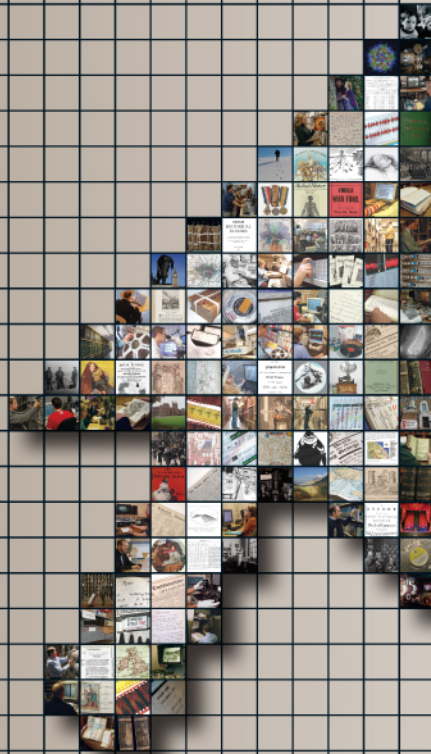


JISC

JISC Digital Content Conference 2009

30 June – 1 July, Cotswold Water Park Hotel



- Innovative Technologies – Twitter focuses attention. iTunes U – famous lecturers. Ebooks save space. Use of mobile learning, useful for travellers. Simple interfaces focus the mind on the important functions. Student contributions – active learning, should help lecturers
- Barriers – IPR, ownership, ‘brand down the tubes’ – who owns the spelling mistakes? Metadata confusion – skills required to bring content, services together, Quality control. IT services bolt things down – needs high level intervention. Continued support for lecturers required.
- Collaborations can help smaller institutions. Stuffy librarians do not exist!

-
- Social Networking – Postivives – Reaching students, huge audience? Building communities outside institution. Interlinking. Fooling students into learning. Cheap and accessible. Equality of status between old staff and new students. Mechanisms for feedback. Marketing and comms tool. ‘A lure to catch attention’. Immersive. Media convergence of different formats
 - Negatives – Reputation management, info overload. Key info buried, quality, lack of control of the hosted service, privacy / data protection, user fickleness and lack of permanance, multi-tasking (gender differences?), lack of etiquette, connection speeds, some content should not be exported, customisation of services is difficult

-
- Social networking – all of those points before are relevant!
 - ‘They’ are going to use them anyway. Who are ‘we’?
 - Positives - Driving traffic towards your website. ‘Stylish and fun’, ‘borrowed kudos’ Quick to use
 - Negatives – preservation, long-term control (versioning?), superficiality, training required to understand

-
- Social Networks – Positives – going where the users are, established environments work. Hosted services have investment and funds for innovation (but lack of control over this)
 - Negatives – Lack of SLA, cloud computing is in the clouds, do users want to combine education with non-education? Is everyone familiar with Web2 tools?
 - Relevance to educational aims? Must have clear aims
 - Content in – yes, but content out?

-
- Embedding Usability – Constrictions of VLE, benefits of open source and collaborative development (Moodle vs Blackboard) LO development – interactive for both creator and user, consistent. Web-based tools (PebblePad) used in different ways according to experience.
 - Negatives – difficult to control innovative interfaces – external, future developments, accessibility and metadata chaos, internal cultural concerns, e.g. security. Corporate image. People wasting time
 - THANK YOU VERY MUCH!