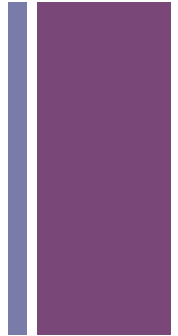


NAVIGATING THE LEARNING METAVERSE

Ellen Wagner, Sonoma Partners, LLP

+ THIS SESSION REFLECTS ON:

- Applications of Web 1.0 (publishing web), 2.0 (participative web) and 3.0 (3-D Web) for learning
- What industry analysts are saying about each of these categories of Web engagement
- Tip for navigating the learning metaverse to ensure that your “new blends” for learning maximize your investments in people and IT.



+ WELCOME TO THE METAVERSE

What happens when videogames meets Web 2.0?

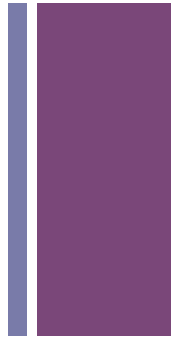
When virtual worlds meet geospatial maps of the planet?

When simulations get real, and life and business go virtual?

When you use a virtual earth to navigate the physical earth and your avatar becomes your online agent?

What happens is the METAVERSE.

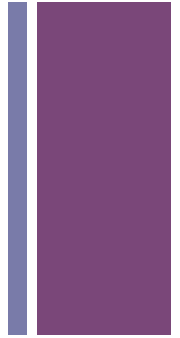
John Smart, et al (2008)
Metaverse Roadmap: Pathways to the 3D Web.
<http://www.metaverseroadmap.org/>



SETTING THE CONTEXT

- Innovative, emergent technologies alter everyone's expectations for learning
- Learning organizations that want to remain relevant need to consider how to deliver courses, content, connections and context in a world that is connected always and all ways.

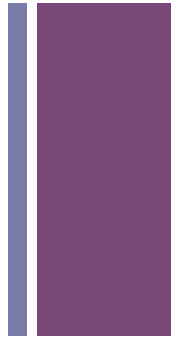
+ THE BIG TECHNOLOGY TRENDS



- Web 1.0 – From Analog to Digital
- Web 2.0 – From Passive Distribution to Interactive Contribution (O’Reiley, 2003)
- Web 3.0 – From 2D to 3D (AMD Research, 2007)
- Web 4.0 – “Everyware” (Greenfield, 2006):
“Omniscience” (AMD, 2007)

+ BIG QUESTIONS FOR LEARNING PROFESSIONALS

- How do we prepare learners for jobs and technologies that don't exist yet?
- How do we help them prepare a workforce for a world where they will need to solve problems we don't even know about?
- How do we prepare ourselves to edit/modify/delete much of what we have learned about our own professional practices?
- How do we truly capture and extend learning experience so that is it meaningful in the context of our digital lives?
- How do we move beyond the fascination with the latest and greatest and focus on sustainable innovation?



PROMISE AND PERIL

Learning technologies empower individuals and enterprises to engage with ideas and information and in transformative ways.

It's risky to assume that a future (or current) technology might be the magic bullet that transforms education, learning, or teaching into an ideal state.

CHALLENGE

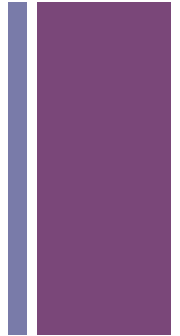
AND

OPPORTUNITY

- Can you find the tools that will translate into sustainable learning innovation?
- Can you discern which technologies and trends will really matter for our individual AND community practice?
- Can you ensure that learning, education, training and performance support aren't the hole in the innovation doughnut?

+ CONGRATULATIONS!!!

- The “Publishing Web” model of elearning is now a part of mainstream professional practice
- Online Learning – in the form of the online course – has finally hit early majority adoption



Online Nation

Five Years of Growth in Online Learning

I. Elaine Allen and Jeff Seaman

Almost 3.5 million students were taking at least one online course* during the fall 2006 term; a nearly 10 percent increase over the number reported the previous year.

