

Access to Learning Content through Mobile: Implications to Critical Thinking and Collaboration in Learning

Neil Ballantyne

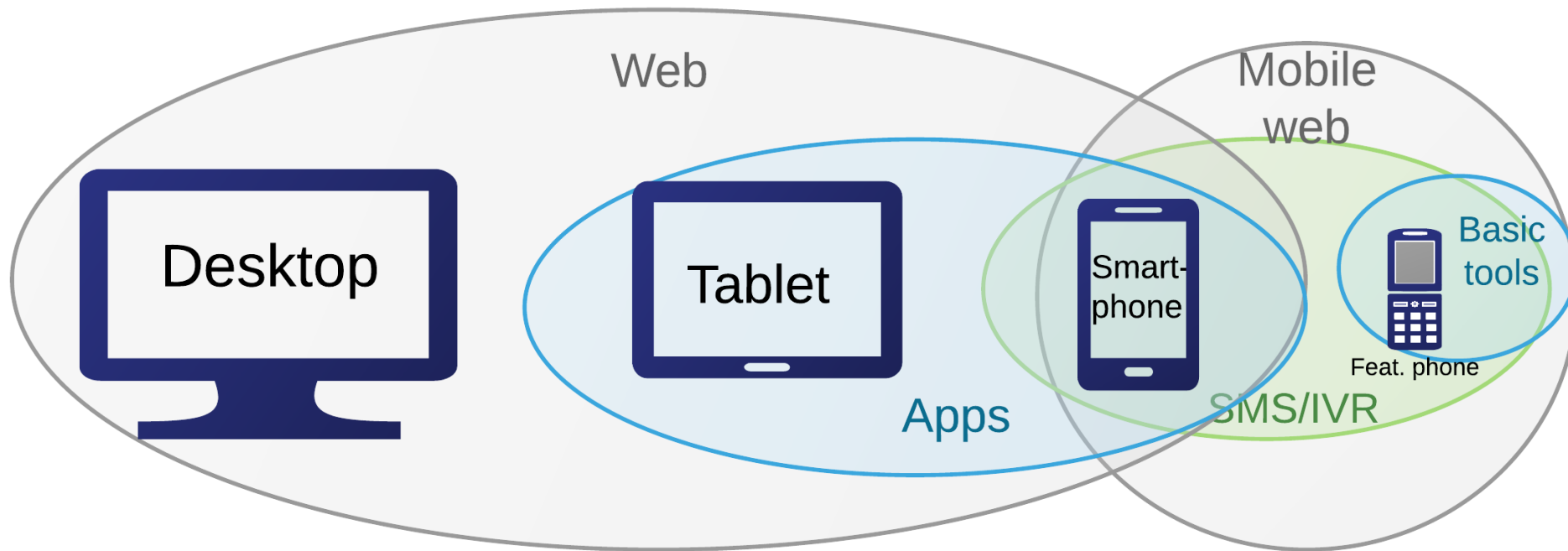
Manila 01 December 2015



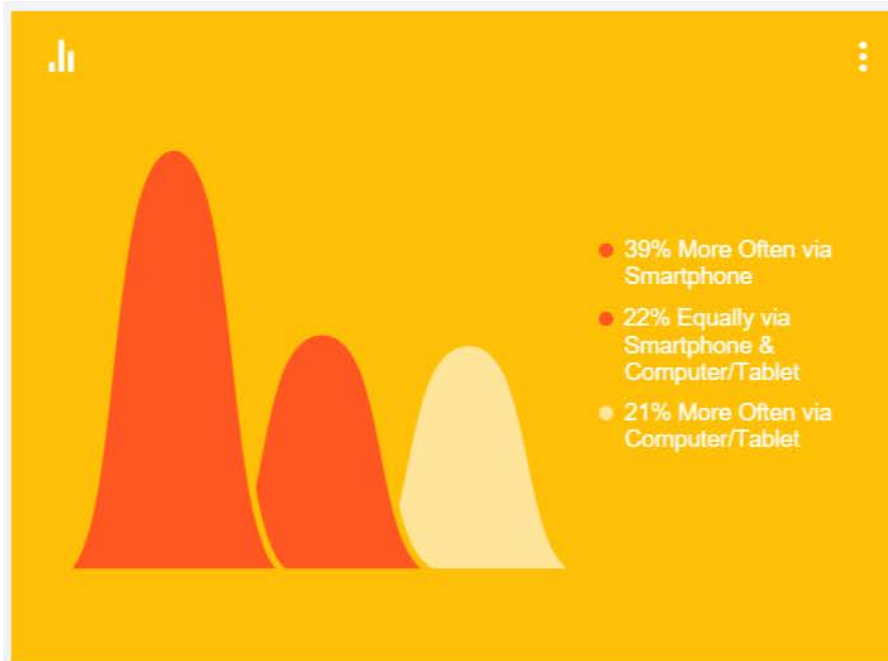
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A simplified definition of mobile



