Learning to Live Together Online

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Learning Solutions
Emerging Markets South East Asia
A Brief History

1971  First email sent
1993  First “webpage”
1994  GeoCities
1996  ICQ  First “instant chat”
1997  1 million web users
1998  Google search engine
1999  Friends Unite  social site
2003  LinkedIn
2004  Facebook
2005  UTube
2006  Twitter
Asia’s 5th Largest Nation*

Global Facebook Rank 2011

2 Indonesia 35 Million
5 Philippines 10-23 Million
6 India 5-10 Million
16 Malaysia 1.5 - 5 Million
55 New Zealand Fewer than one Million
113 Brunei

Global Facebook Population

Asia Pacific 22%
Europe 30%
North America 31%
Other 17%

*With 139 million users, only China, India, Pakistan and Indonesia have a larger population in Asia than Facebook.
## Regional Facebook Data

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>User Ranking</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>60,600,520</td>
<td>3</td>
<td>5.17%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>49,884,160</td>
<td>4</td>
<td>20.53%</td>
</tr>
<tr>
<td>Philippines</td>
<td>29,877,060</td>
<td>8</td>
<td>29.91%</td>
</tr>
<tr>
<td>Thailand</td>
<td>17,609,460</td>
<td>14</td>
<td>26.52%</td>
</tr>
<tr>
<td>Japan</td>
<td>16,303,480</td>
<td>17</td>
<td>12.86%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>13,392,920</td>
<td>18</td>
<td>51.2%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>13,047,140</td>
<td>19</td>
<td>56.62%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>9,787,700</td>
<td>23</td>
<td>10.93%</td>
</tr>
<tr>
<td>South Korea</td>
<td>9,484,480</td>
<td>27</td>
<td>19.5%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>4,078,480</td>
<td>41</td>
<td>57.53%</td>
</tr>
</tbody>
</table>

Data: 21/11/12 Socialbakers.com
<table>
<thead>
<tr>
<th>#</th>
<th>Continent</th>
<th>Users</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Asia</td>
<td>270,576,800</td>
<td>6.99%</td>
</tr>
<tr>
<td>2</td>
<td>Europe</td>
<td>248,989,660</td>
<td>30.65%</td>
</tr>
<tr>
<td>3</td>
<td>North America</td>
<td>242,379,940</td>
<td>45.86%</td>
</tr>
<tr>
<td>4</td>
<td>South America</td>
<td>139,556,500</td>
<td>35.19%</td>
</tr>
<tr>
<td>5</td>
<td>Africa</td>
<td>50,000,020</td>
<td>5.36%</td>
</tr>
<tr>
<td>6</td>
<td>Australia and Oceania</td>
<td>14,700,120</td>
<td>42.41%</td>
</tr>
</tbody>
</table>

Data: Socialbakers.com
Social Networking & Learning

• Schools or Learning?

• Learning Communities

• Connecting and interaction between people

• Augments learning
Positives

• Flexibility
• Repeatable
• Convenient
• Accessible
• Appeals to different learning styles
• Ability to access information and connections
• Employability
Challenges

• Privacy
• Security
• Miscommunication
• Access to unsuitable material
• Time
• Technology
The Dilemma

• Parents, community remember schools 20 years ago

• Teachers struggle with today

• Students grown up with ICT

• Education reformers planning for 20 years ahead
Benefits

• Differentiates learning, appeals to individualisation
• A new teaching/learning tool
• Interaction beyond the school yard
• Educating for the 21st century
• Willingness to work cooperatively
• Global citizens
Harness the Power

- Investigate locally used devices & access
- Integrate into teaching & learning as appropriate
- Explicitly teach acceptable protocols
- Incorporate culturally appropriately
- Encourage learners to learn
- Encourage peer to peer learning
- Connect parents and community
Considerations

- Open vs Private
- Commercial vs “Free”
- Device and accessibility
- Data mining
Options are endless

- Blogging
- Micro blogging
- Social networking
- Screencast Sharing
- Presentation Sharing
- Collaborative
  - Editing
  - Working
  - Presentations
  - Calendar
  - Mindmapping
- Social Bookmarking
- Personalized start pages
- Photo Sharing
- Video Sharing
- Integrated Social environment
- Podcasting
- Integrated systems
- .....
Delivery Methods

- Software
- Websites
- Apps
- DVDs
- Devices
- Combinations
- ....
Examples of Social Sites

• AOL
• Bebo
• Blogger
• Digg
• Edmodo
• Facebook
• Flickr
• Google
• Learnist
• LinkedIn
• Lore.com
• MySpace

• Pinterest
• Sixdegrees.org
• Slideshare
• Renren
• TeacherTube
• Twiducate
• Twitter
• Youku
• Utube
• Weibo
• Wikipedia
• Wikispaces
Pearson Examples

Facebook
• Pearson Education
• Pearson Indonesia
• Pearson Student
• Pearson Asia and Higher Education
• ...

Twitter
• @PearsonAsiaPac
Examples

• Fiji
• Indonesia
• Singapore
• Higher Education
  Fully integrated system
  Learning Studio
• Tasmania/Oslo
  Virtual Learning Environment-
  Fronter
If we teach children as yesterday we rob them of tomorrow

John Dewey