

The Next Generation of Mobile Learning

LEARNING

TECHNOLOGY

APPLIED

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About i4cp

i4cp focuses on the people practices that make high performance organizations unique.



Defining High Performance

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



5 Domains

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)

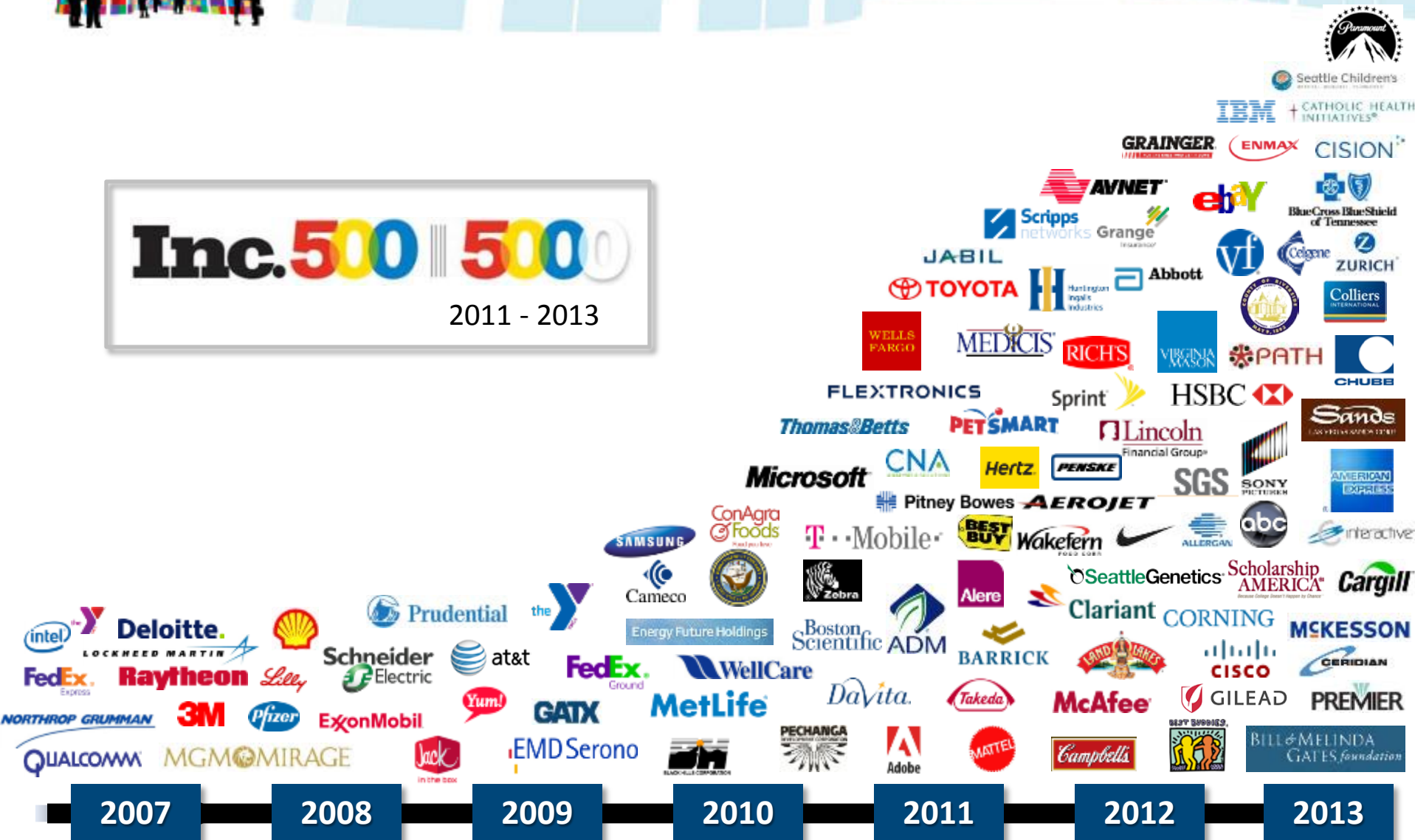




The i4cp Network

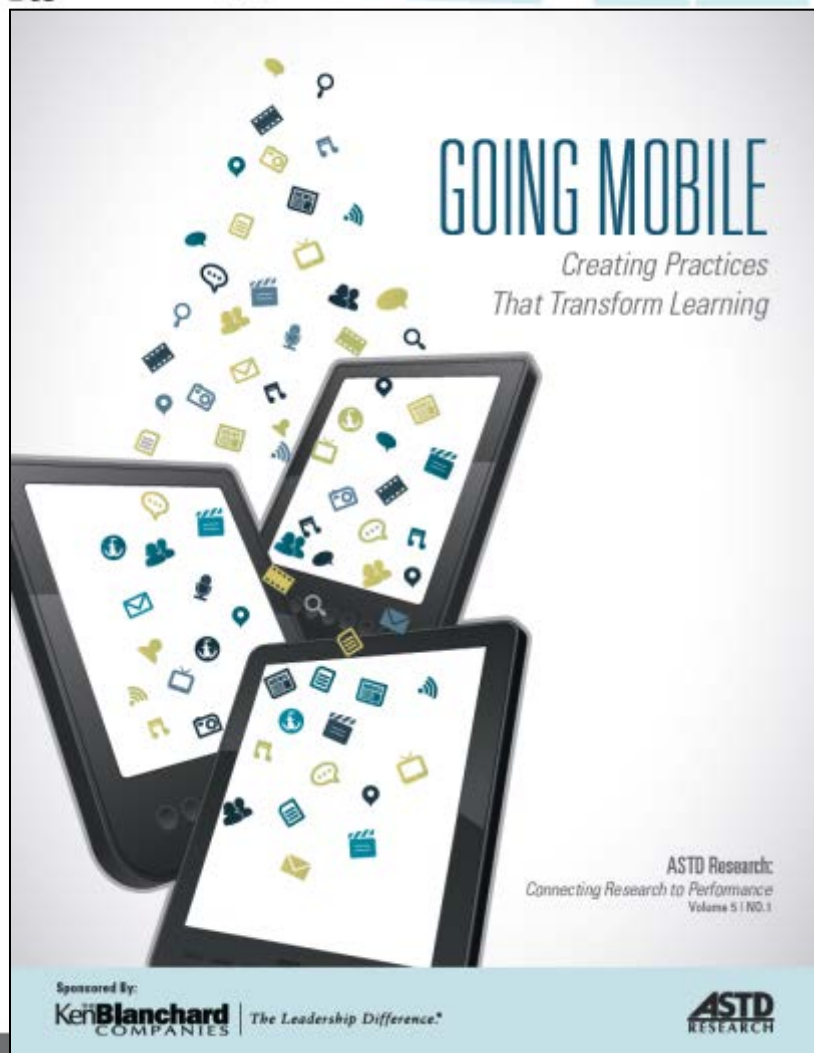
