The Next Generation of Mobile Learning

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i4cp focuses on the people practices that make high performance organizations unique.
High-performance organizations consistently outperform most of their competitors for extended periods of time. These companies performed better over the past five years, based on these four indicators:

1. Revenue growth
2. Market share
3. Profitability
4. Customer satisfaction
i4cp research has shown that high-performance companies excel in five core areas:

1. Strategy
2. Leadership
3. Talent
4. Culture
5. Market (customer focus)
The Study

- Released Spring 2013
- Survey to collect quantitative data
- Interviews of mobile learning practitioners for qualitative data
- Available at astd.org, Publications/Research-Reports
PROVISION OF MOBILE DEVICES TO EMPLOYEES

Does your organization provide mobile devices (smartphone, PDA, etc.) for workers?

Does your organization provide tablet computers (e.g., iPad) for workers?

[Bar chart showing the percentage of respondents answering 'Yes' or 'No' to the questions.

- For mobile devices (smartphone, PDA, etc.):
  - Yes: 39%
  - No: 26%
  - Yes, dependent on job level: 31%
  - No, dependent on job level: 20%

- For tablets:
  - Yes: 40%
  - No: 22%
  - Policy inconsistent: 8%
  - Don't know: 2%]
• 65% of respondents say their org already supports BYOD
• Last year, only 43% said the same
Slow & Steady

• We’re seeing movement in using mobile learning, but adoption is still relatively slow

• Growth in company issued tablets (46% in 2013 vs. 39% last year) is sparking more development
DELIVERING CONTENT VIA THE MOBILE WEB

To what extent does your organization use the following platforms to deliver internal mobile learning content?

- **Mobile Web**: Content resides online and is accessed through the web using multiple operating systems (e.g., HTML5, etc.).
- **Native Apps**: Content resides on the device and is accessed through an application on your phone or tablet (e.g., Android, iOS, etc.).

Percent of respondents indicating high or very high extent.
OPERATING SYSTEMS FOR WHICH CONTENT IS DESIGNED

Which OS are the mobile programs designed for?

- iOS (Apple): 82%
- Android: 54%
- Windows: 40%
- BlackBerry: 26%
- None of the above: 1%
- Other: 2%
Target Devices

MOBILE DEVICES TARGETED FOR CONTENT DELIVERY

What device are you primarily targeting for mobile learning?

Nearly twice as many respondents chose to develop their mobile learning programs internally, as opposed to seeking the services of an outside consultant (59% versus 32%).
Whose Opinion Matters?

INPUT SOLICITED DURING DEVELOPMENT

Was input solicited from any of the following business units during the development of your organization’s mobile learning program?

- IT: 45%
- Sales: 38%
- Human resources: 31%
- Marketing: 29%
- Operations: 29%
- Executive-level management: 27%
- Research and development: 15%
- Customer service: 15%
- Legal: 13%
- Accounting/finance: 12%
- None of the above: 14%
- Other: 11%
Who Benefits?

DEPARTMENTS FOR WHICH MOBILE LEARNING IS DESIGNED TO SUPPORT

Which of the following business departments is your organization’s mobile learning program designed to support?

- Sales: 53%
- Operations: 32%
- Human resources: 29%
- Customer service: 26%
- Marketing: 24%
- Executive-level management: 18%
- IT: 18%
- Accounting/finance: 12%
- Research and development: 12%
- Legal: 7%
- None of the above: 7%
- Other: 14%
Repurposing Rules

APPROACHES TO CONTENT DEVELOPMENT

Does your organization take the following actions in developing internal mobile content?

- Repurpose current content for mobile delivery: 74%
- Design new content specifically for mobile delivery: 62%
- Use mobile delivery capabilities from vendors: 32%
- Develop specific interactive mobile apps: 28%
- Purchase mobile apps: 14%
- None of the above: 5%
TYPES OF LEARNING FOR MOBILE DEVICES

What type of learning content are you delivering via mobile device?

- Reference material: 62%
- Video: 62%
- Performance support: 49%
- Full courses: 41%
- Other: 6%
JIT is #1

LEADING USES FOR MOBILE LEARNING

Which of the following are intended uses for your organization’s mobile learning program?

- Just-in-time learning: 65%
- Job aids: 63%
- On-the-job support: 52%
- Audio and video content: 41%
- Manuals and references: 34%
- Social networking and collaboration: 34%
- Podcasts: 29%
- Conferencing and webinars: 28%
- Surveys and polls: 28%
- Field guides: 25%
- Note-taking and data capture: 22%
- Real-time updates: 22%
- Mentoring and coaching: 22%
- Certification and tests: 17%
MOBILE TECHNOLOGIES’ ABILITY TO IMPROVE LEARNING

To what extent do you think mobile technologies will improve learning in your organization over the next three years?

54%

Very high extent: 27%
High extent: 27%
Moderate extent: 35%
Small extent: 8%
Not at all: 1%
Not sure: 1%
Purchase the Report

Formats  Member  List

**Paperback**  $199.00  $499.00

**PDF**  $199.00  $499.00

Pages: 44 pages
Publisher: ASTD Press
Pub Date: May, 2013

Go to [http://store.astd.org](http://store.astd.org) and search “Going Mobile”
A Mobile Learning Perspective from Qualcomm
Enabling the next evolution of wireless through...

