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The Myth of Mobile Learners

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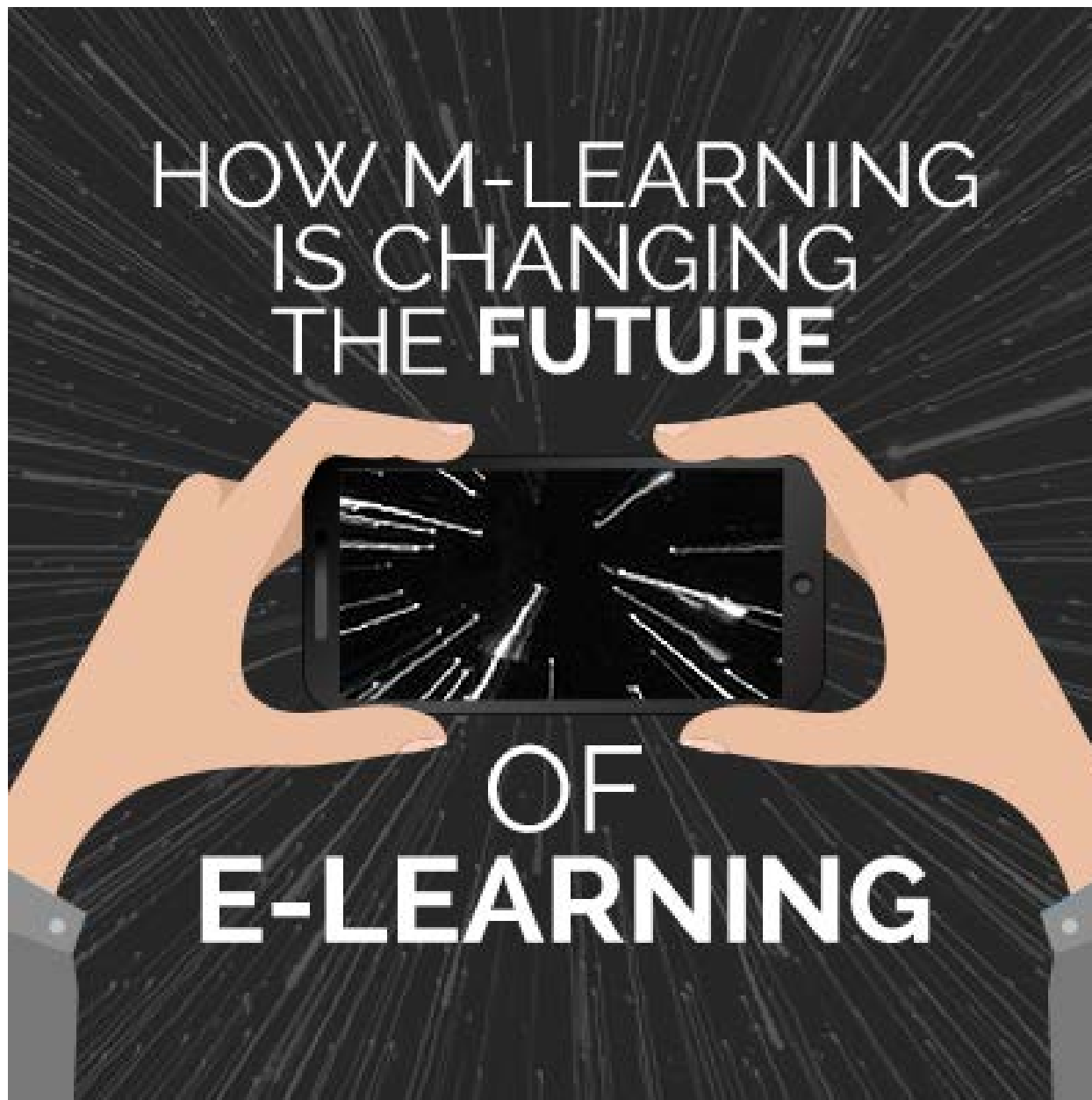
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The Myth of Mobile Learners?

