ALWAYS LEARNING

PEARSON

Learning to Live Together Online

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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

March 2011

Rank	Country	Users
2	Indonesia	35 Million
5	Philippines	
6	India	10-23 Million
16	Malaysia	
17	Taiwan	
18	Australia	5-10 Million
19	Thailand	
27	South Korea	
29	Pakistan	
32	Hong Kong	
44	Japan	1.5 - 5 Million
49	Singapore	
55	New Zealand	
59	Vietnam	
82	China	Fewer than one Million
113	Brunei	

Data: Facebook, SocialBakers; Flag: Soft Icons

Hong Kong

Singapore

Social@Ogilvy

Global Facebook Population

Other 17%

North America 31%

Europe 30%

Asia Pacific 22%

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

Regional Facebook Data

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

Data: 21/11/12 Socialbakers.com

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By Country | Continents | Cities BETA

List of continents on Facebook

#	Continent	Users ▾	Penetration
1	Asia	270 576 800	6.99%
2	Europe	248 989 660	30.65%
3	North America	242 379 940	45.86%
4	South America	139 556 500	35.19%
5	Africa	50 000 020	5.36%
6	Australia and Oceania	14 700 120	42.41%

Data: Socialbakers.com

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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
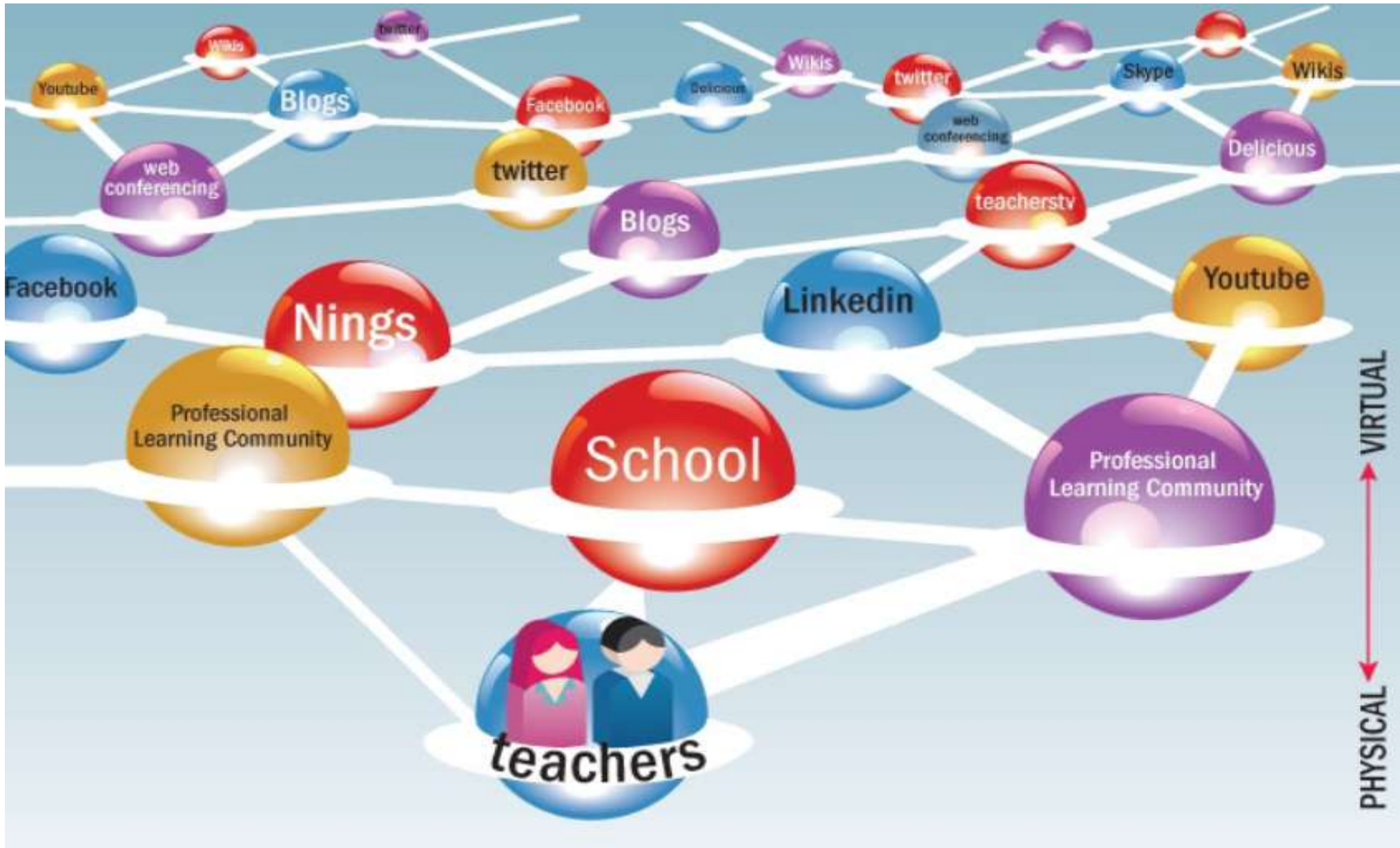- Employability

