

Script for Introduction to the Six Characteristics tutorial

First state (open text)

[Pic of Barry]

Hi, as you probably know by now, I'm Barry Sampson. We're going to reflect for a few minutes on learning media.

Are you up for it?

Contains: yes / I am

[OK, let's go.] >>> FirstQ

Contains: no

[Never mind. Another time perhaps.] >>> END

FirstQ (open text)

Who's this person

[Pic of Marshall McLuhan]

Contains: Marshall / McLuhan

[Yes, it's Marshall McLuhan.] >>> SecondQ

Not recognised:

[Well, it's Marshall McLuhan.] >>> SecondQ

SecondQ (open text)

Marshall McLuhan is well known for one particular quotation. Do you know it?

Contains: yes / I do

[OK, so what is it?] >>> SecondQ

Contains: medium / message

[Yep, the medium is the message.] >>> ThirdQ

Not recognised:

[He said 'the medium is the message'.] >>> ThirdQ

ThirdQ (open text)

What McLuhan meant was that a medium itself has an influence on what is communicated through it - it is not just a passive conduit. So a session in a virtual classroom will never be the same as one in a physical classroom - being online makes a difference and will colour what happens.

So is the medium the primary determinant of learning effectiveness?

Contains: yes / it is

[Well that's not what the research is telling us.] >>> FourthQ

Contains: no

[I agree. That's certainly what the research tells us.] >>> FourthQ

Not recognised:

[Please answer yes or no.] >>> ThirdQ

FourthQ (open text)

Do you, by some bizarre chance, happen to know who this is?

[Pic of Thomas Russell]

Contains: yes

[And it is ...] >>> FourthQ

Contains: no

[Hardly surprising. It's Thomas L Russell.] >>> FifthQ

Contains: thomas / russell

[Amazing. It is the one and only Thomas L Russell.] >>> FifthQ

Not recognised:

[Actually, it's Thomas L Russell.] >>> FifthQ

FifthQ (open text)

Like McLuhan, Russell is well known for one piece of work. He reviewed hundreds of studies that compared the effectiveness of learning media over many decades. Do you happen to know the title of that study?

Contains: yes

[OK then, tell me.] >>> FifthQ

Contains: significant / difference / phenomenon

[Brilliant. Russell's work was called 'The no significant difference phenomenon'.] >>> SixthQ

Not recognised:

[Russell's work was called 'The no significant difference phenomenon'.] >>> SixthQ

SixthQ (open text)

Russell's research was not able to determine a significant difference in effectiveness between one learning medium and another. He concluded that learning methods have a much greater influence on outcomes than media. A classroom is a space that can be used for many purposes, good and bad, similarly a PowerPoint presentation.

It seems to come down to choosing a medium wisely and using it well.

So if a learning medium is not a major influence on effectiveness, what does it influence?

Contains: efficiency / flexibility / accessibility / cost / time / scalability / expen

[That's right. That and more.] >>> SeventhQ

Not recognised:

It has a number of important effects as we shall see.

SeventhQ (open text)

The choices you make in terms of media will influence the efficiency of a solution in terms of the use of time, money and other resources. Certain media are also more flexible and accessible than others. What's a MOOC?

Contains: massive open online course

[Well done. Notice the 'massive' bit. Tens or even hundreds of thousands of people can take a course at the same time, which simply would not be feasible if we were not able to go online. So the medium also influences scalability.] >>> EighthQ

Not recognised:

[It's a Massive Open Online Course. In particular notice the 'massive' bit. Tens or even hundreds of thousands of people can take a course at the same time, which simply would not be feasible if we were not able to go online. So the medium also influences scalability.] >>> EighthQ

EighthQ (open text)

Originally, all learning would have been experiential or through face-to-face communication. And over time we could also communicate using signs, pictures and writing.

[Pictures of Johannes Gutenberg and William Caxton]

The work of these people provided us with the opportunity to teach and learn on a much wider scale.

Can you name one of them?