Matt Farrell
Fanshawe College





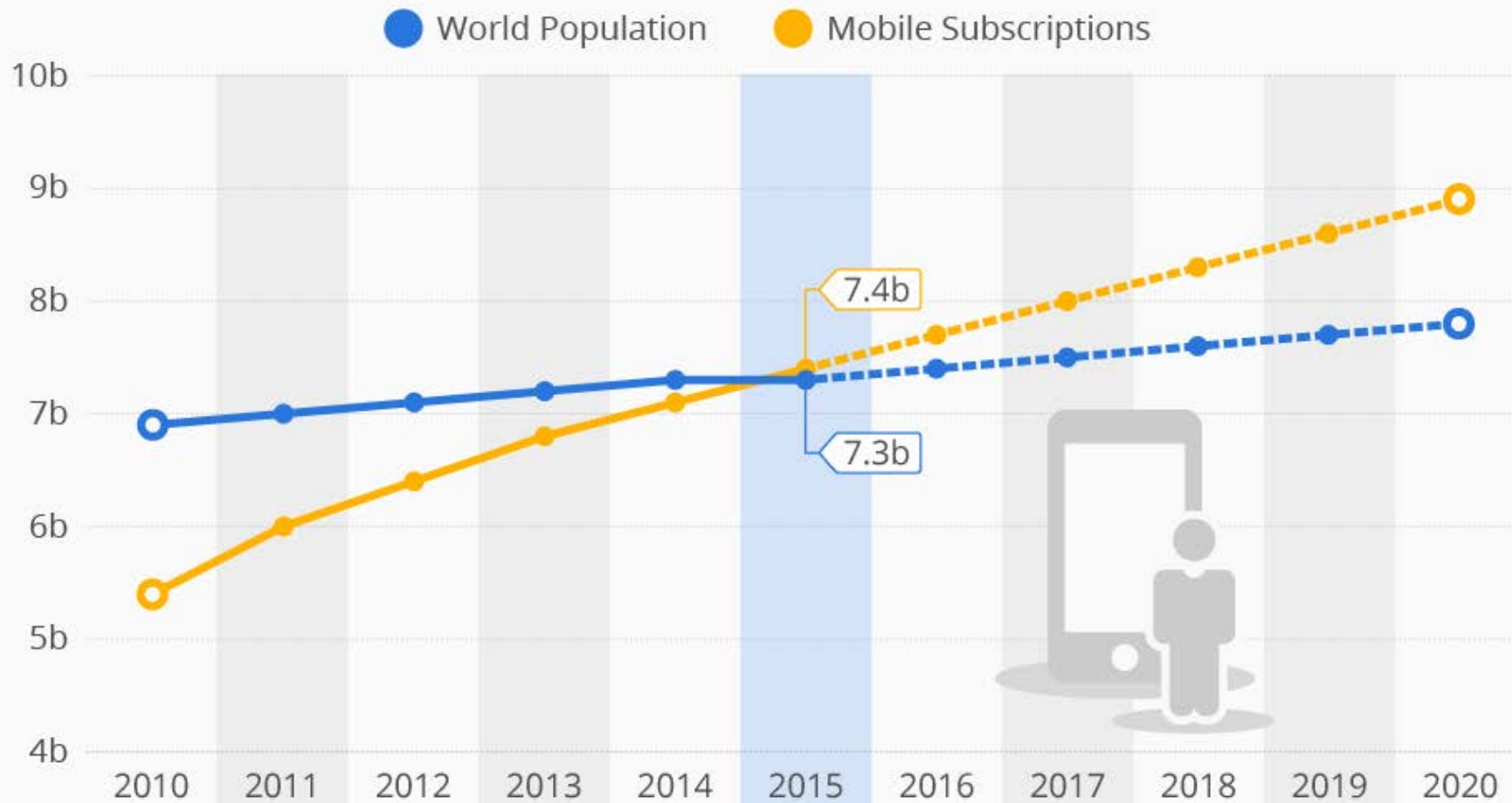
How m-Learning is Changing the Future of e-Learning

“Throughout history, new technology has brought about revolutions—the Agricultural Revolution, the First and Second Industrial Revolution, the Modern Revolution and the Digital Revolution are some examples. Is m-Learning going to spark the next educational revolution?”