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
- Learni.st
- 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
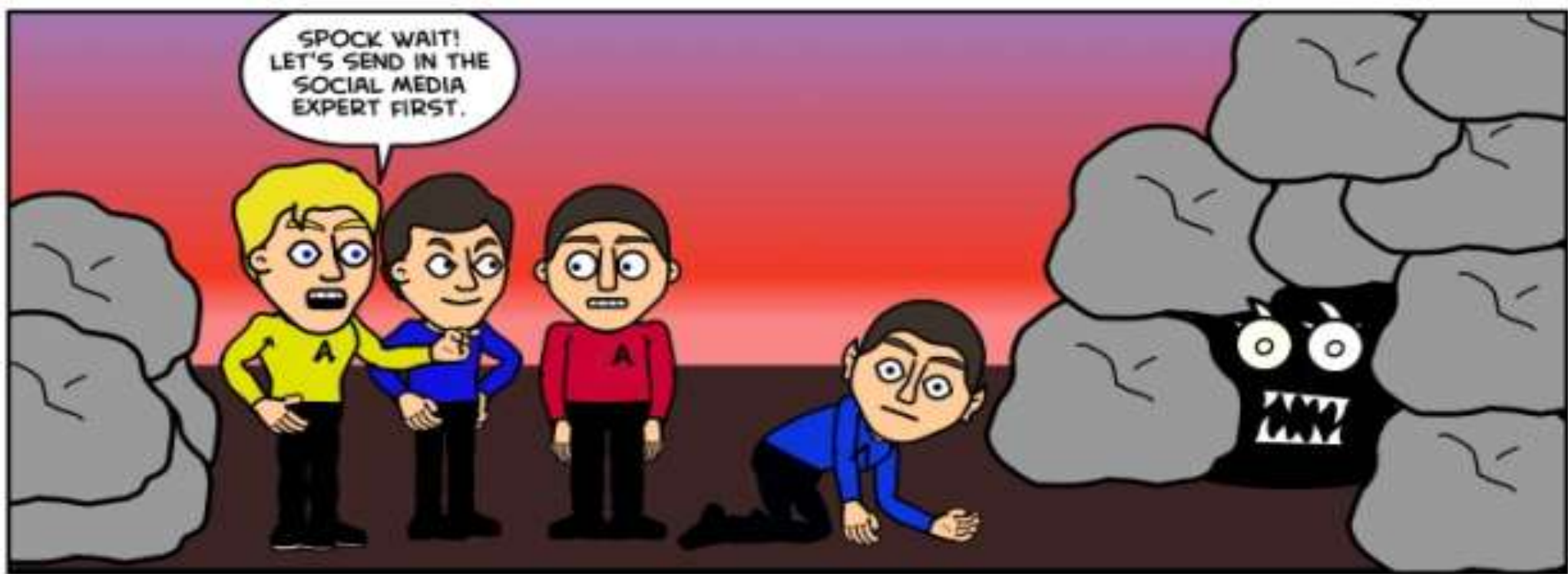
John Dewey

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