

microlearning conference 2007

Micromedia and Corporate Learning

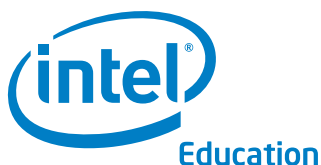
3rd International
conference

June 21–22
Innsbruck
Austria

FINAL PROGRAMME

www.microlearning.org

Key Sponsors



Organizer



Welcome to microlearning 2007 ...

... the 3rd international conference on Microlearning, Microknowledge and Micromedia. About 100 participants and speakers from Europe, North America, Australia, Japan and Africa are expected.

not the worms-eye view ...

... Microlearning2007 is a different kind of conference: blending the different perspectives of technologists & academics, visionaries & entrepreneurs, practitioners & corporate professionals.

a digital climate change ...

... is transforming the digital media ecology, both in today's Web 2.0 and tomorrow's mobile and ubiquitous Web. This has far-reaching consequences for the way we are living, learning and working. It is not just a matter of tools and technologies. The nature of information and knowledge itself is changing, here and now.

transforming knowledge ...

... for the new micromedia environment is a major challenge. We have to rebuild our knowledge of the world from very small pieces of »microcontent«, loosely joined, rapidly changing and in permanent circulation. Microlearning2007 is discussing the consequences and the solutions for corporate training, educational institutions and lifelong learners.

Looking forward to meeting you in Innsbruck!

Conference Chairs:

Peter A. Bruck, Research Studios Austria
Martina A. Roth, Intel Corp.



K E Y S P E A K E R

Andrea Back (CH)

Knowledge Networks & Corporate (e-)Learning

Director, Institute for Information Management, University St. Gallen

Since 1994, Andrea Back is professor for information management at the University St. Gallen, which is renowned for its close links to the practical world of work. Besides being a professor and university teacher, she leads a largely autonomous institute as a kind of entrepreneurially managed unit, doing research and consulting for companies and government authorities both at home and abroad.

Peter Baumgartner (A)

Educational Technology & Media Research

Professor for Technology enhanced learning and Multimedia, Head of the Department of Interactive Media and Educational Technology at Danube University Krems

Since 15 years, Peter has focused on new digital forms of learning, eEducation and evaluation methodology, especially in the field of Continuing Education. His latest interests include the new Open Content initiatives and their integration into existing e-learning and blended learning structures.

Peter A. Bruck (A)

E-technologies & Smart Media

Head, ARC Research Studios Austria (Salzburg)

Peter A. Bruck is the founder and General Manager of the Research Studios Austria, and division head for e-technologies and smart media at the ARC Austrian Research Centers GmbH, the national public-private technology research organisation. His many international activities and positions include being member of the UNESCO ICT Task Force (2001–2005). He continues some teaching as Honorary Professor of Information Economy and New Technologies at the University of Salzburg, and holds an appointment as Research Professor of Communication and Journalism at Carleton University, Ottawa, Canada.

Ulf Ehlers (GER)

Quality in E-learning

Assistant Professor, Business Information Systems, University of Duisburg-Essen

As one of few German-speaking academics, Ulf is trying to bridge the gap between two worlds: the rapid evolution of digital information and learning environments, and the research on quality, standardisation and sustainability in e-learning. Besides representing his field of research in several advisory boards, review communities, he had been engaged as Project Director for big European projects (European Quality Observatory, European Foundation for Quality in E-Learning).

Norm Friesen (CAN)

Microlearning Didactics, Microlearning Genres

Canada Research Chair in E-Learning Practices at Thompson Rivers University, British Columbia

Norm has been developing and studying Web technologies in educational contexts since 1995, and is the principal investigator in the SSHRC-sponsored learningspaces.org project. His main research interest is exploring the cultural and human dimension of emerging new technologies in the fields of learning and knowledge building. Norm is Principal Investigator of the SSHRC project »Learning Spaces: A Phenomenological Comparison of Simulated and Mediated Computer Worlds«.

Martin Hofmann (CH)

Tearing Down the Classroom Walls

Professor, Pedagogical University Rorschach (CH)

Martin is teaching applied Computer Science in the field of technology-enhanced education, and leading the Competence Centre at the University of Rorschach.

