

THE IMPACT OF THE RAPIDLY CHANGING MOBILE DEVICES MARKET ON E-LEARNING IN HIGHER EDUCATION

Third Annual ICSIT Conference

HOUSEKEEPING

- **The presentation was delivered by ICG at the ICSIT Third Annual Conference in Orlando on 27 March 2012.**
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MOBILE MARKET CHANGES AND INSTITUTIONAL CHALLENGES

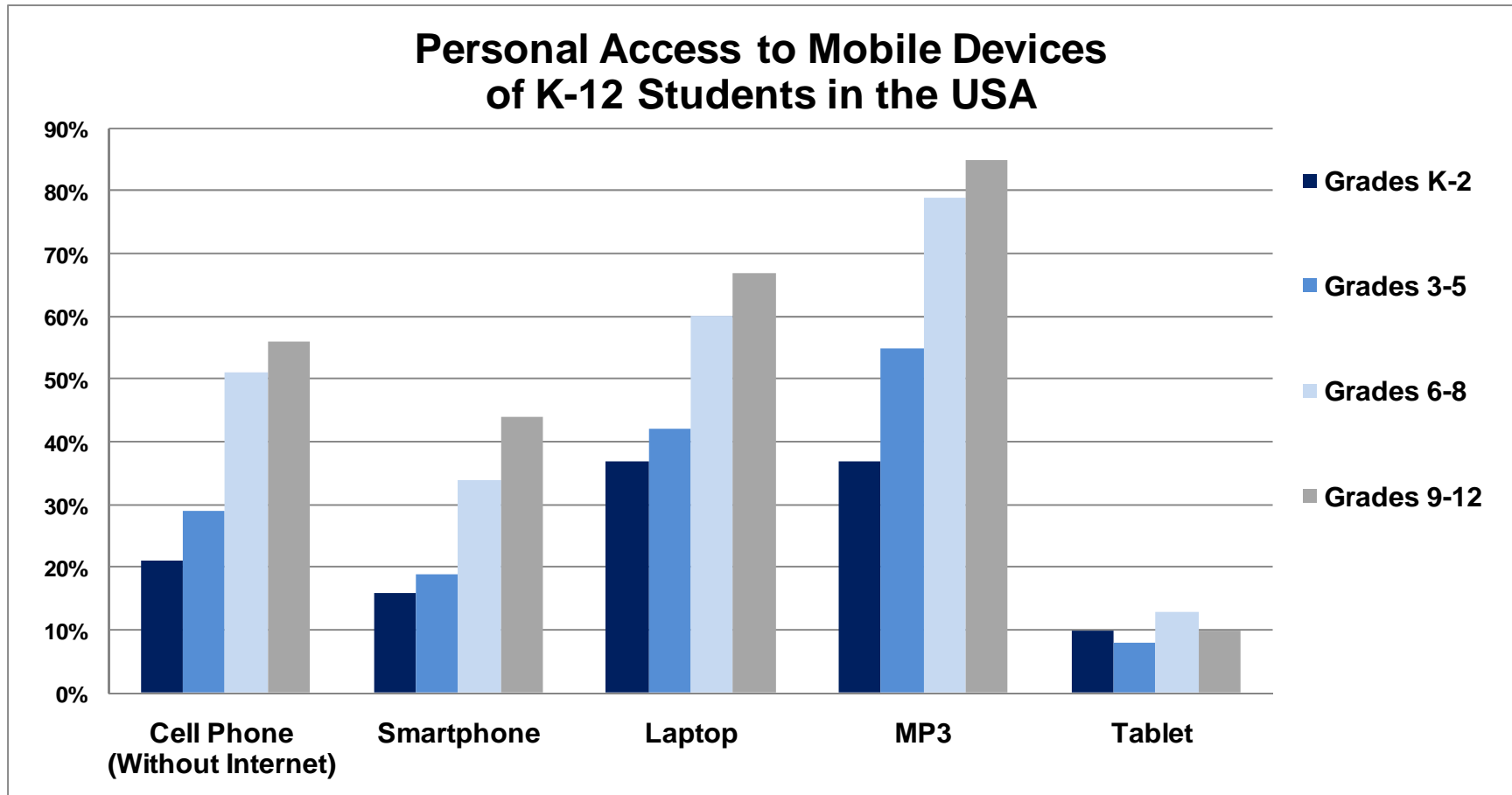
Introduction

- **Mobile learning at higher education institutions is challenged by:**
 - **The changing market for mobile devices – growth in tablet computers, smart phones, e-readers, etc. – is driving fragmentation**
 - **The consumerization of mobile technology has created a new generation of students who possess high expectations toward mobile devices and mobile content**
 - **Internal (institutional) issues and dynamics such as (shifting) ownership, legacy systems, regulatory compliance, etc.**
- **Institutions must understand these challenges in order to create and deploy mobile content which:**
 - **Has a broad reach**
 - **Meets users' conceptions of quality and functionality**
 - **Utilizes the potential of mobile learning**

