarter in terms of venture capital investments, according to new KPMG/CB Insights data.

There were just over $1 billion in investments in Q4 2015, up 300 percent over the $295 million in investments seen in Q3 2015, and significantly higher than the $474 million raised in Q2, and $694 million raised in Q1, according to the KPMG and CB Insights Q4 Venture Pulse study.

So does this mean the beginning of the edtech boom?"

http://chicagoinno.streetwise.co/2016/01/19/edtech-investments-up-to-1b-in-q4-2015-according-to-kpmg-and-cb-insights/

ChicagoInno Communities Newsletters Membership Events Careers Studio

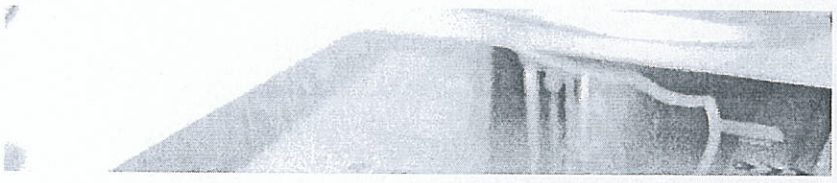
Venture Capital In EdTech Is Booming

But still clocks in below most industries.

Kate Hustad - Staff writer
01/19/16 @ 9:45am in Education

1.6K

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Top buyer of mobile learning

Quoting a report from Ambient Insight, Rizal from Eduqo says that three years from now, Indonesia will be amongst the top three buyers of mobile learning, after China and India. "Despite all the challenges faced by startup players, I believe that ed-tech business will fly, if there is a nice cooperation among ABG: Academic, Business, and Government," concludes Rizal.

Wikasa *Singapore*
Wikasa allows presenters to painlessly create and share slidecasts from a capture of their live presentations.
Funding: **0 Seed**
Investors: JFDI Asia

Mahoni *Indonesia*
Established on October 2009 in Surabaya, East Java, Indonesia, Mahoni.com develops mobile application for iOS, Android and Windows operating systems
Funding: **Undisclosed**
Investors: Undisclosed

Kelase *Indonesia*
Kelase® is social network and online learning environment for educational institution
Funding: **Undisclosed**
Investors: Undisclosed

Codemi *Indonesia*

https://e27.co/ed-tech-startups-indonesia-helping-fill-education-need-gap/

TECHNOLOGY Education Technology Graduates From the Classroom to the Boardroom

BIGGEST ED TECH FUNDING ROUNDS IN 2015

- **HotChalk** A California-based company that sets up online degree programs for universities
  $230 million
- **TutorGroup** A China-based company that offers online tutoring and language instruction
  Nearly $200 million
- **Lynda.com** A California-based company that offers online professional skills courses for individual and corporate customers
  $186 million
- **Hujiang** A China-based company with a platform that offers study materials and live video instruction
  $157 million
- **Udacity** A California-based company that offers courses in software development and data analytics
  $105 million
- **Changingedu** A China-based app

the difficulties facing the numerous young companies that develop apps for school use. Many of these tech startups have been able raise early-stage financing, often in comparatively small amounts; a subset of those, mimicking techniques established by popular consumer apps, have grown quickly by giving away their products.

But industry analysts say school start-ups that have not yet figured out how to make money are likely to have a harder time raising mid-stage financing this year — which could lead to a bit of a shakeout in the industry.

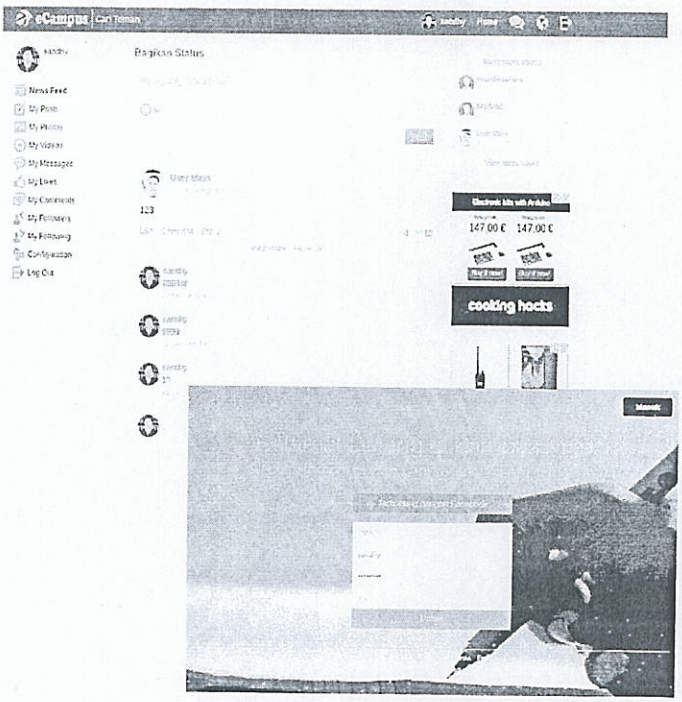
"We have yet to see that aha business model in the space," said Matthew Wong, a research analyst at CB Insights. "The pressure is now on those companies to show they can provide scalable revenue models."

By comparison, companies focused on corporate training or professional skills, like those that teach computer programming languages to adults, say they have found it easier to generate revenue by

http://www.nytimes.com/2016/01/18/technology/education-technology-graduates-from-the-classroom-to-the-boardroom.html?_r=0

Main Concept

- Social Media platform
- Free social sign up
- Connecting many to many (experts and communities)
- Timeline style
- Optional subscriber based premium virtual class room
- Free and premium library
- Digital literatures
- Chat and vidconf



How libraries should get updated

- Digital materials
- Collaborative actions
- Crowd. Get closer to reader.
- Mobile is not a channel...it should be the 'heart' of library
- Lets discuss 'bout it!