

# Shanghai International Forum on Lifelong Learning

## Shanghai, China

19 to 21 May 2010



United Nations  
Educational, Scientific and  
Cultural Organization



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Cultural Organization



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Cultural Organization

# Signing of UNESCO-COL Work Plan Agreement December 2009



# Shanghai International Forum on Lifelong Learning

*Distance Education:  
Ends, Means, Opportunities, Threats*

Sir John Daniel  
Commonwealth of Learning

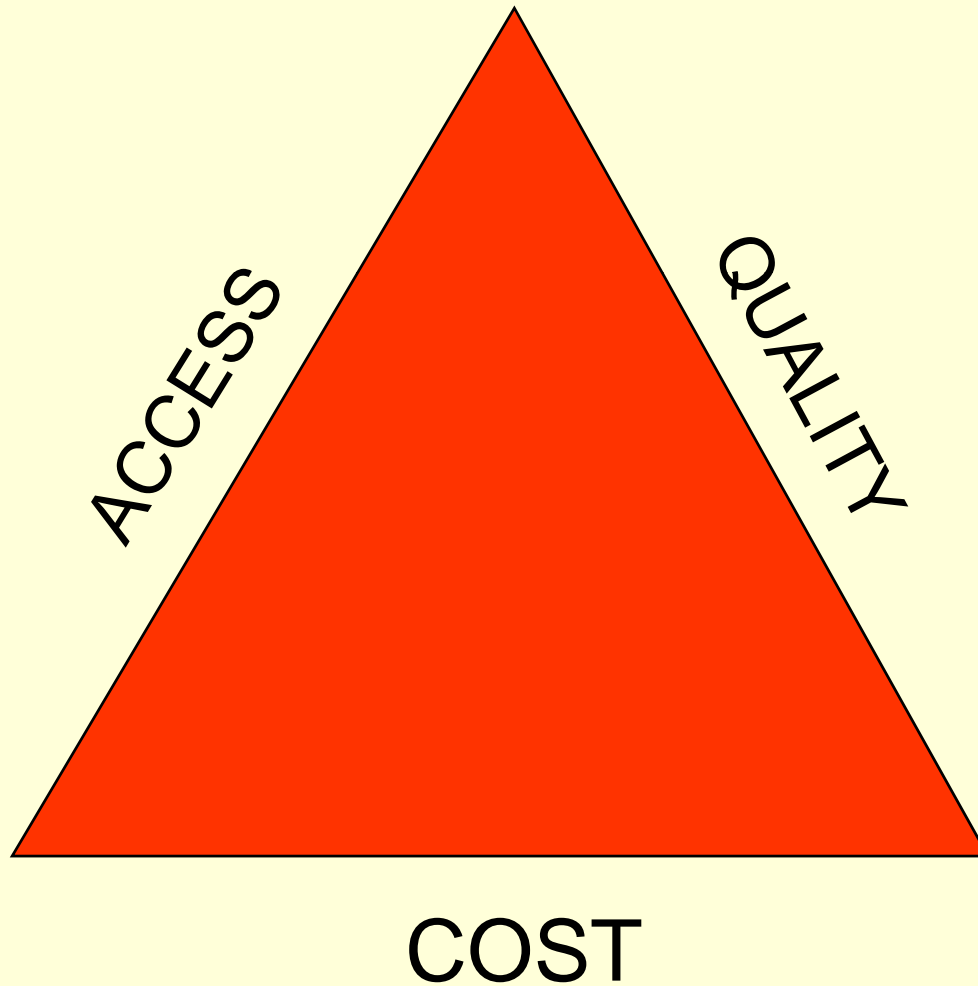
**Distance Education:**

**The Ends**

# The Central Challenge

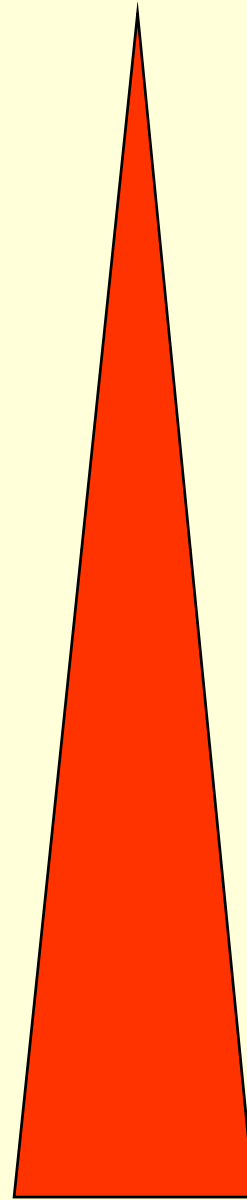
- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