Ajit Jaokar (UK)

Mobile Web 2.0 & Education

CEO, Futuretext, London; Chair, Oxford University's Next generation mobile applications panel, Oxford

Ajit is a specialist on disruptive technologies and developments in the field of »Mobile Web 2.0«, having written the authoritative book on this subject. He is a member of the web2.0 work-group and blogs at Open Gardens. Besides chairing Oxford University's Next generation mobile applications panel, he plays an advisory role to a number of mobile start-ups in the UK and Scandinavia.

Hemma Kocher (UK)

Turning Workplaces into Smart Spaces

Headshift (London, UK)

Hemma is speaking on behalf of Headshift, a company founded in 2002, which is focusing on the emerging area of social software and augmented online social interaction. Headshift is now at the forefront of the UK social software industry, and its clients and partners include leading law firms, international corporations, health care bodies, government agencies, NGOs and think tanks.

S & EXPERTS

Brigitte Krenn (A)

Natural Language Computing

Head of Scientific Research, RSA Studio Smart Agents Technologies (Vienna)

Brigitte is a computational linguist specializing in the design and architecture of virtual spaces based on Natural Language and Multi-User Agent Technology. She is especially interested in the usage of next generation mobile services and devices for the modeling of complex content and m-learning applications.

Arnaud Leene (F)

Microcontent and Micromedia

Consultant for microcontent technologies and markets (Sivas, France)

Before this, Arnaud had worked over 8 years in various positions at the research department of KPN Telecom, the incumbent telecom operator of the Netherlands. He had been responsible manager of a extensive program researching new interactive services for the Telecom market.

Teemu Leinonen (FIN)

Knowledge Building in New Media Environments

Research Group Leader, Learning Environments research group, Media Lab – University of Art and Design Helsinki

Teemu has led a number of innovative research projects dealing with Future Learning Environments and Collaborative Learning and Knowledge Building, among them MobilED and LeMill. Teemu is a frequent speaker at conferences, has given in-service courses for teachers and conducted consulting and concept design for several Finnish ICT and media companies. He is a leading activist at FLOSSE (Free, Libre and Open Source Software in Education).

Martin Lindner (GER, A)

Learning Experiences in Micromedia Environments

Program Chair, Microlearning2007

After some years of teaching as a visiting professor of German Literature and Media Studies, Martin realized to be witnessing a fundamental techno-cultural paradigm change and specialized in Next Generation e-learning. At the Research Studio e-Learning Environments he is responsible for R&D strategies focusing on microcontent and micromedia, having created the concept of the Microlearning conferences and building an international network of transdisciplinary experts.

Joachim Niemeier (GER)

The Future of Enterprise 2.0

Consultant, 1995 – 2005 CEO T-Systems Multimedia Solutions (Stuttgart)

After having led T-Systems to become the leading German provider for Internet and multimedia service solutions, Joachim went freelancing as a consultant and Honorary Professor at the University of Stuttgart. He is Co-founder of the international »Dresdner Zukunftsforum« and a member of the advisory board for a number of IT corporations and has co-founded several start-ups. His blog 7 Days and more is focusing on technological, economical and cultural dimensions of »enterprise 2.0«.

Stephanie Rieger (UK/CAN)

Learning & Lifestyle for Mobile

CEO, Yiibu (Glasgow, Vancouver)

Stephanie's company Yiibu creates unique and engaging content for emerging mobile technologies and devices, with a special interest in developing new kinds of »casual« learning experiences. A true mobile avant-gardist, she writes on mobility, culture and user experience at her blog Keitai. She was speaker on several cutting-edge technology conferences, including the organization of the Mobile Monday Vancouver.

Martina A. Roth (GER)

Technology Fuels Knowledge

Director EMEA, Intel Education

Up to this day, Intel has invested over 1 billion \$ in education worldwide. Martina A. Roth is Director (EMEA) of Intel's Innovation in Education programs and responsible for an number of Intel Education programs successfully implemented in 18 European countries, including Intel Teach to the Future (teacher training) and Higher Education.

David Smith (UK)

Microlearning and mobile Micromedia

Director of ICT, St. Paul's School (London)

In previous lives David was Head of English at Marlborough College, Director of Studies at Charterhouse, and teaching English at Radley College. Along the way he became a specialist in the new disruptive digital technologies, and even more in the new practices and experiences that emerge under these conditions. David writes a blog on these subjects (www.preoccupation.org) and spoke at conferences on emerging technologies and their impact on a new culture of learning and education.

What is »Microlearning«?

