



International **Training** Centre



How to Integrate  
Social Media in  
Vocational & Adult  
Training

SVEA

23 NOVEMBER 2011  
BRUSSELS

**NEXT GENERATION  
LEARNING**

[Serious Game Business - Find the Ace Solution for your Serious Game - Lyon, Nov 21 and 22 2011](#) From: Connection Events



## Tom Wambeke [Edit](#)

Programme Officer, Training department. Learning and Communication Service, DELTA.  
Turin Area, Italy | E-Learning

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*Interested in learning, technology and the wicked world of cyberspace*

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preparing my 'workshop' for the next #SVEAconf [t.co/VCNbqtVh](http://t.co/VCNbqtVh)

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FAO guide on e-learning methodologies: [t.co/MR9VRH6h](http://t.co/MR9VRH6h)

10 Nov



**sverjans** Steven Verjans by tomwambeke

Looking forward to present at FREE "Next Generation Learning Conf" with @gconole @heloukee @tomwambeke @markstiles [t.co/3TigRMjx](http://t.co/3TigRMjx)

9 Nov

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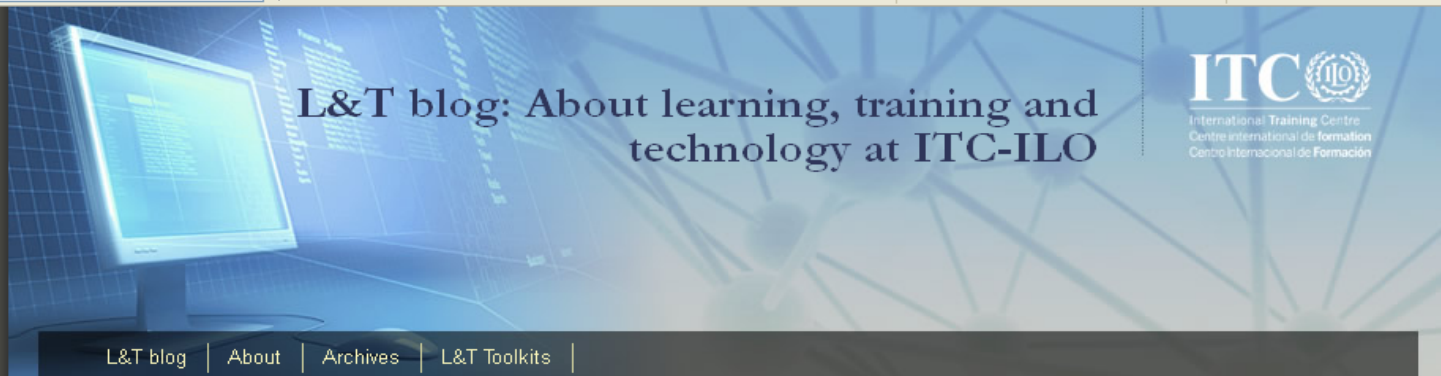
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**About L&T Blog**

The L&T blog of the ITC-ILO is a knowledge sharing and staff development tool at the intersection of learning, training and technology. This blog will inform you timely on news, ideas, tools and comments related to learning methodology and technology.

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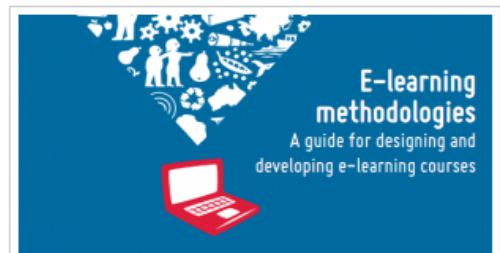
- Recent Posts**
- [Introduction to E-learning Methodologies](#)
  - [Share, Learn and Innovate](#)

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## Introduction to E-learning Methodologies

November 10, 2011 – 5:42 pm

FAO recently published its “[E-Learning Methodologies](#)” publication which serves as a guide for designing and developing e-learning courses. More and more it becomes important to focus beyond the mere technological side and understand the importance of instructional design and related processes that are crucial when you want to start with e-learning. The current e-learning debate is still heavily dominated by the choice of tools and technologies. This guide is a good counter recipe that shows you from the methodological side how to go about designing an e-learning course, how to create interactive content and how to manage and evaluate your e-learning activities. Recommended for everybody who is about to start with e-learning in his or her institution. Not only a good overview of the entire instructional cycle but also practical models for content creation, delivery and evaluation. One remaining question: “When is FAO launching an interactive e-learning module about the content which is available in this guide”?







# Judge a men by his questions, rather than by his answers (Voltaire)



# Mobile me any question you want to ask?



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message to  
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NO, I'M NOT TALKING ABOUT TWITTER.  
I LITERALLY WANT YOU TO FOLLOW ME.

--JESUS



# Where am I going?

- Short re-cap of success factors of major web2.0 learning and training initiatives
- Demystify social media myths and reflect upon challenges and statements about social media implementation.
- Explore jointly quick wins that can be implemented in the organization, share models, tools and interesting practices.



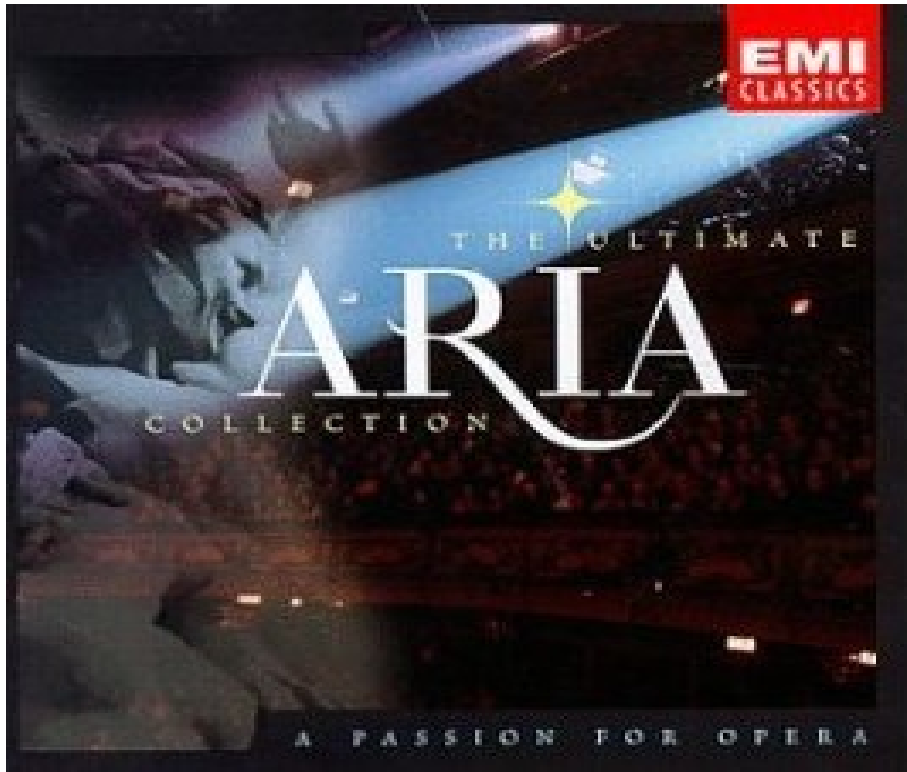
# Re-Cap

the  
**BIG**  
idea



- User generated content. The learner central.
- Do it Yourself.
- Architecture of participation & openness
- The network effect
- Folksonomy
- Wisdom of the crowds: collective intelligence

# Technology adoption scheme



Every Note

G. Verdi

*Il Trovatore*

Di quella pira

The image displays a musical score for the opera 'Il Trovatore' by Giuseppe Verdi. The title 'Di quella pira' is written below the opera name. The score is written for voice and piano. The vocal line is in the upper staff, and the piano accompaniment is in the lower staff. The key signature has two flats (B-flat and E-flat), and the time signature is 2/4. The score includes various musical notations such as notes, rests, and dynamic markings like 'ff' (fortissimo). The word 'Tutti' is written above the piano part.

# Social Media myths

- About infrastructure, tools and technology
- About pedagogical and didactical models
- About workload, motivation and support



# Infrastructure, tools and technology





Do we need more or less  
technology?



No Application Selected

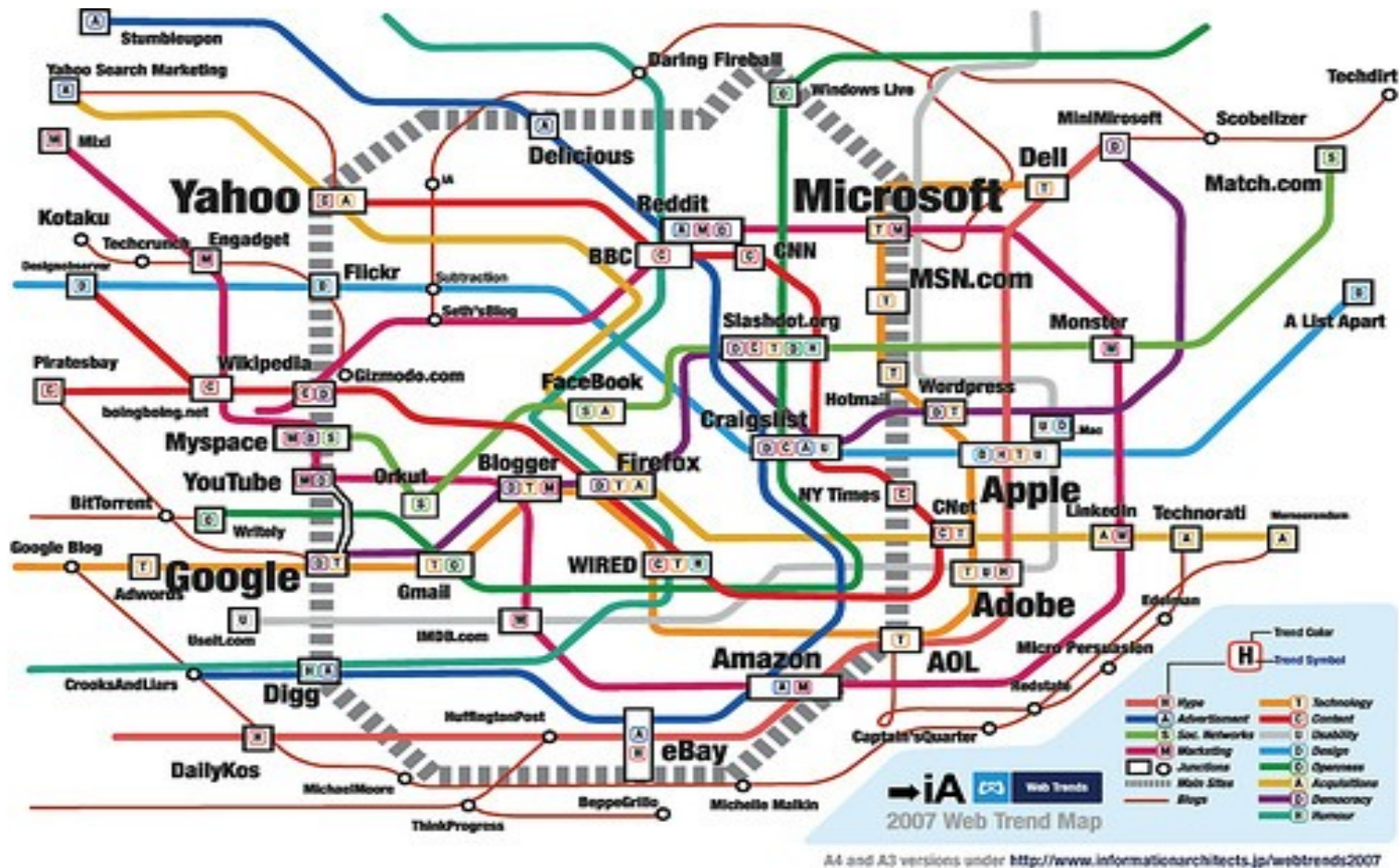




# Too much technology



# We need direction





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CENTRE FOR LEARNING & PERFORMANCE TECHNOLOGIES

TUESDAY

November 22, 2011

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## Top Tools 2011

Here are the Top 100 Tools for Learning 2011. This the 5th Annual Survey of Learning Tools finalised on 13 November 2011. This year's list is compiled from the Top 10 Tools lists of 531 learning professionals worldwide – from education, training and workplace learning. [You can see some of the votes cast [here](#).]