- *Ivec (2014)*

Mobile Subscriptions to Outnumber the World's Population

World population vs. estimated number of worldwide mobile subscriptions



@StatistaCharts Sources: Ericsson, United Nations

statista

Opportunities

- Support learning in-class
- View content on-the-go
- Communication (Twitter, Remind)

Research

Question

Will students use mobile phones for 'learning'?

Methods

- Survey at start of term
- Survey at end of term
- *YouTube* analytics & *Remind* opt-in stats

Start of term survey

Which of the following devices do you typically bring to class? (*check all that apply*)

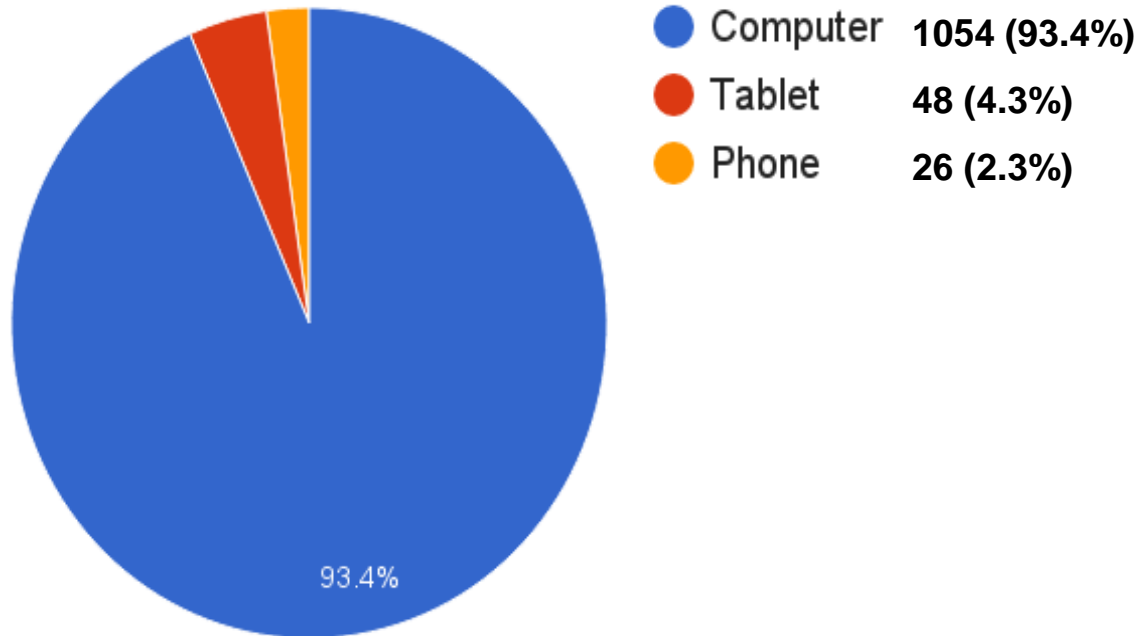
- Smartphone (31)
- Tablet (4)
- Laptop (14)
- None of these (0)

N = 32

9 students emphasized that they would not use phone in-class.
1 specified that laptop was for notes, not Facebook.