# The Iron Triangle



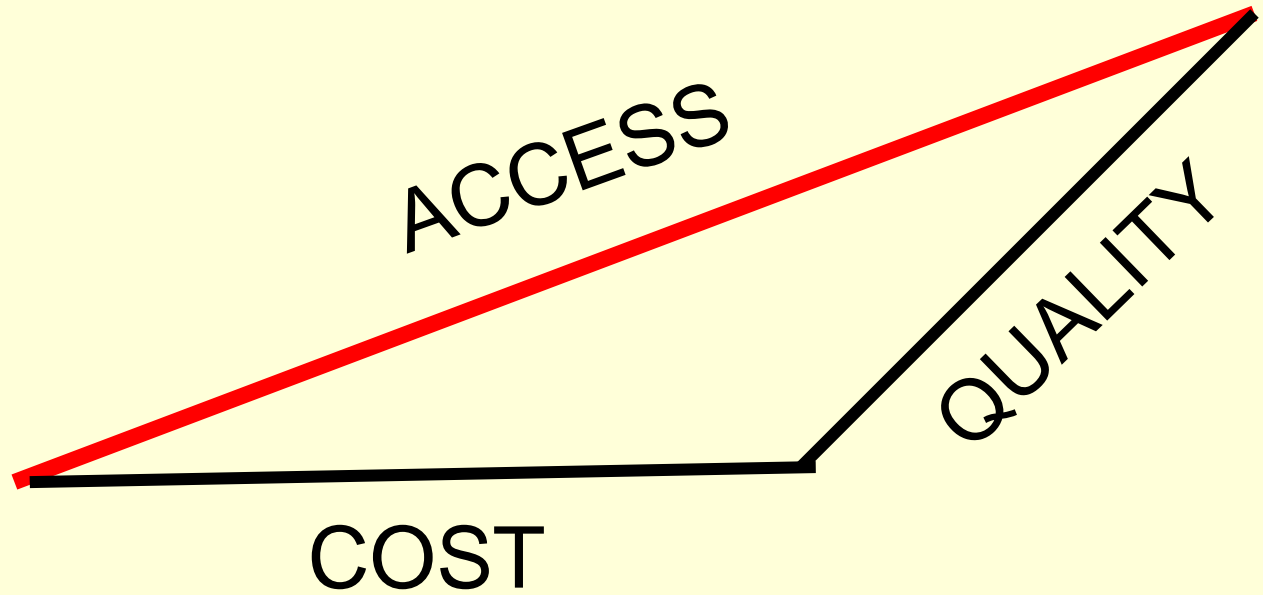
**ACCESS**

**QUALITY**

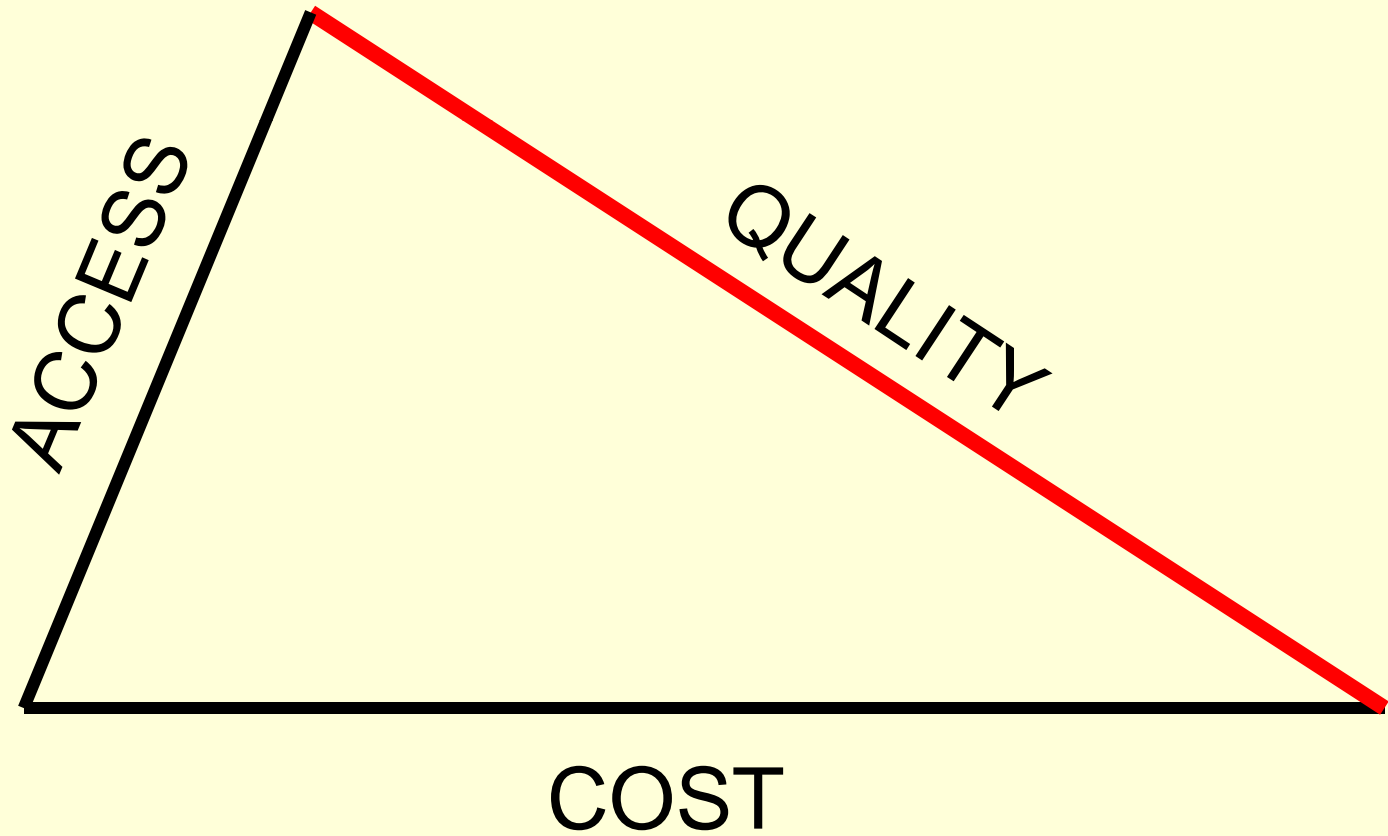


**COST**

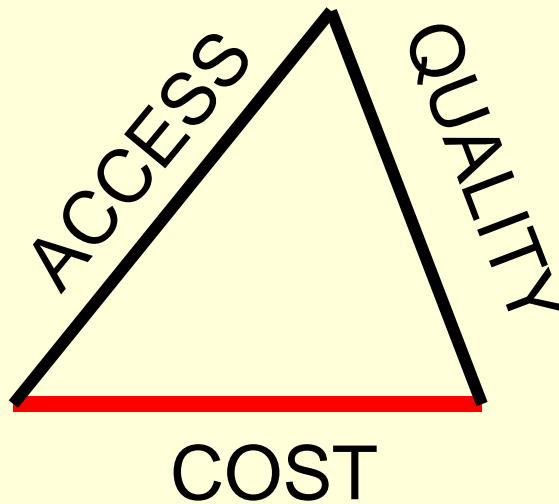
# The Iron Triangle



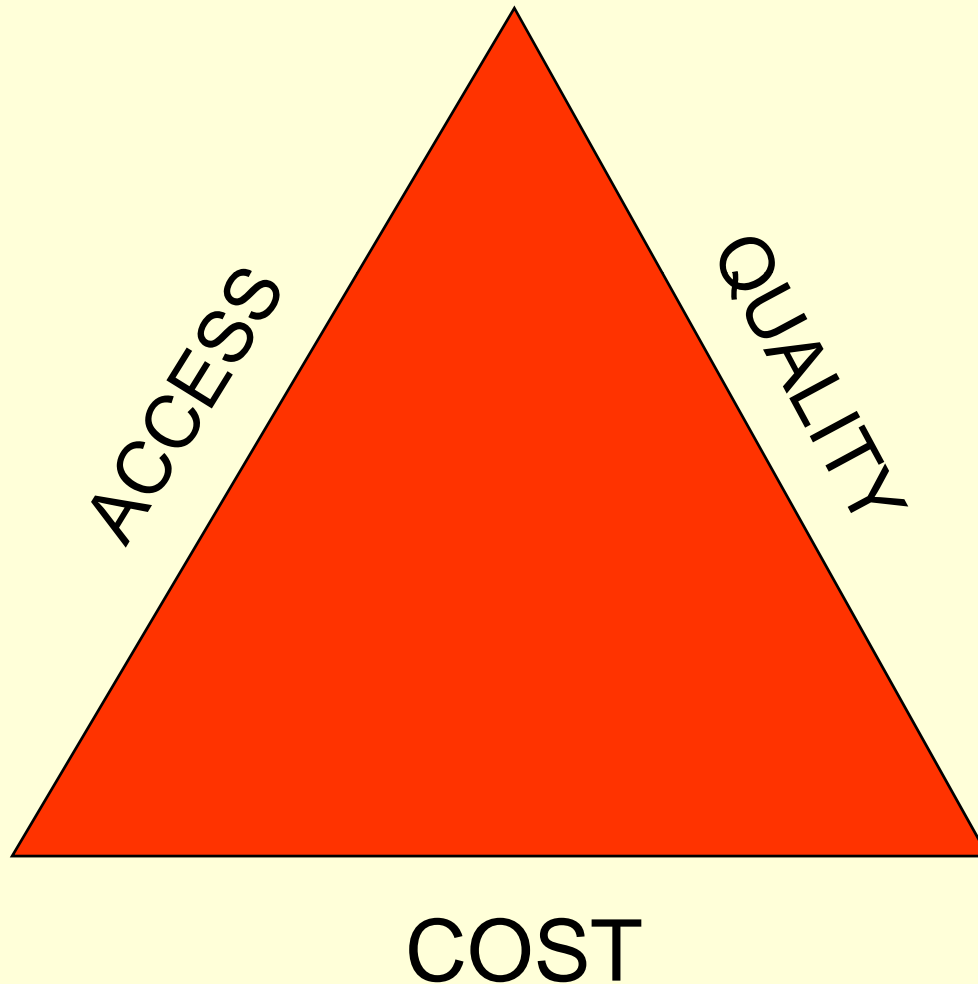
# The Iron Triangle



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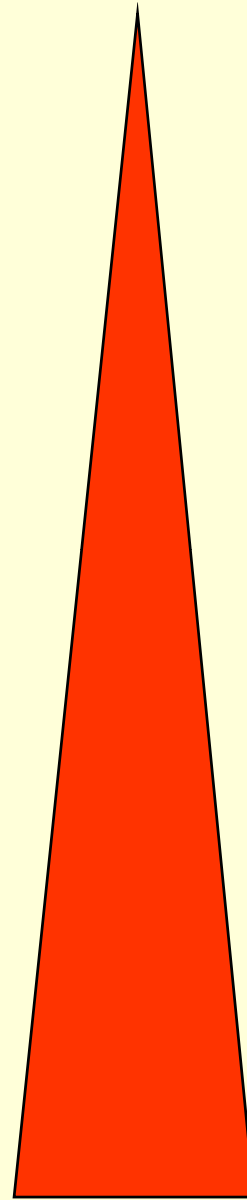


**“an insidious link between  
quality and exclusivity”**



**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**



**The Open University**

220,000 students for UKOU awards,  
of which  
>60,000 outside the UK



The Open University

# OpenLearn

Making educational resources freely available