Analysis :: [Best of Breed 2011](#) | [Winners & Losers 2011](#) | [Top Tools 2007-2011](#)

The slideset is available on Slideshare and is embedded here, the text list appears below:



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### About C4LPT



The Centre for Learning & Performance Technologies is a resource site for the use of new technologies for working and learning founded by [Jane Hart](#), an independent consultant, writer and speaker. You can contact Jane at [jane.hart@c4lpt.co.uk](mailto:jane.hart@c4lpt.co.uk)

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**Social Learning Conference**

1st March 2012  
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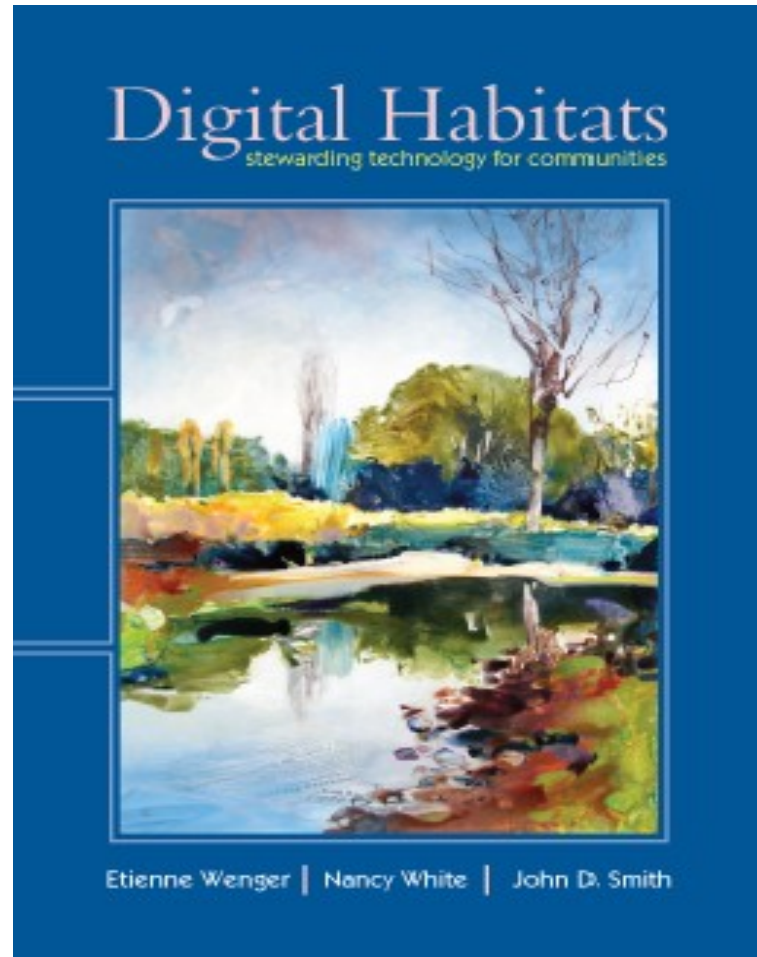
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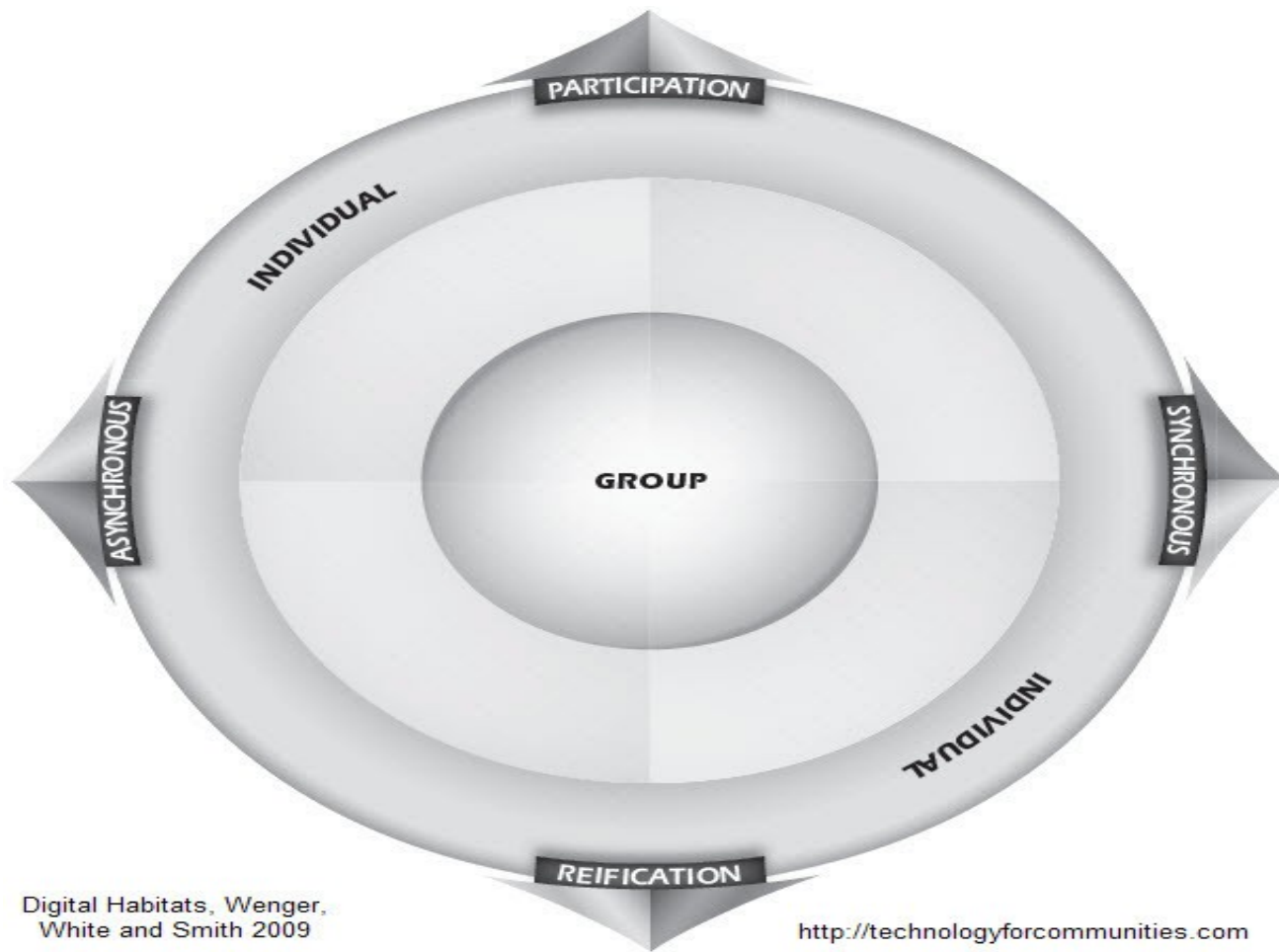
THE E-LEARNING GUILD. ONLINE FORUMS.

**Lessons & Insights from Ten eLearning Masters**  
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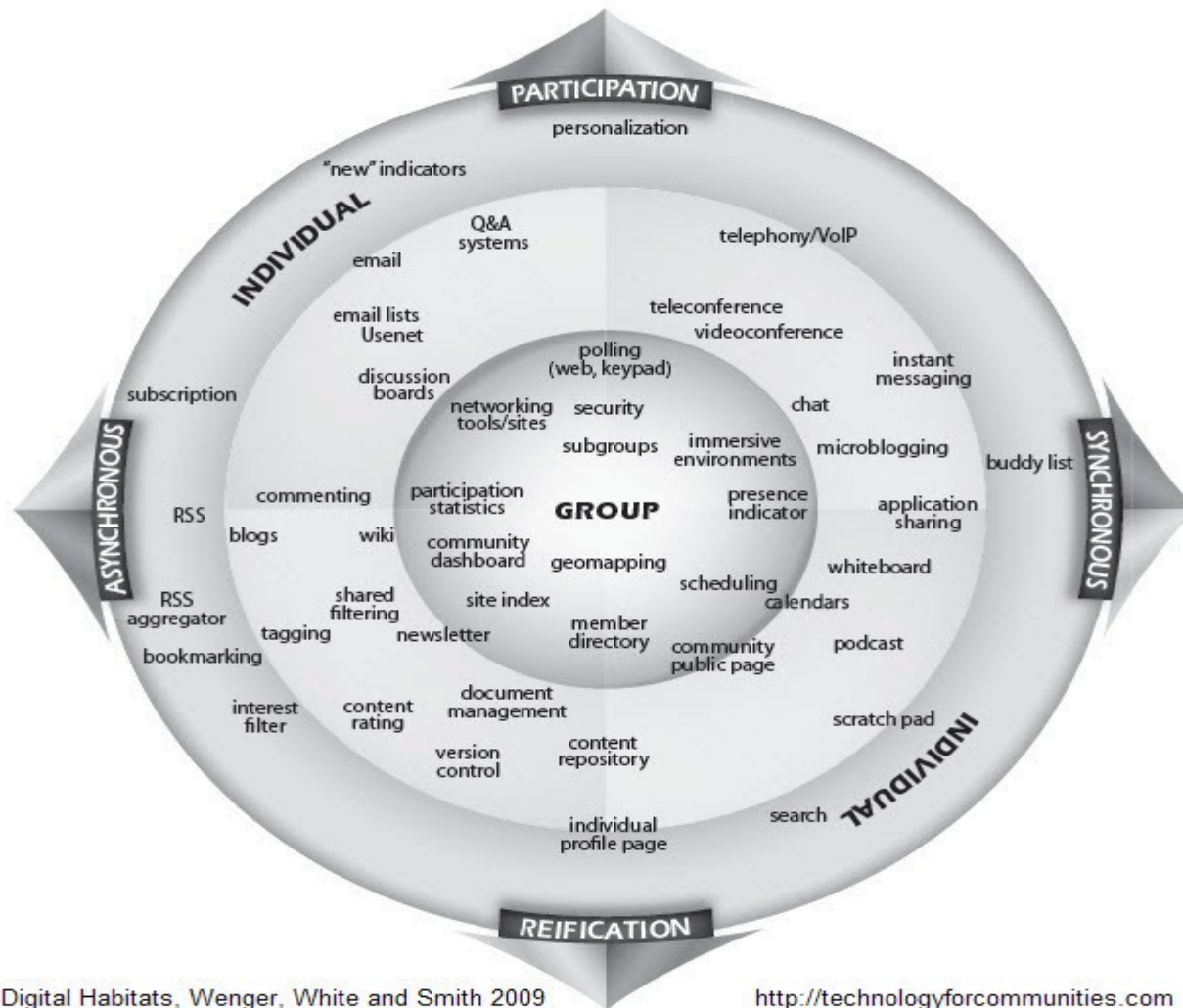
# Digital Habitats