Inc. 500 || **500**

2011 - 2013





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

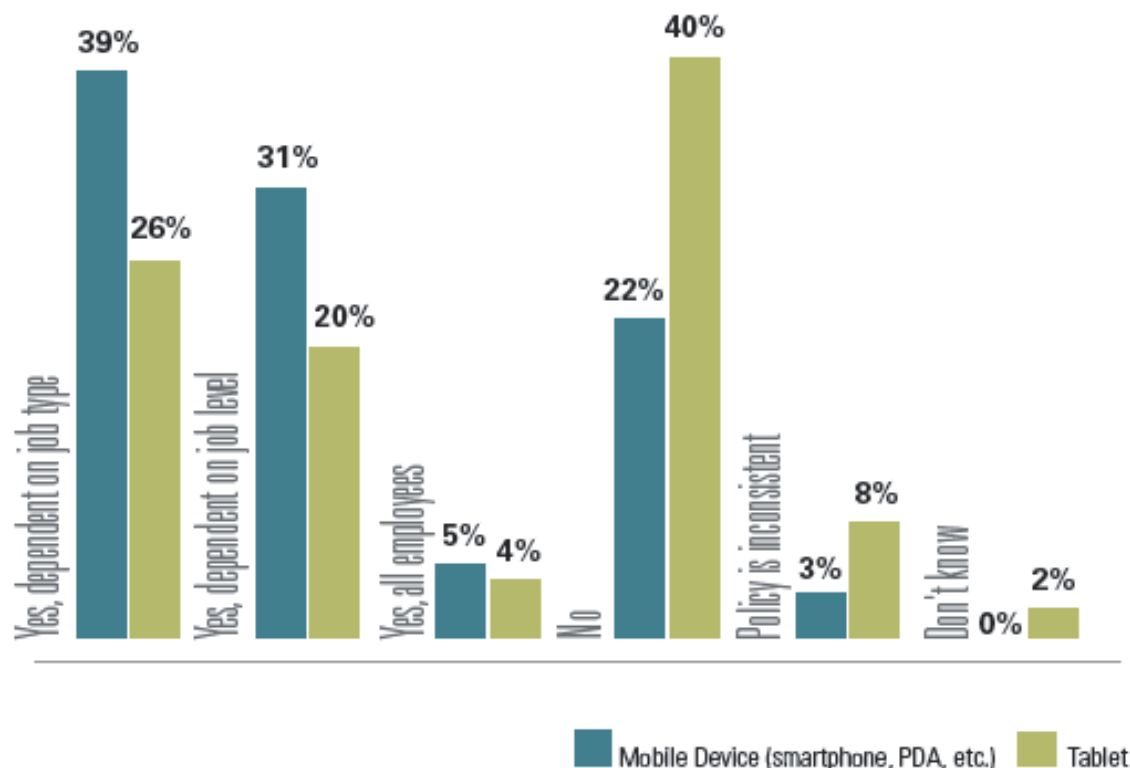


Company Issued

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?

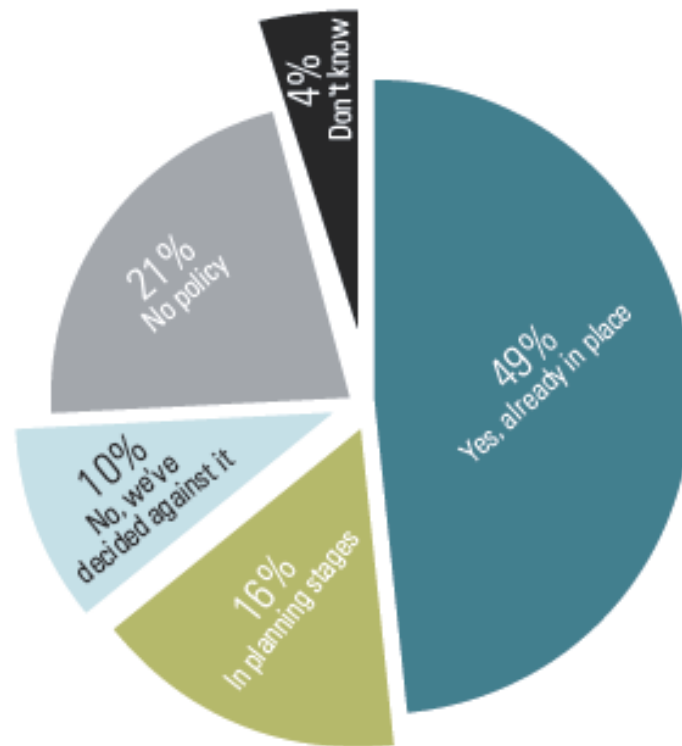


BYOD

BYOD TO WORK POLICIES

Does your organization support employees bringing personal devices (BYOD) to work?

- 65% of respondents say their org already supports BYOD
- Last year, only 43% said the same

