
Who Controls the Demand Pull and Supply Push in e-Learning?

or is Everyone Doing Both
at the Same Time?

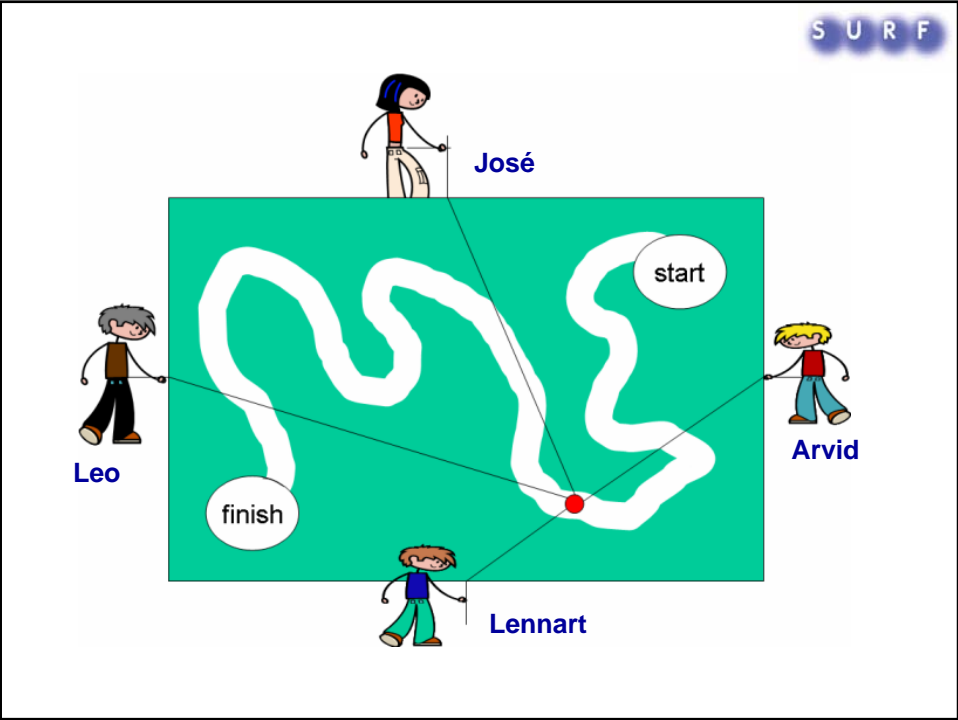
SURF / WTR - Leo Plugge

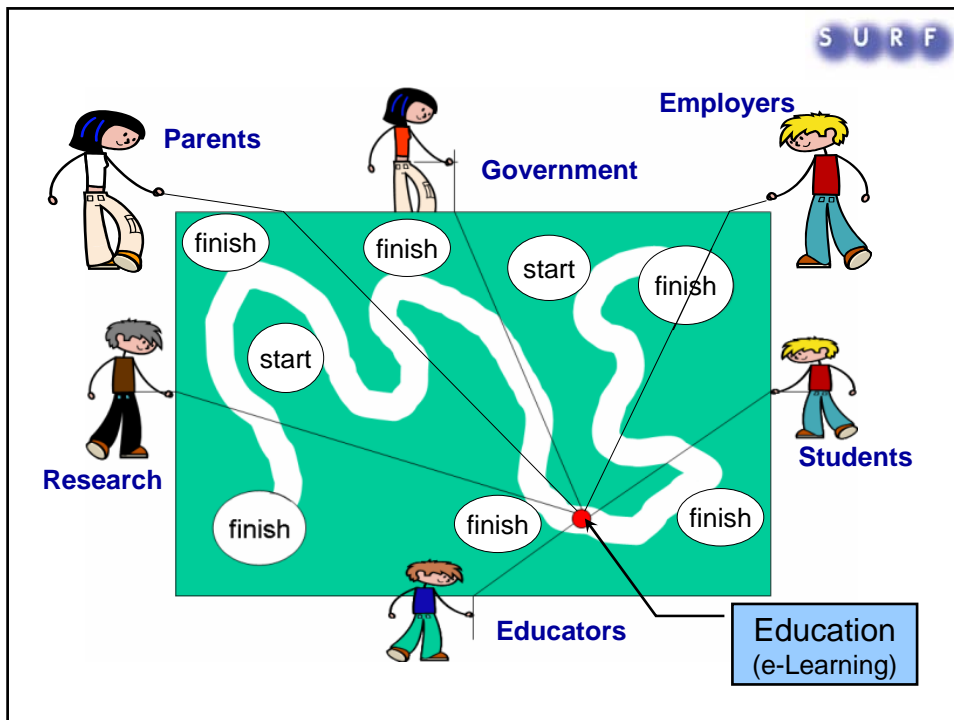
Plenary session: Future Perspectives

Dr. Richard Straub:

How many believe that the control over
e-learning is shifting?

Just about everyone!





SURF is the Dutch higher education and research partnership organisation for network services and information and communications technology (ICT).

SURF Education
Research
Organization

SURF.net

DARE
KB

SURF diensten