Digital Habitats, Wenger,  
White and Smith 2009

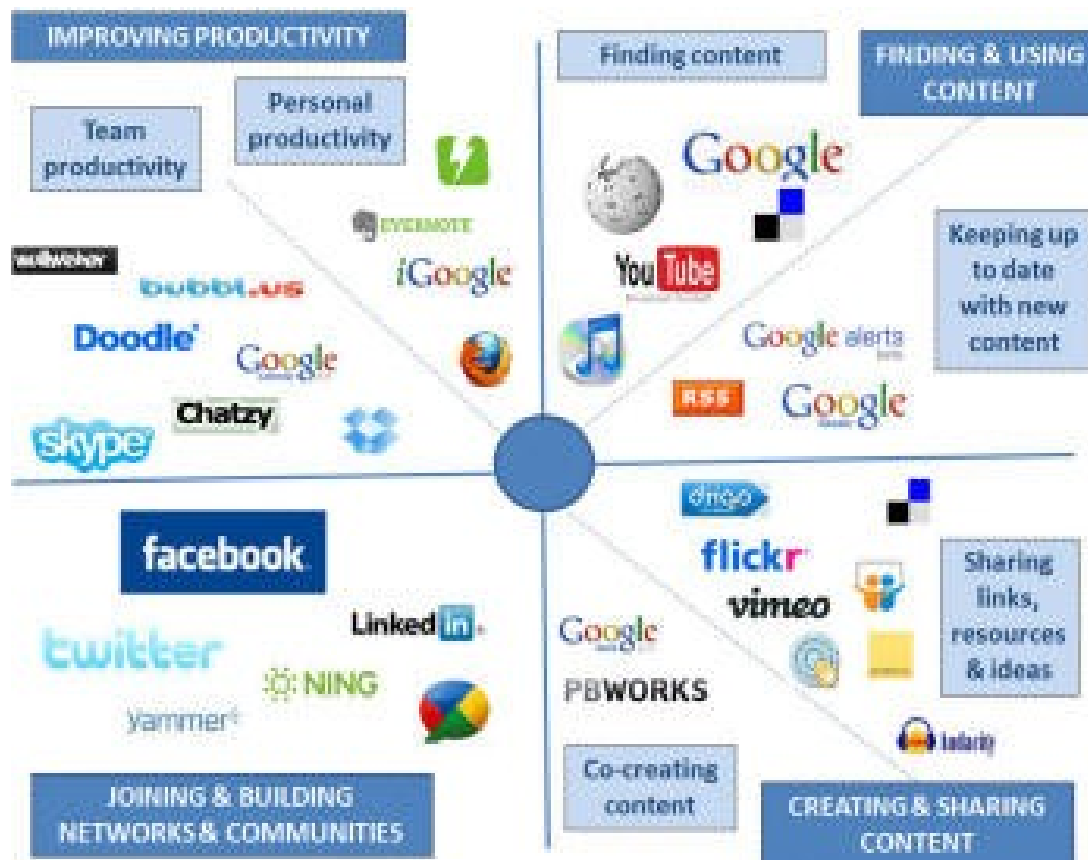
<http://technologyforcommunities.com>



Digital Habitats, Wenger, White and Smith 2009

<http://technologyforcommunities.com>

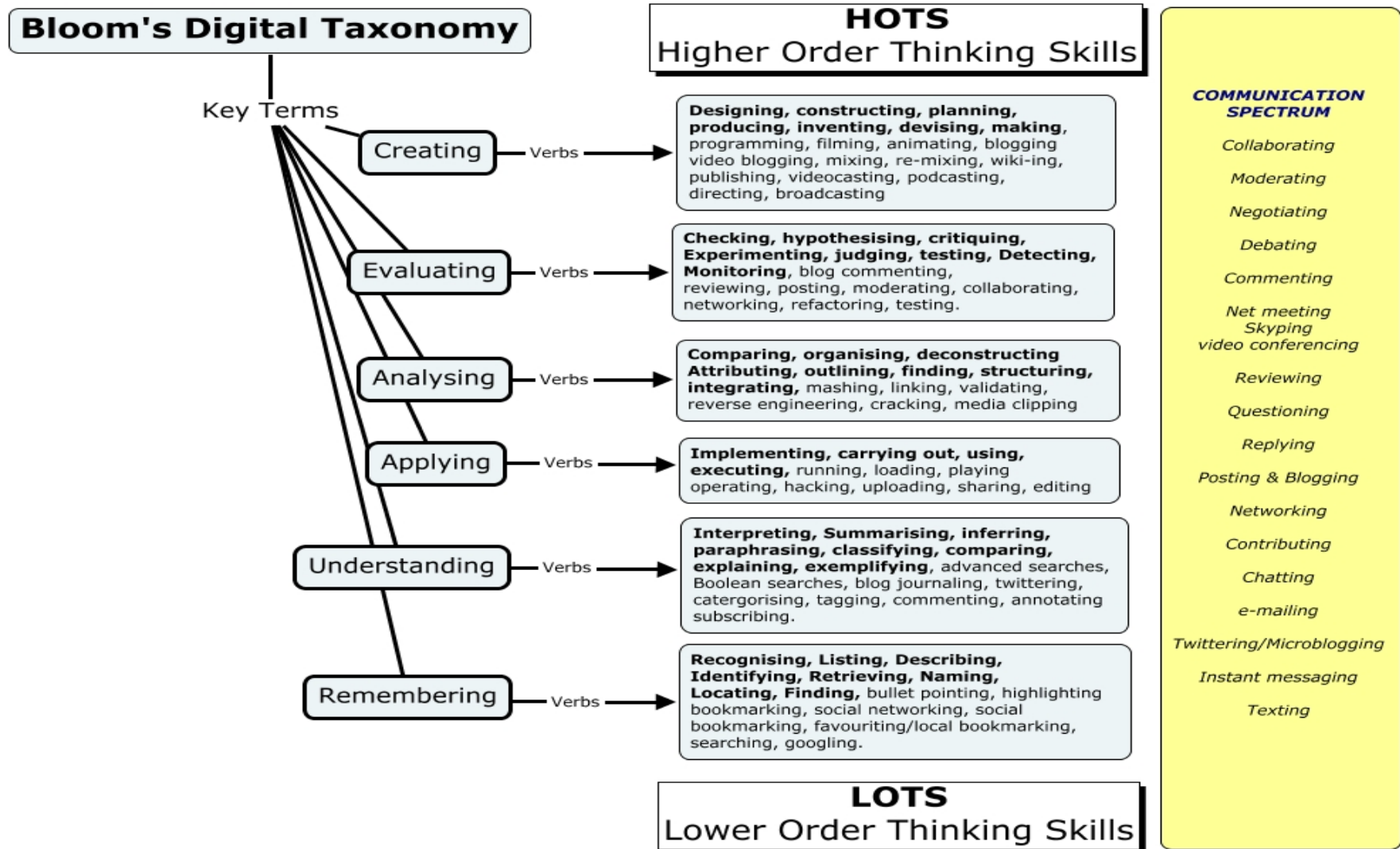




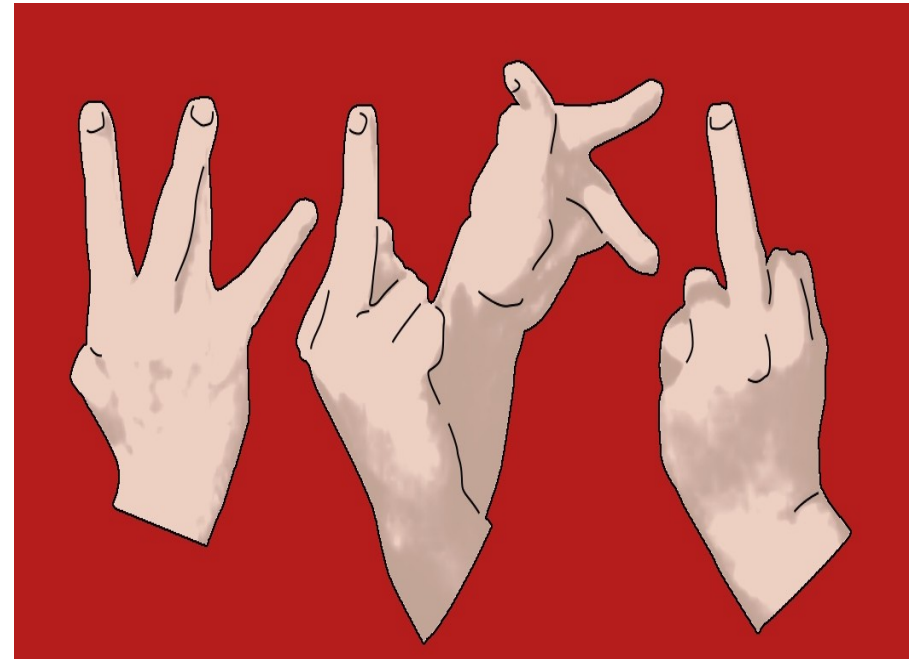
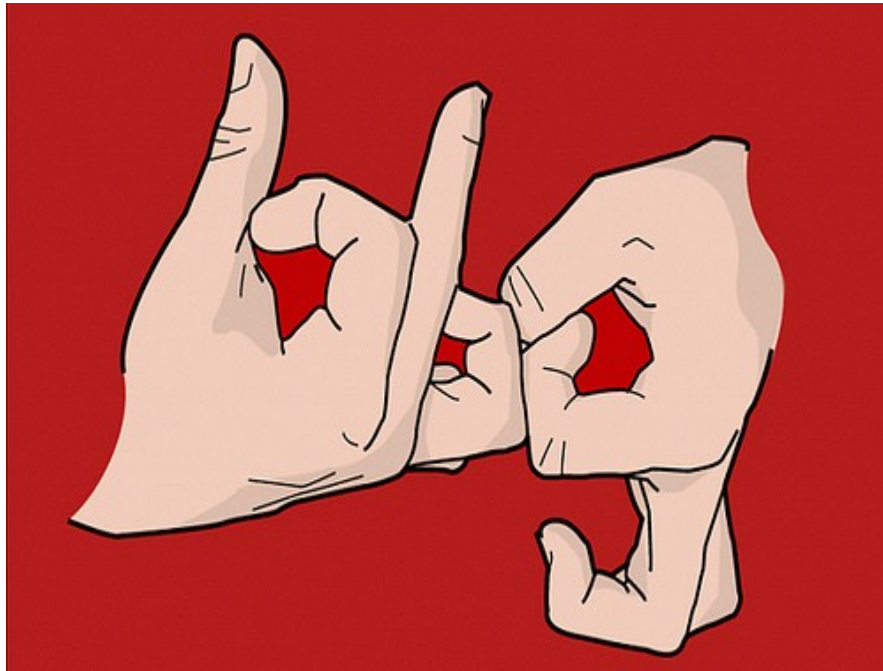
# About pedagogy and didactics?