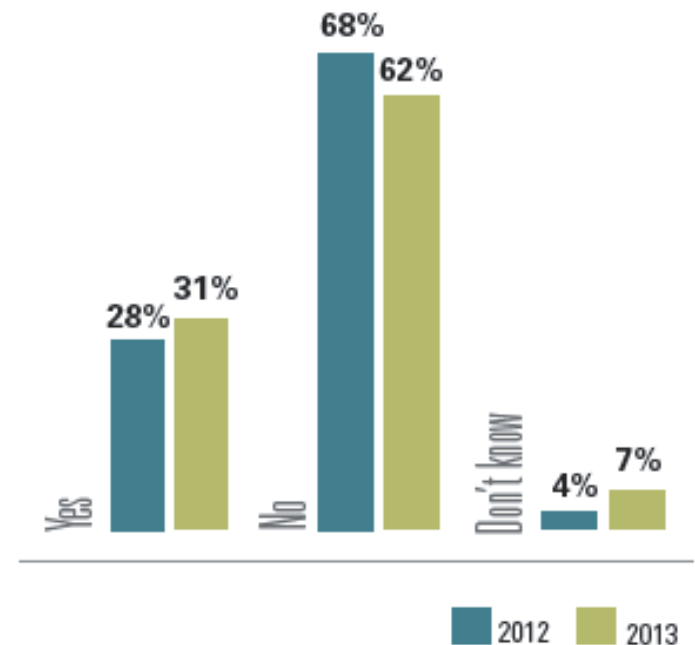


Slow & Steady

- 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

LEARNING CONTENT FOR MOBILE DEVICES

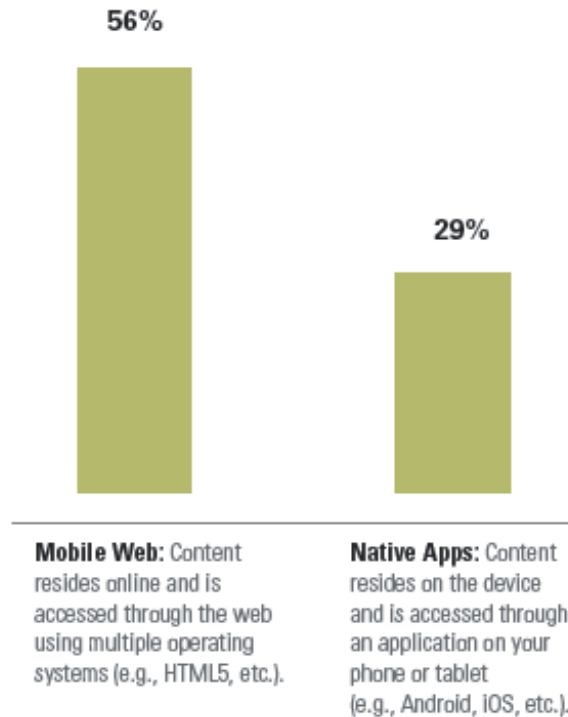
Does your organization make any internal learning content available via mobile device?



The Mobile Web

DELIVERING CONTENT VIA THE MOBILE WEB

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

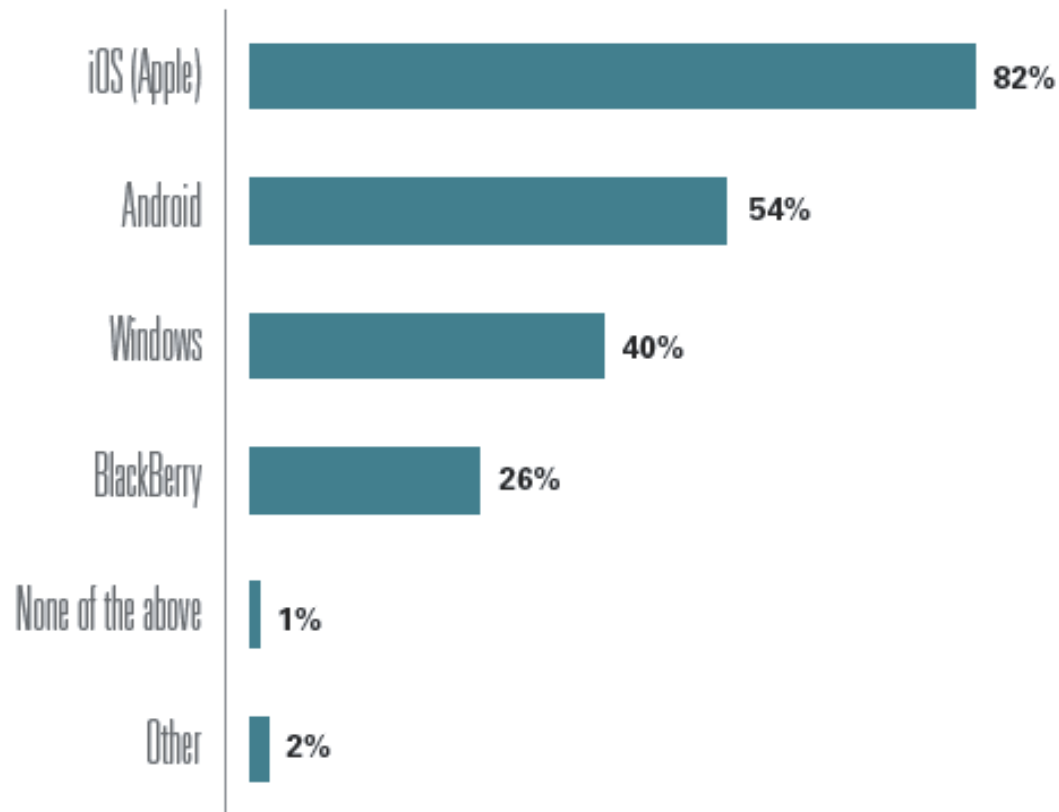


Percent of respondents indicating high or very high extent.

Operating Systems

OPERATING SYSTEMS FOR WHICH CONTENT IS DESIGNED

Which OS are the mobile programs designed for?