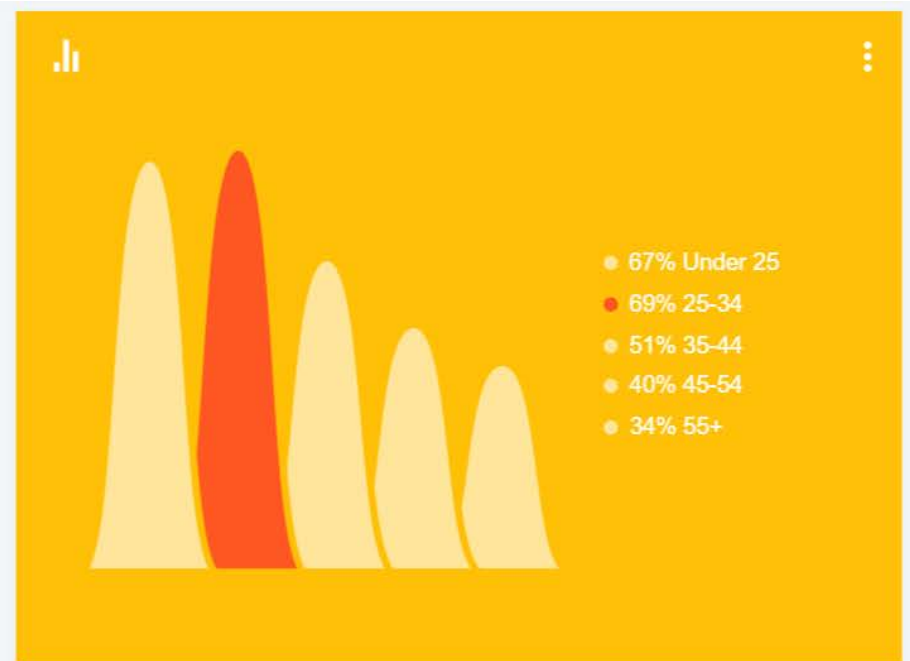
Smartphone usage in Philippines



Devices Most Often Used to Come Online



Smartphones are a crucial access point for people coming online.



Smartphone Use by Age Group



Smartphones are used across all age groups.