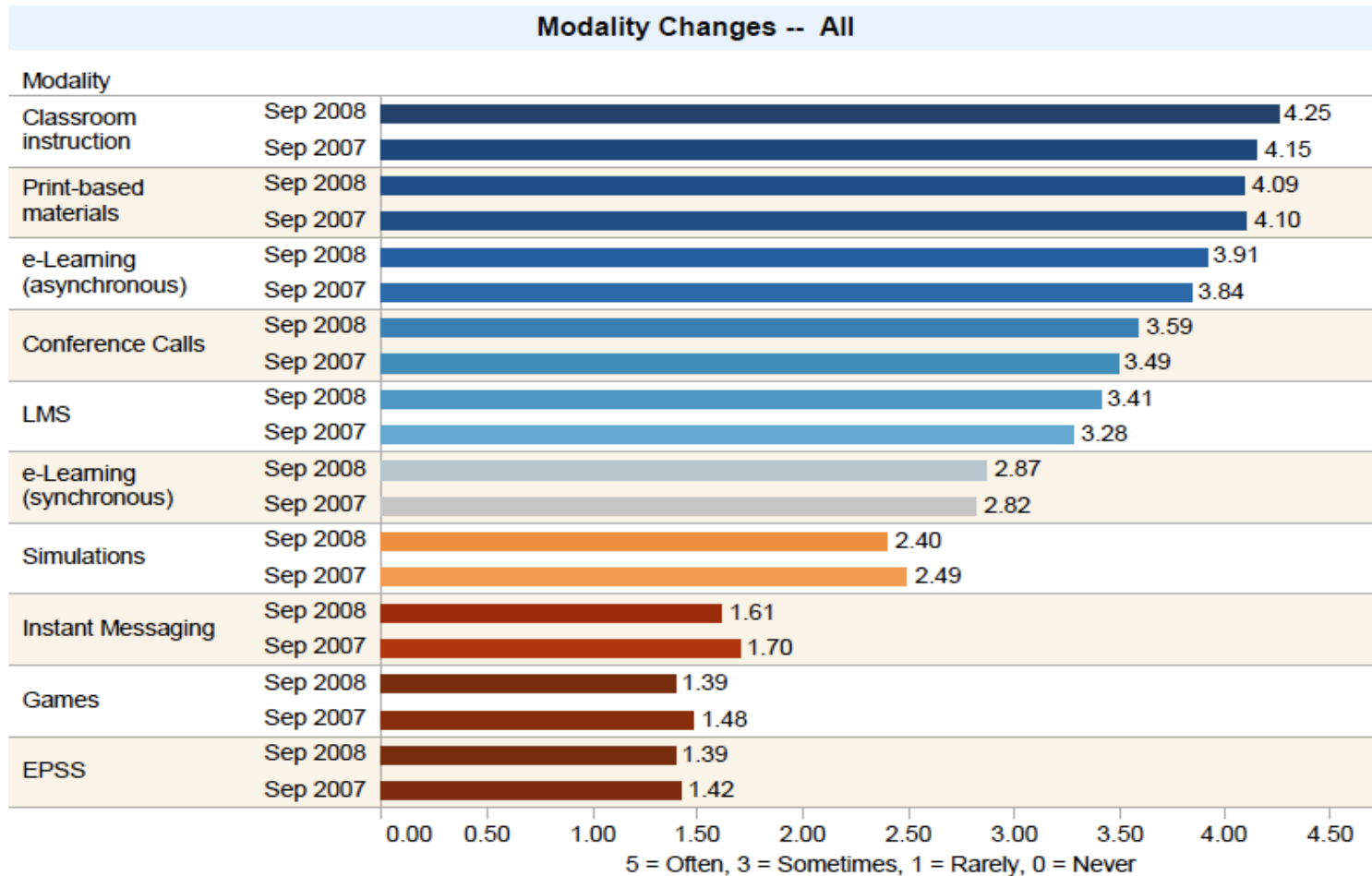
The 9.7 percent growth rate for online enrollments far exceeds the 1.5 percent growth of the overall higher education student population.

Nearly twenty percent of all U.S. higher education students were taking at least one online course in the fall of 2006.

