

EATIS Virtual University panel

Luis Borges Gouveia
University Fernando Pessoa
lmbg@ufp.pt

perspectives

- Level of experimentation
 - Personal
 - Group
 - Institutional
- Level of control
 - Of technology
 - Of pedagogic practices
 - Of business model
- Level of sustainability
 - Economic model
 - Traditional and distance tension
 - Time – space balance problem

Distance education, e-learning, b-learning, m-learning, i-learning, x-learning

- Distance education
 - Diverse strategy to deal with time – space to deal with facilitators – learners in opposite to presential teaching (face to face; labs; ...)
- E-learning
 - Use of information and communication technologies and electronic mediation to the teaching/learning process
- B-learning
 - Blended approach with some level of mixture of presential and distance support
- M-learning
 - Mobile learning where mobile devices are used to support more mobility to the teaching/learning process
- i-learning
 - Interactive learning where the focus is in the interacion regardless the role played by the individual that can be a facilitator or a learner, or both. In some issues, also known as e-learing 2.0
- X-learning
 - Experience learning where the focus is on the learning experiencies, instead of content oriented is context oriented
- All the *-learning is can work together or in groups...

Getting positive experiences

- Distance education is a challenge and places new demands, both for facilitators and learners
- Schrum e Hong (2002) propose seven dimensions to be considered when dealing with distance learning environments (to get positive experiences...):
 - (1) tool access;
 - (2) technology experience;
 - (3) learning preferences / strategies;
 - (4) own learning study competences (as self-learning);
 - (5) goals and orientations;
 - (6) human factors and stylelife;
 - (7) personal characteristics.

Which factors are different between the european and the nort american models

<i>Open University Model (european view)</i>	Education institution oriented, taking the perspective from whom supports the learning;
	Individualised learning, adapted to personal learning paces;
	Specialised teams for content production, freeing tutors from this effort
<i>(Nort) american model</i>	Process oriented: greater flexibility in delivering education programs, when the tutor and the learner are not on same time/space
	Education address groups of learners, focusing to minimise presential teaching
	the tutor is also the content producer and is the responsible to guidea the teaching/learning process

Traditional University

- Physical universities are on change and pressure
- Different reactions evolve from... to...:
 - Keeping without change...
 - Increase use of e-learning facilities where and when be possible...
 - Extend activity by networking with other institutions...
 - Provide a high level of university association to cope with time and space everywhere...
 - Create new offers for new publics...
 - Transform the business to distance education...

Virtual University

- Can be considered as an institutional response to our society changes (Information Society; Globalisation; and Sustainable development among them)
- The physical place is not the centre of the action!
- There are already worldwide examples for such initiatives:
 - [Instituto Tecnológico de Estudios Superiores de Monterrey \(Virtual University\)](#);
 - [University of Maryland University College \(Virtual University\)](#);
 - [New York University \(Virtual College\)](#).

Corporate University

- More related with corporate needs and human resource development inside companies
- Provides a more oriented to business perspective to support the building of knowledge from some specific brand or interest side.
- Some examples are:
 - [Arthur Andersen Knowledge Enterprises](#);
 - [University Phoenix Online](#);
 - [Microsoft Online Learning Institute](#);
 - [Motorola University](#);
 - [McGraw-Hill World University](#);
 - [Virtual Online University Services International](#).

UFP-UV example

- Based on a traditional university **e-learning initiative**
- Evolve to support face to face activity and foster a **local digital culture**
- Train and propose **blended learning** initiatives
- Take advantage of the staff qualifications to **produce content, and** more important, **experiences**
- Support **corporate university** initiatives
- Adhere to a **virtual university** setting with own bussiness models
- Evolve to a **unique concept of virtual university**, where time – space logistics is reinvented
- **University constellation** setting with traditional – virtual – corporate relationships in order to fullfil new publics at both fence sides