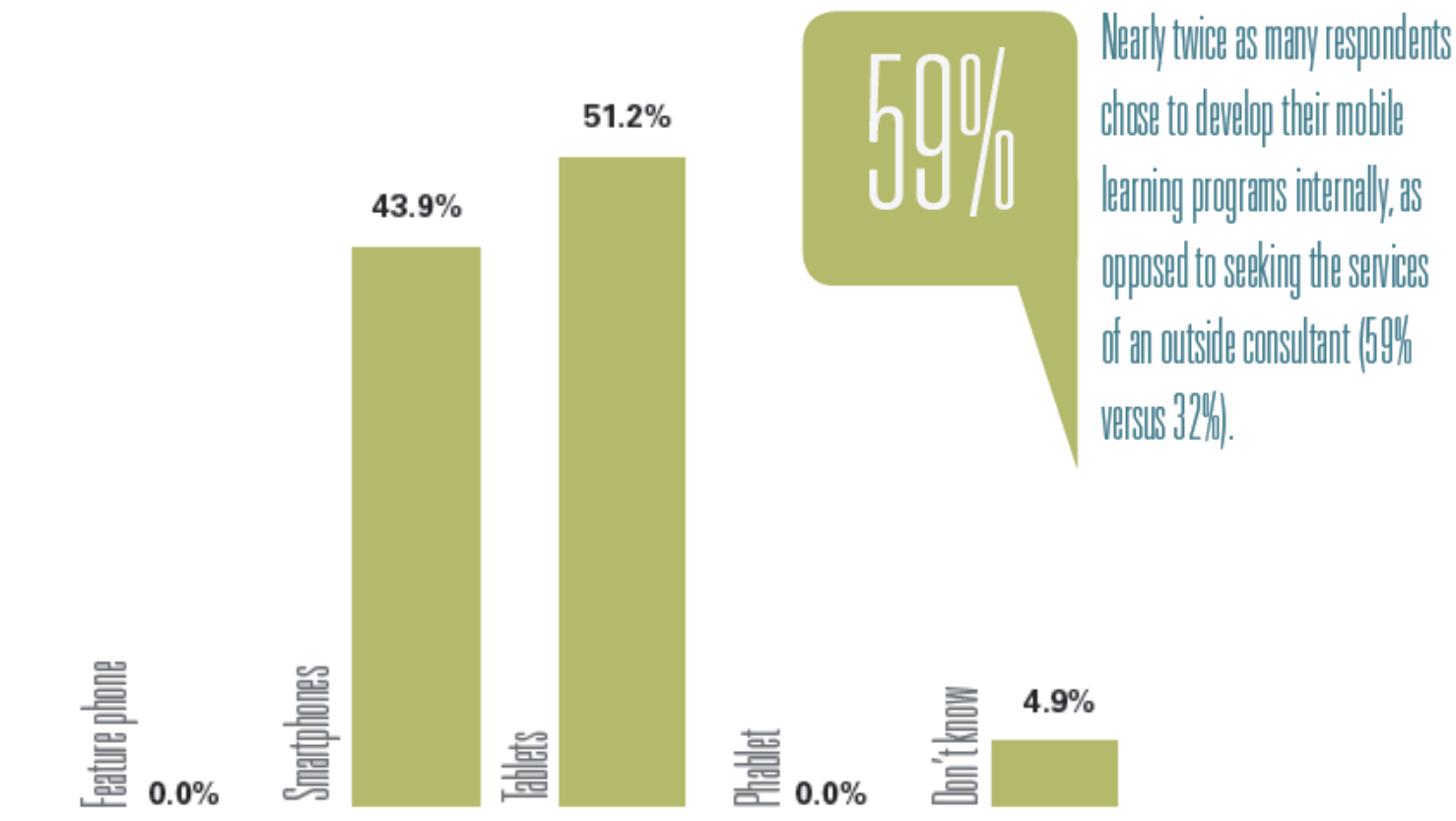




Target Devices

MOBILE DEVICES TARGETED FOR CONTENT DELIVERY

What device are you primarily targeting for mobile learning?

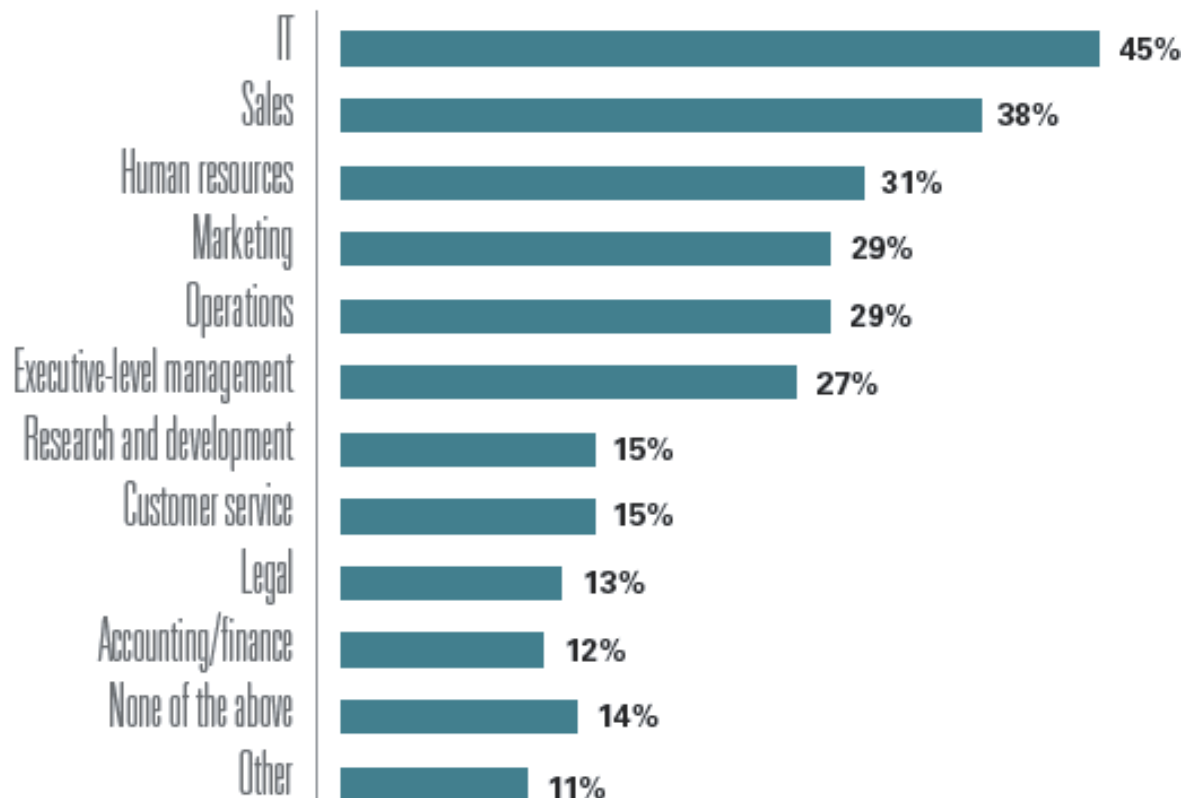




Whose Opinion Matters?

INPUT SOLICITED DURING DEVELOPMENT

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

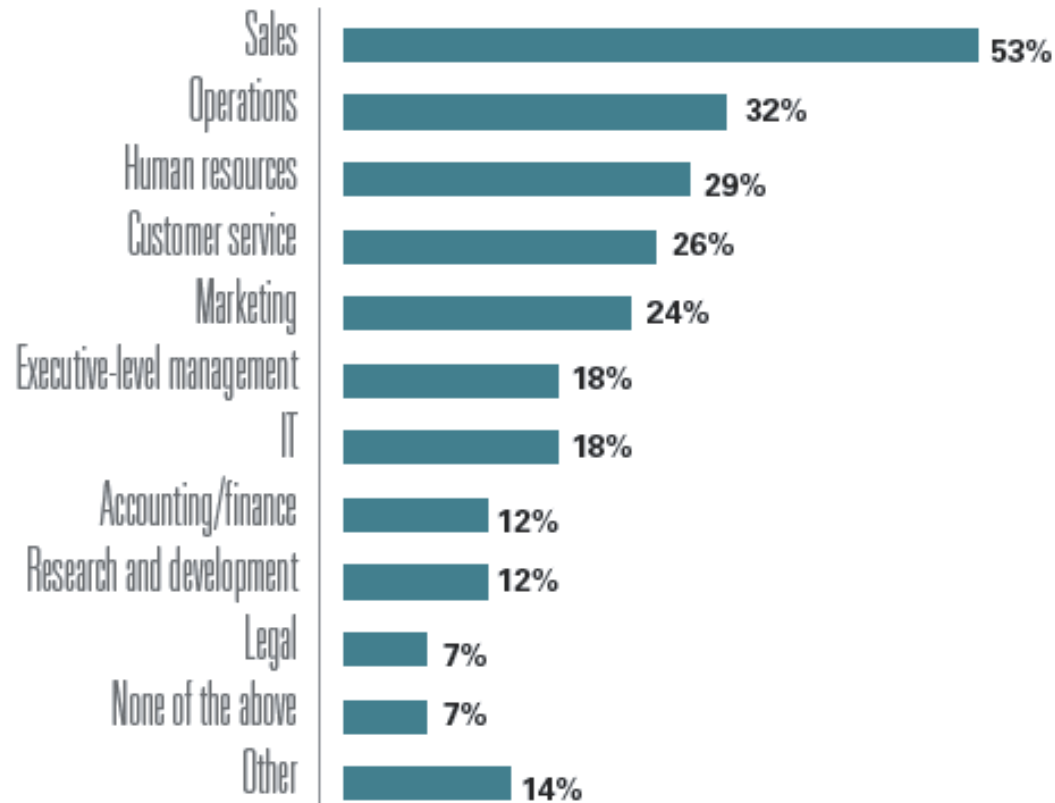




Who Benefits?