Institutions must balance reach with high quality/functionality

MOBILE TRENDS (I)

Consumerization of Mobile Technology

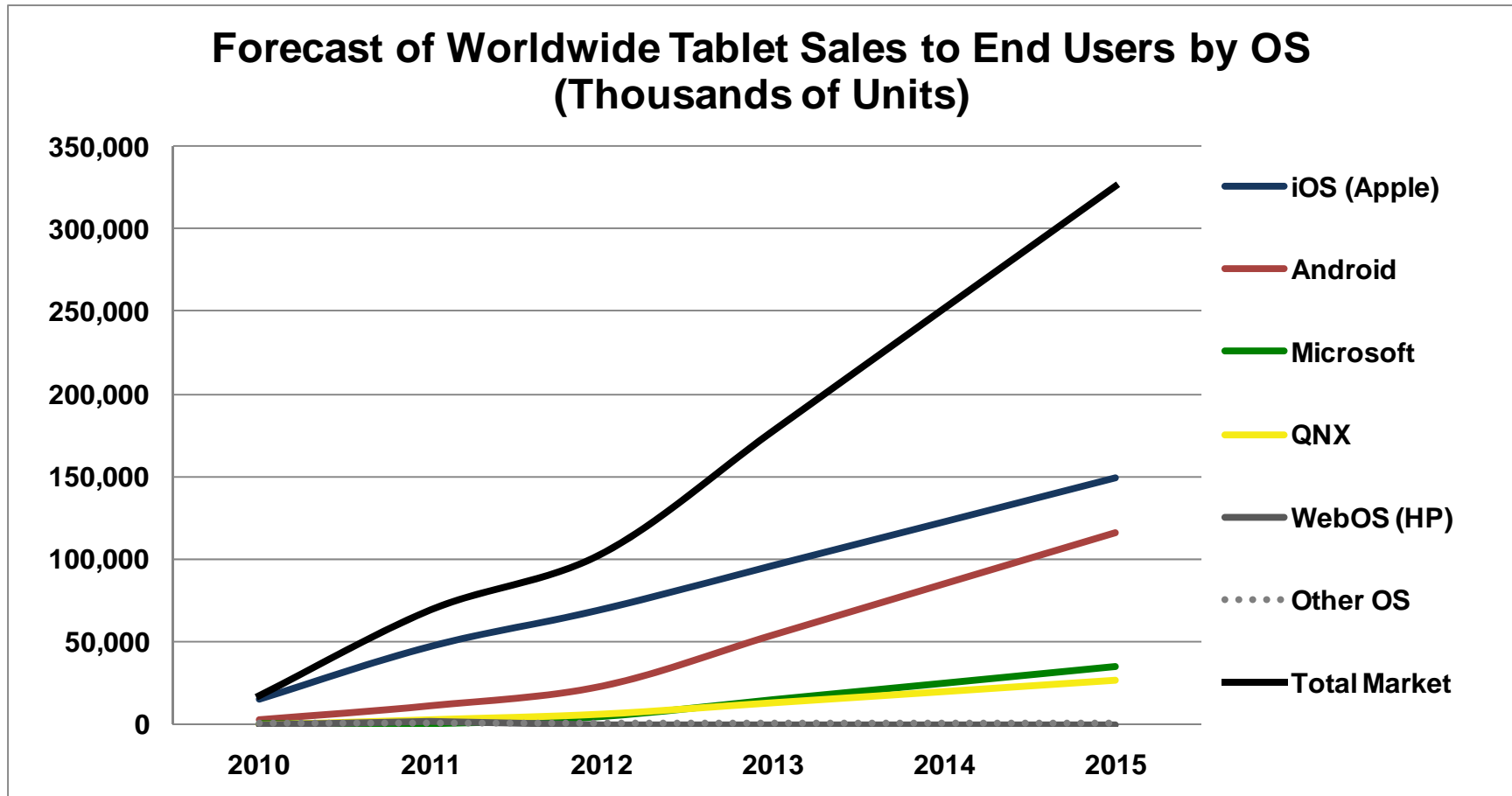


Students are becoming familiar with mobile devices from an early age

Source: Tomorrow Project/Speak Up.

MOBILE TRENDS (II)

Tablets



Sales could overtake world-wide demand for traditional PCs by 2013

Source: Gartner.