Source: Google Consumer Barometer

Philippine overview

GSMA Intelligence Country Overview: Philippines

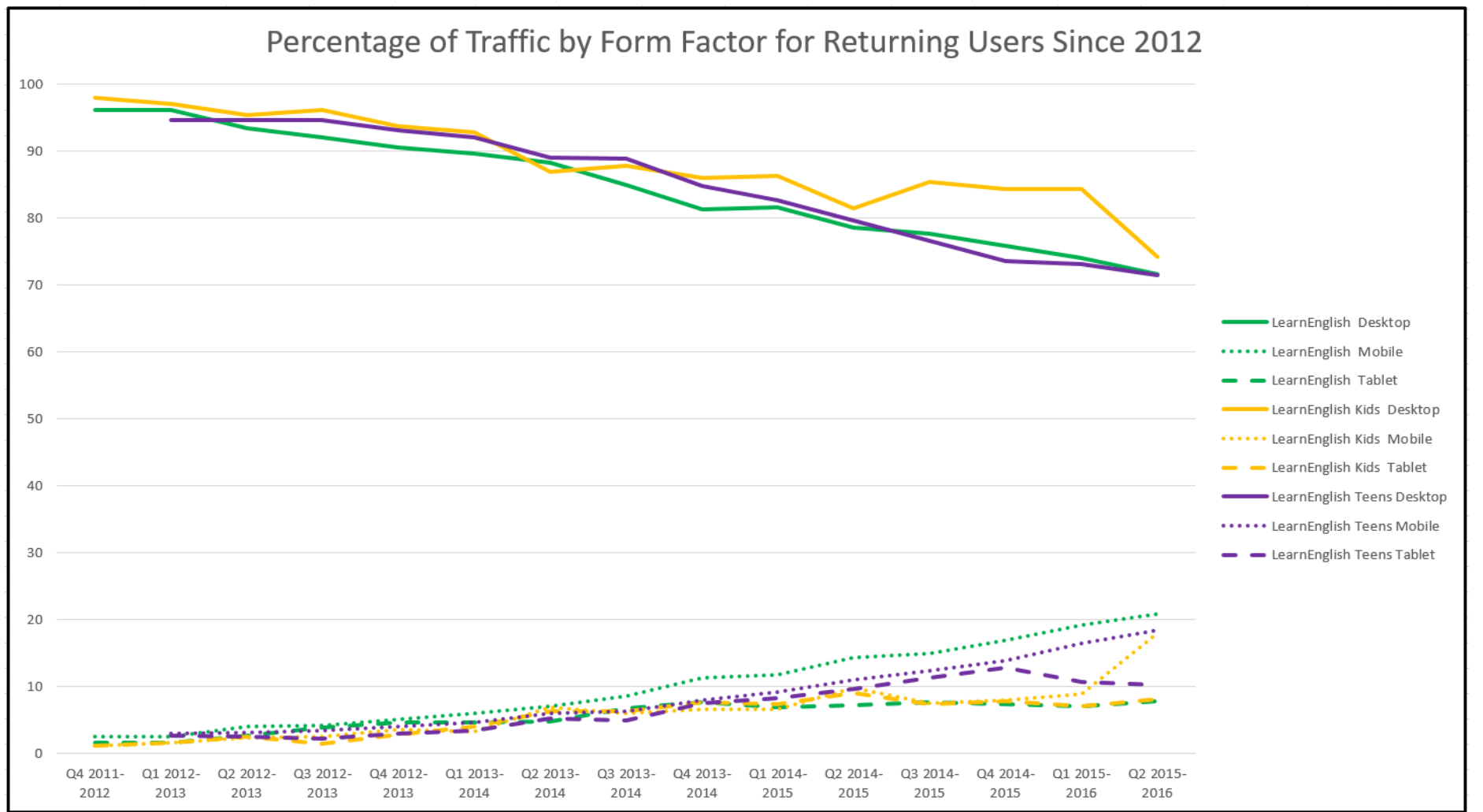
Executive summary

1. The Philippines has become one of the fastest growing economies and mobile markets in Asia; its economy has undergone an 11% average annual rise in the last 3 years, and unique mobile subscriber growth has averaged 6% over the same period. However, it is the level of consumer engagement with mobile and technology that has come to differentiate it from other fast growing peers in Asia.

Known as the “texting capital of the world” and the “social media capital of the world” at various times over the last few years, the Philippines has an advanced mobile market when compared to other similar countries. Half of the population subscribes to mobile services, 3G penetration is relatively high at just under 40%, smartphone adoption is rapidly growing, and internet penetration is increasing at the fastest rate of any country in Asia with the vast majority of new users coming online via mobile.



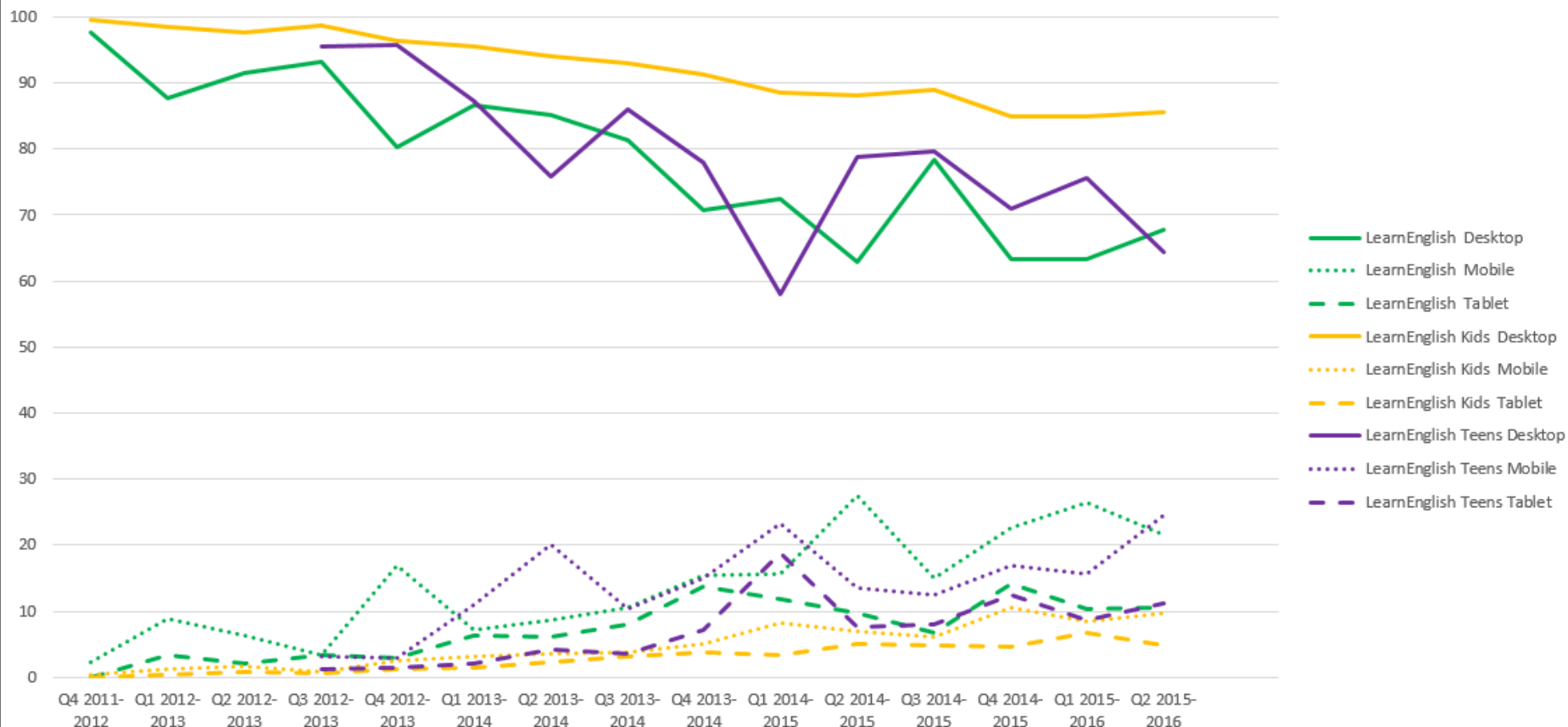
Global traffic for British Council learning websites