Analytics

Views Per Device Type



| | Average View Duration | Average % Viewed |
|----------|-----------------------|------------------|
| Phone | 5:15 | 62% |
| Computer | 5:19 | 67% |
| Tablet | 6:08 | 82% |
| TV | 8.13 | 98% |

End of term survey

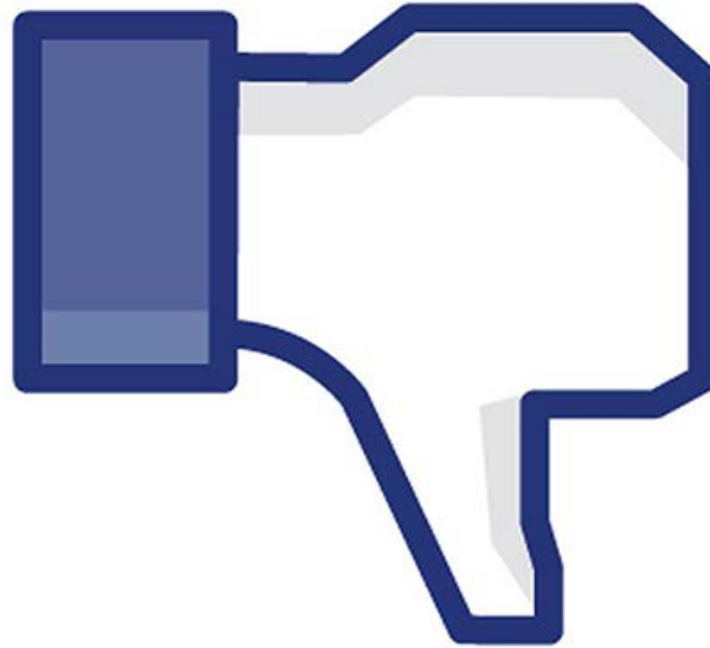
Explain how - if at all - you use your mobile device in this course (i.e. for in-class activities, for reading course material, etc.)

- Kahoot!!
- in class game activity online, and researching people Matt will talk about in class
- Only used laptop, not mobile device
- if I need to search for something
- I don't.
- Surveys to start classes.
- Research definitions and the constitution
- I don't use my phone for classwork
- helped me right out notes to further understand content