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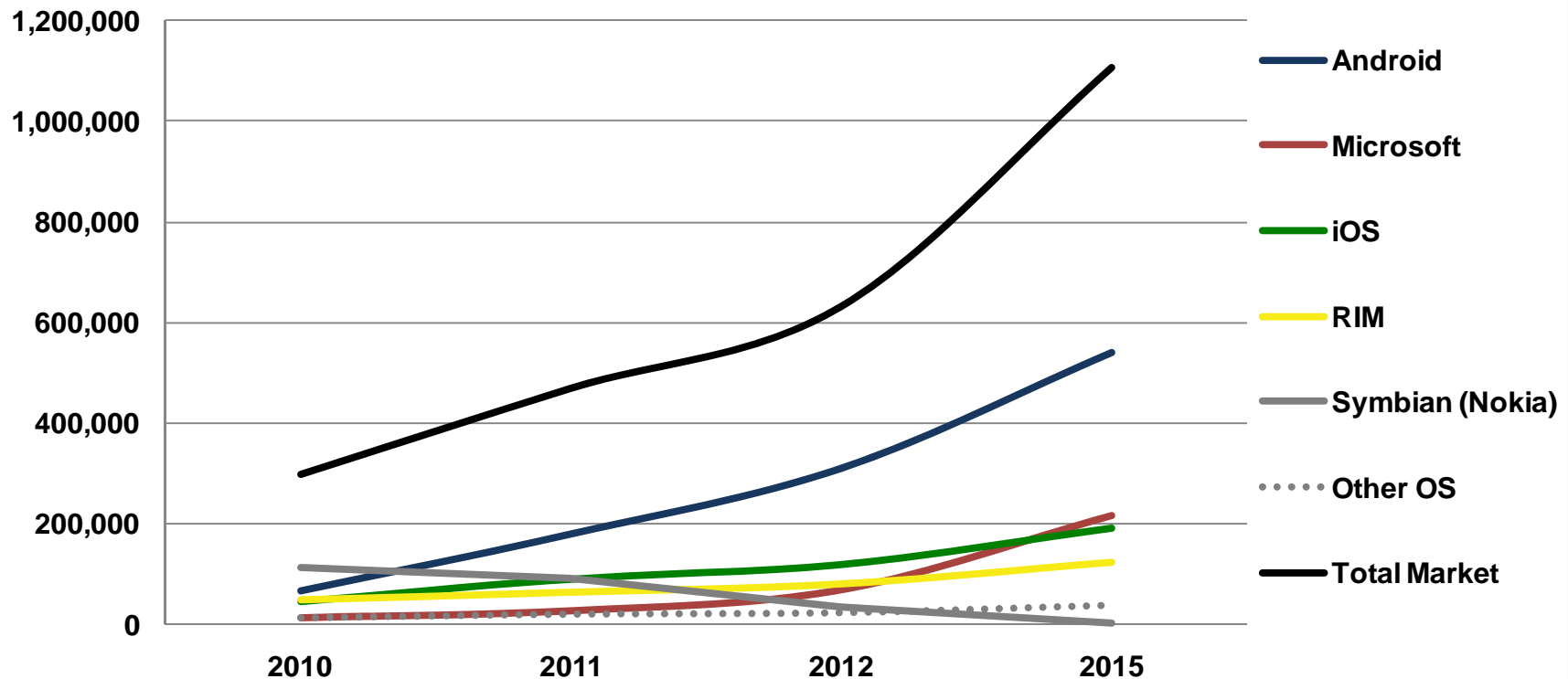
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MOBILE TRENDS (III)

Smartphones

Forecast of Worldwide Smartphone Sales to End Users by OS (Thousands of Units)