STUDIELINK

The SURF logo is in the top right corner.

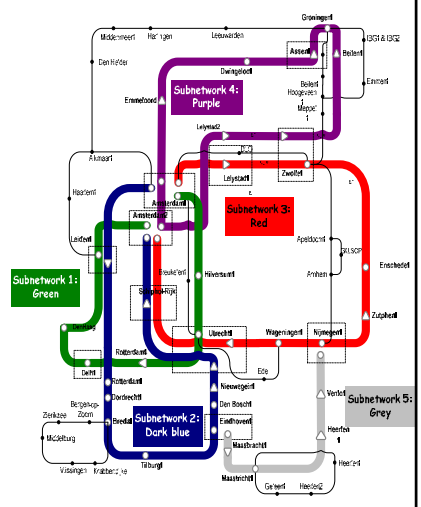


Since 1985

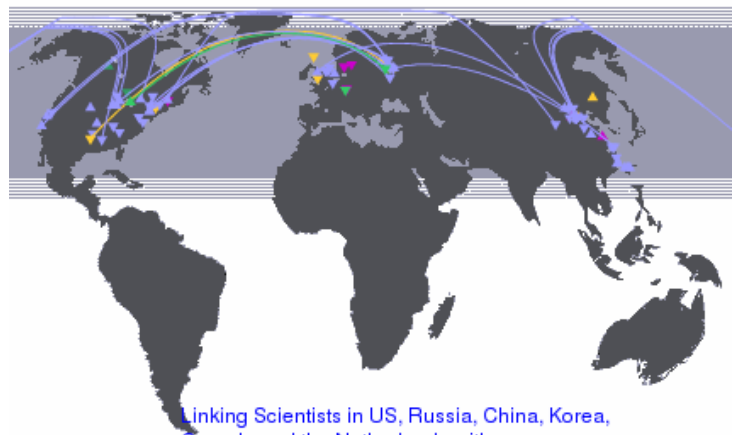
SURFnet serves:

- 170 Organizations
 - Such as: Universities, Academies, Research institutes, Corporate research centres and Academic hospitals.
- 750.000 users
 - Researchers, Faculty, Staff, Students, etc.

SURFnet6 'light wave' network



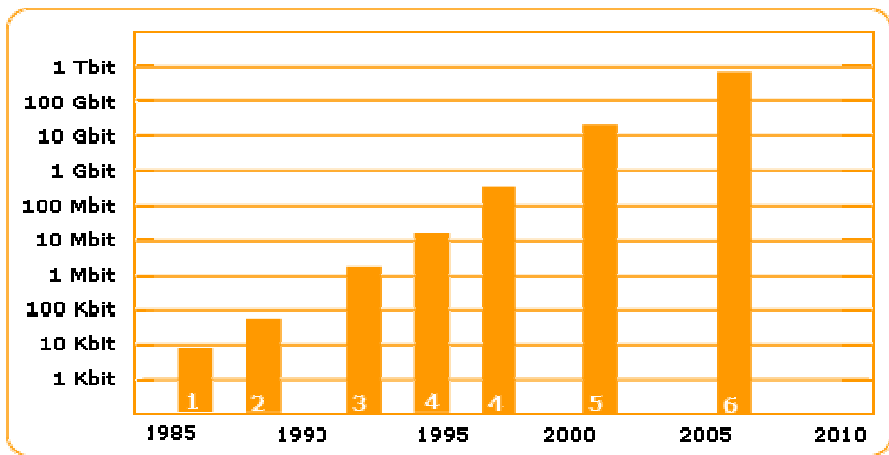
Images courtesy SURFnet © 2006



Linking Scientists in US, Russia, China, Korea, Canada and the Netherlands with High-Performance Network Services