Source: British Council | Google Analytics

PH. traffic for British Council learning websites

Percentage of Traffic by Form Factor for Returning Users Since 2012 (Philippines)



Source: British Council | Google Analytics

Moving to mobile

- Within 12 – 24 months, mobile will overtake desktop as the primary access point for learning materials.
- This has implications for
 - designers of online learning content
 - teachers disseminating content
 - schools providing access to learning materials.
- Content will need to be mobile friendly and accessible across all form factors.

Learning on the ~~go~~ sofa



Affordances

- Ubiquity
- Convenience – always available
- Mobility
- Just-in-time access to learning

Just-in-time access to learning



Affordances

- Ubiquity
- Convenience – always available
- Mobility
- Just-in-time access
- Capturing personal experiences and data
- Storage of personal content and content to share and provide context
- Opportunity for BYOD

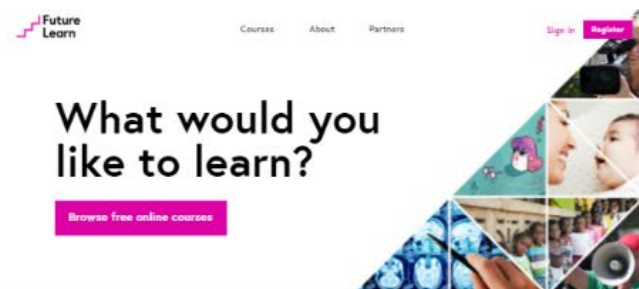
Capturing personal experiences



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- Opportunity for BYOD
- Communications

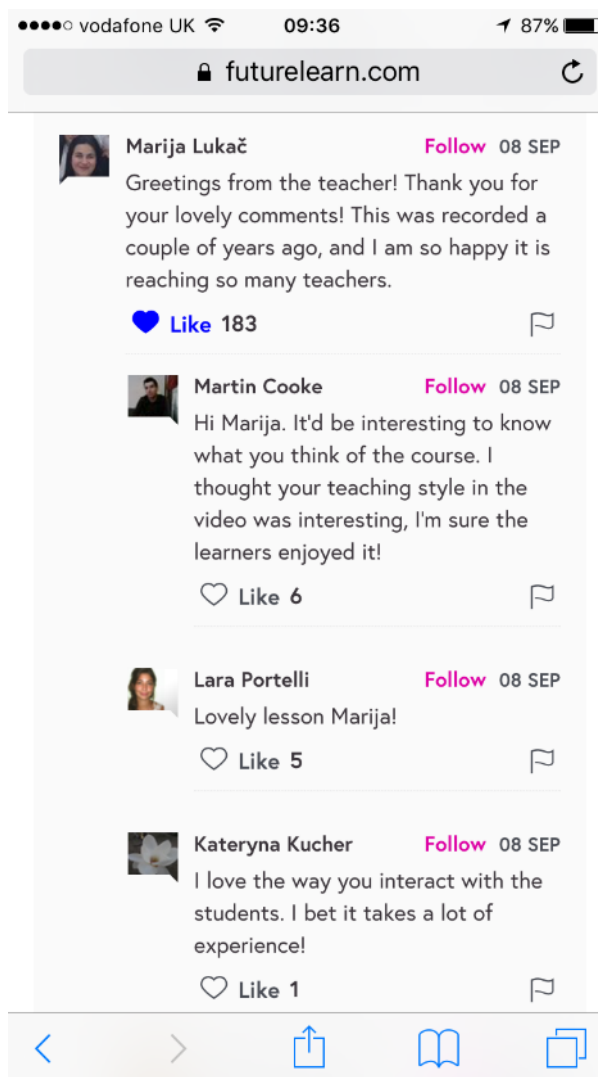
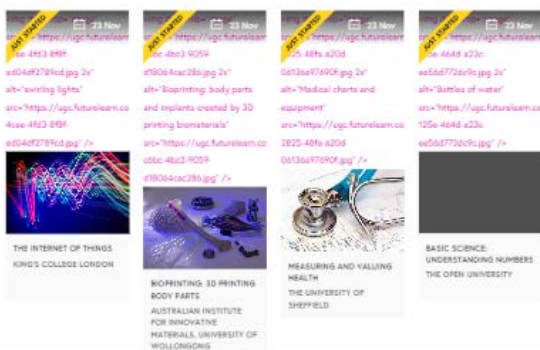
Massive communication