DEPARTMENTS FOR WHICH MOBILE LEARNING IS DESIGNED TO SUPPORT

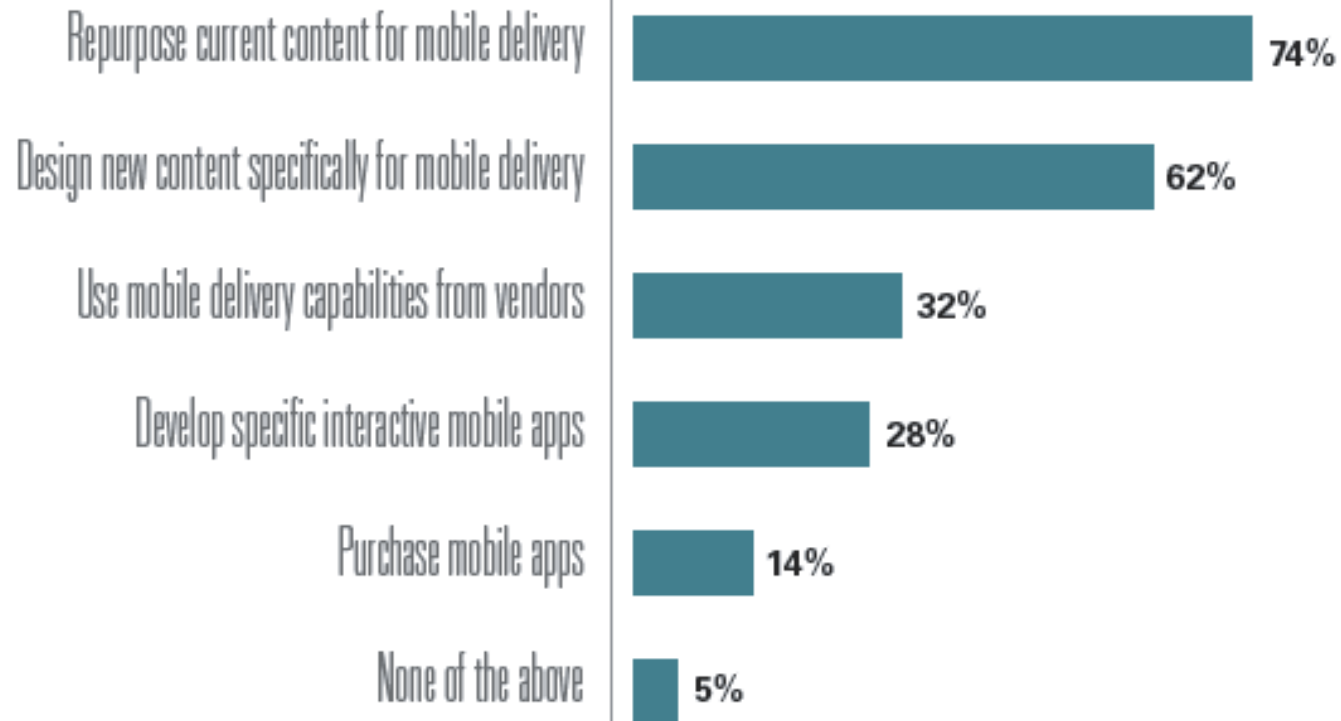
Which of the following business departments is your organization's mobile learning program designed to support?



Repurposing Rules

APPROACHES TO CONTENT DEVELOPMENT

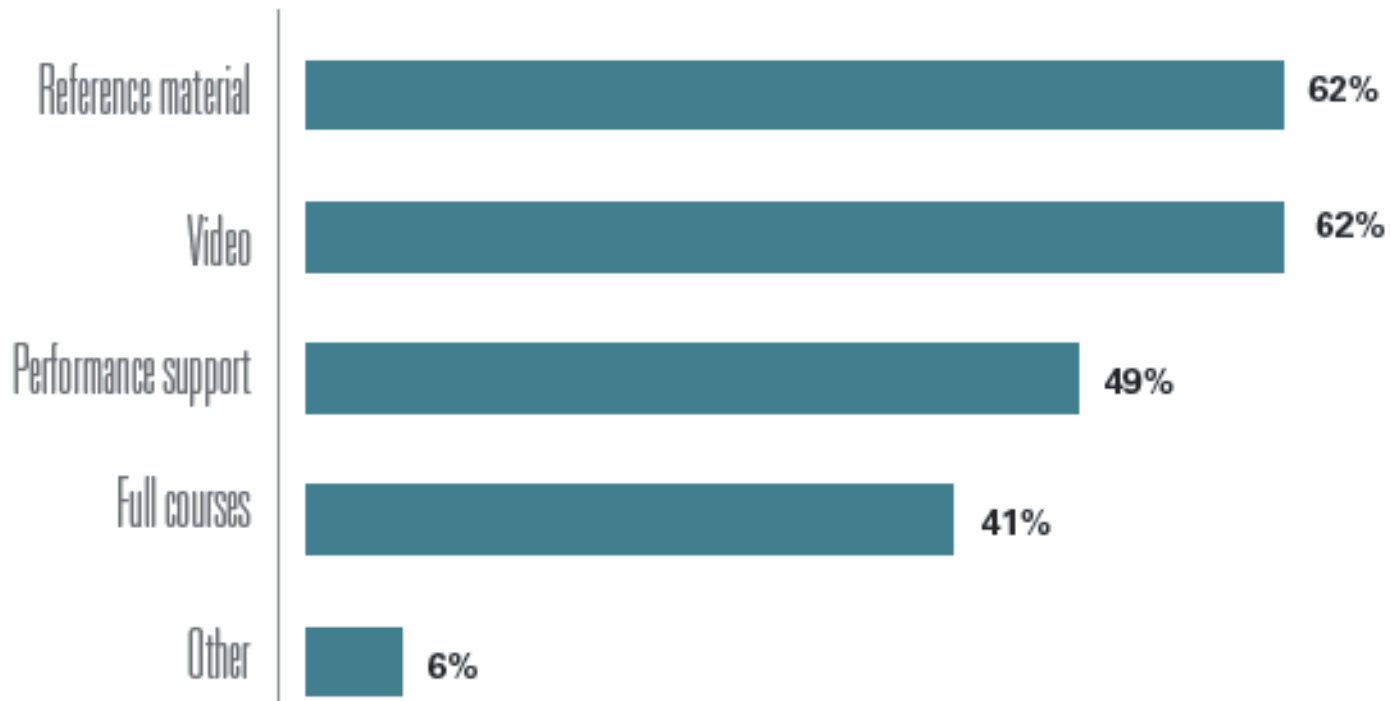
Does your organization take the following actions in developing internal mobile content?



