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ARTICLES & CASE STUDIES • DEMO • EVENTS • CONTAC

- WHAT DO WE DO?
- HOW DO WE DO IT?
- WHY CHOOSE US?
- WHO DO WE WORK WITH?
- WHO ARE WE?

Too many creators of online learning think of users as objects to which you are delivering something. Learning should be the object of the learner, not the other way round.

Nicholas Negroponte, Internet guru

Web is transforming specialist publishing

- Access to community

Thoemmes Press

Barrington Stoke

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Web appears to be transforming learning

- E-learning in higher education in the US will be a $2 billion market by 2003

- 54% of higher education institutions will offer web courses by the end of 2001, up from 34% in 1998

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Beware the hype

• Fathom has cost Columbia nearly $20 million without finding a market

• UNext has burnt through $115 million without bringing much to market

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Drivers of success in online learning

- Access

- Learner support

- Blending online learning

- Focus on learning outcomes

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No-one rushes to tell you that the "anytime" of online learning is often after worktime or that "anyplace" is at home.
**Paul Reali**, US trainer

Negroponte, Internet guru

INFORMATION

LEARNING OUTCOMES
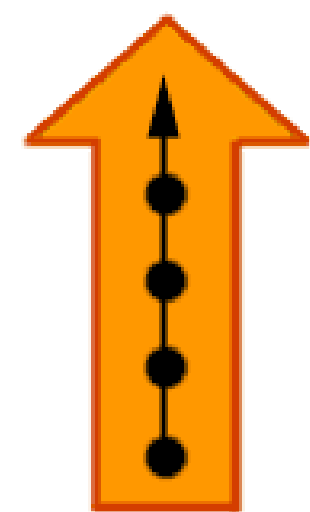
ASSESSMENT

ACTIVITY

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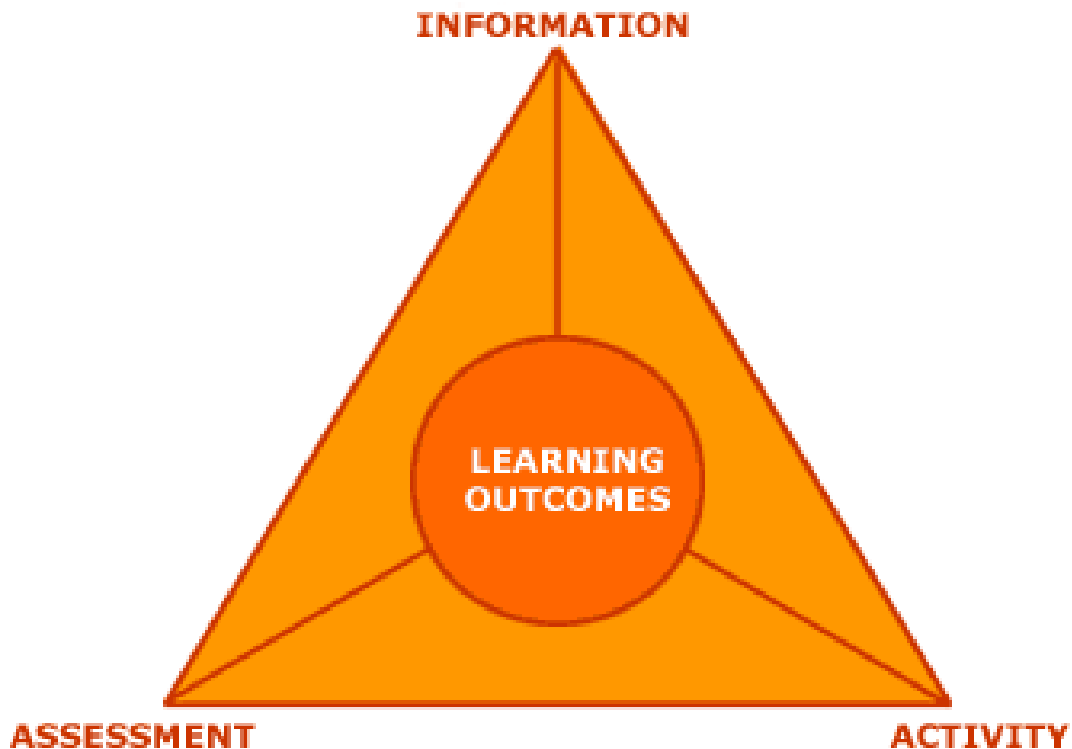
- WHAT DO WE DO?
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Currently online education is like a car boot sale. The quality is variable, you don't know if you can trust it... But the Internet is the best education tool inside or outside the classroom since the blackboard.

Internet guru

AWARENESS
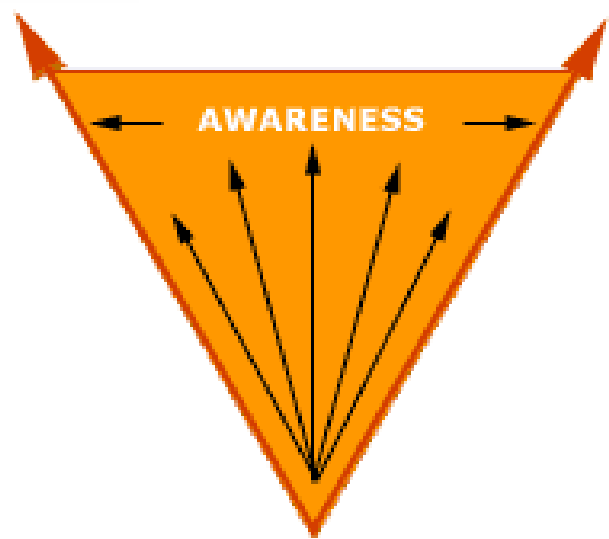
DIFFUSED LEARNING

FOCUSED LEARNING

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Everyone can remember what made them learn at school. It wasn't the clever graphics in their textbook. It was a teacher who inspired them. So with learning online, what matters is that someone has thought ̕ of a great way to get you to engage.

Internet guru

LEARNING RESOURCE

INFORMATION RESOURCE

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Online learning in five years

- Very important in continuing professional development (CPD)

- Higher Education will lose this market to commercial competitors if they do not engage

- Standard component in undergraduate and graduate courses

- Look for partners to develop your online resources