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Upcoming online courses



Exploring English: Language and Culture



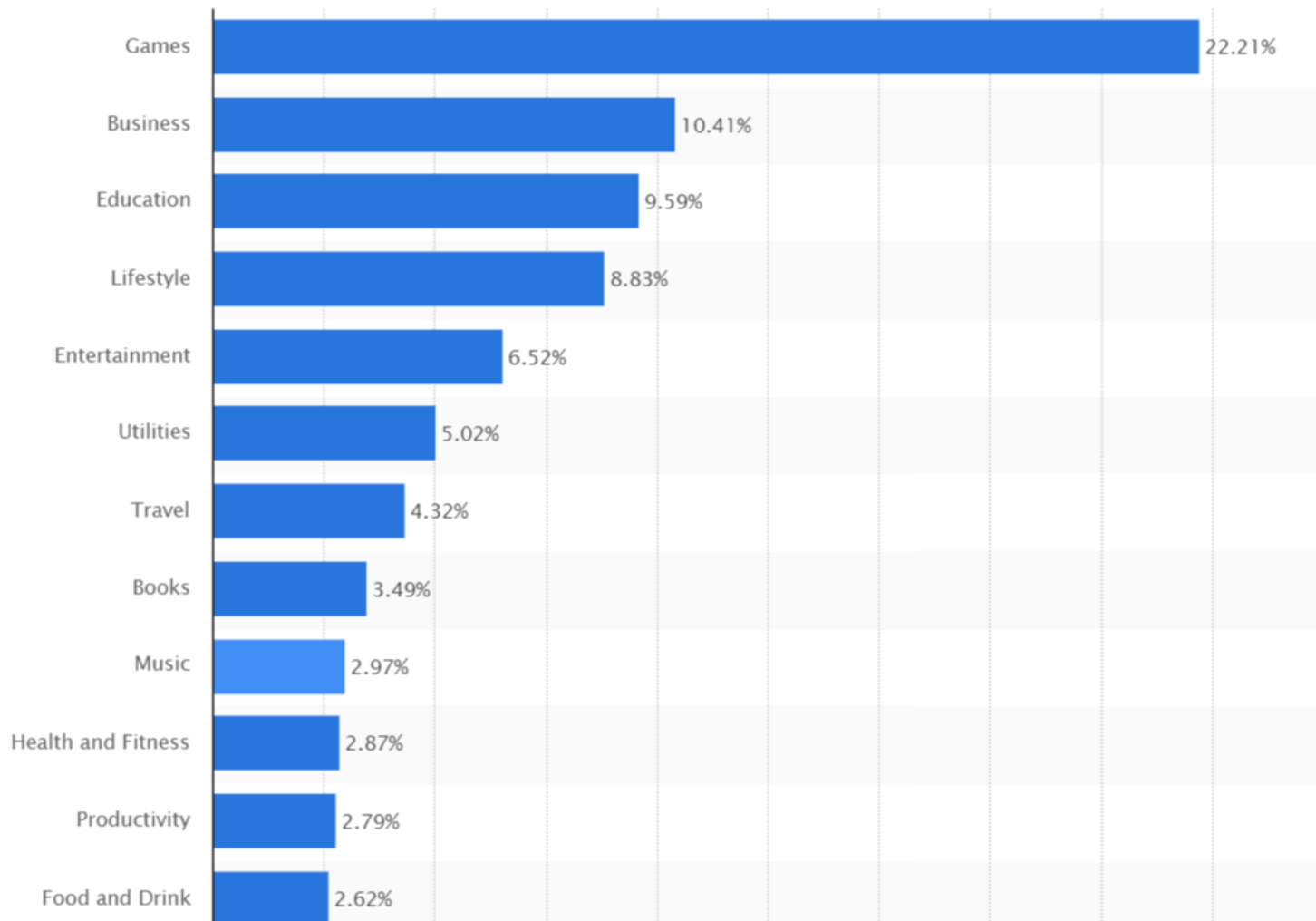
This course for learners of English looks at British culture and examines English in use to help you improve your language skills.

