



UCL

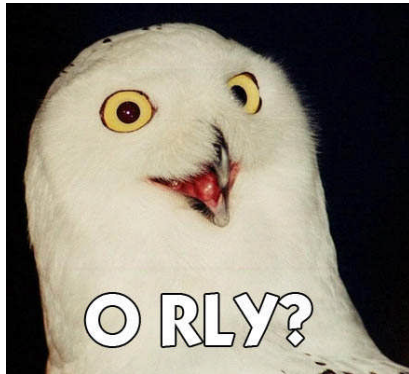
A happy confluence?



- Self-directed learning
- In a collaborative & participative environment
- Web 2.0
- User-generated content – 'produsage'
- Wikipedia, Facebook...

Digital natives?





- Digital natives – oh, really?
- Mismatches in quality perspectives
- ‘Producers’ in a minority

Creating and sharing material

- Facilitators...?
- Barriers...?

Encouraging creating and sharing material

- Enjoyable
- Familiarity with material
- Part of a community
- Structure
- Meaning
- Feedback
- Culture of informal discussion
- Familiarity with each other in person
- Anxiety
- Sense of worth of contribution
- Intimidated by peers
- Lack of response/others' contributions
- Having to be the first
- Protective/competitive
- Other pressures/focus on assessment
- Social networking fatigue

Encouraging creating and sharing material

- Asynchronous vs. synchronous
- Permanence
- Group size
- Modality
- Other digital channels
- Right technology
- Social comparison

Potts HWW (2011).
 "Student experiences
 of creating and sharing
 material in online
 learning." *Medical
 Teacher*, **33**(11), E607-
 14.

Feeling safe: trust

Morgan-Hunt commitment-trust theory of relationship marketing:

- Trust antecedes relationship commitment
- Factors prompting a trusting relationship: perspective taking, empathic concern, self-efficacy, network density

Mobile is here

- >4.6 billion users worldwide
- Always-on, always-with-me
- Phone \Rightarrow computer
- Numerous uses in m-health, m-libraries, m-learning...



M-learning...

Many examples; growing fast:

- Apps to access content (e.g. BNF, textbooks...)
- Mobile web
- SMS systems

NHS Connecting for Health

Biggest civilian IT project in the world ever; many successes, however...

"Seven years after the launch of the National Programme for IT in the NHS, **essential technology does not meet the needs** of doctors, local cost estimates are unreliable, many NHS staff remain unenthusiastic, and the programme's future is far from certain."

"**few successful deployments** of the scheme's two main hospital systems [...]"

"The **delays** are despite the programme's having spent £2.4bn by March 2007"

See: Greenhalgh, Stramer *et al.*, *BMJ* 2010, **340**:c3111; Greenhalgh, Potts *et al.*, *Milbank Quarterly* 2009, **87**(4):729-88



"An NHS trust at the forefront of work on the £12.7bn NHS IT scheme has called in police after a breach of smartcard security **compromised the confidentiality** of hundreds of electronic records."

Guess the date

Advert in California newspaper that a certain doctor “wishes to inform his patients and the public that he may be summoned or consulted through the telephone either by night or day. The communication is made through the American Speaking Telephone Company, and is absolutely private and confidential.”

July 1878

A pre-history of m-health/learning

- Mid-19th century: telegraph used to fetch doctors
- 1860: heart signals sent by telegraph
- 1876: Alexander Graham Bell patents the telephone
- 1879: A doctor describes listening to a child’s cough through the telephone late one night and being able to decide an immediate visit was not required
- 1901: Linguaphone release language lessons on wax cylinders

UCL

Make it easy to use

SurveyMonkey

Home Take a Tour Resources Plans & Pricing

Creating a Survey

- Getting Started
- Question Types
- Survey Templates
- Customization
- Response Validation
- Skip Logic
- Printable PDFs

Get Responses

- Analyze Results
- Use Cases

We did the work so you don't have to.

Overall, how would you rate this employee?

- Exceeds expect
- Exceeds expect
- Meets expect
- Meets expect
- Does not mee

How satisfied are you with the product?

- Extremely Dissatisf
- Very Satisfied
- Somewhat Satisfied
- Slightly Satisfied
- Not at All Satisfied

How likely are you to recommend our service to a friend?

- Extremely Likely
- Very Likely
- Somewhat Likely
- Slightly Likely
- Not at All Likely

Get Started Today!

PRO Plans
Advanced features & customization for power users.

[Pro Sign Up >](#)

BASIC Plan
All the essentials to get you started for FREE.

[Sign Up FREE >](#)

Save time & ensure quality feedback with our pre-made survey templates. Here are a few of the most popular:

- ✓ Academic/Research - Course Evaluation, Faculty Satisfaction, Public School Survey
- ✓ General Business - Customer Service, Online Product Feedback, Business to

UCL

Money

- Unlike Internet, most mobile activities have to be paid for
- What does the end user pay? What does the institution pay?
- Long tail of usage



Also see:
http://www.uhmlg.ac.uk/2012_springforum.html

Bradley & Holley (2010):
www.ESCalate.ac.uk/8140

Thank you

Dr Henry Potts: h.potts@ucl.ac.uk