What Every Manager Should Know about e-Learning 2.0

Marc Rosenberg, Marc Rosenberg and Associates
What Managers Must Know about Learning 2.0

Marc J. Rosenberg, Ph.D.

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About your speaker


Marc is a past president of the International Society for Performance Improvement (ISPI), and holds a Ph.D. in instructional design, plus degrees in communications and marketing. He also holds the Certified Performance Technologist (CPT) certification. He is a frequent speaker and presenter at conferences and seminars. He has a special interest in applying new technologies such as blogs and wikis to improve learning and organizational performance.

More information about Marc is available at www.marcrosenberg.com.

Agenda

What is learning 2.0?

What is influencing the learning 2.0 era?

What changes will learning 2.0 bring us?

Looking beyond what we have always done

“Learning is a much more complicated phenomenon than can ever be limited to a classroom. In organizational learning efforts, the confusion of learning and training is fatal.”

- Most learning takes place on the job
- Most learning is informal
- We learn in different ways
- Instruction
- Reading and listening
- Doing and observing
- Trial, error, adjust and adapt
- Guided and unguided
- We learn from different sources
- Courses and instructors
- Experts
- Web sites
- Documents
- Colleagues
- Experience

New choices, new decisions for learning

Old Paradigm
- The instructor is viewed as the center of all knowledge.
- Everyone learns the same way.
- The classroom is seen as the place where all knowledge disseminates.
- The course is viewed as the preferred format for learning.

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New Paradigm
- The employee/learner is viewed as a knowledge seeker, with constantly changing learning needs and time frames.
- Access to the total set of knowledge, learning and performance resources.
- On-demand learning in the workplace, at the moment of need, becomes essential.
The role of knowledge management

Knowledge Management

- Information Repositories
- Communities of Practice
- Experts and Expertise

The creation, archiving, and sharing of valued information, expertise, and insight within and across communities of people and organizations with similar interests and needs, the goal of which is to build competitive advantage.

The rise of “web 2.0”

Knowledge Management

- Documents
- Presentations

- Web Conferencing
- Blogs
- Wikis
- RSS Feeds
- Social Networking

“The early web” was focused on information storage and viewing, mostly a passive user experience.

“e-Commerce” introduced the concept of transactions.

“Web 2.0” moves from static information and transactions to dynamic collaboration. It is a more interactive, personable, and social experience.

The rise of “web 2.0”

Knowledge Management

- Documents
- Presentations

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Learn more...

- Stage in Plain English
-维系在 Plain English
- RSS in Plain English
- Social Bookmarking in Plain English
- Social Tagging in Plain English
- Social Media in Plain English
- Podcasts in Plain English
- Twitter in Plain English
- Google Docs in Plain English
- Video Search Strategies in Plain English

What changes will learning 2.0 bring us?

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<tr>
<th>From</th>
<th>To</th>
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<tbody>
<tr>
<td>Training center</td>
<td>Workplace</td>
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<td>Instruction</td>
<td>Information</td>
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<tr>
<td>Course scarcity</td>
<td>Information abundance</td>
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<td>Target populations</td>
<td>Cyber intimacy</td>
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<td>One place (and one time)</td>
<td>Every place (and all the time)</td>
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<td>Learning management</td>
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<td>Documents &amp; presentations</td>
<td>Wikis, podcasts, etc.</td>
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<td>Classes</td>
<td>Communities</td>
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<td>Course-centric</td>
<td>Knowledge-centric</td>
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A “course centric” view of knowledge

If you want to learn about Java programming...

- Introduction to Java
- Advanced Java Tools
- Object-Oriented Programming
- Data Structures
- Algorithms
- Software Development
- Application Development
- Enterprise Applications
- Web Services
- Messaging
- Networking
- Security
- Project Management
- Leadership Courses
- Web Design
- Software Development
- Marketing Courses
- Product Development
- Computer Research
- Research Methods

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A "knowledge centric" view of knowledge

You want to learn about Java programming...

Don't kill the classroom*

* It's still an important venue for learning.

For awhile, it seemed like everything was going "e." Corporations were ready to blow up the classrooms.

Results
- The wrong content was transitioned to e-learning.
- Learning suffered and costs skyrocketed.
- Lots of "shovelware."

New Roles for the Classroom

FROM: TO:
- Individual learning.    Team collaboration.
- Single instructional methodology.    Multiple instructional methodologies.
- Teacher as sage on the stage.    Teacher as guide on the side.

Multiple levels of mastery require multiple learning and performance strategies

Novice
- New to job; knows little
- Primary strategy: training (classroom and online)

Competent
- Can perform to basic standards
- Primary strategy: practice, coaching

Experienced
- Can vary performance based on unique situations
- Primary strategy: access to knowledge and performance resources

Master/Expert
- Can invent new, better ways to do job; can teach others
- Primary strategy: collaboration and problem-solving

Is Learning 2.0 a useful term?

Thank You!

For more information, contact:
Marc Rosenberg
marc@marcrosenberg.com

On the web at www.marcrosenberg.com