[Join now - starts 2 Feb](#)

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- Massive app stores

Education – 3rd biggest app store category



Source: Statista

Philippines app market size

PHILIPPINES

July 01, 2015 - September 30, 2015 📅

Filter by: Device

All

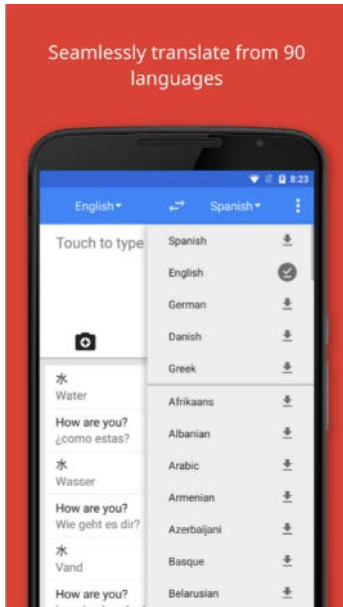
Category Performance Matrix

Demand / Supply

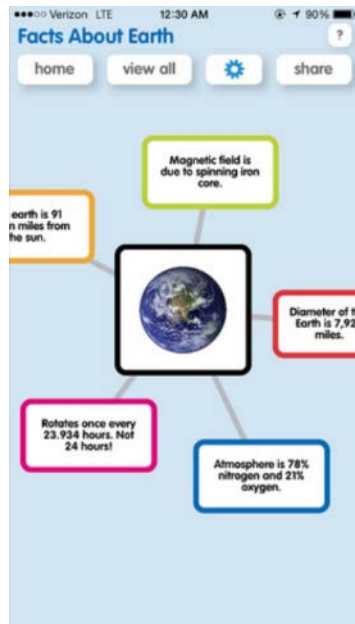
Category ↕	In-Period Downloads ↕	Growth ↕	In-Period Revenues ▼	Growth ↕
Travel	2,486,156	86.8%	\$5,250,733	277.8%
Productivity	2,135,819	-7.6%	\$2,388,383	-15.5%
Education	1,657,214	5.4%	\$2,205,011	-5.7%
Reference	1,640,685	13.9%	\$1,946,248	82.7%
Business	2,328,796	178.7%	\$1,590,004	-34.9%
Medical	400,042	-3.0%	\$1,331,262	-19.7%
Entertainment	2,798,489	-16.1%	\$1,322,063	70.0%
Music	2,956,299	-66.2%	\$1,218,335	-95.2%