Images courtesy SURFnet © 2006

Research Network Innovation

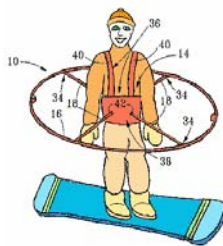


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Definition of 'Innovation'

"The successful exploitation of new ideas"

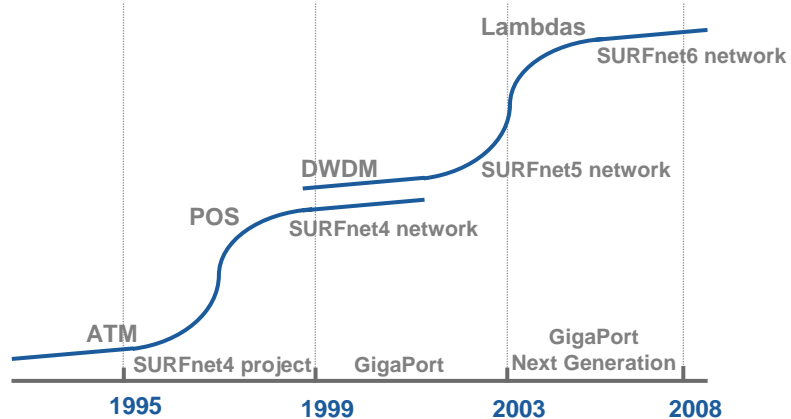
OFCOM
 regulator and competition authority for the
 UK communications industries