Learning Content

TYPES OF LEARNING FOR MOBILE DEVICES

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

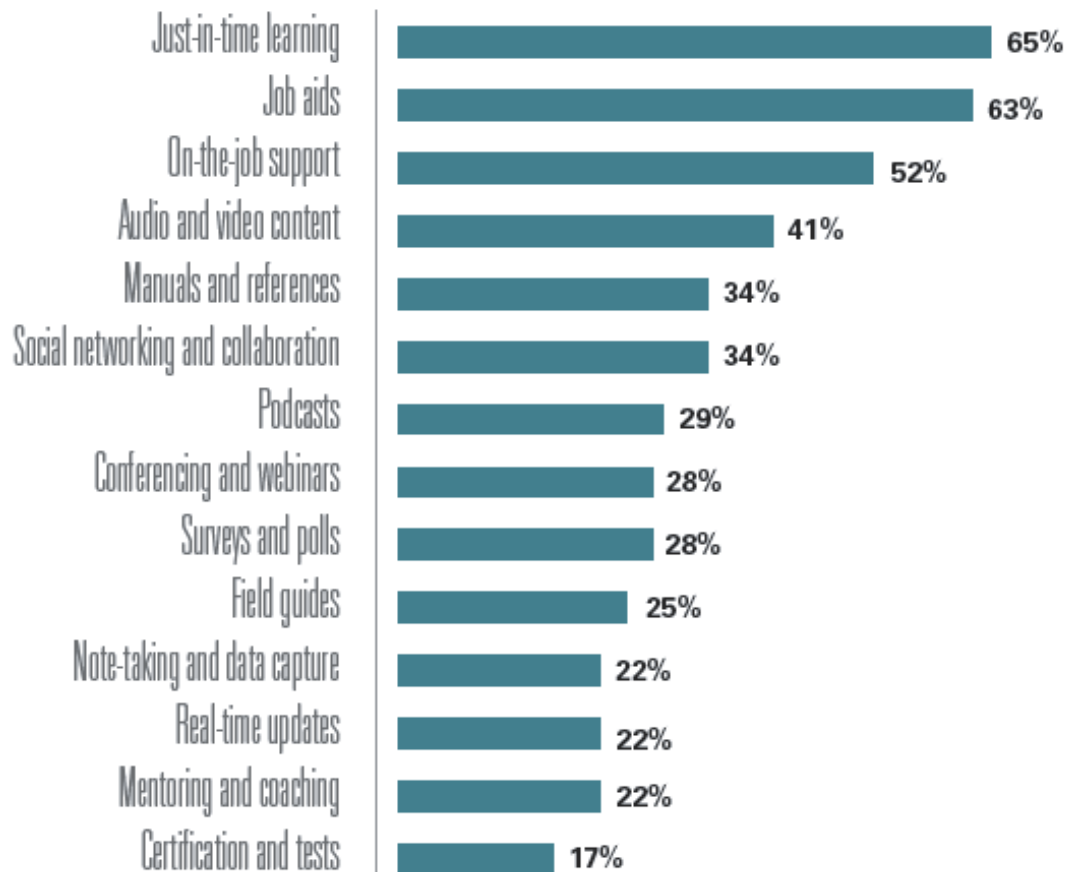




JIT is #1

LEADING USES FOR MOBILE LEARNING

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

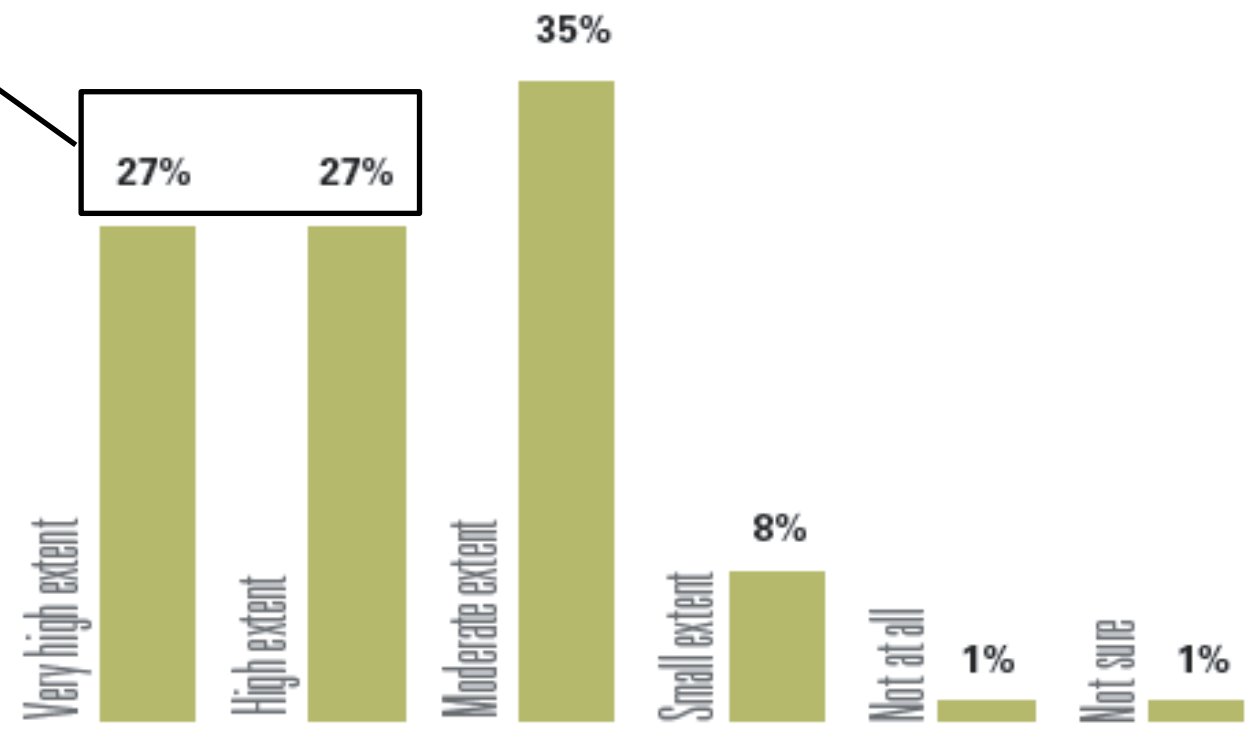


Impact

54%

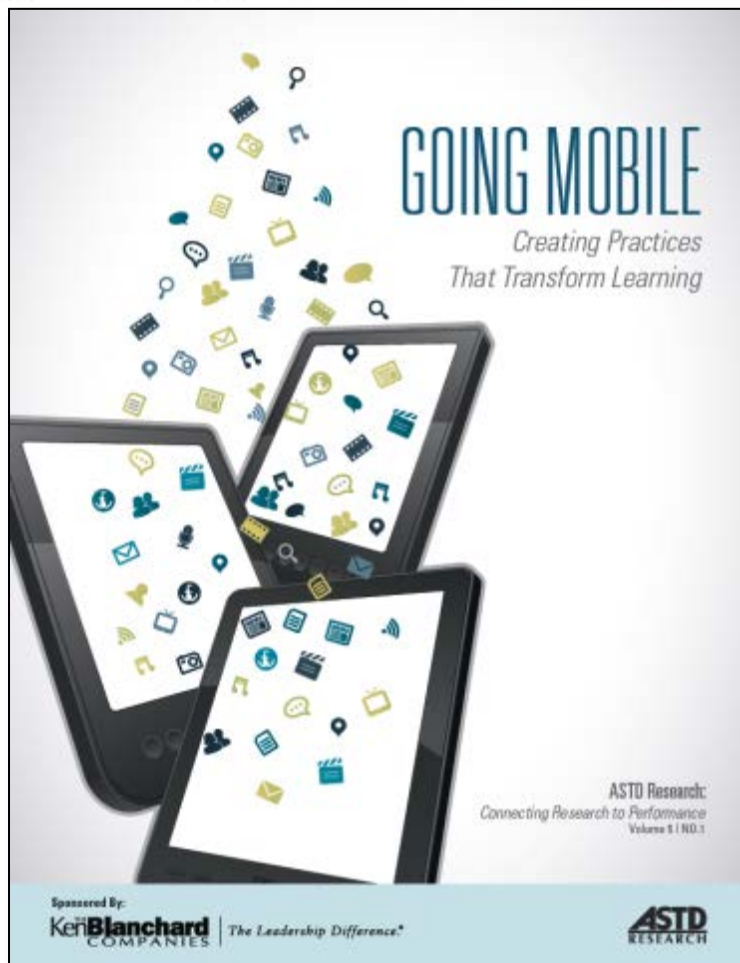
MOBILE TECHNOLOGIES' ABILITY TO IMPROVE LEARNING

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





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>
and search “Going Mobile”

A Mobile Learning Perspective from Qualcomm

LEARNING

TECHNOLOGY

APPLIED



Qualcomm

Enabling the next evolution of wireless through...

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