Source: Priori Data

Apps for the in and outside the classroom



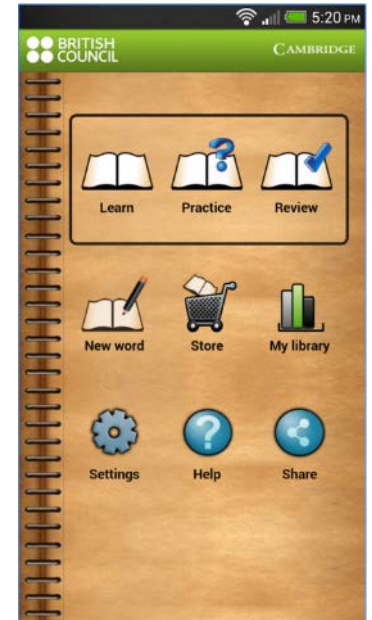
Google Translate



Popplet



Puppet Pals



MyWordBook

An evaluation criteria

Content

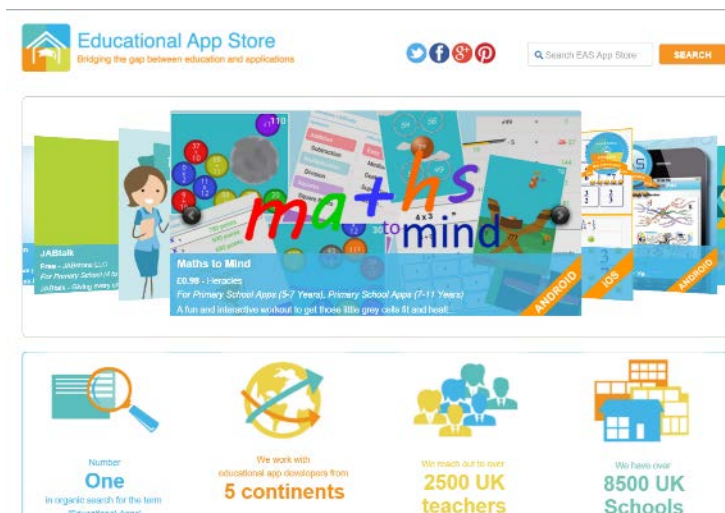
**Technical
implemen-
tation and
usability**

**Interactivity
and
engagement**

Educational app curation



Fundamentally Children – Good App Guide



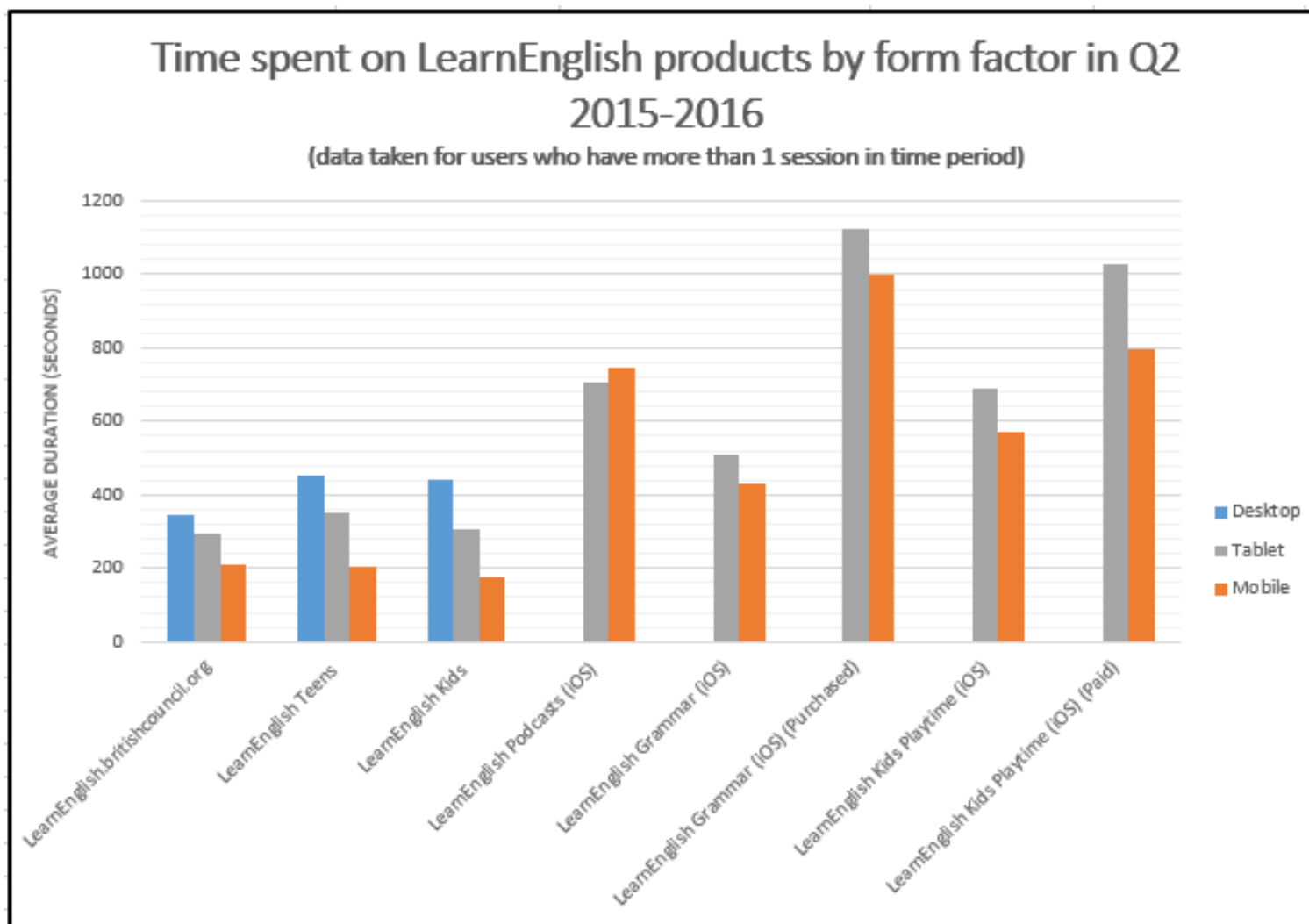
Educational App Store

Common Sense Media - Educator

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- +++++

Web vs apps – time spent learning by product



Source: British Council | Google Analytics

Web vs apps – time spent learning by activity

	Website Ave. Session Duration	App Ave. Session Duration
Listening practice (LearnEnglish Podcasts)	00:08:23	00:11:06
Grammar practice	00:12:40	00:16:59
Kids videos	00:19:39	00:12:33