N = 10

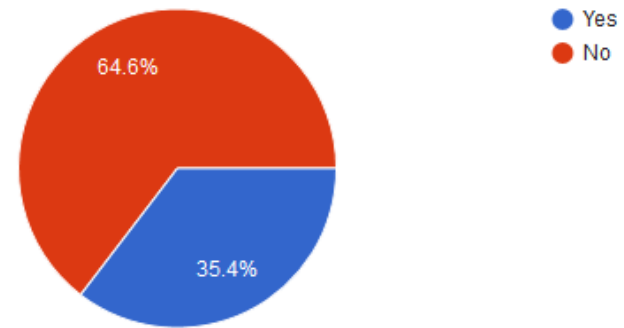
Communication

- 6 students subscribed for text updates
- 2 used Twitter

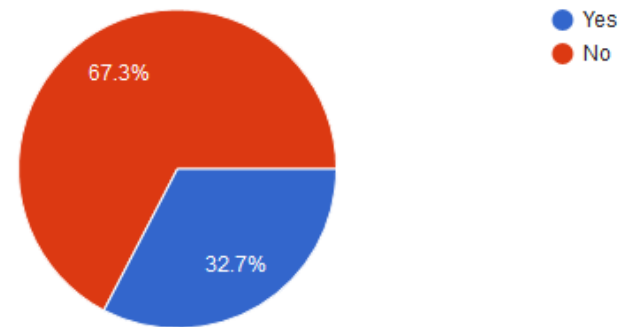


Faculty Attitudes

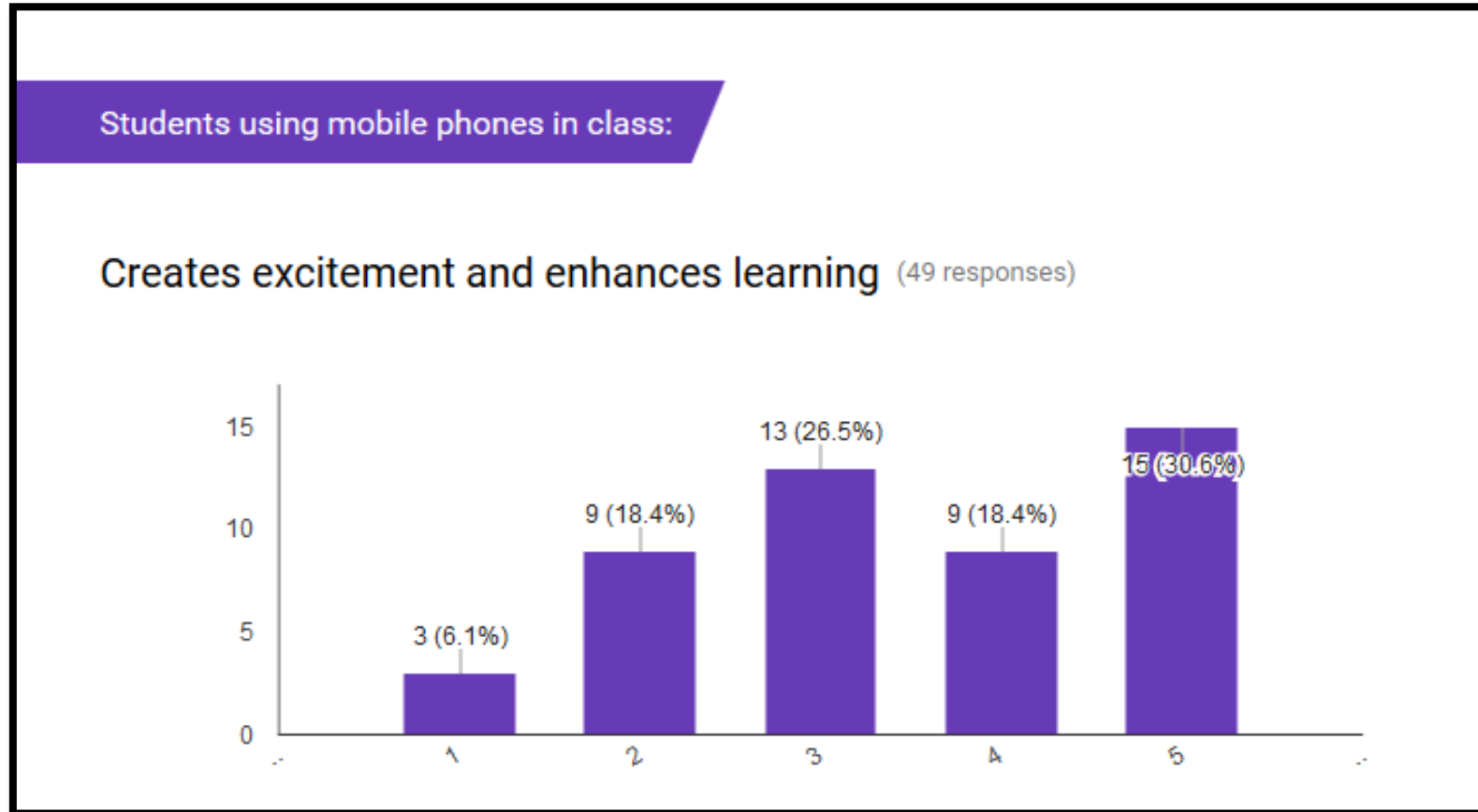
Do you prohibit students from using mobile phones in class? (48 responses)



Do you encourage students to use mobile phones in class? (49 responses)