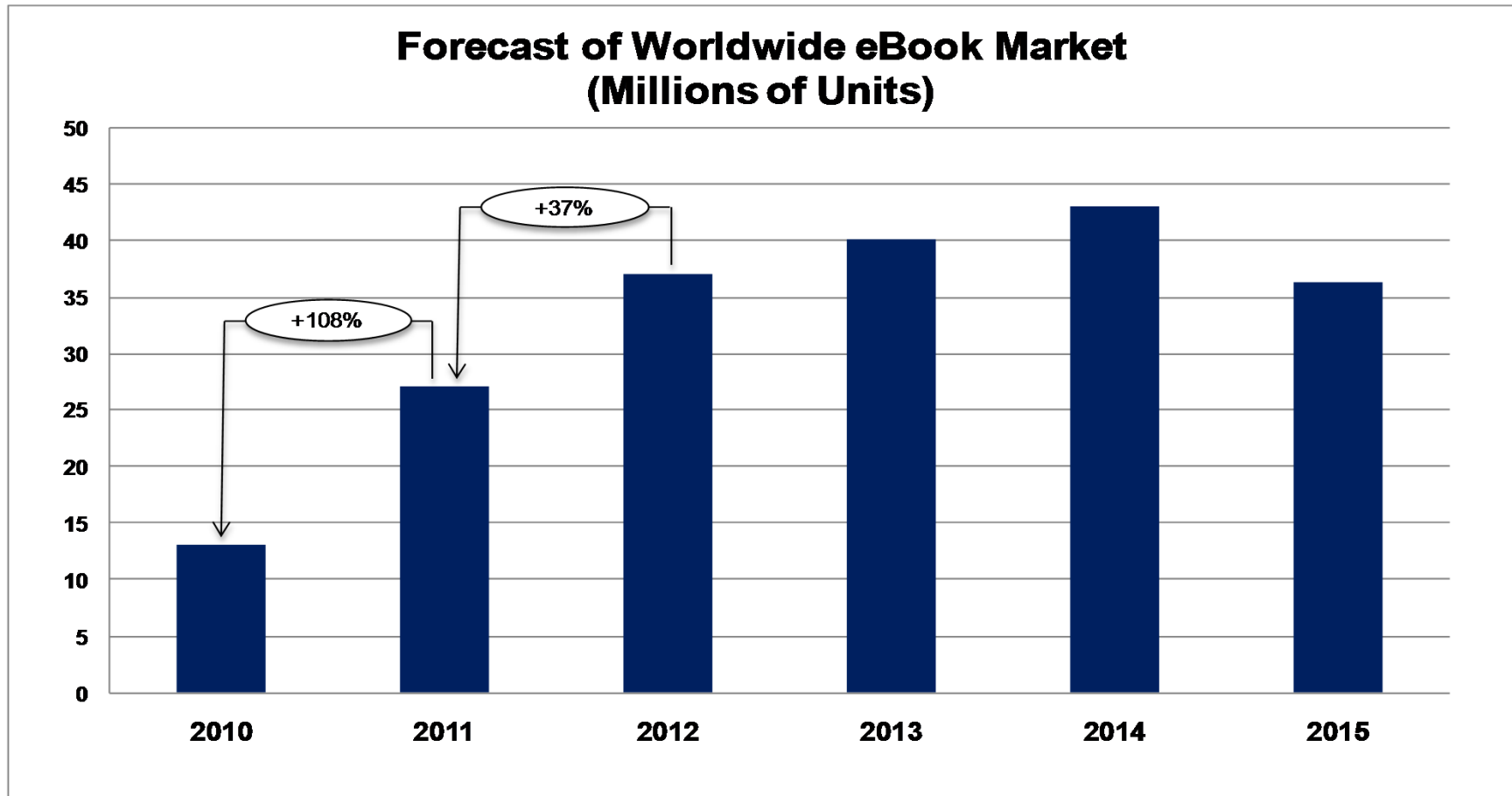


By 2015, smartphones will be the mainstream mobile device

Notes: Forecasts are likely to be revised upward; total 2012 sales over 487 million (Canalys); Source: Gartner.

MOBILE TRENDS (IV)

eBooks



Sales will quickly peter off as market share is lost to tablets

Source: IHS iSuppli Research, 2011.

MOBILE TRENDS (V)

Apps vs. Web

- **Despite apps' utility for individual users, their institutional usefulness is limited by:**
 - **Programming**
 - **Customizing**
 - **Updating for multiple devices/OS for different screen-sizes, resolutions, orientation, color graphics, and audio/video formats**
- **Because creating/administering apps can be time consuming, costly, and subject to different security/reliability issues, institutions are increasingly shifting their attention to browser-based platforms**
- **Two dynamics are pushing the development of browser-based content:**
 - **Death of mobile Flash**
 - **Maturation of HTML5**

There is no panacea yet – fragmentation forces institutions to decide

IMPLICATIONS FOR HIGHER EDUCATION

Challenges and Considerations

- **The sustained shift to mobile learning presents a number of challenges for institutions:**
 - Understanding the “nature” of mobile learning
 - Supporting a fragmented landscape
 - Accounting for campus usage and demands
 - Dealing with third parties (e.g. content owners, device makers, regulatory bodies)
- **Considerations for higher education institutions in planning for/implementing mobile learning:**
 - Mobile market forecasts can help institutional planning, but should be supplemented with on-campus surveys (students and faculty)
 - Institutions should tap faculty expertise and foster best practice sharing – proactively look for ways to address IT/Faculty gap

Implementing m-learning requires institutions to connect with all groups

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