1. The way people have to learn anyway in the Google Galaxy

Microlearning is what people are doing, knowingly or not, when they face the challenge to find new informations and build new knowledge in networked digital media environments. With e-mails, mobile phones, Google and the Web 2.0, they have to deal with small chunks of »microcontent«, loosely joined, permanently changing, re-arranging and circulating.

We are still struggling to keep pace with the new problems, which at the same time are new possibilities, and vice versa. So we will have to find new mental and learning strategies, by analyzing and putting further the practices and behaviours new disruptive technologies are bringing with them.

2. A phrase to catch microcontent-based e-learning technologies

Microlearning is a catchphrase bundling a number of new technologies und applications relevant for e-learning, whose common denominator is the processing of digital microcontent. They tend towards dissolving the more static and macro-sized structures that have dominated our education and learning systems so far.

Technology-driven approaches like »eLearning 2.0«, »Mobile Learning«, »Rapid Learning«, »Workflow Learning« are creating new challenges for teachers, trainers and learners in formal and informal contexts. Until now, these changes are not even near to being fully understood.

3. A didactical concept

Finally, »Integrated Microlearning« is a special didactical concept developed by the Research Studio eLearning Environments (Innsbruck) for finding and defining new microcontent-based forms of Next generation eLearning based on microcontent. This concept is complementary to the development of a patented microlearning application called Knowledge Pulse® (<http://www.knowledgepulse.com>).

PRE-CONFERENCE WORKSHOP DAY Wednesday, June 20

10.30 EAMIL WORKSHOP DAY:
Microlearning / e-Learning 2.0 (for details see www.eamil.org)

EXPERT'S WORKSHOPS:

Mobile Web-based Microlearning • Classrooms Without Walls
Microcontent Foodchains for the Digital Knowledge Ecology

PRAKTIKER WORKSHOPS (in deutscher Sprache):

Mikrolernen in der Praxis • Mobiles Mikrolernen in der Praxis
Microcontent Office – Ein neuer Informations- und Lernraum

18.00 EAMIL Final Discussion

organized by EAMIL
(European Academy for Microlearning)

DAY ONE MICROLEARNING2007 Thursday, June 21

09.00 REGISTRATION

10.00 SHORT INTRODUCTION

Peter A. Bruck, Martina A. Roth, Tilmann Märk, Martin Lindner

10.15 2 INTERACTIVE KEY NOTES (Plenum)

Moderation: *Peter A. Bruck, Martin Lindner*

KEYNOTE I: *Ajit Jaokar (UK)*

»Mobile Web 2.0 & Education«

The upcoming Mobile Web 2.0 and its possible impact on education and learning.
Stephanie Rieger (UK) and Roger Fischer (CH) interrogating and commenting.

KEYNOTE II: *Hemma Kocher (UK)*

»How to Deal With Microcontent at the Workplace 2.0«

New digital Media are creating a Microcontent Office, which is a very different environment for formal and informal corporate learning. Andrea Back (CH) interrogating and commenting.

12.00 LUNCH

Micro-Agora (Informal hands-on testing of micro-applications, stand-up demonstrations and guided walkthroughs)

DAY ONE

13.00 MICRO - CAFÉ SESSIONS
for **TRACK 1: Mobile Web 2.0 & Education**
and **TRACK 2: Corporate Learning in the Microcontent Office**

3 tables for each key subject make 6 open spaces for new perspectives, new technologies, new ideas and discussion. No Powerpoint. 1 – 2 hosts at each table give impulse.

Stephanie Rieger (UK), Roger Fischer & Martin Hofmann (CH), Florian Moritz (A), Ulf-Daniel Ehlers (GER), Joachim Niemeier (GER), Irene Haentschel (CH)

15.00 B R E A K

15.15 T R A C K 1 : (in English language)
»MICRO-SPEEDGEEKING«

8 cutting-edge ideas, concepts and projects about microcontent-based learning and knowledge, presented in 5 minutes each – simultaneously and repeatedly, like a Speaker's Corner or a „Science Slam“. Participants are changing clockwise from speaker to speaker, until everyone has come full circle.

Daniel Molnar (HUN), Martin Lindner (GER, A), Roger Fischer (CH), Anja C. Wagner (GER), Sebastian Fiedler (GER), Hemma Kocher (UK) ...

T R A C K 2 : (in German language)
»EVALUTATION DIGITALER
LERNSYSTEME«

Workshop zur Evaluation der Entwicklung, der Implementierung, der Didaktik und der Wirkung neuer digitaler Lernsysteme.