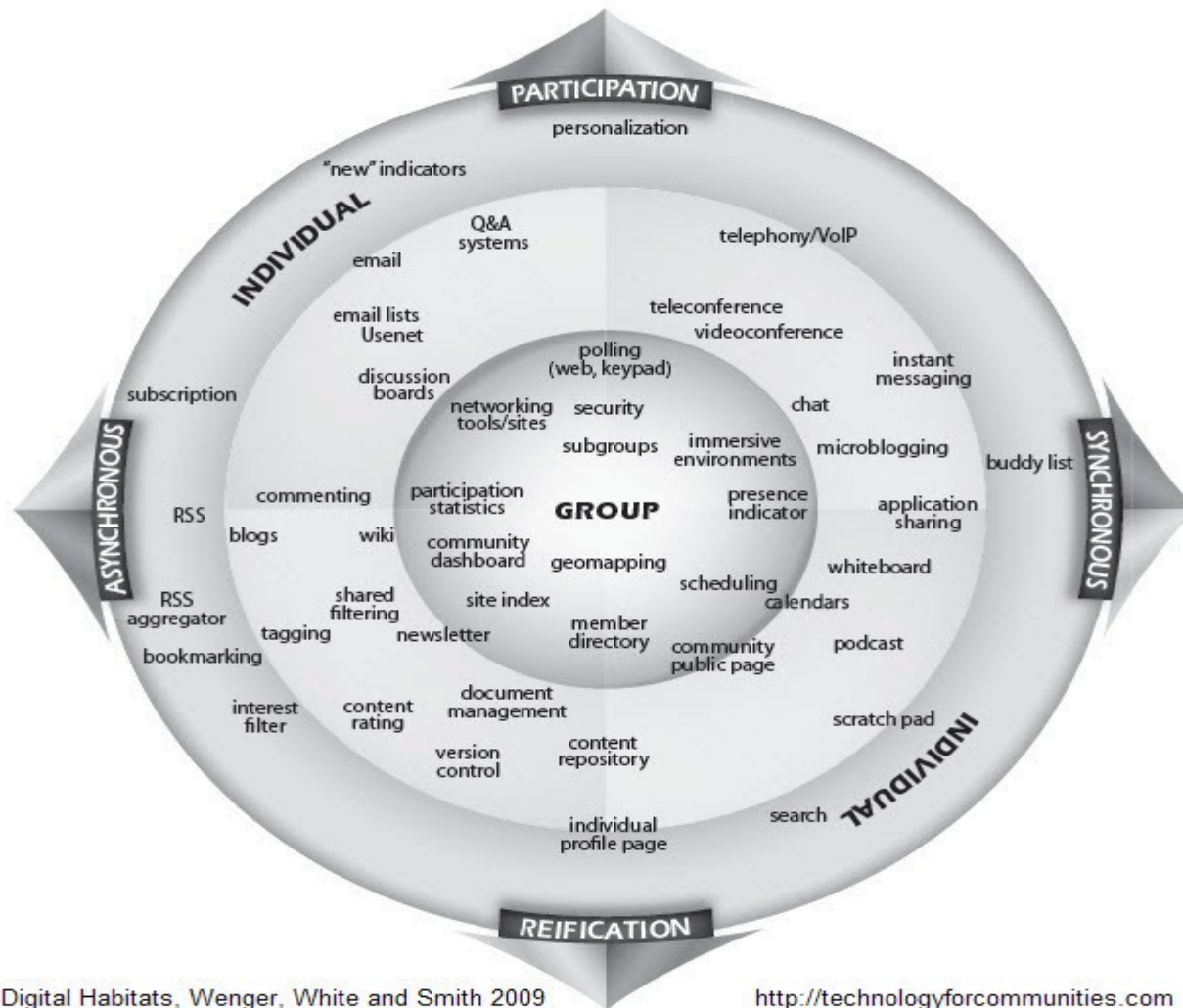


# For what educational purpose?



# Let's take two examples



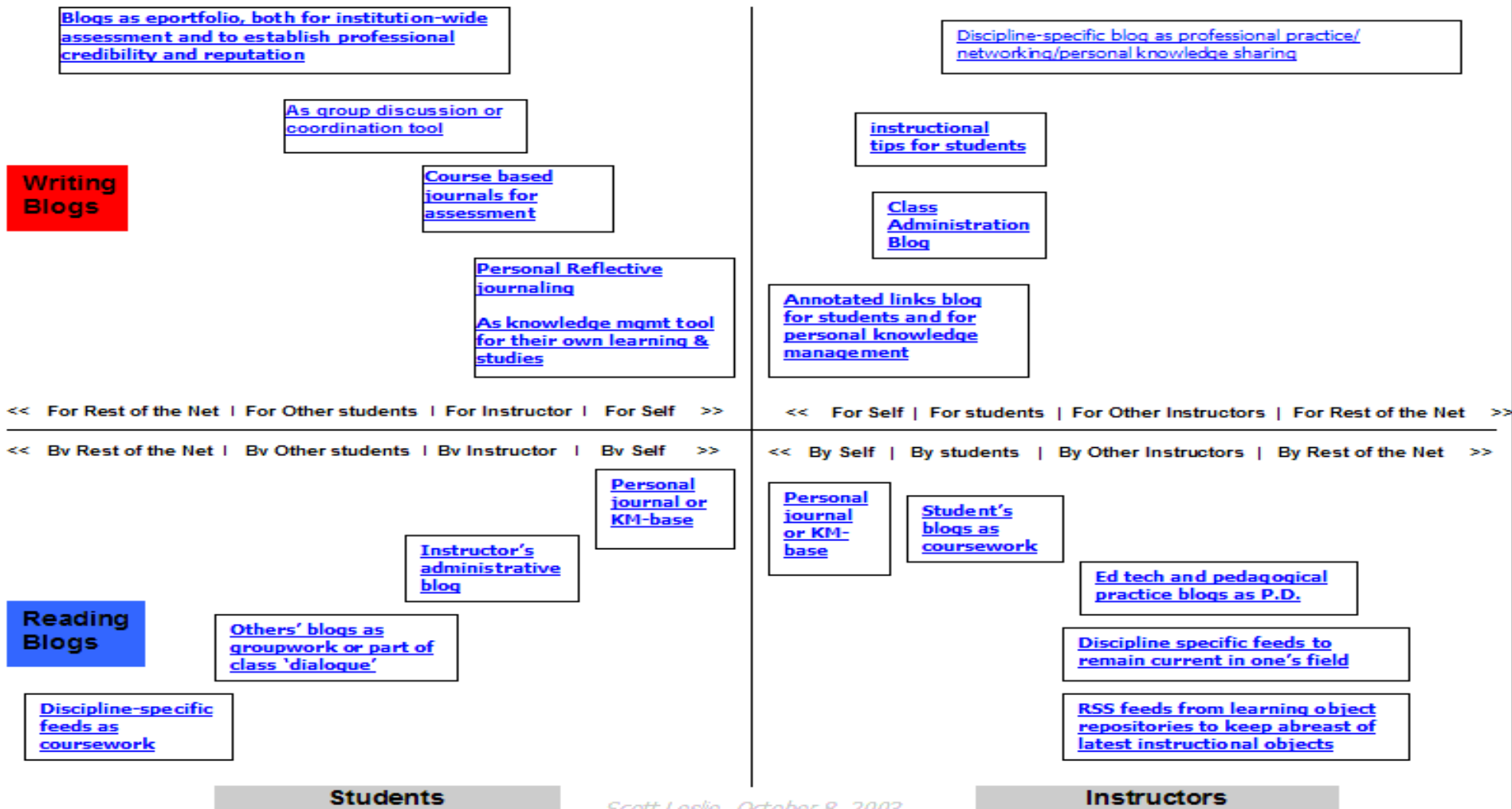


Digital Habitats, Wenger, White and Smith 2009

<http://technologyforcommunities.com>

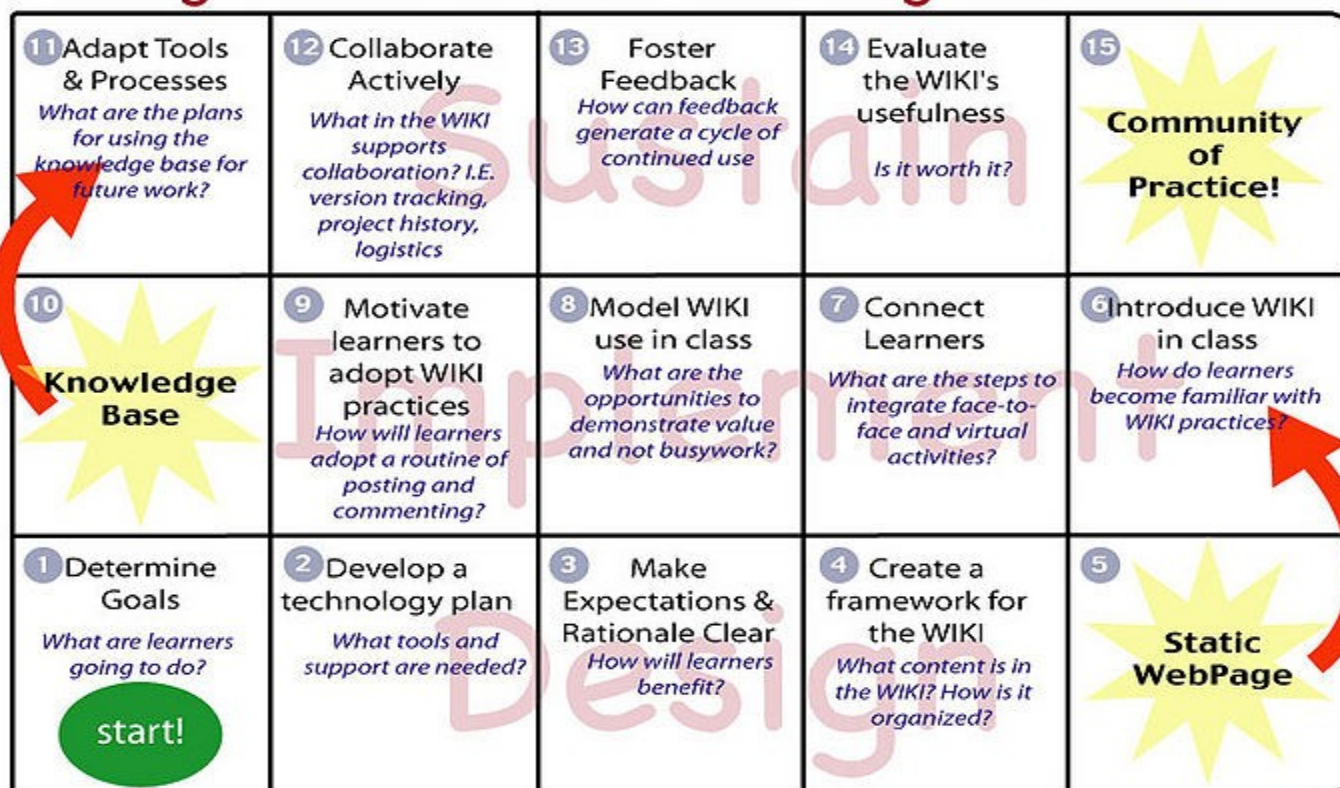


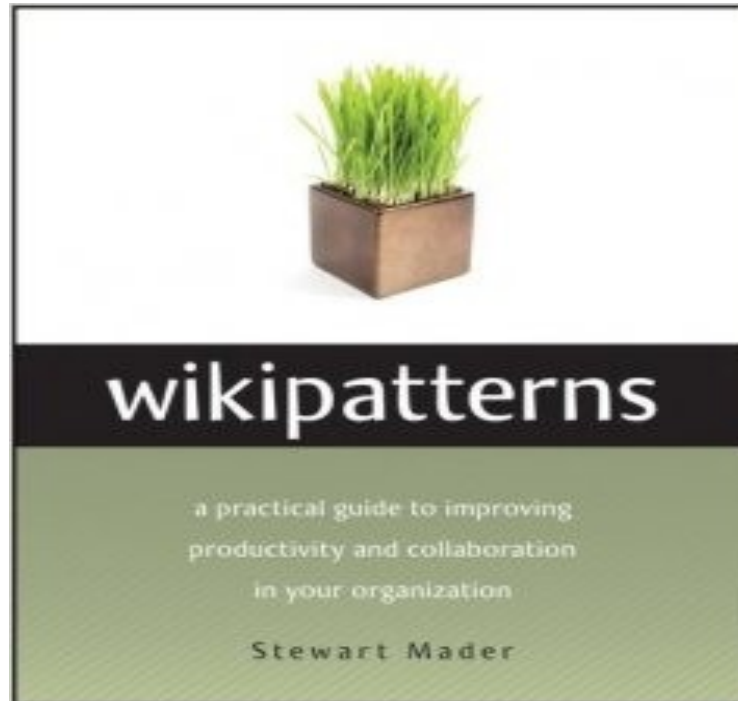
## Some Uses of Blogs in Education



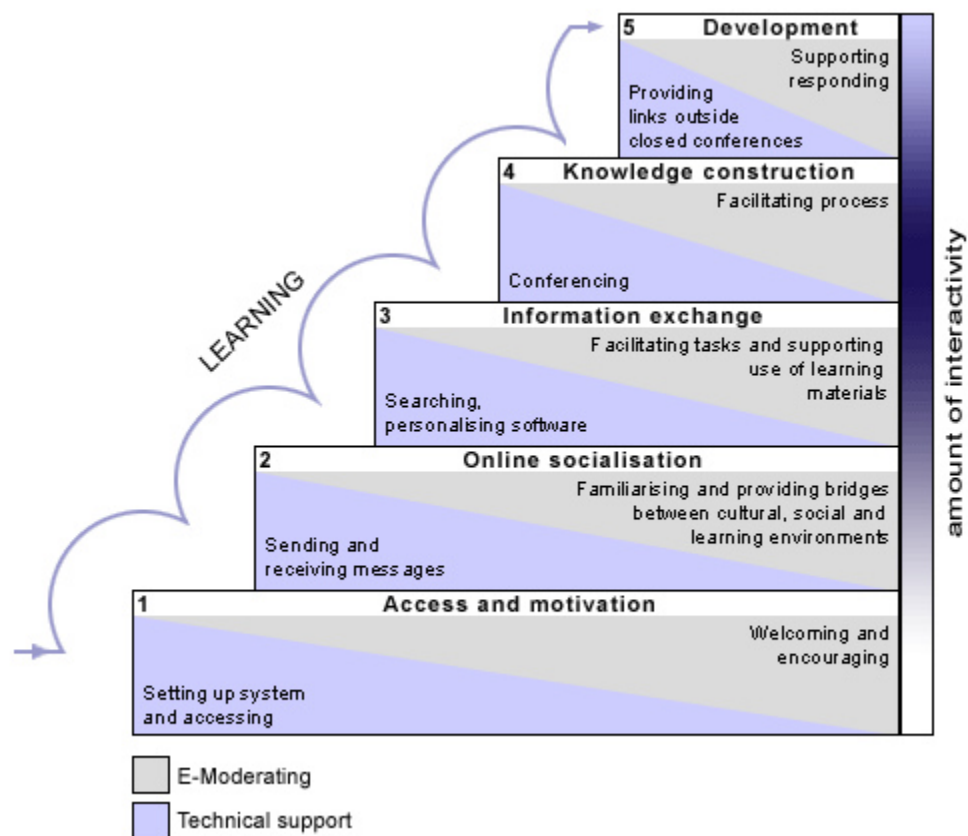