Qualcomm employee landscape



84%

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



65%

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





44%

Would leave their
wallets at home in
favor of their
device



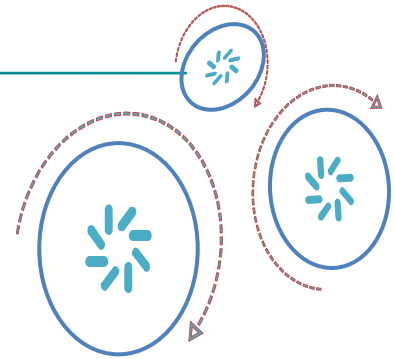
The biggest platform in the history of mankind

6.8B

Mobile connections in 2013

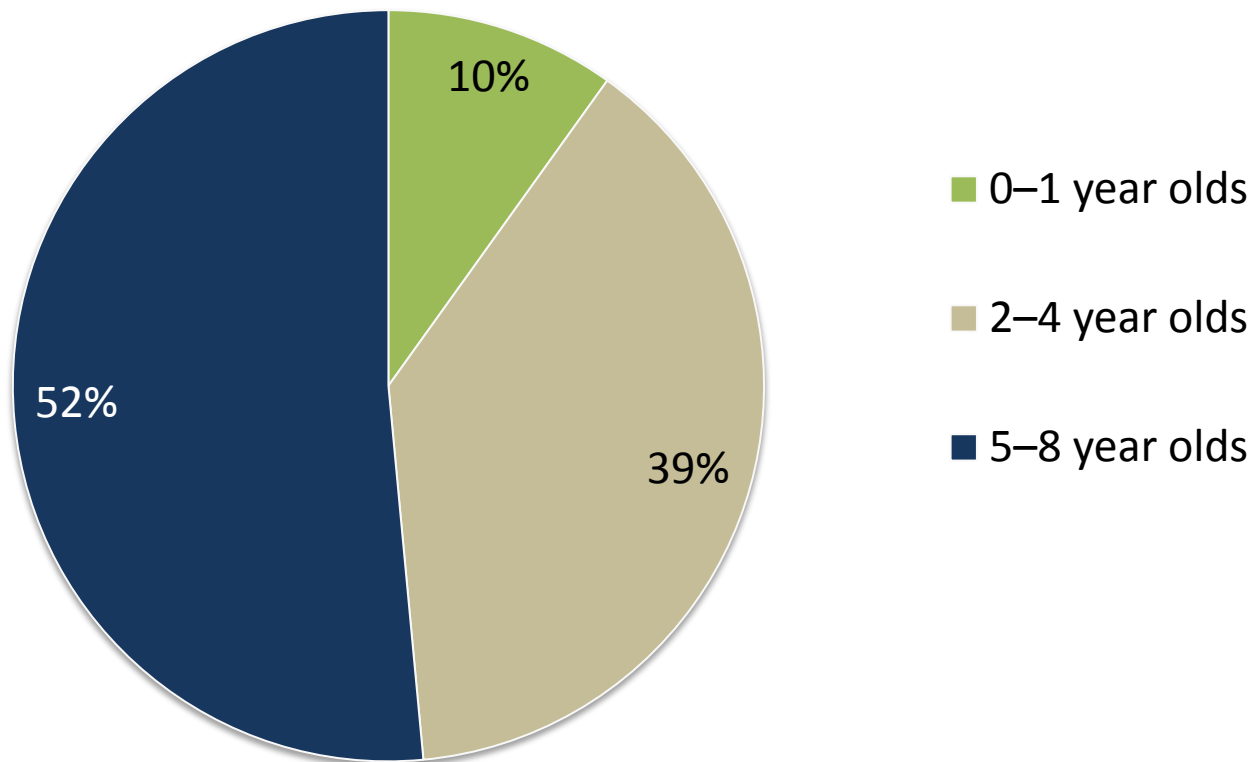


By 2015, over **300 million**
Pre-K–12 schoolchildren
across the planet will be
carrying personal learning
devices.



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



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

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

“BYOD” is already here

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.