Innovation is the *adoption* of new ideas

Snowboard bumper, US Patent Issued In 2000

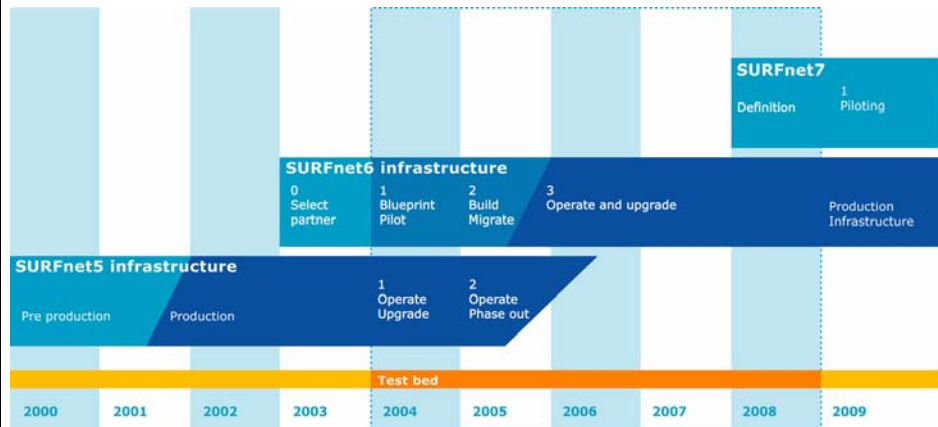
SURFnet's Exploitation of Innovations



Next generation is not a simple extrapolation of current networks

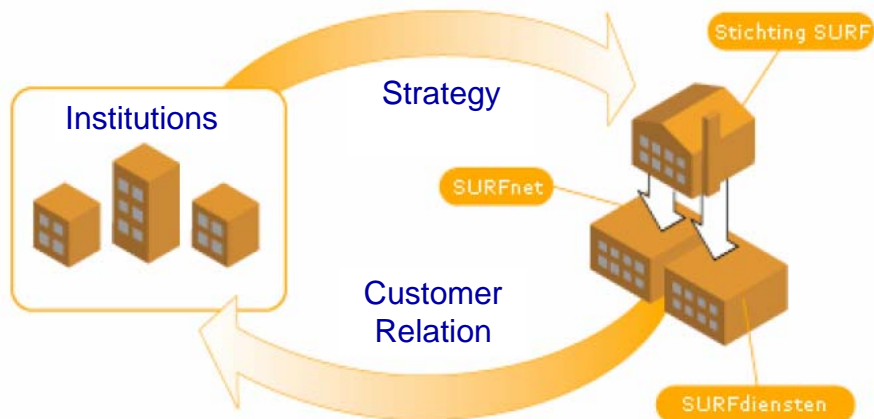
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SURFnet Development Schedule

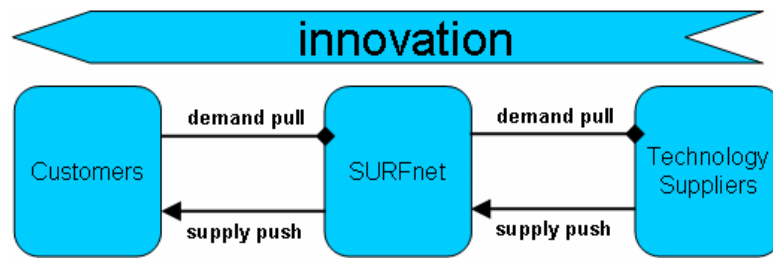


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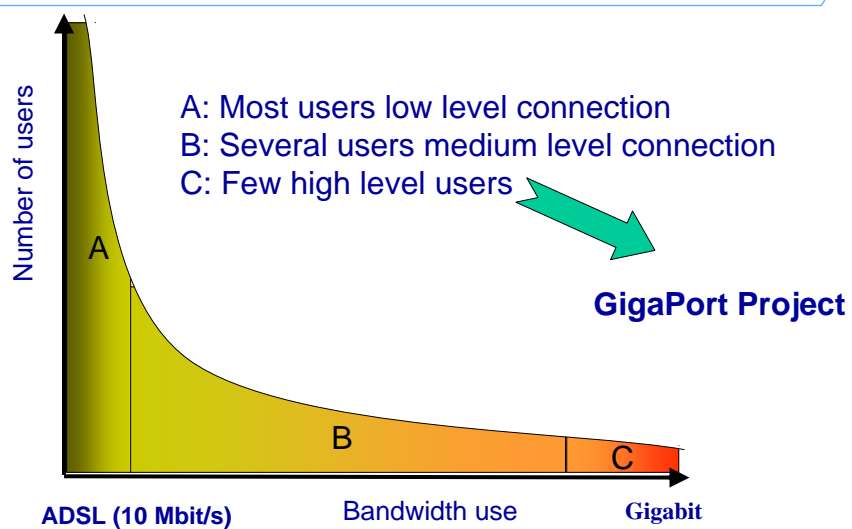
Coordination model



Demand Pull and Supply Push



SURFnet's users



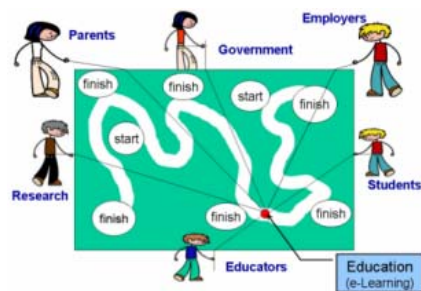
But how about Education and e-Learning?

Are we progressing?