Scott Leslie, October 8, 2003

## Using WIKIs to Build Learning Communities

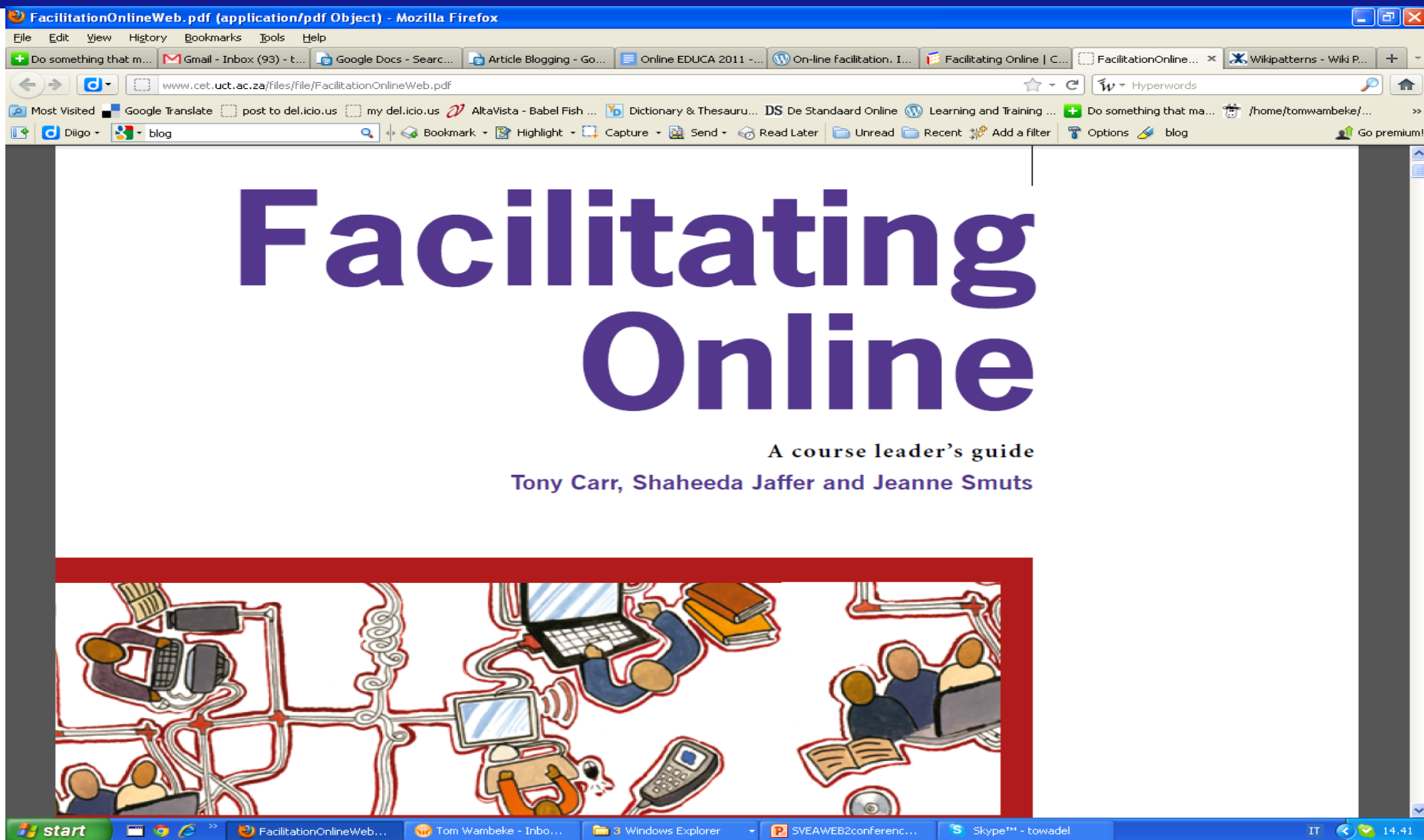




# E-moderation



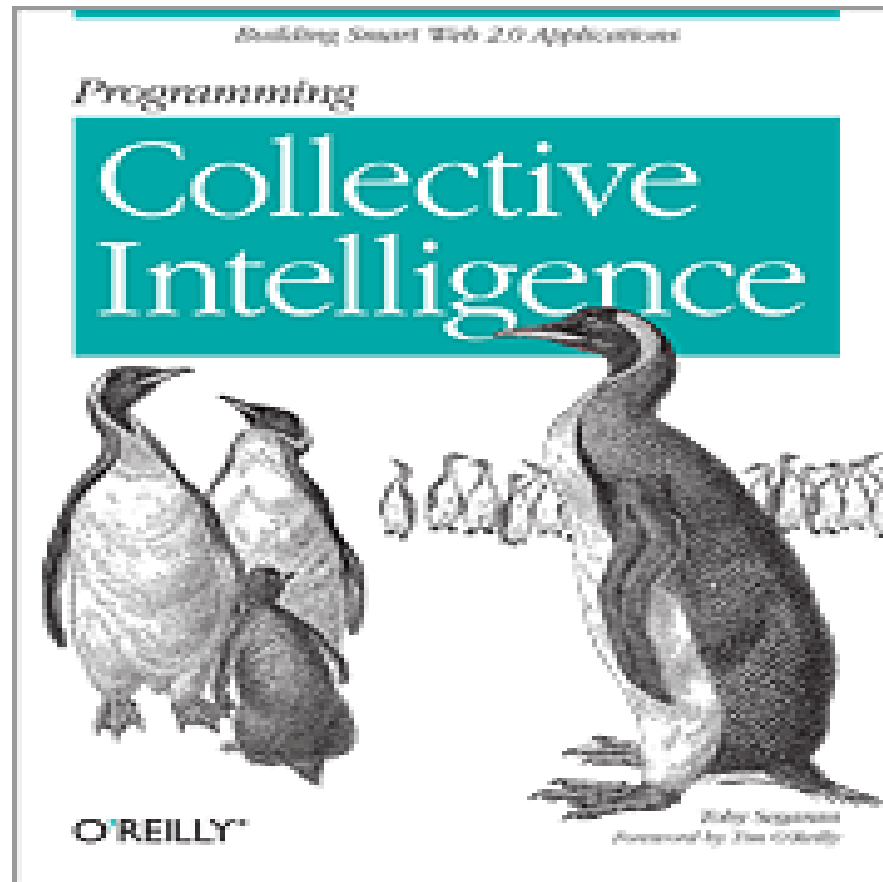
# E-moderation



# About workload, motivation and support







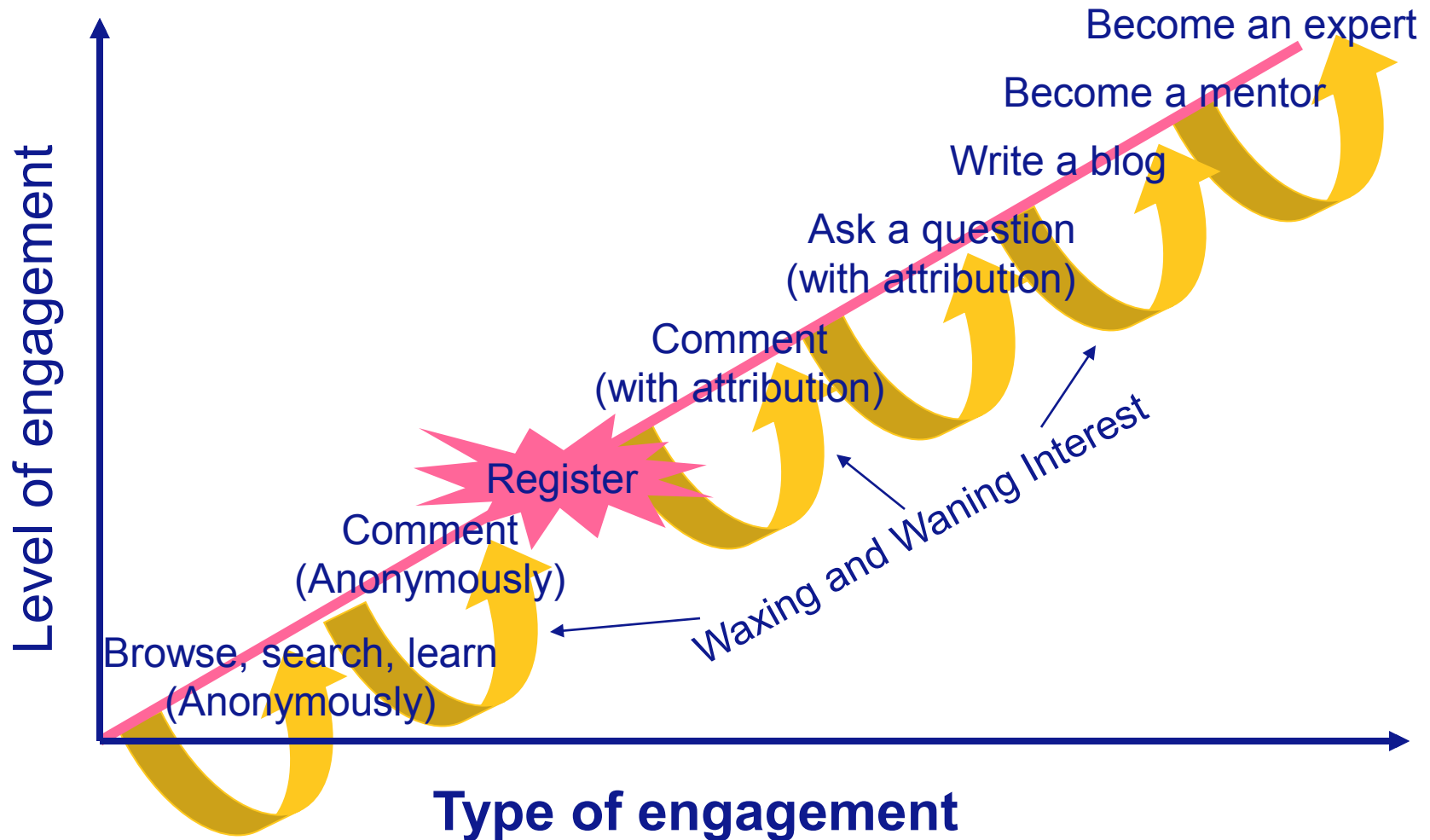
- 1) Diversity of opinion
- 2) Independence
- 3) Decentralization
- 4) Aggregation

