OU Mobile VLE: extending the reach of studying through the mobile web

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- Use of 'dead time', mobile use also includes that on sofa
- Mobile phone contracts predominate [from current user sample]
- Usage: Touch phones (up) Smart phone (down), changing bi-yearly

- Assessment [scores] remain a key driver
- More frequent visits via mobile over the 2010 period
- Reading updates and forums are the most completed activity
- Accessing different parts of Study Planner important
- Switching view or mode depending on requirement

- Downloadable resources preferred in standard formats
- OU app for adding multimedia rather than 3rd party/intermediates
- Self-help, FAQ-based and crowd-source online support sufficient for device-specifics

Survey taken in October 2010 with n=557 responses, followed up by ongoing feedback

- Building on prior longer-term logging of mobile usage on student portals.
- Working with comScore to interrogate device usage breakdown, comparing trends across different services.

Establishing a test case of reporting on curriculum use of mobiles.

- Tokenised (easier) sign-in, with 2-tier authentication
- Cached content packages – incl. multimedia and eBooks
- Mobile services for distance and blended learning
- Rich media contribution and collaboration

Survey taken in October 2010 with n=557 responses, followed up by ongoing feedback

Current usage levels from viral, peer and self-discovery with no publicity.
Longitudinal research will add further qualitative data for evaluation.

What next?

Extending mobile theme to other access points.
Realigning subject-based entry points around qualifications.

Thin-client/HTML5 apps in prototype, including:
- Tokenised (easier) sign-in, with 2-tier authentication
- Cached content packages – incl. multimedia and eBooks
- Mobile services for distance and blended learning
- Rich media contribution and collaboration

Generic guidance and device-specific peer support

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