Impulse von *Eva Häuptle (GER)* und *Ulf-Daniel Ehlers (GER)* .

Leiter: *Wolfgang Hagleitner (A), Klaus Reich (A)*

17.00 T R A C K 1 : (in English language)

Wrap-up of the Micro-Café Sessions by the participants and the Session Hosts

Mobile Web 2.0 and the Microcontent Office – Impacts on Education and Learning

T R A C K 2 : (in German language)
Eingebettetes Panel: »**MATRIX TIROL – Der Digitale Klimawandel**«

Wie digitale Technologien und neue Praktiken unsere Lebenswelt verändern.

Peter A. Bruck (Research Studios Austria), Harald Gohm (Tiroler Zukunftsstiftung, tbc.), Robin Hengl (WKO Tirol, Gruppe UBIT), Hemma Kocher (Headshift, London), Joachim Niemeier (Ex-CEO T-systems, Stuttgart), Ewald Jarz (FH Kufstein, Wirtschaftsinformatik)

Moderation: *Robert Unterweger (ORF)*

18.30 E N D

20.00 CONFERENCE DINNER :
Berg Isel Ski Jump

Spectacular location designed by star architect Zaha Hadid



9.00 OPENING NOTE:

Peter Baumgartner (A)

The Impact of Open Content and Microcontent on Continuing Education

9.30 2 INTERACTIVE KEYNOTES (Plenum):

Moderation: *Martina A. Roth, Peter A. Bruck*

KEYNOTE 3:

David Smith (UK)

Classroom Without Walls

How schools and curricula have to change in a world of microcontent-based media. What is the future of courses and guided learning in Higher Education and Universities? Martina A. Roth (GER) interrogating and commenting.

KEYNOTE 4:

Teemu Leinonen (FIN)

Microcontent Media Environments

Emerging »microcontent environments« (web, mobile, ubiquitous) and the consequences for information workers and learners. Arnaud Leene (F) interrogating and commenting.

11.00 BREAK

11.15 RESEARCH PAPER SESSIONS
(SPEEDGEEKING STYLE)

8 research papers, presented in 7 minutes each – simultaneously and repeatedly:

Jana Herwig (A)

Andreas Schmidt (GER)

Junichi Azuma (JP)

Andreas Walbert (GER)

Linda Castaneda (ESP)

Markus Appel (A)

Thomas Sporer (GER)

Taiga Brahm (A)

12.45 LUNCH • MICRO-AGORA

DAY TWO

13.15 **MICRO - CAFÉ SESSIONS**
for Track 3: Classroom Without Walls
and Track 4: Microcontent Environments

3 tables for each key subject make 6 open spaces for new perspectives, new technologies, new ideas and discussion. No Powerpoint. 1 – 2 hosts at each table give impulse.

Eva Häuptle (GER), David Smith (UK) & Stephanie Rieger (UK), Norm Friesen (CAN), Arnaud Leene (F), Teemu Leinonen (FIN), Simon Vogl (A)

15.00 **B R E A K**

15.30 **C L O S I N G P A N E L**
Moderation: *Peter A. Bruck*

Joachim Niemeier (GER), Stephanie Rieger (UK), Teemu Leinonen (FIN), Norm Friesen (CAN), Martin Lindner (GER/A), Martina Roth (GER)

17.00 **E N D**

Microlearning Conference proceedings:

2005: Microlearning – Emerging Concepts, Practises and Technologies after e-Learning

2006: Micromedia & e-Learning 2.0 – Gaining the big picture

2007: Micromedia & Corporate Learning

Interested? Mail to and order from:
marketing@researchstudio.at



Please register at:

www.microlearning.org

microlearning 2007

Micromedia and Corporate Learning

location:

ICT-Technologiepark
Innsbruck
Technikerstraße 21a
(15 minutes from city center)

by car / motorway:

Exit Innsbruck-West / Kranebitten

by bus:

Marktplatz, Line O (to Technikerstraße)

conference fee:

€ 275 Regular fee

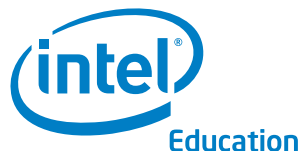
€ 65 Reduced fee (students & participants from Eastern Europe)

€ 150 Reduced fee (graduate level, subject to invitation after informal request)

for details see www.microlearning.org

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