# Wise Crowds

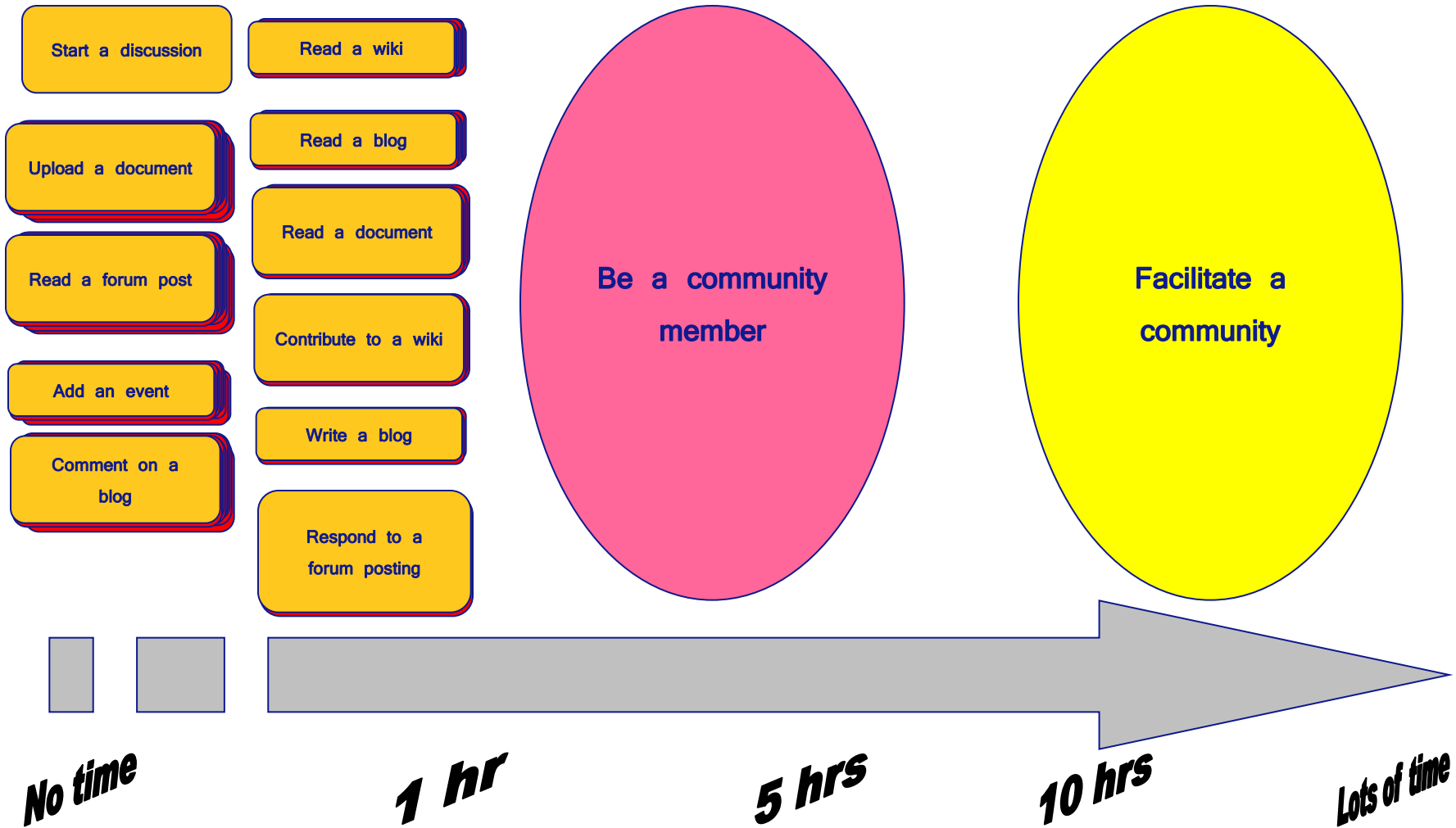


*Ref: James Surowiecki, Wisdom of the Crowds*

# Levels of engagement

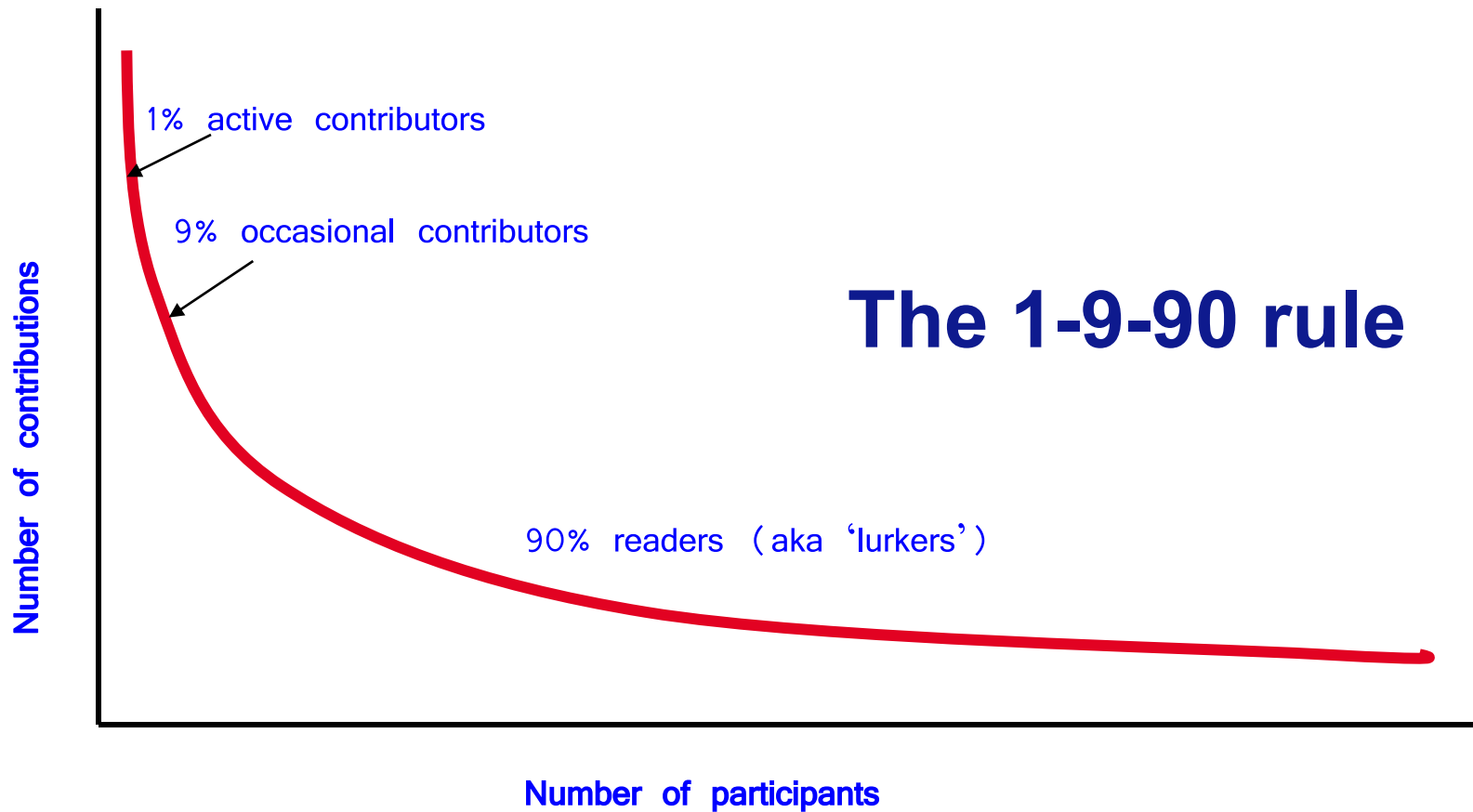


# What can you accomplish in one week?



# Patterns of contribution

Ref: Jacob Nielsen [http://www.useit.com/alertbox/participation\\_inequality.html](http://www.useit.com/alertbox/participation_inequality.html)



# The “1% Rule”

- For every 100 people online only 1 person will create content and 10 will “interact” with it. The other 89 will just view it.
- Each day at YouTube there are 100 million downloads and 65,000 uploads

**The important message is: look after your content creators!**

of

