

Knowledge On-The-Move

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Abstract

VoxWorld believes that Consumer-Centric Education is the Education for today's increasingly mobile population. It is Demand Driven and must be accessible 24/7 and in a form that is attractive, relevant and fun for the learner. Mobiles or Smart Cells are the ideal ICT device to make Edutainment accessible to all Professionals & Migrant Workers-on-the-move. Because Edutainment combines Education and Entertainment and is integrated with Cultural Content it makes it fun to Learn – hence “Knowledge On-The-Move.”

Introduction

This Paper explores Adult Learning and Education, challenging the relevance of *Classroom-Centric Education* for today's mobile workers. It introduces *Demand Driven Consumer-Centric Education* utilizing Internet and Mobile Consumer Electronic devices that needs to be accessible 24/7 for workers-on-the-move. By integrating Education with Entertainment it defines and explores *Edutainment* with a Cultural overlay that is accessible via a range of ICT interfaces, but especially via VoxWorld Mobiles. How VoxWorld's Education Academy (V-WEA) works in making Edutainment relevant and accessible to its members is explored using its

VoxWorld LE@RN Programs in Financial Literacy and Continuing Education. It explains how the V-WEA plans to address the Global-Local Nursing Crisis through eLearning delivered via Mobiles and other ICT interfaces.

Learning Common to All

We are all learners throughout our lives. However, we do not all learn in the same ways, nor learn in the same ways throughout our lives. We use many different types of learning throughout life. While many view Learning as confined to the classroom, there is a growing interest in Life Long Learning (LLL) in which we engage in learning on a need to know basis. We seek learning inputs as we need them, from learning for our job, to learning how to assemble and program a home entertainment system.

In this electronic age with more and more Mobile Consumer Electronic (MCE) devices and ICT tools available we have had to learn how to program our Mobiles, select ring tones, set up our address book and calendar etc. More people throughout the world want to be 'connected,' and ICT tools make this possible by anyone from anywhere and at anytime. In many countries there are now more Mobile telephones than fixed line telephones. In Ireland there are in fact more Mobiles than people!

Types of Learning

Our early learning experiences (Jones 2006) were predominantly based on what we call "*imitation learning*," learning by imitating others; "*discovery learning*," in which we learn through exploring our environment; "*guided discovery learning*," in which the young are guided through a series of activities; and "*rote learning*," which is the repetition of words, phrases or sentences, often in the form of a rhyme. With developments in ICT and the increased availability of MCE devices new learning possibilities have become available to people. In turn, these also create the need to develop new learning methods and styles.

"The biggest growth in the Internet, and the area that will prove to be the biggest agents of change, will be eLearning." (J. Chambers (CEO, Cisco Systems).

According to Driscoll & Carliner (2005) eLearning is more effective than classroom learning but it must be personalized because different people have different learning styles and computers can tailor the learning experience to individual needs.

Classroom versus Consumer-Centric Learning

Throughout the ages, Education has been the purview of the Educated or Academic Elite who shared their knowledge and wisdom with the masses through schools and colleges organized to suit the schedules of the Faculty more than those of the students. The division between '*Town and Gown*' persisted in many countries, and still exists today.

The dominant Education Model was "*Supply Driven*" and *Classroom-Centric* which still holds an important place in Education today. The Education Establishment, decide what students need to know, and develop their curricula accordingly. Often this is done without sufficient knowledge of, or being responsive to the needs of the society at large or the

socio-economic environment into which their students will enter to pursue their careers. While there is an enduring and important role for classroom learning, internet technology is the key to a profound revolution in learning, which is a continuous, cultural process – not simply a series of events (Rosenberg, 2001).

Today more people are seeking their Education outside the classroom and hence the growth of Distance and Internet Based Education. While Distance Learning has been around since the middle of the last century in the form of Radio, first used by The Australian 'School of the Air' started in 1951 (but had its origins in 1944 through the work of Ms. Adelaide Miethke, Council member of the Flying Doctor service of S.A.) to provide primary level Education to children in remote rural communities in the Northern Territory's Outback; and Correspondence Courses for professionals available in Europe and N. America. Distance Learning got a huge boost in the latter half of the 20th century with the establishment of the British Open University (OU) in the 1970's with a Mission to provide University Education that was "*open to people, places, methods and ideas.*" The OU uses a combination of technologies with multi-media systems integration to make its Programs and Courses accessible to as wide an audience as possible –using public broadcasting TV to deliver its Programs.

One of the early concerns about the Open University was whether its degrees would get the same level of recognition as those from more Traditional Universities; this is answered today by the fact that 50,000 employers now sponsor staff to attend the OU. In 2004, The Sunday Times Universities Guide said that "in the new millennium there is not a university in the land (UK) that does not make use of OU materials and study methods."