# 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 top for student satisfaction



## The Open University

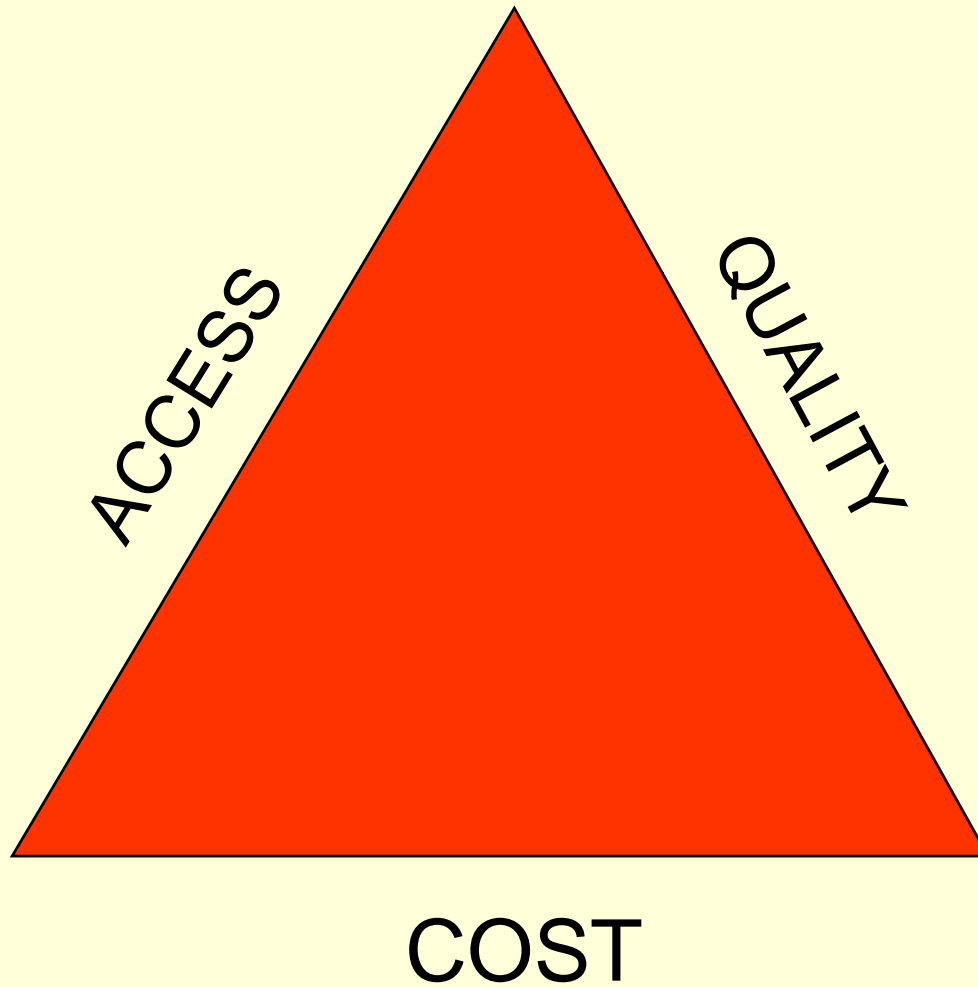
- Costs 60 - 80% of conventional

# The Technology Revolution

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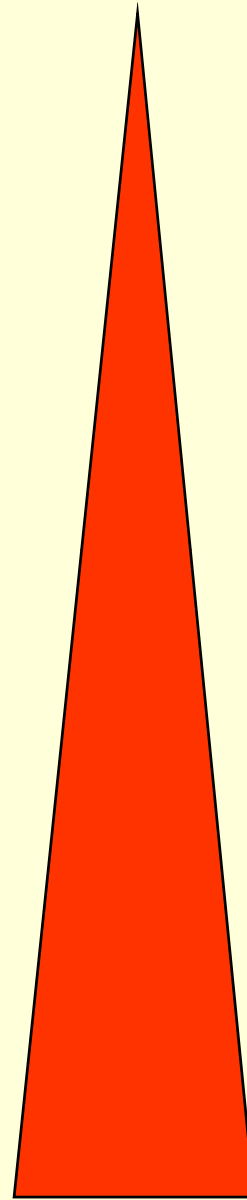
**ALL AT THE SAME TIME!**

# The Iron Triangle



**ACCESS**

**QUALITY**



**COST**

# Principles of Technology

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**1723-1790**

**Distance Education:**

**The Means**

# DISTANCE EDUCATION

2 approaches:

- Remote-classroom teaching
- Distance learning

# DISTANCE EDUCATION

2 approaches:

- Remote-classroom teaching

*PROBLEMS:*

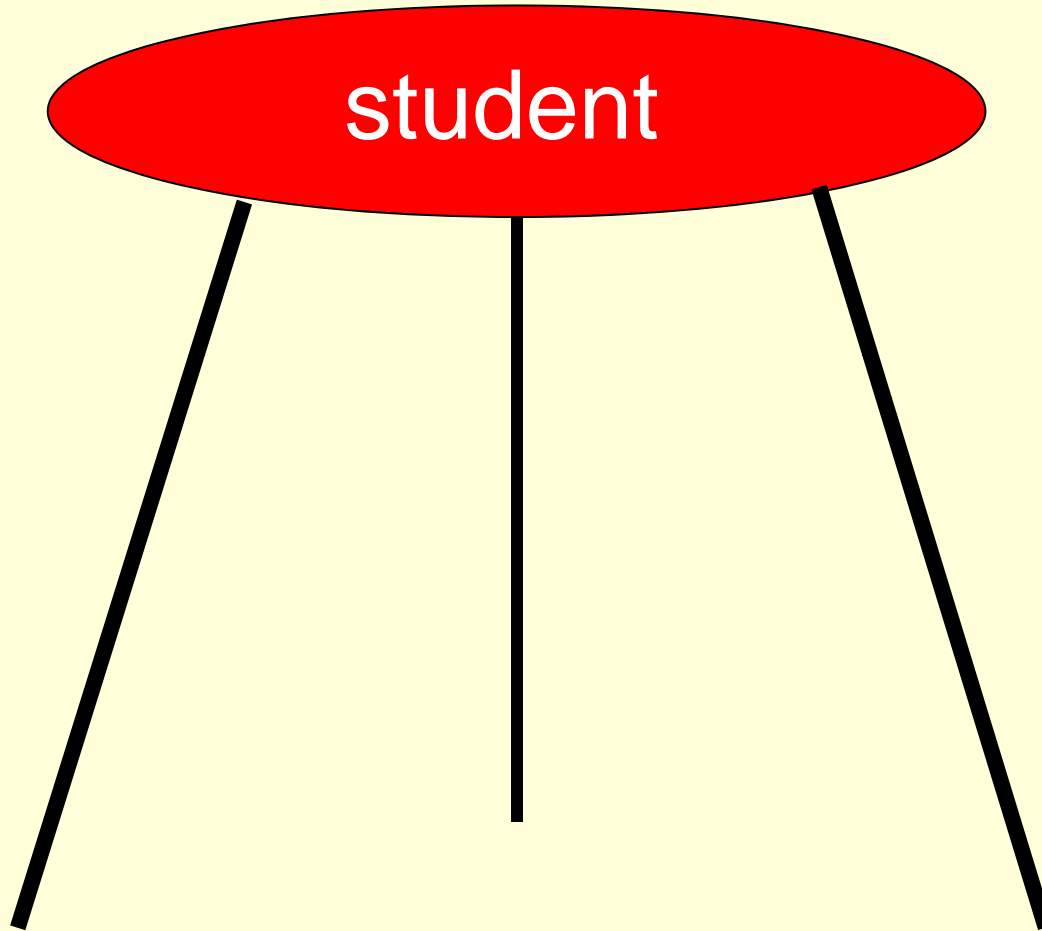
- *expensive*
- *not scaleable*
- *inflexible*

# DISTANCE EDUCATION

2 approaches:

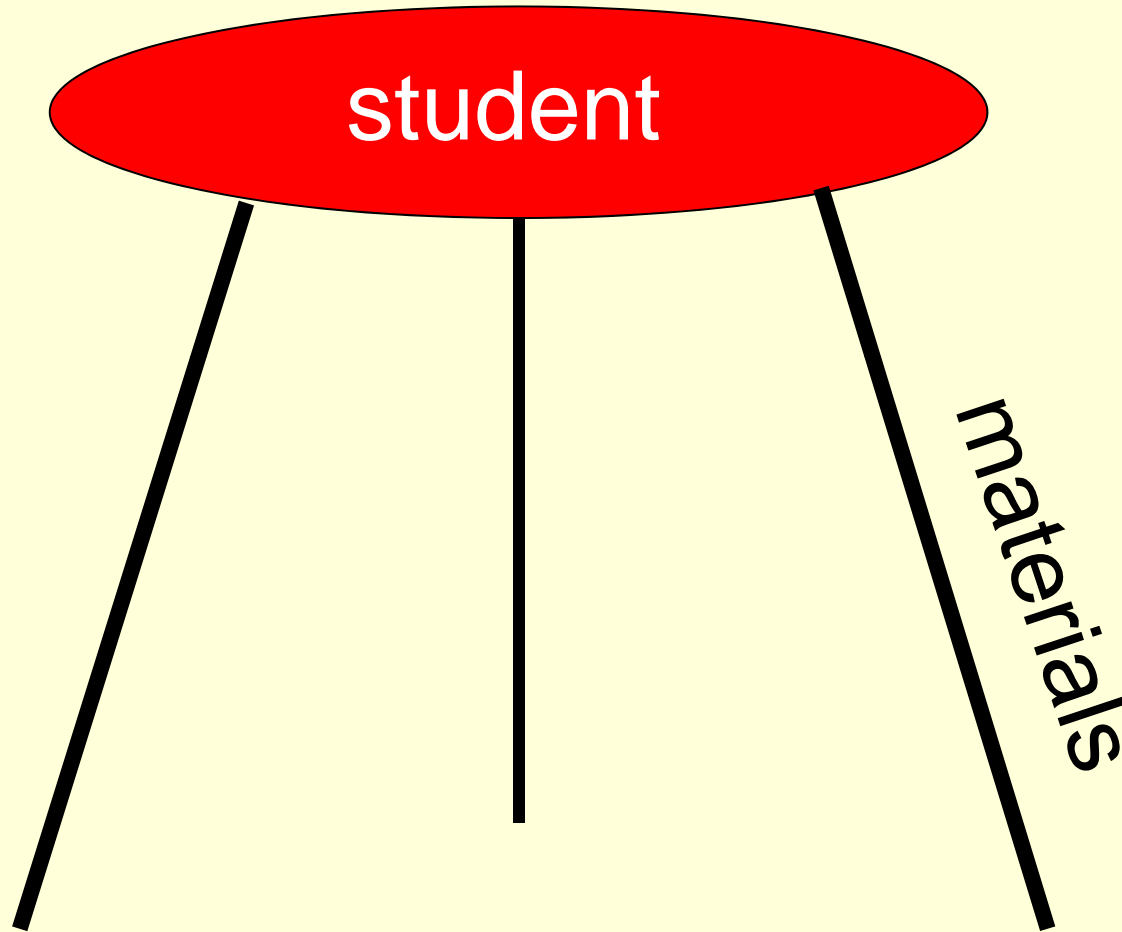
- Remote-classroom teaching
- Distance learning