- In Yahoo Groups, 1% of the user population might start a group; 10% of the user population might participate actively. 100% of the user population benefits from the activities of the above groups

Source: The Guardian

# The resistance versus smart pragmatical ways





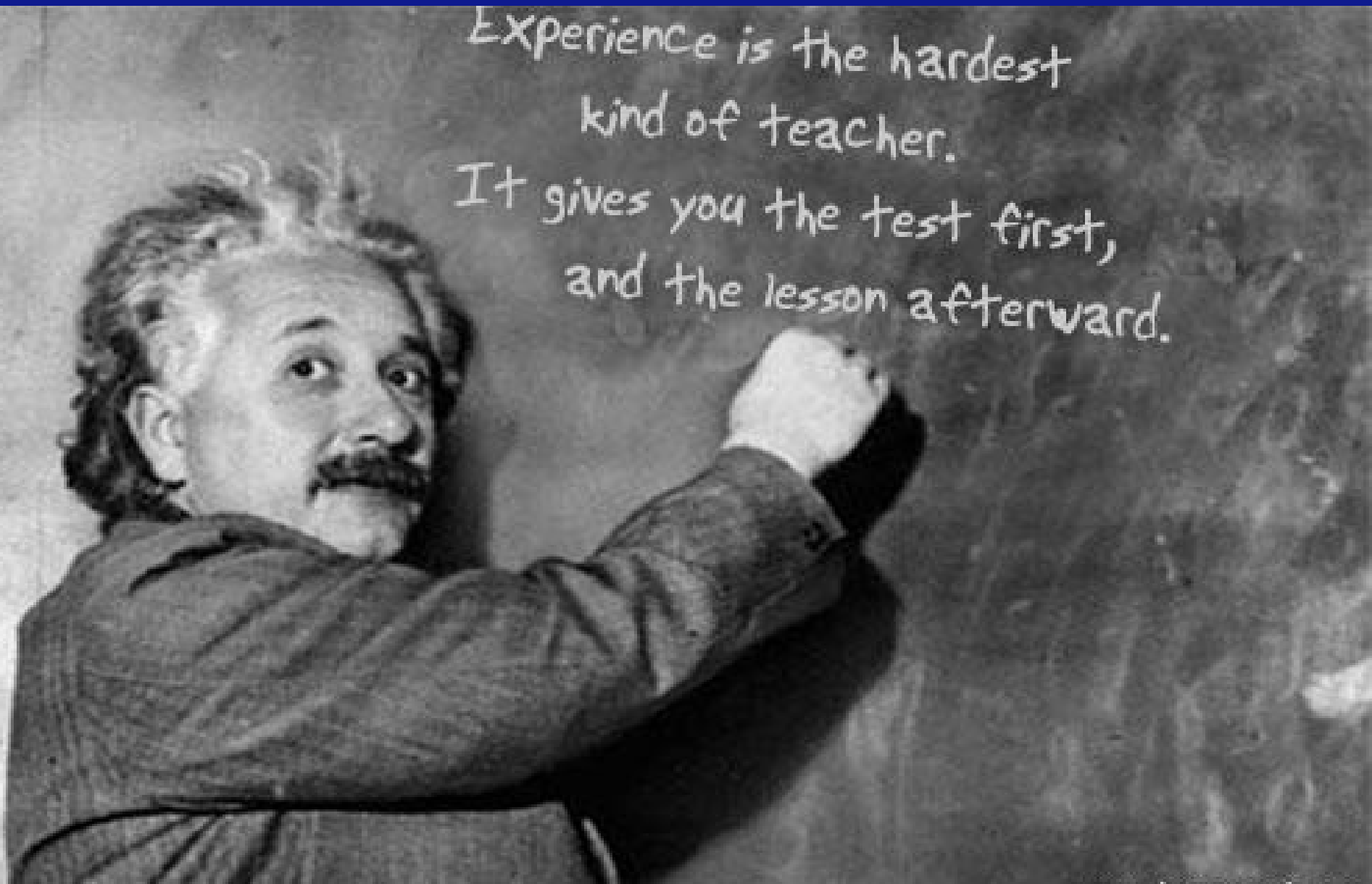
# Final reflections



# Join the AAAAAA, it works

- GTD
- DIY
- KISS
- ...

# Believe in Einstein (or not)



Experience is the hardest  
kind of teacher.  
It gives you the test first,  
and the lesson afterward.

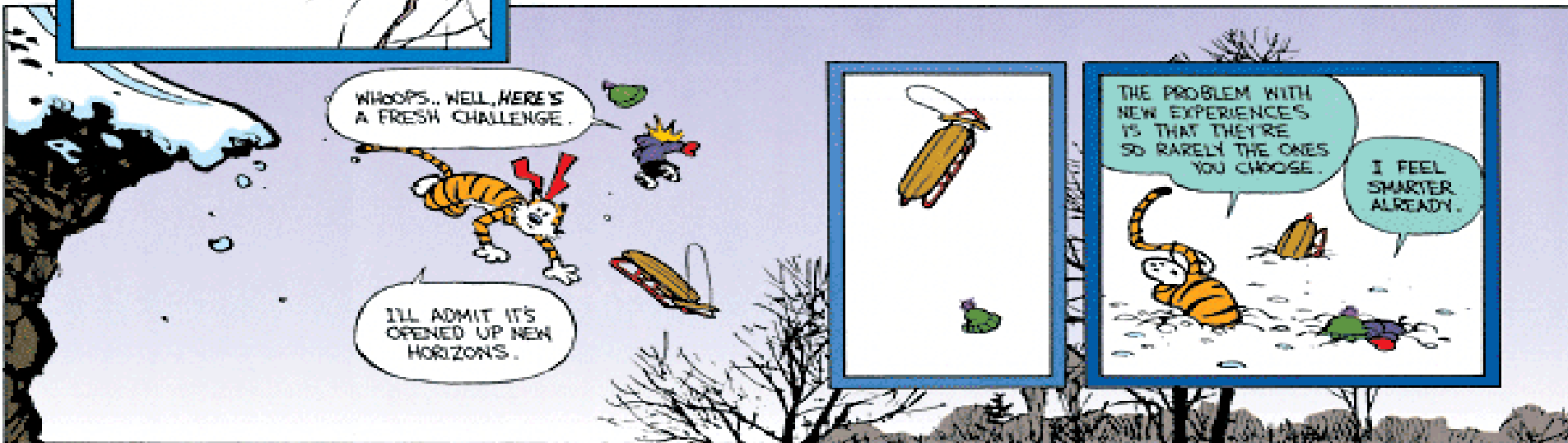
# Read Calvin and Hobbes

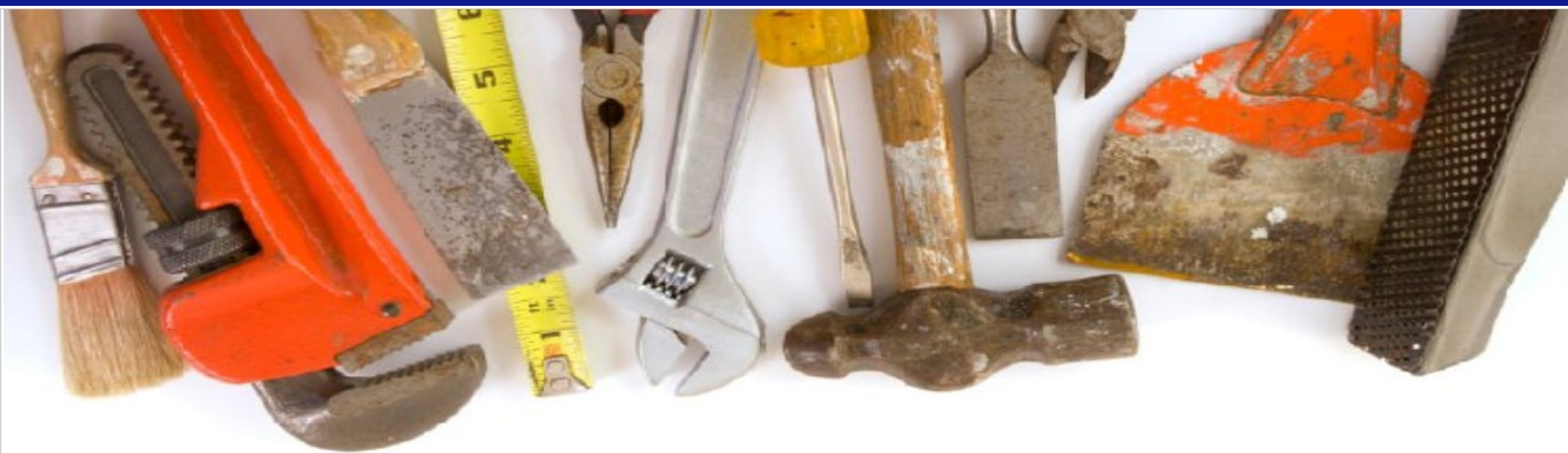


## calvin and hobbes

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10-15





What tools and resources are  
available to us  
to support learning?