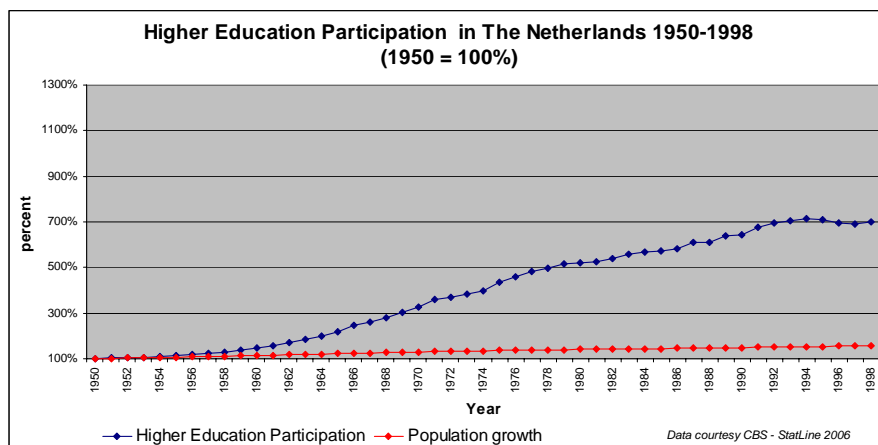
Pushed by what / whom?

Pulled by what / whom?

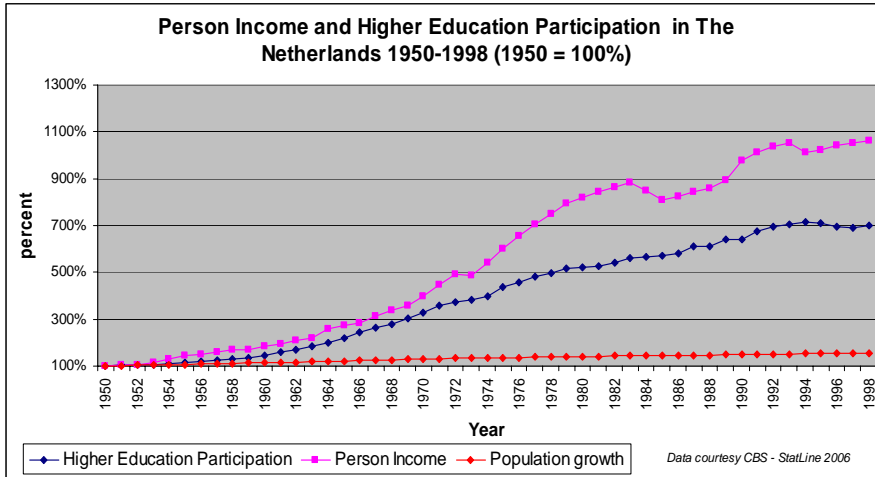
Towards what?



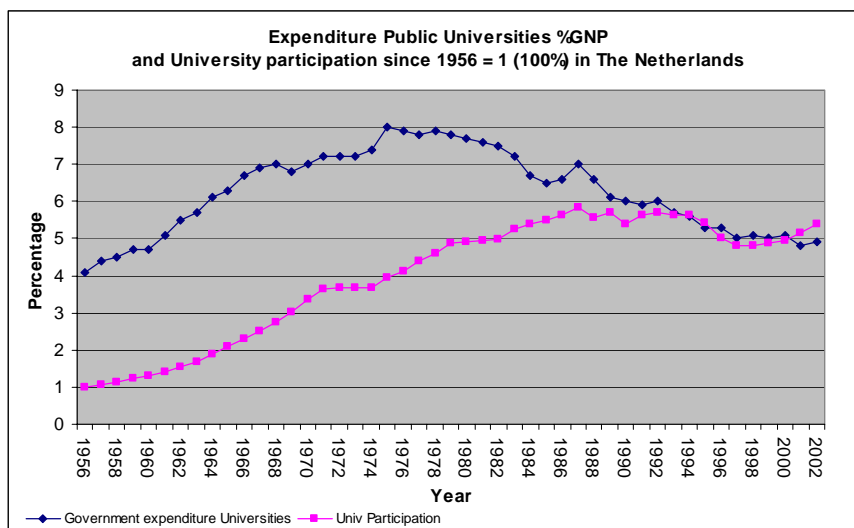
HE Participation in The Netherlands increased 7x



Our wealth pushes



Government pushes ..or pushed



Education Research Pushes

Theories:

- Behaviourism
- Cognitivism
- Constructivism
- Connectivism
- ...

Work forms:

- Problem based
- Project based
- Case based
- Competency based
- Product based
- ...