# DISTANCE LEARNING



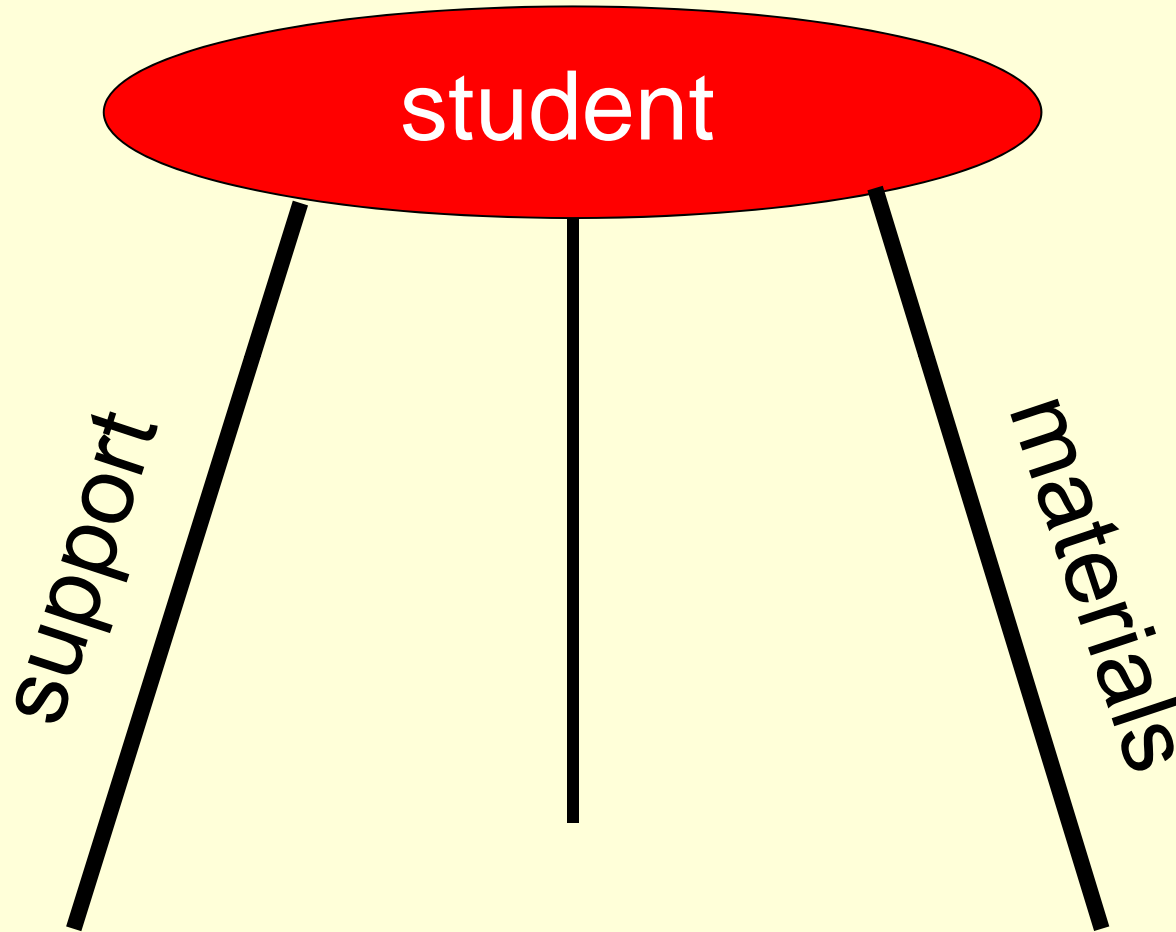
a three-legged stool

# DISTANCE LEARNING



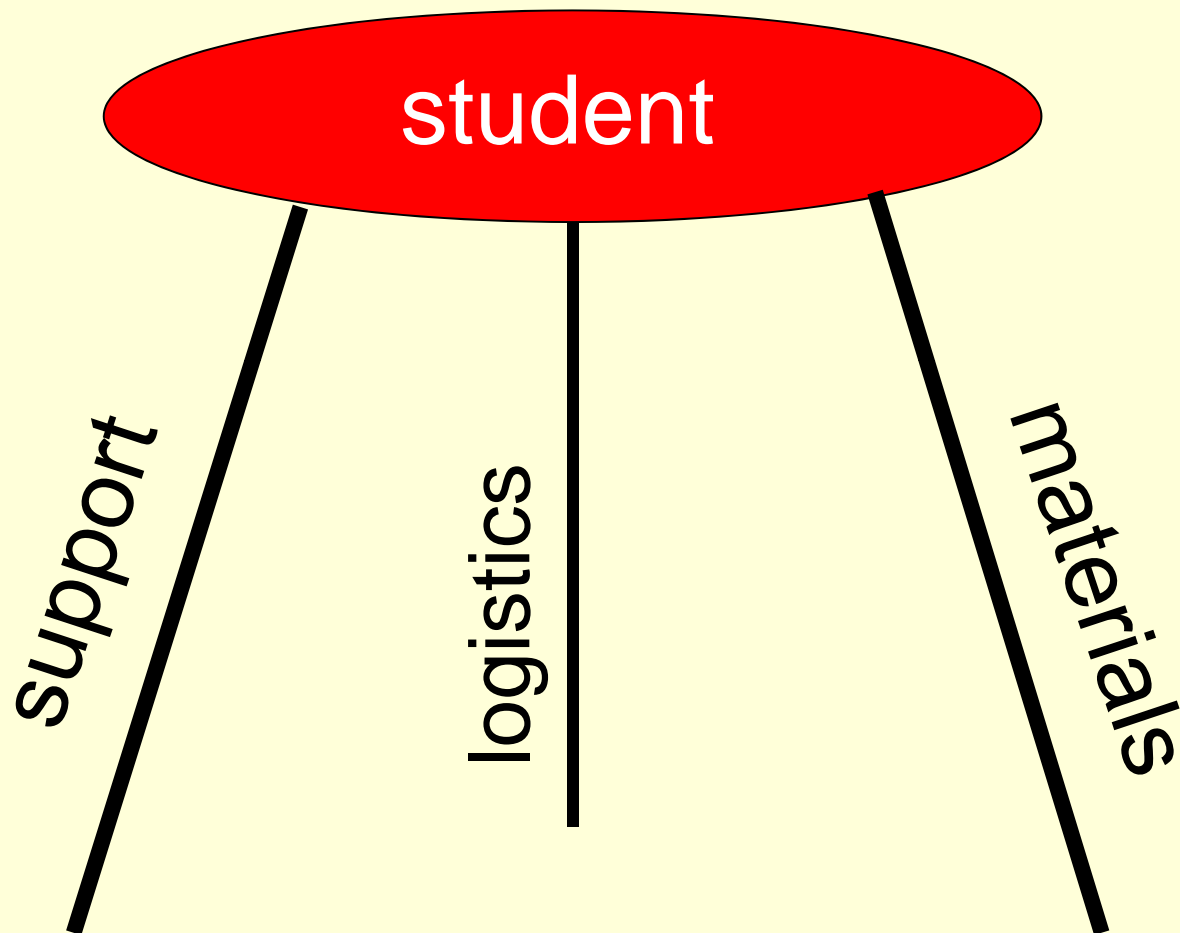
a three-legged stool

# DISTANCE LEARNING



a three-legged stool

# DISTANCE LEARNING



a three-legged stool

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

# Mega- Universities & Knowledge Media

Technology Strategies  
for Higher Education

John S Daniel

# Distance Education: The Opportunities

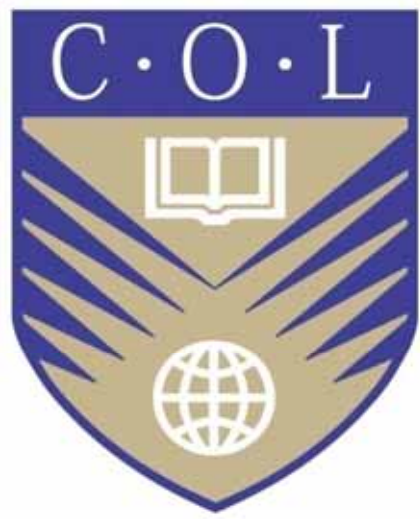
# LEARNING MATERIALS

Use media that allow:

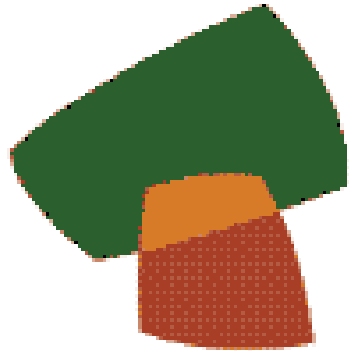
- Economies of scale
- Quality of scale

# **OPEN EDUCATIONAL RESOURCES**

'learning resources in digital formats that are freely available for adaptation and use by anyone'.