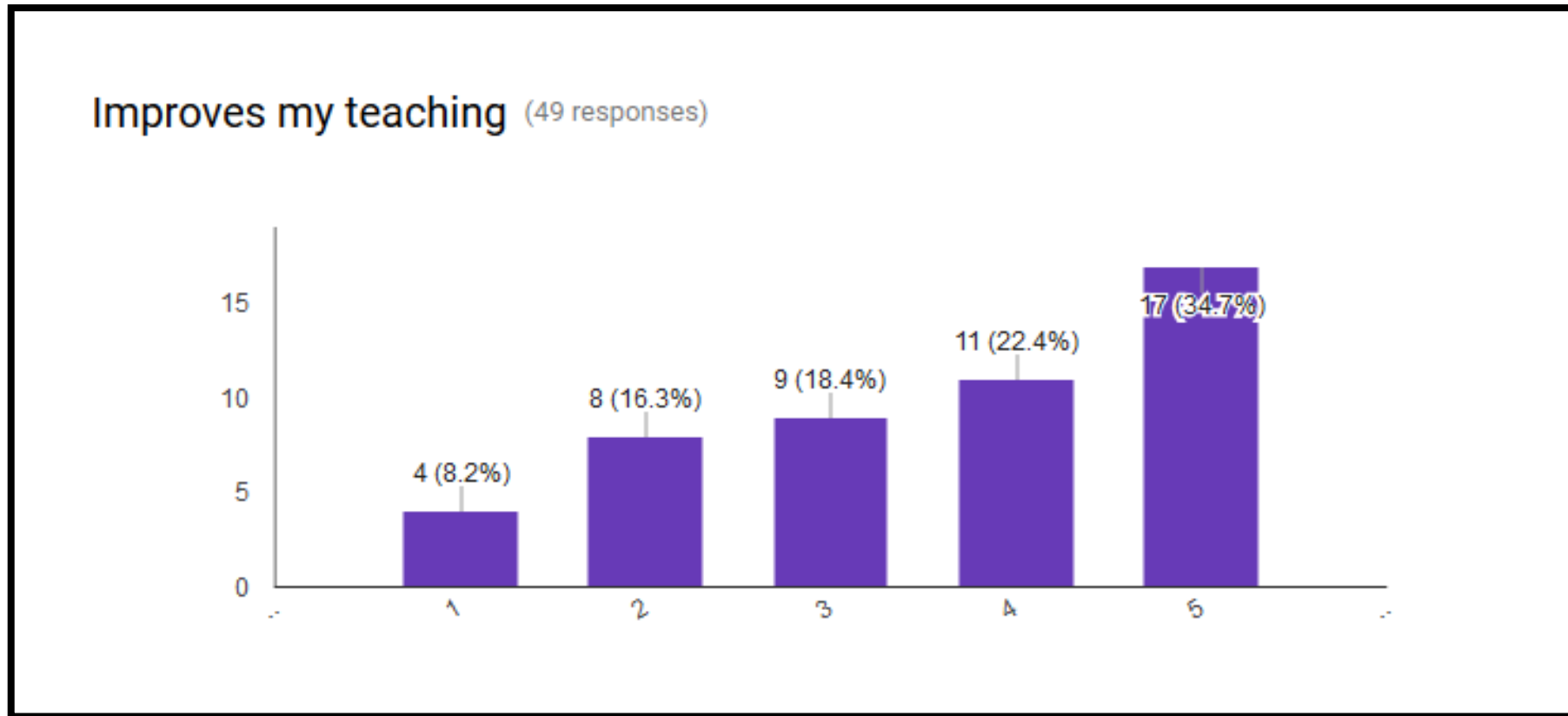
Faculty Attitudes



Strongly Agree

Strongly Disagree

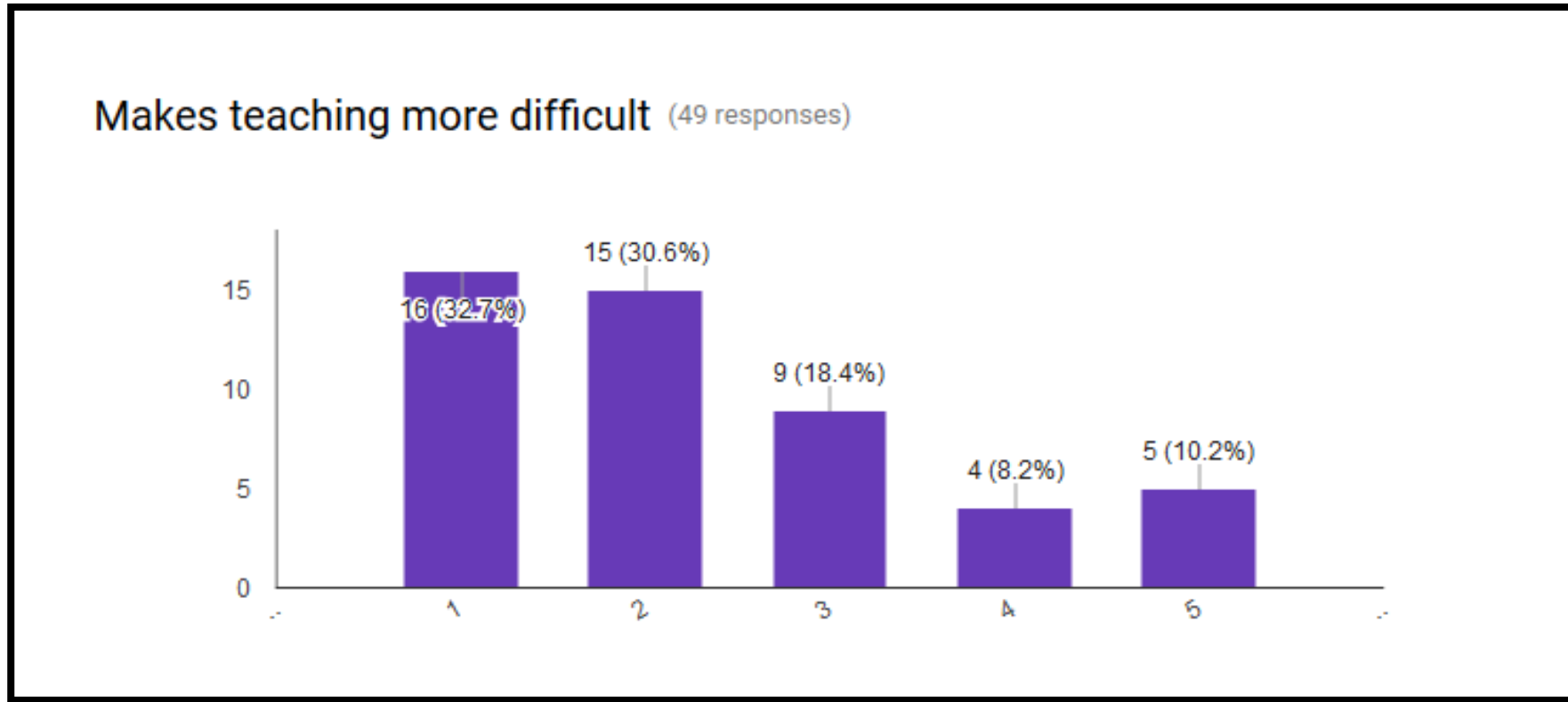
Faculty Attitudes



Strongly Agree

Strongly Disagree

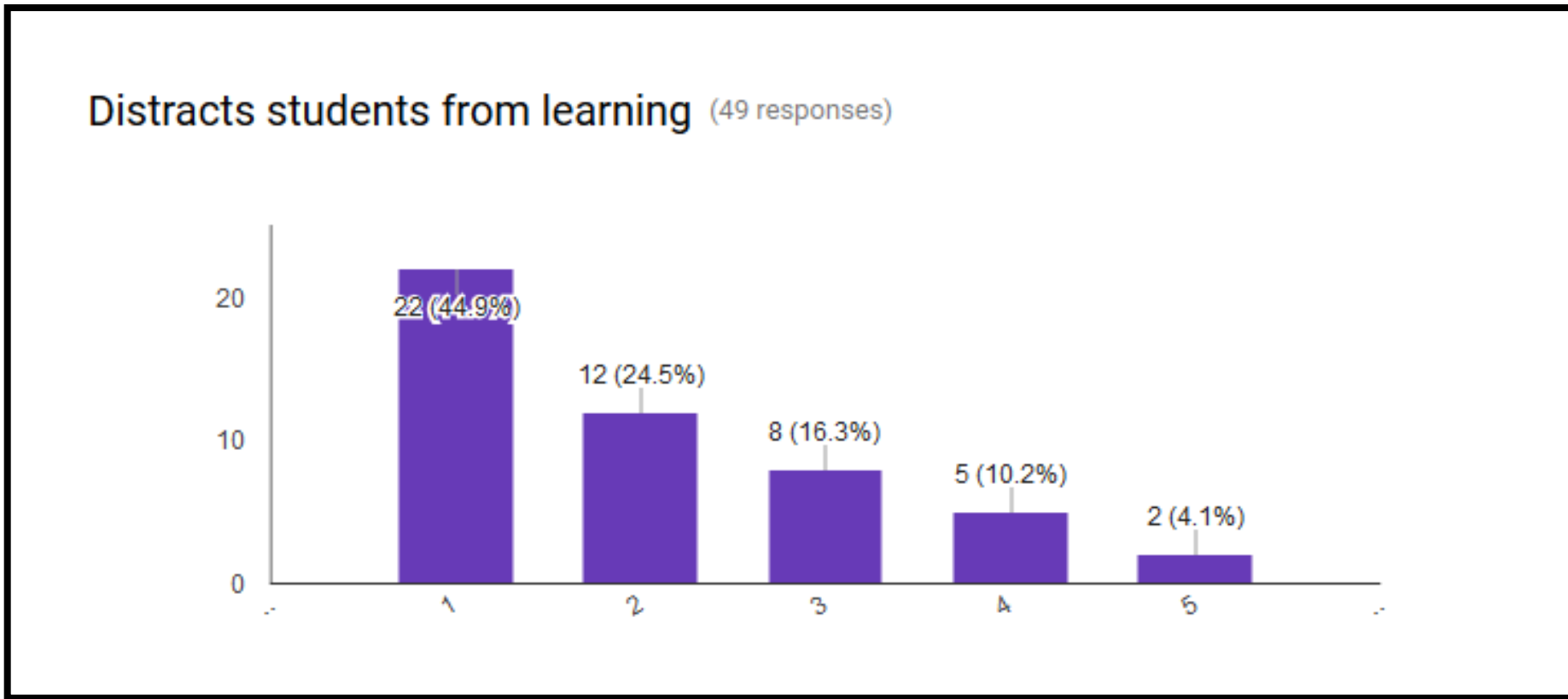
Faculty Attitudes



Strongly Agree

Strongly Disagree

Faculty Attitudes



Strongly Agree

Strongly Disagree

Results

- Most students bring mobile phones to class (31/32)
- Students did not make significant use of mobile phones for viewing content (2.3% of all views)
- Few students opted-in to receive mobile communication (6/32)

Discussion/Obstacles?

- Faculty attitudes may be a factor in promoting/discouraging mobile learning
- Institutional, pedagogical, and personal obstacles. (Cruz et al. 2012)
- Same barriers as other ed-tech tools (Marzilli et al. 2014)
- What do students use phones for? (UCF Mobile and eTextbook Survey 2014)
 - Social networking – 79 percent
 - Music – 74 percent
 - Social media – 62 percent
 - Photography – 52 percent
 - Reference – 39 percent (looking stuff up)
 - Book apps – 27 percent (digital textbooks)
- What's good for web isn't always good for mobile (Chu, 2014)
- Maybe better fit for adult learners (Kim, 2016)

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