- Technology licensing
- Chipsets and system software
- Wireless multimedia
- Mobile display technology
84%

Couldn’t go a single day without their mobile devices in hand

Source: TIME mobility poll in collaboration with QUALCOMM, Aug. ’12
65%

Opted to take their wireless mobile device with them in the morning instead of lunch

Source: TIME mobility poll in collaboration with QUALCOMM, Aug. '12
44%

Would leave their wallets at home in favor of their device

Source: TIME mobility poll in collaboration with QUALCOMM, Aug. '12
The biggest platform in the history of mankind

6.8B

Mobile connections in 2013

Source: As of 3Q13 - GSMA Intelligence, Nov ’13, UN, Nov ’13
By 2015, over 300 million Pre-K–12 schoolchildren across the planet will be carrying personal learning devices.

Today more than half of all children 5–8 years old use mobile devices at home.

Mobile media use among children 0–8 years old

- 52% for 5–8 year olds
- 39% for 2–4 year olds
- 10% for 0–1 year olds

Source: www.commonsensemedia.org
Next generation workforce
(aka “The App Generation”)

- Born between 1994 and 2010
- 23 million
- Watch more than 7 hours of mobile video per week
- 58% “always” or “sometimes” look at mobile ads
- Sent an average of 3,364 texts per month
- Only talk on the phone 515 minutes per month
- 78.7% visit social networks or blogs
- Watched 23 hours 41 minutes of TV per week
- Well-educated and most technologically advanced

Source: Premise Immersive Marketing
Key characteristics

Here & now
What I want, when I want it

Real
Social networks & UGC

Technology
Independent & tech savvy

Me
Personalize it!

One
Social communities & inclusion
In 2012, 50% of workers brought their own devices to work.

In 2011, 57% of surveyed firms actively discouraged personal devices in the workplace. In 2012, over 60% of surveyed firms allowed employees to use personal devices at work.

Fifty percent of workers are using three or more devices for work.

Sources: IDC Predictions, January 2013; Yankee Group, 2012; Forrester Research, 2012
Enterprise mobile learning opportunities

NEW EMPLOYEE ORIENTATION
LEADERSHIP DEVELOPMENT
MANDATORY TRAINING
AUDIO/LANGUAGE TRAINING

ENGAGED LEARNERS
BROAD UTILIZATION
CAPTURED AUDIENCE
SPECIFIC, PERSONAL CURRICULUM
Mobile + Web = Truly Global Platform

North America
- 58%

Mexico
- 22%

Brazil
- 24%

UK
- 71%

China
- 34%

Japan
- 69%

Australia
- 65%

Source: Strategy Analytics, Global Smartphone Installed Base; Wireless Smartphone Strategies
Real + Digital + Virtual

You already do this . . .
Real + Digital + Virtual

Augmented Reality, Smart Terrain, Proximity

Vuforia™ Smart Terrain™
http://www.youtube.com/watch?v=UOfN1plW_Hw
Creating the next generation of mobile technologies

Augmented reality: Connecting the physical to the virtual

Peer-to-peer communication: Collaborating between devices, without going online. Sharing files. Collaborative apps and games.

Context awareness: Your phone understands where you are, and offers appropriate content

Faster performance, longer battery life: Redefining computing

qualcomm.com/vuforia  alljoyn.org  gimbal.com
Mobile Learning @Qualcomm
The Qualcomm Employee App Store

Open ecosystem. BYOD.

Web apps. Android apps. iOS apps
Homemade apps. Vendor apps

Wide range:
• Engineering Development
• Leadership Development
• Learning
• Productivity
• Culture & Orientation
• Reference
A Look at the Apps…

Qualcomm Virtual Photo Booth App
https://vimeo.com/77199241

Qualcomm Museum Tour App
https://vimeo.com/77198641
Encourage Vendors to “Go Mobile”
Don’t allow corporate learning to be left behind...

- Mobile is driving innovation

- Mobile devices and digital content are already being used in schools around the world

- Mobile is here to stay...and is continuing to grow

- Use mobile as a way to enhance the way employees teach, learn & work
Recommendations

- LAUNCH…then learn
- Design for all mobile platforms and devices
- Find opportunities to use mobile devices as productivity tools in the workplace
- Put content in employees' hands
- Utilize mobile applications to make work easier for employees
“Mobile for Learning Leaders”

A unique program covering everything you need to plan, create and deliver mobile learning in your organization

Program Date: April 29, 2014
Location: Qualcomm Offices in Santa Clara, CA

Join us for a day of expert advice and mobile learning strategies from Qualcomm’s mobile learning thought leaders. Learn how to:

- Evaluate Current and Emerging Mobile Technologies
- Plan Your Mobile Learning Strategy
- Create an Enterprise-wide Mobile Learning Ecosystem
- Implement Mobile Learning Successfully

www.worklearnmobile.org/events
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