# **E-learning Module** **Knowledge Sharing for** **Development**

**CURRICULUM OUTLINE**

**Version**  
**28.10.2009**

This module is being developed as a joint collaboration between the following organizations: the Training and Knowledge Management Unit of the European Commission (AIDCO-G4), the Swiss Agency for Development and Cooperation (SDC), the Food and Agriculture Organization of the United Nations (FAO), and the Swiss Association for International Cooperation (Helvetas).

Support and guidance is also being provided through the Joint Donors' Competence Development Network and the Information Management Resource Kit (IMARK) Steering Group.



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1-25 of 25 Last modified

Name	Folders / Sharing	Date
EARLIER THIS WEEK		
Lesson 1.3 - The Business Case for k	Rfullan to 20 collaborators	Mar 15 Jo
EARLIER THIS MONTH		
Lesson 5.6 Field-based Knowledge	Lena to everyone, 20 collaborators	Mar 14 itzpapaloti
Lesson 1.1 Why should you care at	Rfullan to 20 collaborators	Mar 9 Nara
Lesson 1.2 Information, Knowledge	Rfullan to 20 collaborators	Mar 9 Rfullan
Full Team IMARK Tracking	Choconancy to 20 collaborators	Mar 6 Pete
FINAL: Lesson 3.5 - Comms & Nets	Choconancy to 21 collaborators	Mar 2 Fabiola
FINAL - Lesson 2.2 - Building and S	Jim to 20 collaborators	Mar 1 Jim
EARLIER THIS YEAR		
5_1 Learning Plan	Jim to 21 collaborators	Feb 23 Choconancy
FINAL - Lesson 2.1 - Creating the K	Jim to 20 collaborators	Feb 23 Choconanc
FINAL - Lesson 5.1 - Developing KS	Jim to 21 collaborators	Feb 23 Choconanc
FINAL - Lesson 5.3: Methods for ca	Peter.johnsonlenz to 22 collaborators	Feb 23 Choconanc
FINAL Lesson 3.1 - Communities ar	Choconancy to 24 collaborators	Feb 23 Choconanc
FINAL Lesson 3.2 - Comms & Nets i	Choconancy to 24 collaborators	Feb 23 Choconanc
FINAL Lesson 3.3 - Networking & C	Choconancy to 21 collaborators	Feb 23 Choconanc
FINAL Lesson 5.4: Intentional learning	John Smith to 22 collaborators	Feb 23 Choconancy
FINAL: Lesson 5.2 Participatory Vis	John Smith to 22 collaborators	Feb 23 Choconanc
Imark Unit 3 Example Comms & Ne	Choconancy to everyone, 21 collaborators	Feb 23 Choconanc
Lesson 3.4 - Barriers and Human D	Choconancy to 21 collaborators	Feb 23 Choconanc
Lesson 4.1 part 2 Knowledge Audit	Patrick to 20 collaborators	Feb 23 Choconanc
Lesson 4.1: Knowledge Audit - Par	Patrick to 20 collaborators	Feb 23 Choconanc
Lesson 5.3: (previous version)	John Smith to 22 collaborators	Feb 23 Choconanc
REVIEWING THE POWERPOINT ST	Fabiola to everyone, 20 collaborators	Feb 23 Choconanc
The Behavioral Models	Jim to 20 collaborators	Feb 23 Choconanc
Weekly Knowledge Management E	Jim to 20 collaborators	Feb 23 Choconanc
OLDER		

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http://www.imarkgroup.org/course/moduleW/EN/lesson.asp?lessoncode=0511

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## WEB 2.0 AND SOCIAL MEDIA FOR DEVELOPMENT

### INFORMATION MANAGEMENT RESOURCE KIT



Information Management Resource Kit (IMARK)

## INTRODUCTION TO WEB 2.0 AND SOCIAL MEDIA

English Version

© FAO 2009



The Information Management Resource Kit is an e-learning programme in agricultural information management developed by FAO and contributing partner organizations.





Information Management Resource Kit

[Start Lesson](#)

Done

# Jane Hart

1. **Introduction**
  - What is social media?
  - Choosing the right social media tool for your needs
2. **Social networking**
  - What is social networking?
    - Facebook
    - LinkedIn
    - Ning
    - Elgg
3. **Micro-blogging**
  - What is micro-blogging?
    - Twitter
    - Yammer
    - Edmodo & Status.net
    - Socialtext
4. **Social bookmarking**
  - What is social bookmarking?
    - Delicious
    - Diigo
    - Scuttle & Connectbeam
5. **Blogging**
  - What is blogging?
    - Wordpress
    - Blogger
    - Edublogs, Typepad & Posterous
6. **RSS - Really Simple Syndication**
  - What is RSS?
    - Google Reader
    - Bloglines
7. **Podcasting**
  - What is podcasting?
    - Audacity
    - Garage Band
8. **File sharing**
  - What is file sharing?
    - Flickr
    - YouTube
    - Jing & Screenr
    - Slideshare
9. **Email**
  - What is email?
    - Gmail
    - Google Buzz
    - Google Wave
10. **Instant Messaging**
  - What is instant messaging?
    - Skype
11. **Web meetings**
  - What are web meetings?
    - Dimdim
    - Adobe Connect, Elluminate and Webex
12. **Wikis**
  - What are wikis?
    - PBworks
    - Wikispaces
13. **Online office suites**
  - What are online office suites?
    - Google Docs
    - Zoho
14. **Personal dashboards**
  - What are personal dashboards?
    - iGoogle
    - Netvibes & Pageflakes
15. **Social and collaboration platforms**
  - What are social and collaboration platforms?
    - Elgg
    - Socialtext & Sharepoint
    - Google Apps
16. **Social course management systems**
  - What are social course management systems?

# WebforDevelopment : Social Media for Learning

## social media for learning



### Welcome to the first Web4Dev knowledge lab (A974046 )

Posted on [September 4, 2011](#) | [1 Comment](#)

We have the pleasure of announcing that the [ILO International Training Centre](#) is offering the first edition of “WebforDev : Social Media for Learning” (A974046) taking place in Turin between 16/11/2011 and 18/11/2011 with an on-line phase before and after.

The general objective is to evaluate the impact of web 2.0 trends on the field of learning and training and to see where we are in terms of using web 2.0 innovations in the domain of learning

This course stimulates a community of practice where participants with distinct interests meet each other across the world with the aim of improving their knowledge and efficient practice in the field of social media for learning.

During the course, participants will have the opportunity to discuss and experience issues and concepts related to the use of blogs, wikis, social networking, social bookmarking, podcasting, YouTube, DeDeem, etc.

#### SEARCH IT!

#### RECENT ENTRIES

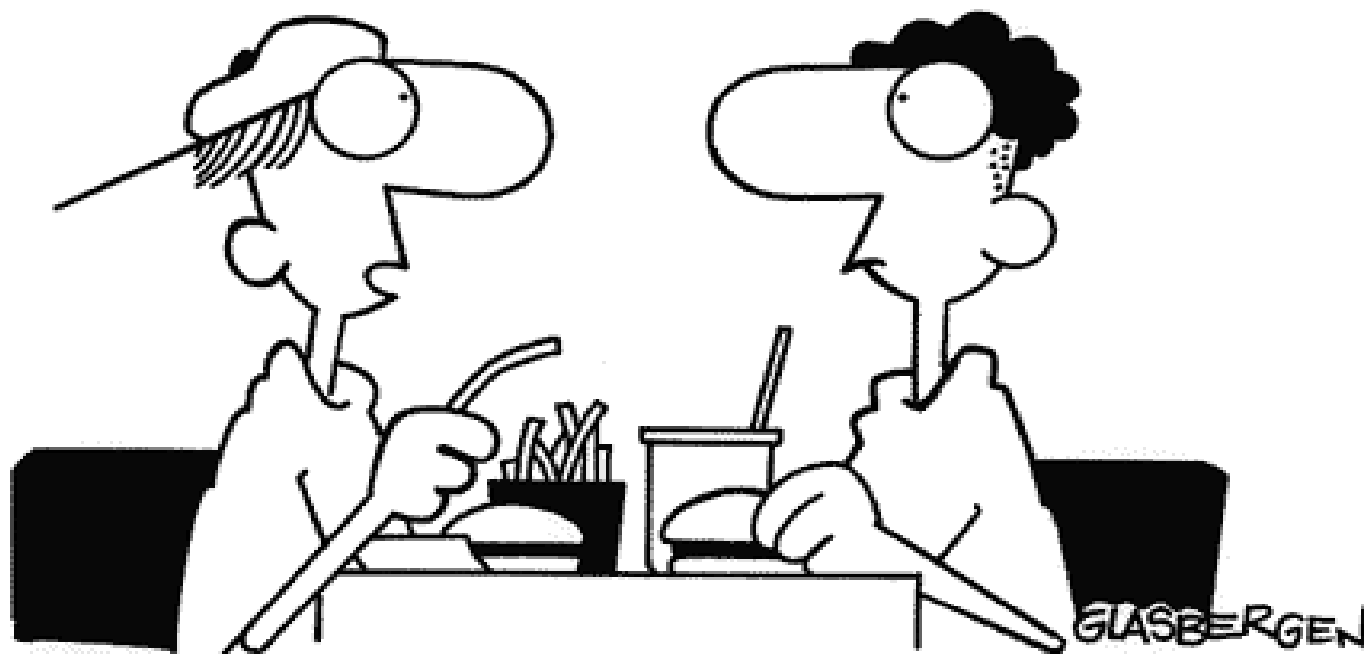
- [Welcome to the first Web4Dev knowledge lab \(A974046 \)](#)

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**“I forgot to make a back-up copy of my brain,  
so everything I learned last semester was lost.”**