*80% of the experience online

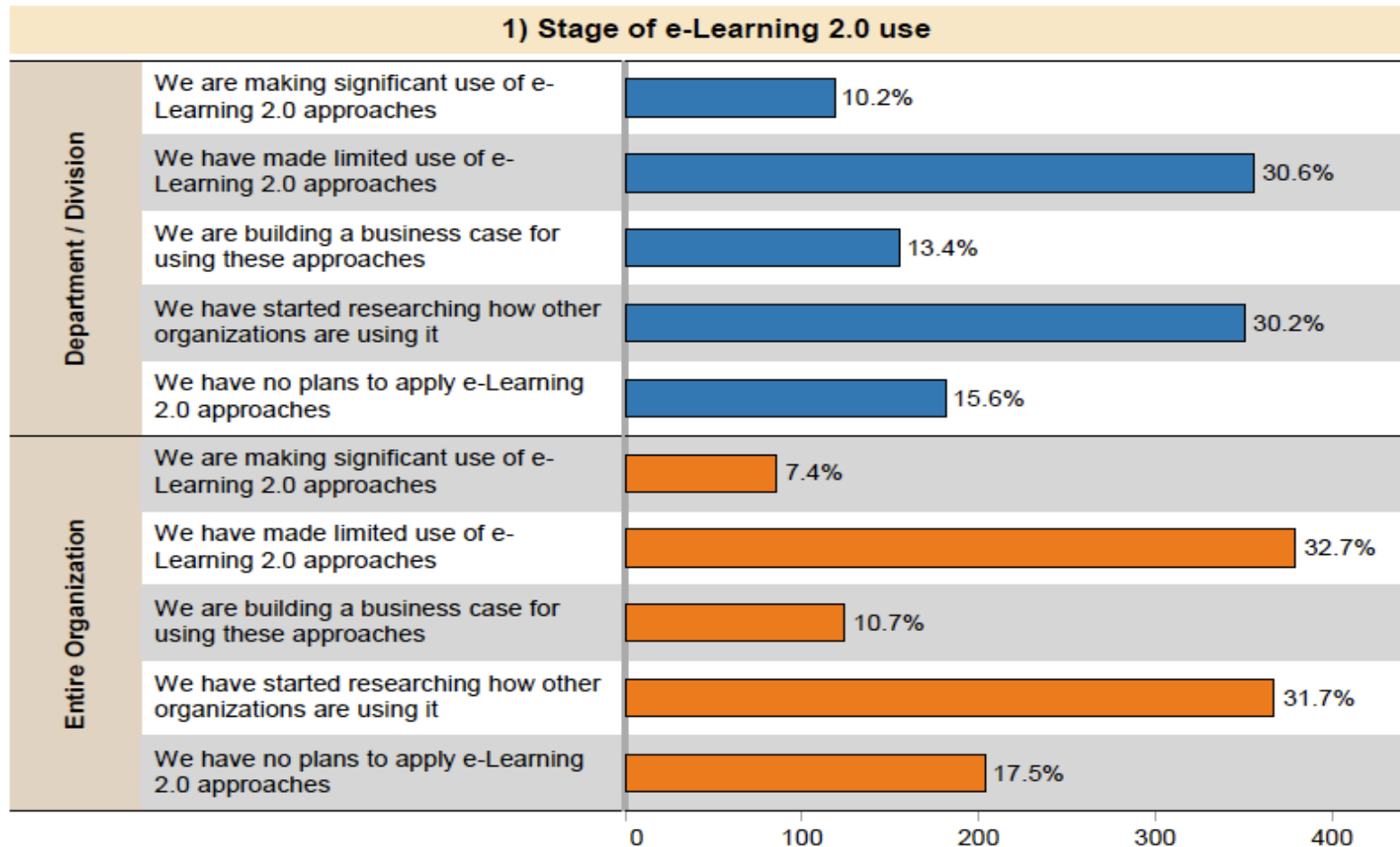
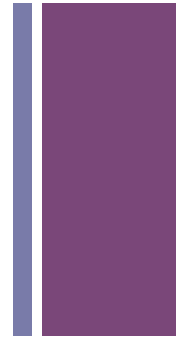
Babson Survey Research Group and the Sloan Consortium, 2008

+ TODAY'S LEARNING METAVERSE



Source: The eLearning Guild Research

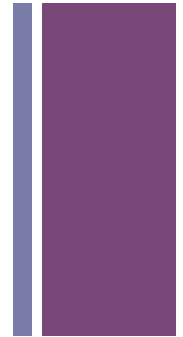
+ STAGES OF ELEARNING 2.0 USE



Source: The eLearning Guild Research

+ UP NEXT: VIRTUAL WORLDS AND THE 3D WEB

- Multiplayer online games
- Mashups, Mods and models
- Data visualization
- Business and Threat Simulations
- Commerce
- Haptics and more



+ GARTNER PREDICTS 2008: EMERGENCE OF VIRTUAL WORLDS

Key Findings

- By 2012, more than 70% of organizations will use *intraverses* (private virtual worlds) to support internal collaboration and social interaction.
- By 2012, 30% of HR departments will approve the use of social network analysis to measure and reward collaborative behavior.



+ INTRAVERSES



Public virtual worlds such as Second Life and There.com provide an immersive and compelling environment for social interaction between individuals via their avatars.

During the past 12 months, a growing number of development environments, tools and serviced options have become available, capable of being installed inside the enterprise firewall – restricting access and ensuring a secure and controlled environment.