With the growing emergence and demands of knowledge economies the need

to learn has taken on a new meaning for all. It has begun to force Educators to think outside the classroom and provide *Consumer-Centric Education (CCE)*. CCE is defined as Education that is “*Demand Driven*” by the consumer and made available 24/7 to suit people-on-the-move, where they can tune into course materials or educational inputs as they need them, and when they need them. To emphasise the Motto of ABAC’s-CIDE “*Anyone, from Anywhere, and at Anytime.*”

CCE is greatly enhanced and facilitated by the emergence of a wide range of ICT interfaces, where Educational content can be delivered through many ICT tools such as PCs, laptops, Mobiles, PDAs, MP3s, iPODS, Digital Radio, CDs and DVDs, etc. Software technology has become increasingly user friendly and adapted to these devices, while the data storage capacity has grown to such an extent that one can now carry multiple megabits or even terrabits of data – both textual, video and audio, around in a small device such as a memory stick or iPOD. With the increasing use of wireless technology people no longer have to be at their computer to download emails or surf the web.

Consumer Centric Education – the next wave “Edutainment”¹

With the growing demand for CCE combined with the demand for greater access

¹ **Edutainment** is defined as a form of entertainment designed to educate. Edutainment typically seeks to instruct or socialize its audience by embedding lessons in some familiar form of entertainment: television programs, computer and video games, films, music, websites, multimedia software, et al. Most often, edutainment seeks either to tutor in one or more specific subjects, or to change behaviour by engendering specific socio-cultural attitudes. Various groups in the United States and the United Kingdom have used edutainment to address such health and social issues as substance abuse, immunization, teenage pregnancy, HIV / AIDS, and cancer.

to Entertainment it is time to bring these together as VoxWorld is doing as Edutainment.

Edutainment can also be personalized and customized with Cultural inputs for different national groups. The VoxWorld V-WEA is currently engaged in the development of CCE with the primary focus being Culture enhanced Edutainment, building on the Great Story Telling Traditions of the World as exemplified through Hollywood and Bollywood.

Both games and simulations are important ways of teaching online according to Prensky (2002) and Aldrich (2003) because today’s youngsters (*and adults*) seem to be excited by games, all learning should be interactive and engaging. Learning can come in a mix and match process that can be recombined to meet the unique content needs of learners (Longmire, 2004).

VoxWorld.Coops

VoxWorld Coops originates from Ireland where the Cooperative Movement started in the 19th Century. Ireland too has a long history of emigration where millions of Irish people were forced to emigrate to earn a living and send money home to their families.

Today’s economic migrants are forced to travel abroad for employment to earn and send money home to support their families. However, the lifestyle and needs of worldwide migrants remain the same. All have four basic needs that they seek to fulfil. These include their need to:

1. Maintain contact with their loved ones by calling home!
2. Send money home to support their families – by means of Remittances!
3. Travel home to visit their families!
4. Buy cultural products from home – anything on disk.

VoxWorld is committed to helping Overseas Workers improve their financial situation through the triage of Education, Jobs, and Bank/Credit Union accounts for Remittances. VoxWorld.Coops is just one of five VoxWorld Entities.

To support the Education of Migrants-on-the-move, VoxWorld.Coops enables the delivery of Edutainment through its Vox World Education Academy (V-WEA) which is part of the VoxWorld Foundation. The Size of the eLearning Market in Europe was estimated to exceed \$4 billion by 2004, with the UK, Netherlands and Sweden leading the way (*IDC's Corporate eLearning Market Forecast and Analysis 2000*). ABAC's CIDE is the leader in eLearning in Thailand making its courses available throughout the country.

To qualify for membership of a VoxWorld Coop, members join and commit to a Planned Purchasing Program for 12-24 months, involving the purchase of a US \$50 Phone Vouchercard which has US \$50 worth of calling time plus an eVoucher worth US\$20 which can be used for Free Money Transfer, travel, or purchasing digital products from a Vox Catalogue. Members can earn a free Smart Cell within the first months with vouchers thus making Edutainment available to all Migrants-on-the-move.

VoxWorld Education Academy (V-WEA)

V-WEA a Description

The V-WEA will be built around Personalized eLearning with Neuro Linguistic Programming (NLP) & Multi-Media Systems through integration with Hollywood Studios to create the Retail Concept: 'Direct from Hollywood', to deliver Education in the form of 'Edutainment' through a Mobile College service from a VoxWorld Franchise Centre & DHub.

V-WEA Vision

"Education - Fun On-The-Move"

V-WEA Mission

The V-WEA Mission is:

- To commercialise Education, making it a fun, profitable and saleable product for people-on-the-move.
- To make Education 'Retail friendly' and Consumer-Centric.
- To integrate Education with Entertainment to create Culture Edutainment for Overseas Migrant Workers (OMWs) on-the-move.
- To deliver Mobile Education via a range of Information Communications Technology (ICT) interfaces including Mobiles, Internet-enabled Desktops and Laptops; and in the future via PPCs, PDAs, Digital Radio, Smartcells, 1800 freefones, iPODs and MP3's.