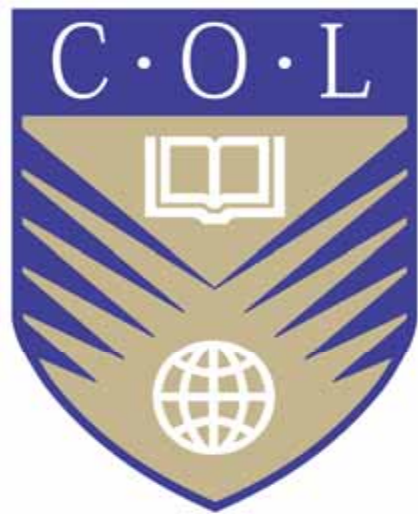
# Teacher Education (Abdurrahman Umar)



# TESSA

**Teacher Education in Sub-Saharan Africa**





# Integrating eLearning (Wayne Mackintosh)



WikiEdProfessional eLearning Guidebook - WikiEducator - Firefox

File Edit View Go Bookmarks Tools Help

http://www.wikieducator.org/Wiki

Navigation: Main Page, Community portal, Current events, Recent changes, Random page, Help, Donations

Contents

- 1 About the eLearning Guidebook
- 2 Main Chapters
- 3 We need your help
- 4 Experimenting with interoperable content
  - 4.1 Cut and paste into eXe if
  - 4.2 Importing text using the Wikieducator iDevice feature
  - 4.3 Creating a Web version of customised content

About the eLearning Guidebook [edit]

Click on this edit tab if you want to work on the whole page

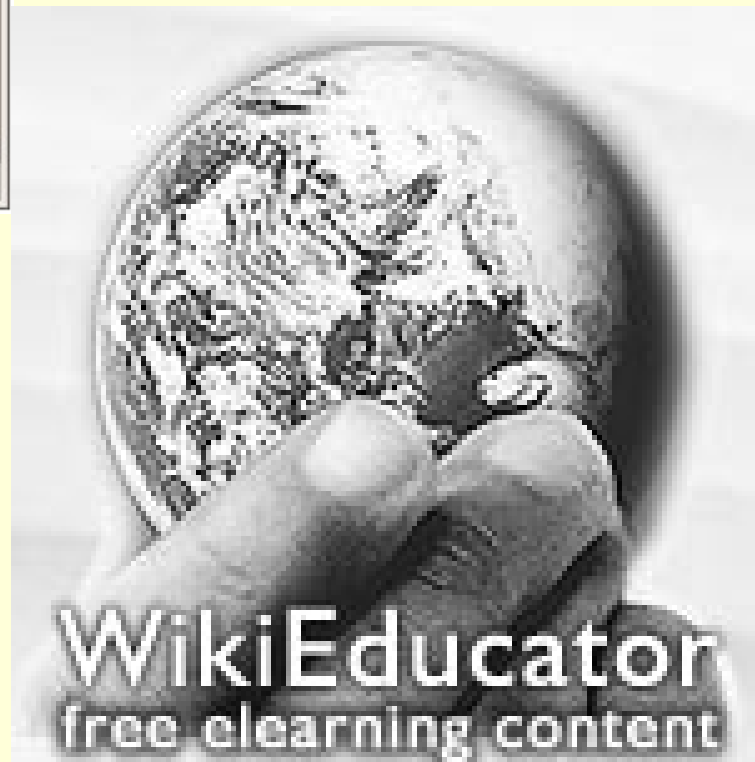
Click on this edit tab to work on a subsection of the page