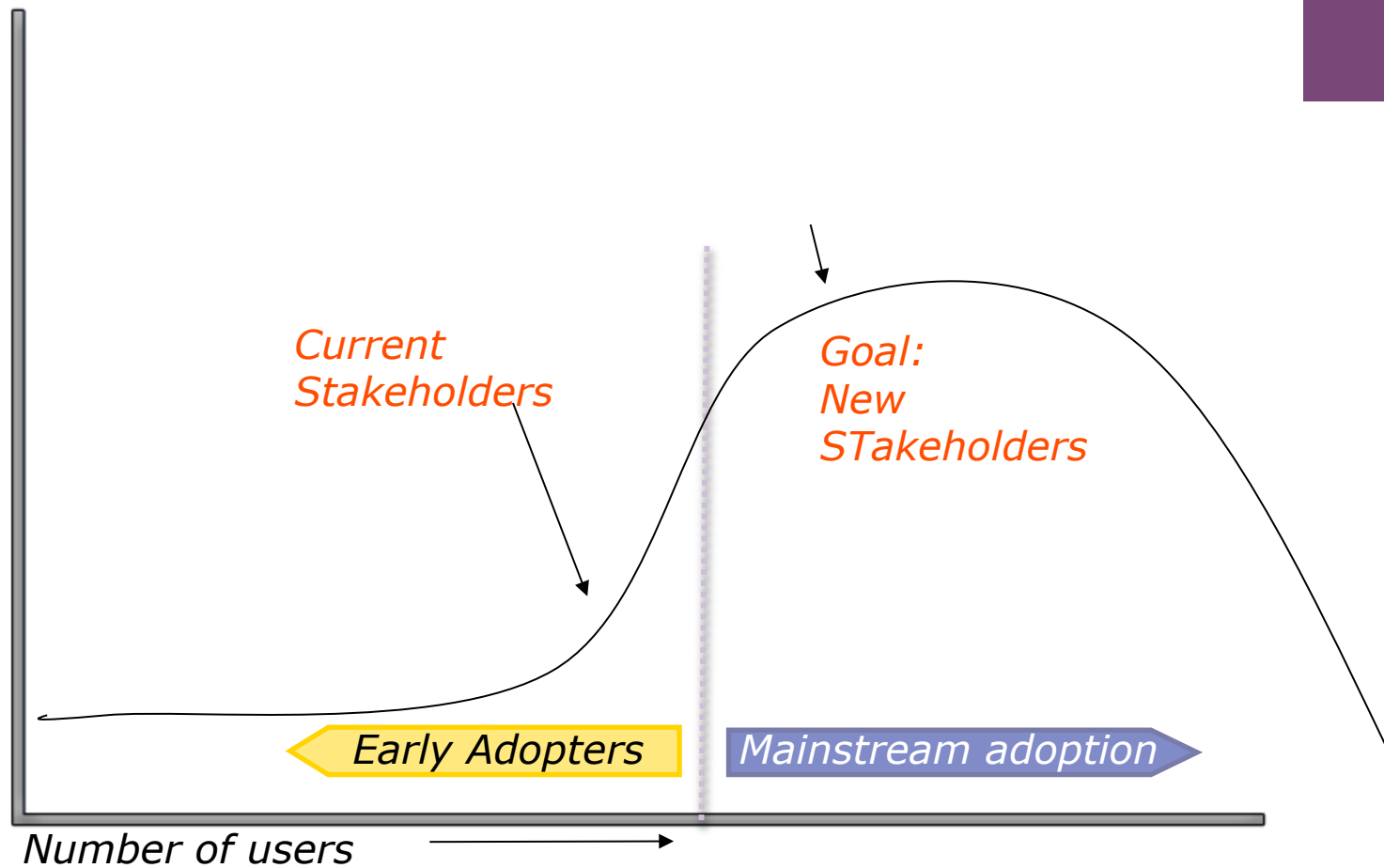
With many of the environments based on open-source code, the deployment, costs and risks of deployment on a trial level are minimal.

Many enterprises initiating pilot deployments by 2010, with many having rapidly scaled up to mainstream use by 2012.

+ THE GARTNER HYPE CYCLE

PHASE	BENEFIT RATING	MATURITY
Technology trigger	Transformational – new ways, major shifts	Embryonic
Peak of Inflated Expectations	High – new ways, big revenue impact	Adolescent
Trough of Disillusionment	Moderate – Incremental improvements. Some revenue impact	Early Mainstream
Slope of Enlightenment	Moderate – Incremental improvements. Some revenue impact	Mature Mainstream
Plateau of Productivity	Low – slightly improves, doesn't impact revenue	Legacy
		Obsolete

+ Innovation is just the Tip of the Iceberg



What are **YOU** doing
to prepare **yourself** for life
in the learning metaverse?

THANKS!!

FOR MORE INFORMATION

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