Education Res

Theories:

Campaign for Real Education
ds Grove, Stockton Lane, York YO31 1EF. Tel. 01904 424134 or 077

behaviourism

• Behaviourism

• Cognitivism

• Constructivism

• Connectivism

• ...

Work forms:

• Problem based

• Project based

• Case based

• Competency based

• Product based

• ...

But complaints about the quality of education are increasing

illinoisloop.org

BON Beter OnderwijsNederland

Education Res

Theories:
Campaign for Real Education

ds Grove, Stockton Lane, York YO31 1EF. Tel. 01904 424134 or 077

CONSTRUCTIVISM

• Problem based

**Are researchers aware of
customer needs?**

- Connectivism
- ...
- Competency based
- ...

illinoisloop.org

BON Beter
OnderwijsNederland

Some ideas that did not work out well

- UK e-University
- Digitale Universiteit
- National grid for e-learning

ICT Monitor 2003 – some findings

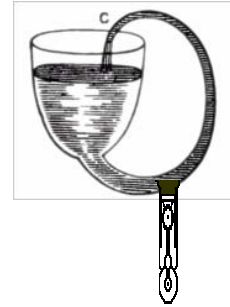
- Teaching staff wants:
 - ICT for administrative support, Technical support, Training.
- Teaching staff is not very interested in ICT for communication and in their lessons.
- Students want ICT for:
 - Communication with their teachers and to facilitate working together on assignments.
- Students don't want to use the pc as a (formal) discussion platform, they want to meet.

SURFnet survey 2006

- Staff uses corporate mail.
- Students use Hotmail or Gmail.
- 69% of the teachers does not want their lectures to be recorded.
- 57% of the students would like to watch lectures at their own convenience.
- Need: online work environment for storage, sharing and information exchange.
- Teachers want: online tests.

Education Paradox:

Educators
with yesterday's skills
teach
today's students
for
an unknown tomorrow

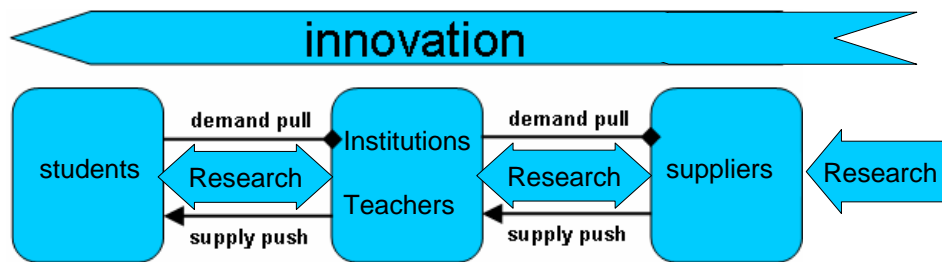


**Permanent education
for teachers**

How can we increase the effect
of educational research?

Implement the innovation chain in education

SURF



To-do (1/3)

SURF

- Katherine Laux (Epic)
 - User research & tests
 - Wider stakeholder engagement
- Peter Scott (OU UK)
 - Don't experiment: study / analyze reality
 - (Knowledge) work = learning
- Christine Voightländer (Uni Hannover)
 - Take a customer orientation
 - (Private/public) partner networks
 - E-Learning technology

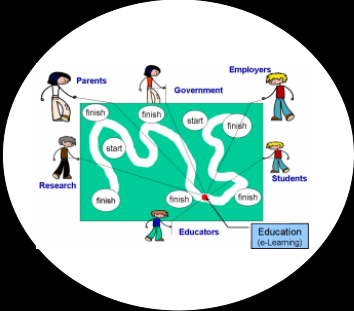
To-do (2/3)

- **Monika Weber (Worldbank)**
 - Set clear goals (better healthcare, better water management)
- **Nick Nunnington (CETL)**
 - Generation gap
 - Designing in the customer
 - Partnerships

To-do (3/3)

- Focus on adoption
- Use (system) design principles
 - CATWOE: (Checkland & Scholes, 1990)
 - Customers
 - Actors
 - Transformation process
 - World view
 - Owners
 - Environmental constraints
- Orchestrate the innovation

**Orchestrate innovation with all stakeholders
to win this game**



Thank you for your attention!