COMMONWEALTH of LEARNING  
Commonwealth Educational Media Centre for Asia

toolbox  
http://www.wikieducator.org/Main\_Page

# WikiEducator

# The Community

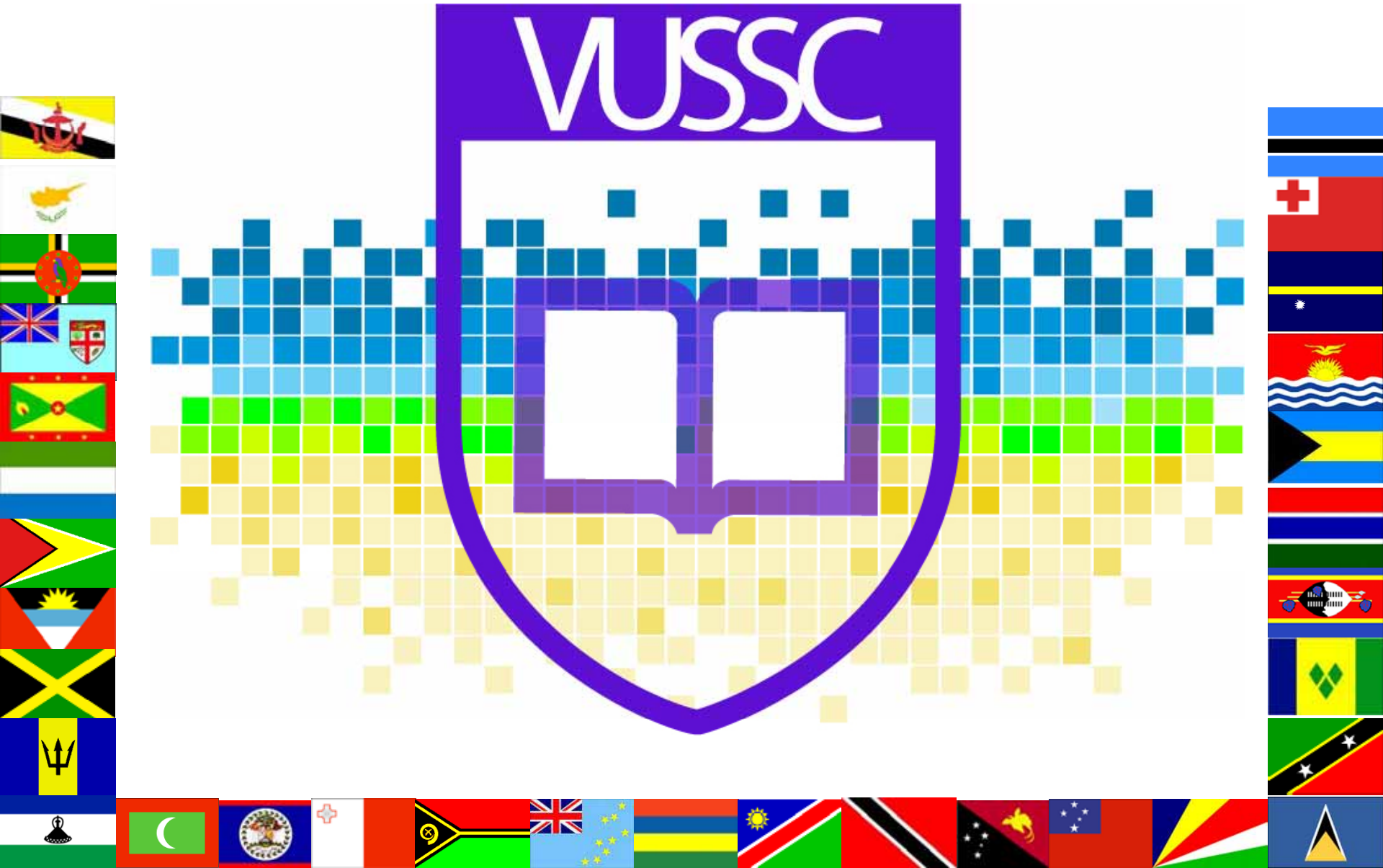


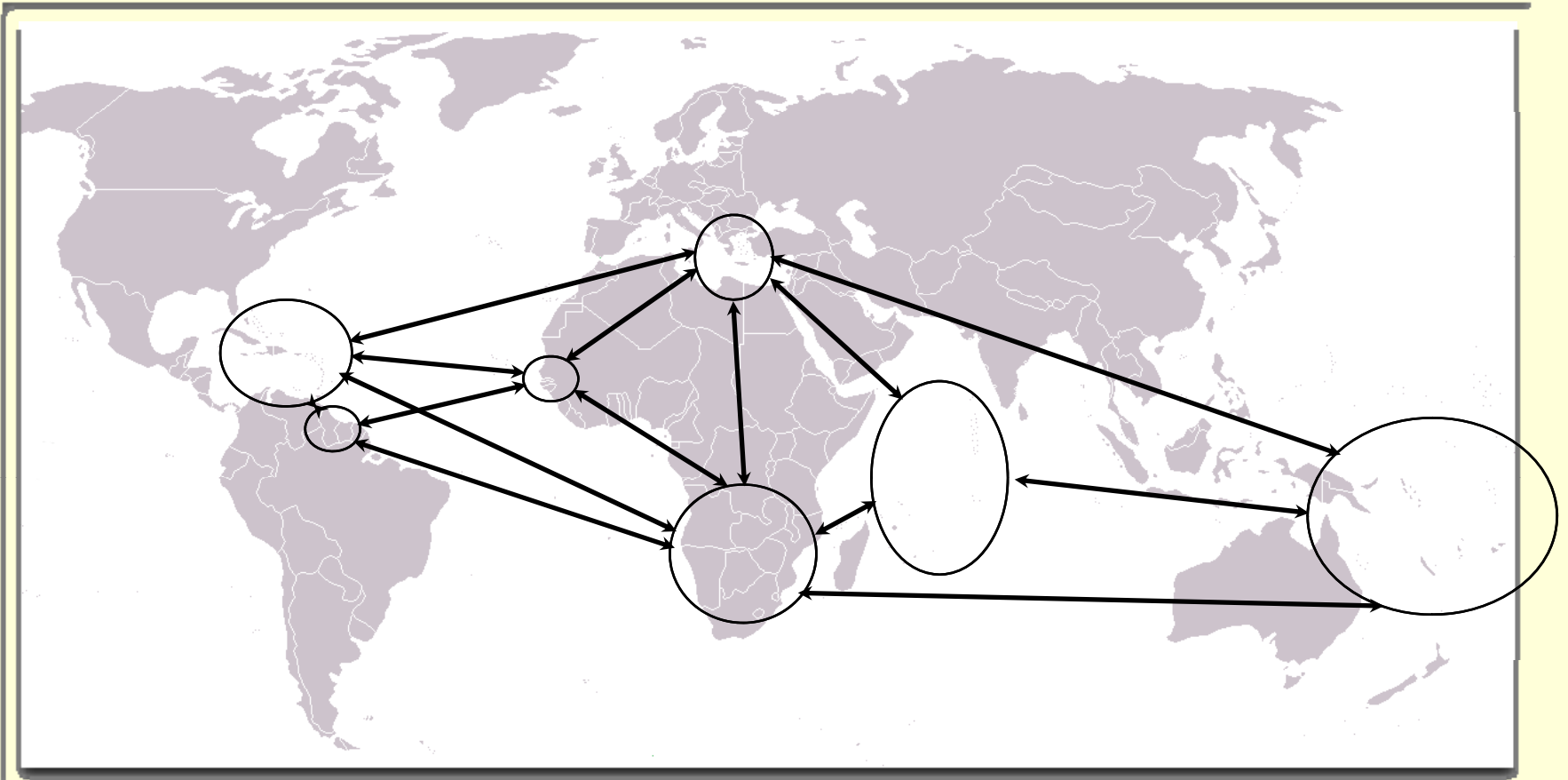
# Learning4Content



Learning4Content provides free skills training in Wiki technology for educators in the Commonwealth. In return, educators sign a Learning Contract, agreeing to provide a free content lesson on WikiEducator.

# The Virtual University for Small States of the Commonwealth





. . . a linking structure . . .

to help build human capacity and strengthen  
countries

# Mauritius VUSSC Boot Camp – August 2006



**“Eco-tourism”**

# Maldives VUSSC Boot Camp – March 2010



**“Agriculture”**

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

# Mega-Universities & Knowledge Media

Technology Strategies  
for Higher Education

John S Daniel

JOHN S. DANIEL

open &  
flexible  
learning  
series

# MEGA-SCHOOLS, TECHNOLOGY AND TEACHERS

ACHIEVING EDUCATION FOR ALL

ROUTLEDGE

MEGA-UNIVERSITIES AND KNOWLEDGE MEDIA

# 巨型大学 与 知识媒体

## —高等教育的技术战略

TECHNOLOGY STRATEGIES FOR HIGHER EDUCATION

[英] 约翰·丹尼尔 著  
丁兴富 译

上海高教电子音像出版社



Distance Education:

The Threats

# ODL at scale

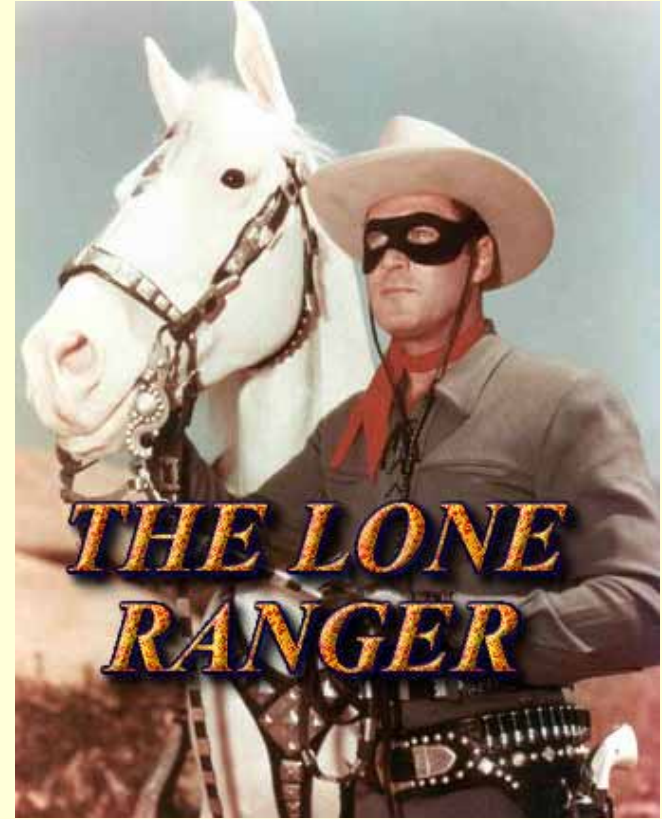
3 sub-systems:

- Administration/logistics
- Course Development
- Student Support

They can continue with the cottage industry approach, with each academic doing their own thing and taking care of every step in the instructional process.



Back to  
teaching  
as a  
cottage  
industry?