Source: British Council | Google Analytics

Warnings



Technology

Tablets 'eroding' children's digital skills

🕒 19 November 2015 | Technology



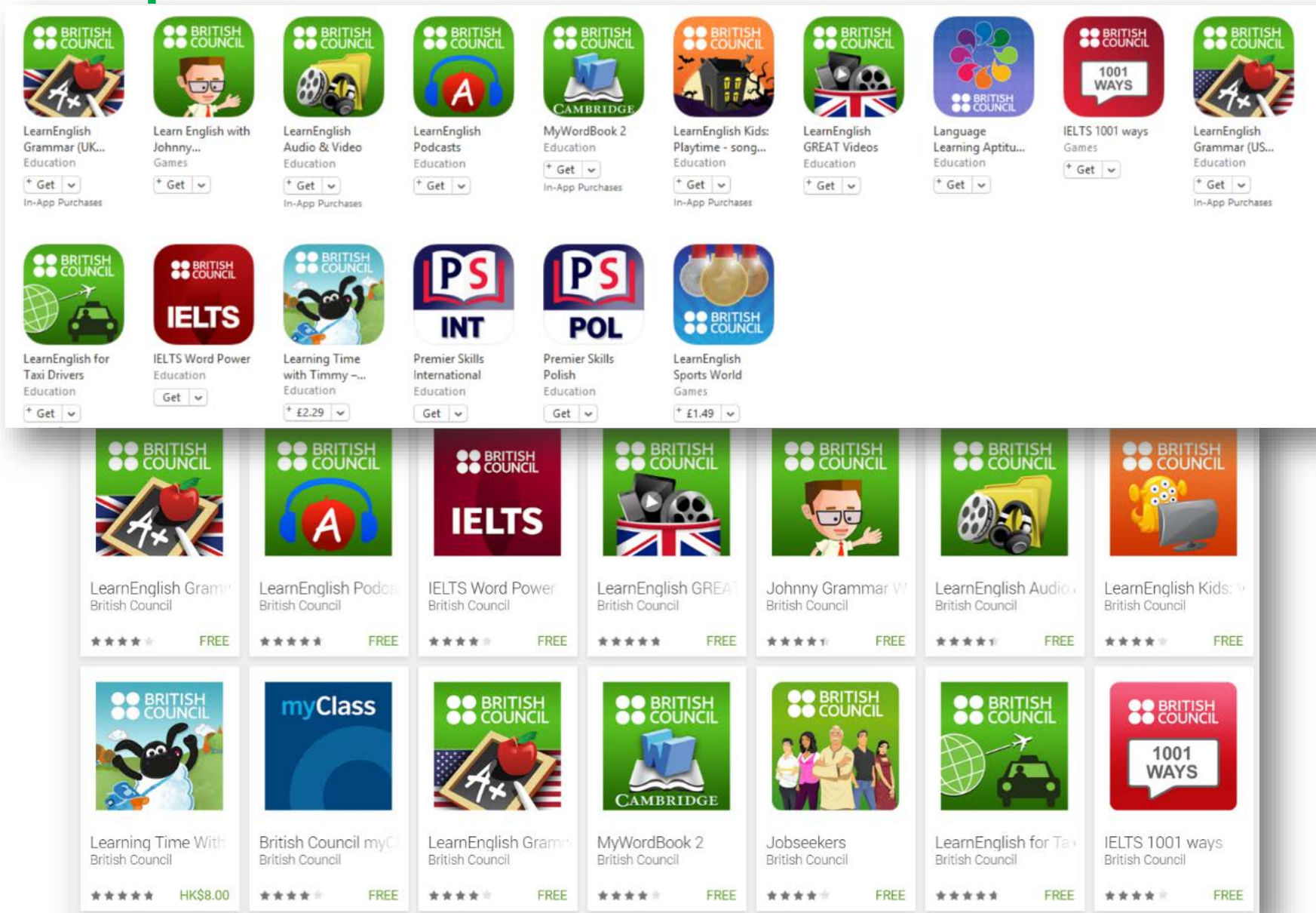
Children's growing use of mobile devices may hamper their learning of key technology skills, says a report.

Conclusions

The teacher is the killer app



The portfolio



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