Contains: yes / I can

[So go on then.] >>> EighthQ

Contains: caxton

[That's right. The second one is William Caxton.] >>> NinthQ

Contains: gutenberg

[That's right. The first one is Johannes Gutenberg.] >>> NinthQ

Not recognised:

[The first is Johannes Gutenberg and the second William Caxton.] >>> NinthQ

NinthQ (open text)

Gutenberg was the first European to use movable type for printing; Caxton the first to print in the English language.

All sorts of other media followed that allowed use to record and distribute sound and motion pictures as well as words on paper.

Time for some free expression. Name as many 'offline media' (those that don't require an Internet connection) as you can.

Not recognised:

[How many did you get? And of how many of these do you still have collections gathering dust? There have been many varieties of tape and disc, analogue and digital. Of course we can also now store media on memory chips, as we do in a smartphone or an e-book reader.] >>> TenthQ

TenthQ (open text)

In the *More Than* approach we identify two communication modes. Can you remember what they are?

Enter them one at a time. When you're ready type 'done'.

Contains: yes

[Good, let's be having them.] >>> TenthQ

Exactly: no

[No problem. They were own-time and same-time communication.] >>> EleventhQ

Exactly: done

[OK, so they were 'own-time' and 'same-time' communication.] >>> EleventhQ

Contains: own / same

[Yes, that's one.] >>> TenthQ

Contains: synchronous

[Yes, that's one, although we use the term "same-time'.] >>> TenthQ

Contains: asynchronous

[Yes, that's one, although we use the term "own-time'.] >>> TenthQ

Not recognised:

I'm sorry I don't recognise that. If you're not sure, just type 'done'.

EleventhQ (MCQ)

'Own-time' communication is asynchronous - the parties to the communication do not have to be available at the same time. 'Same-time' communication is synchronous - the parties do have to be available at the same time.

So would you say most face-to-face communication was own-time or same-time?

Own-time

[No, all face-to-face communication is same-time. It happens in the here and now, when all parties are present.] >>> TwelfthQ

Same-time

[That's right. All face-to-face communication is same-time. It happens in the here and now, when all parties are present.] >>> TwelfthQ

TwelfthQ (MCQ)

What about offline media. Would you say they were own-time or same-time?

Own-time

[That's right. All offline media (books, tapes, discs, e-books, MP3 files, etc.) are same-time. The learner can consume the media as and when they wish.] >>> ThirteenthQ

Same-time

[No, all offline media (books, tapes, discs, e-books, MP3 files, etc.) are same-time. Learners can consume the media as and when they wish.] >>> ThirteenthQ

ThirteenthQ (MCQ)

And finally there are online media. Would you say they were own-time or same-time or either?

Own-time

[They certainly can be, but they can also be same-time (Skype, web conferencing, etc.).]

>>> FourteenthQ

Same-time

[They certainly can be, but they can also be own-time (e-mail, web pages, forums, blogs, etc.).]

>>> FourteenthQ

Either

[It had to be didn't it? If ever you see 'all of the above' in a multiple-choice question, it is always right. Anyway, online media can, of course, be own-time (e-mail, web pages, forums, blogs, etc.) or same-time (Skype, web conferencing, etc.).] >>> FourteenthQ

FourteenthQ (open text)

The pace of change in terms of learning media is hotting up. New devices bring new opportunities. So what's this?

[Picture of Oculus Rift]

Contains: oculus / rift

[Yes, it's Oculus Rift, a virtual reality headset acquired recently by Facebook and due for release shortly.] >>> FifteenthQ

Not recognised:

[Actually, it's Oculus Rift, a virtual reality headset acquired recently by Facebook and due for release shortly.] >>> FifteenthQ

FifteenthQ (open text)

And this?

[Picture of Google Glass]

Contains: google / glass

[Yes, it's Google Glass, an augmented reality device currently in Beta.] >>> SixteenthQ

Not recognised:

[Well, it's Google Glass, an augmented reality device currently in Beta.] >>> SixteenthQ

SixteenthQ (open text)

But of course old media live on and still have their place.

[Picture of >BL book]

Got yours yet?

Contains: yes

[Nice one. Now all you need is your 'more than your average learning solutions designer' badge.

See you soon I hope.] >>> END

Contains: no

[Well, something for the birthday list perhaps. See you soon.] >>> END

Not recognised:

[Please answer yes or no.] >>> SixteenthQ