The "Lone-Ranger"  
approach to eLearning  
(Professor Tony Bates)

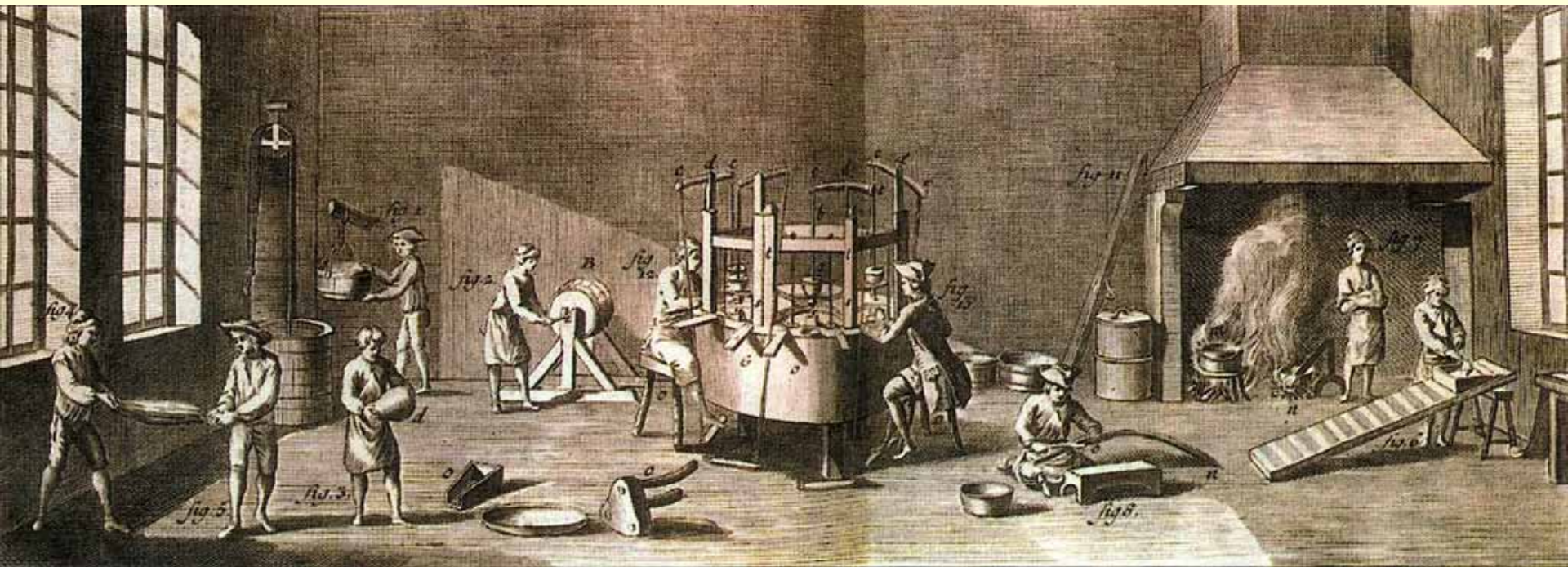
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**Adam Smith**  
**1723-1790**

## THE PIN FACTORY



# Adam Smith's Pin Factory



...the monumental function of universities has always trumped considerations of cost-effectiveness...

...send me any studies you have that shows eLearning to have increased the overall cost-effectiveness of an educational institution...

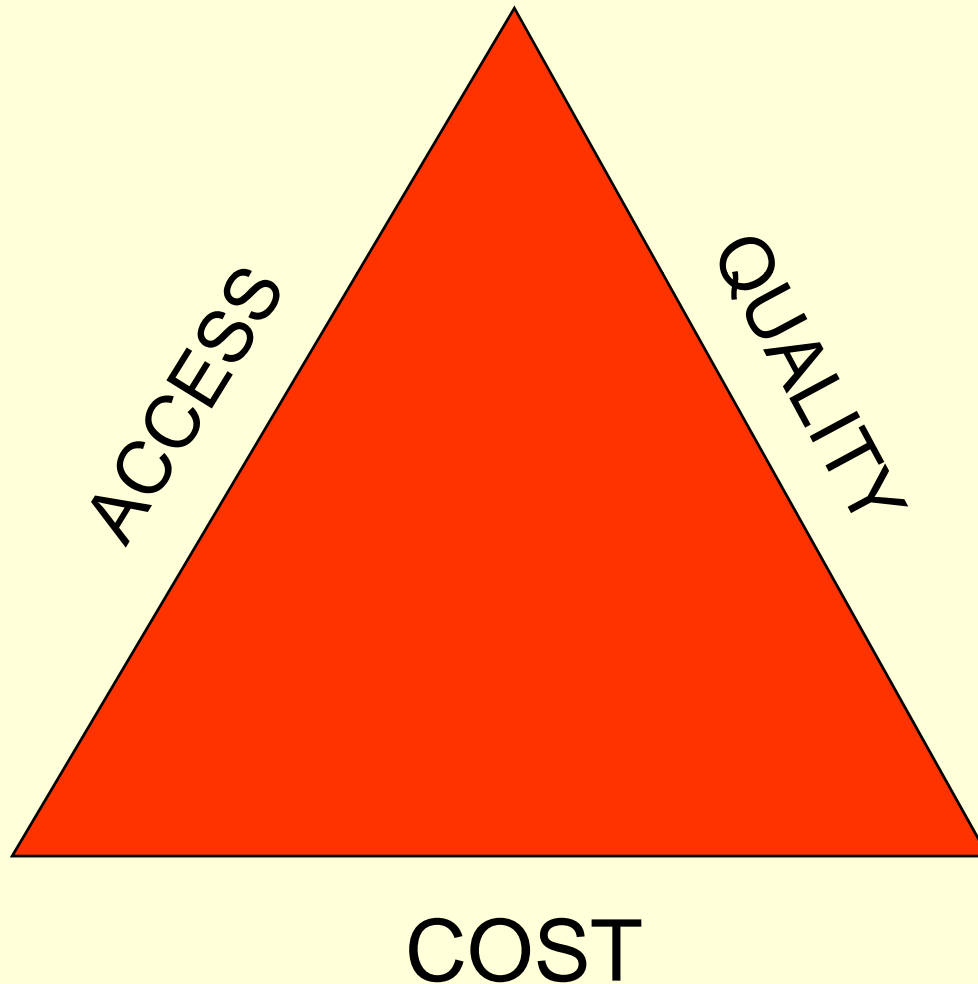
[jdaniel@col.org](mailto:jdaniel@col.org)





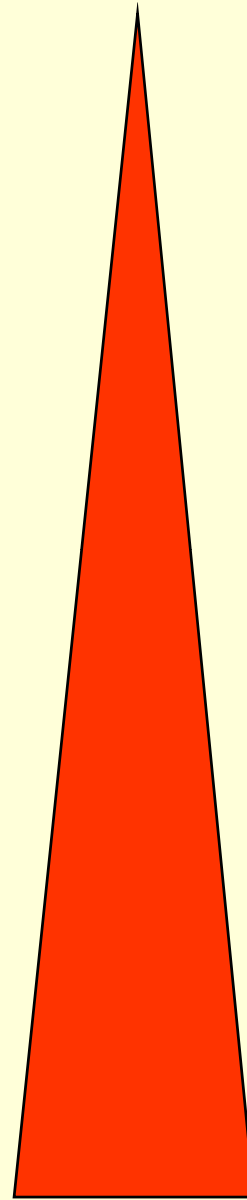
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**“an insidious link between  
quality and exclusivity”**



**ACCESS**

**QUALITY**



**COST**

The background features a green gradient with faint, stylized icons: an open book at the top left, a hand with fingers spread in the center, and a globe at the bottom left. The text is centered and rendered in white.

# THANK YOU

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