V-WEA Edutainment Programmes

V-WEA is planning to deliver a Migrant LE@RN Program starting with Financial Literacy incorporating five topic areas for delivery via ICT enabled Edutainment services to worldwide Overseas Communities. These five topics are described in terms of:

- Want to LE@RN about Money Transfers²

² LE@RN about Money Transfers (Remittances): You have many choices open to you in the marketplace on how to send money home to your Family. The costs of Marketplace services may vary widely. The Cost of sending money home depends on speed, trustworthiness, reliability, efficient service and convenient access to you and your family - as well as additional currency exchange rate costs, and any local or ATM delivery charges. Money Transfer Offers are available online and Direct 2U from Money Transfer Operators, Banks, Credit Unions and Post Offices, and VoxWorld can assist you with access to Authoritative Information and through its membership attributes.

- Want to LE@RN about Bank Accounts
- Want to LE@RN about MicroFinance
- Want to LE@RN about Contract Jobs
- Want to LE@RN about Financial Services

V-WEA Lifestyle Education – Nurses World

A Professional Development example of the V-WEA's work in eLearning Delivery is how it is working to address the enormous changes happening in the Global Health Care Delivery System, where there is a growing crisis affecting Nurses in both developed and developing countries. According to the recent ICN Study (2005) entitled: *“The Global Shortage of Registered Nurses: An Overview of Issues and Actions”* found that “the scarcity of qualified health personnel, including nurses, is being highlighted as one of the biggest obstacles to achieving the Millennium Development Goals (MDGs) for improving the health and wellbeing of the global population. In January 2004 the WHO's High Level Forum on the Health MDGs (WHO Geneva, 2004) reported: “There is a human resource crisis in health, which must be urgently addressed.”

International Agencies such as the WHO, WB, OECD are focused on ensuring that there is a sufficient workforce capacity to enable health systems to function effectively. Nurses are a critical component of health personnel being the front line staff in most health systems and essential to meeting the MDGs.

According to the Association of Deans of Philippine Colleges of Nursing (ADPCN) Nursing education faces challenges in preparing practitioners for the future. For the past 4 years, the global demand for nurses has been on the rise which has brought many of the Higher Education

Institutions in the Philippines to offer the nursing program to meet this particular demand. As of this date, there are at least 460 nursing schools in the country as compared to 275 Colleges of Nursing 5 years ago. With this increase in the number of nursing colleges, nursing education is currently placed in a dilemma addressing the issue of **quality and quantity** as it tries to face the overseas demand for Philippine-trained nurses.

Working together with Nursing College Content Providers and eLearning Service Providers the V-WEA is planning to launch a Continuing Education Program for Global Nurses to enhance their Professional Development. This is also aimed at equipping some nurses to progress their careers and become Teaching Faculty to staff Nursing Colleges in Developing Countries to meet the dual demand for nurses locally and from abroad.

Product/Service & Funding

V-WEA Le@rn Products will be marketed and sold to Coop members in a variety of Package Deals bundled together with other products across Telco, Banking, Travel and Digital Products through member's monthly Planned Purchasing Programs. The first of these Package Deals entitled “Pinoy Nurses, A New Deal” has already been announced and published on the PinoyVox Website. It starts with a Vouchercard (digital or physical), leading in month 2 to a free VoxWorld Smartcard, and month 4 to a Free VoxWorld Smartcell after accumulating four free \$20 Smartcell Vouchers, each earned as part of their PPP. Free Vouchers from Month 5 will be used for Free ICT Kits, and building to other products and services across Banking, Travel and Digital.

The V-WEA is addressing Funding through a Public-Private Global Consortium involving Governments, MDBs, Bi-Lateral

Donors, Universities, Alumni, Hospitals, Telcos, and Banks.

Continuing Education for All

The above CEP for Nurses will be expanded in time to cover many other Professional groups such as Teachers, ICT Professionals, Careworkers, Entertainers and many others with their own relevant CEPs. A common feature of these will be the delivery of Edutainment via VoxWorld Mobiles, available 24/7, so that it becomes an integral part of everyone's life experience and at an affordable cost.

With VoxWorld Mobiles both Nurses and other Professionals can engage in Continuing Education as needed, while migrant farm workers or domestic workers can pursue their education in fun ways, both on-the-job and during their free time. This Education Revolution is only just beginning now that CCE and Edutainment are available on demand.

Summary and Conclusions

With the expansion and revolution occurring in Distance Education and the emergence of Consumer-Centric Demand Driven Edutainment that can be delivered via a wide range of ICT devices, the world of Education is exploding all round us and in ways never before thought possible. VoxWorld's pioneering work on Edutainment makes Education fun, while integrating it with Culture makes it relevant to all. With ICT devices such as VoxWorld's Mobiles it makes Edutainment accessible to all 24/7, for anyone, from anywhere, and at anytime. Education has finally broken out-of-the-classroom and brought "Town & Gown" together at last.

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