Enterprise mobile learning opportunities

NEW EMPLOYEE ORIENTATION

ENGAGED LEARNERS

LEADERSHIP DEVELOPMENT

BROAD UTILIZATION

MANDATORY TRAINING

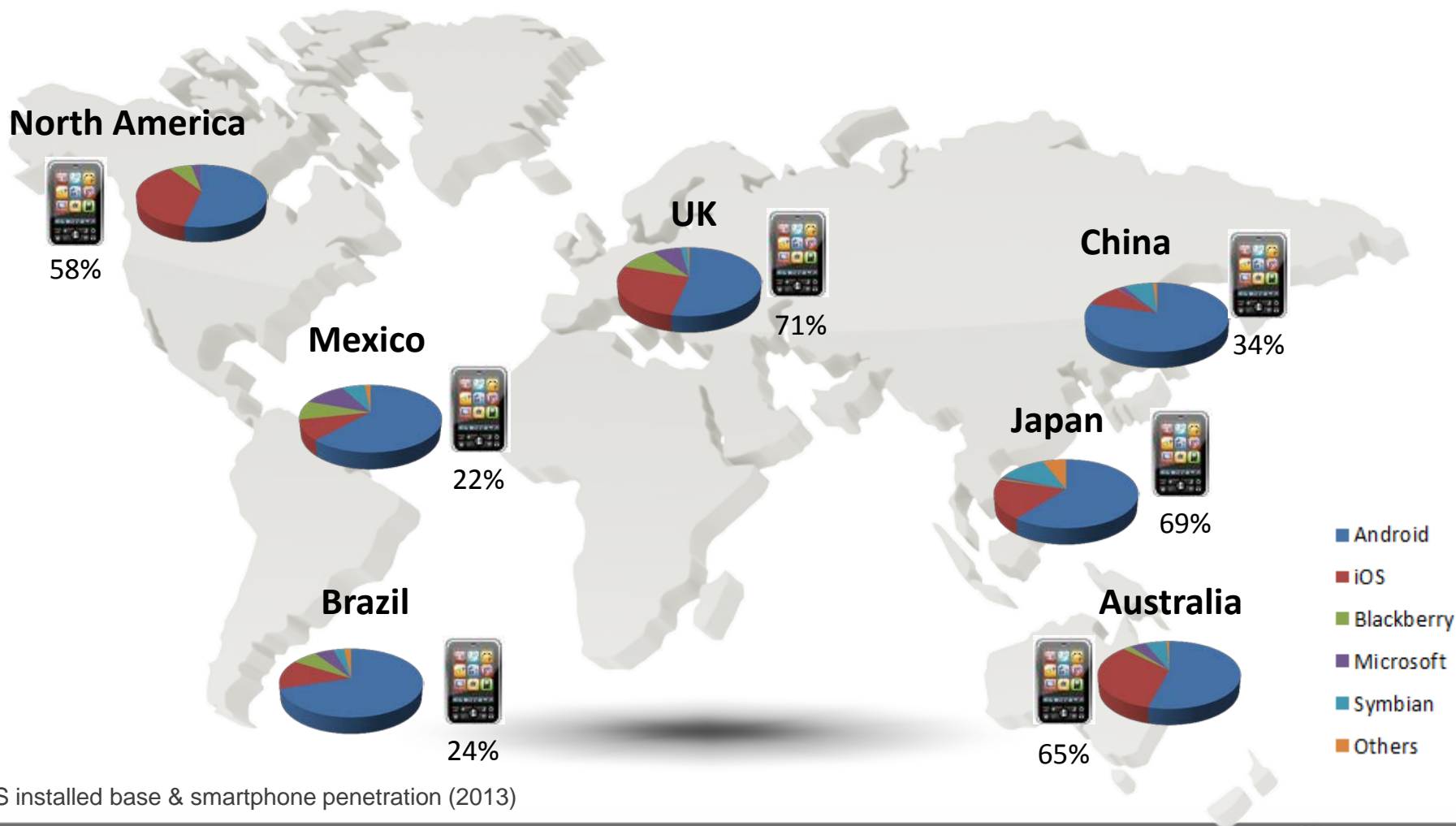
CAPTURED AUDIENCE

AUDIO/LANGUAGE TRAINING

SPECIFIC, PERSONAL CURRICULUM



Mobile + Web = Truly Global Platform



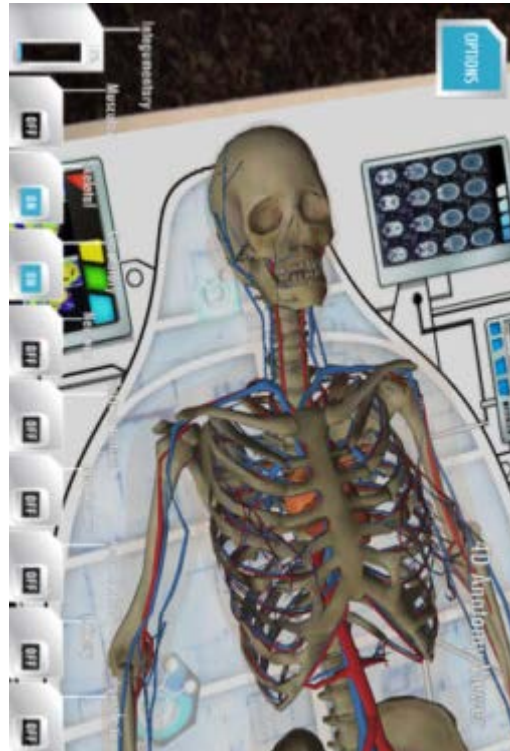
Real + Digital + Virtual

You already do this . . .



Real + Digital + Virtual

Augmented Reality, Smart Terrain, Proximity



Vuforia™ Smart Terrain™

http://www.youtube.com/watch?v=UOfN1pIW_Hw

Creating the next generation of mobile technologies



Qualcomm[®]
vuforia

Augmented reality

Connecting the
physical to
the virtual

qualcomm.com/vuforia



AllJoyn™

Peer-to-peer
communication

Collaborating
between devices,
without going
online. Sharing
files. Collaborative
apps
and games.

alljoyn.org



Gimbal

Context
awareness

Your phone
understands
where you are,
and offers
appropriate
content

gimbal.com



Qualcomm[®]
snapdragon

Faster performance,
longer battery life

Redefining
computing



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

WorkLearnMobile.org



CASE STUDIES



MAY 10TH

Augmented Reality in Mobile Learning

This is an edited version of a post originally published on Geo Stead's mlearn blog in January 2013. Introduction Are you using augmented reality (AR) in your mobile learning? Should you? We have all seen the news articles about Google Glass in recent months. It's just a small strand of current AR development causing excitement -... [read more](#)

14 COMMENTS

8 COMMENTS

BLOG

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Free advice from the experts

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Insights from Qualcomm's m-learning team

Resources

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