

The Future Revisited: Can Global Learning Still Save the World?

The Science Circle
Steven R. Van Hook, PhD

Abstract & Bio

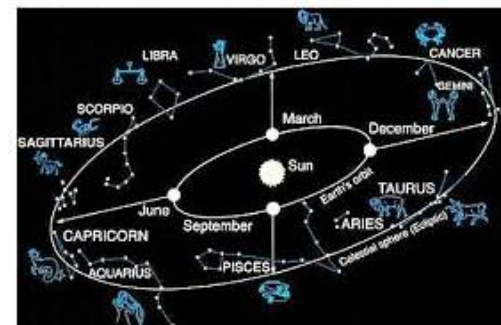
- **Abstract:** *This presentation provides a twelve-year review of my OJDLA article (Online Journal of Distance Learning Administration, University of West Georgia) on the future of global learning, and updates related issues such as societal need, technologies, course design, administration affairs, faculty support, and student access.*
- **Bio:** *Steven R. Van Hook has a PhD specializing in transcultural distance learning, an MA in Communication, and a BA in Journalism. Steven has worked for international media and economic development programs. He has designed online and mixed courses for programs at several California universities serving international students; published and presented extensively on global education issues. His research website is at <http://wwmr.us>*



steven@wwmr.us

Article Update 12 Years Hence

Universal Learning at a Distance: Can We Plug It In?



Article

Van Hook, S.R. (2005, Summer). Universal learning at a distance:
Can we plug it in? *Journal of Distance Learning Administration*,
7(2). University of West Georgia, Distance Education Center.
Available online at <http://wwwr.us/universal.htm>

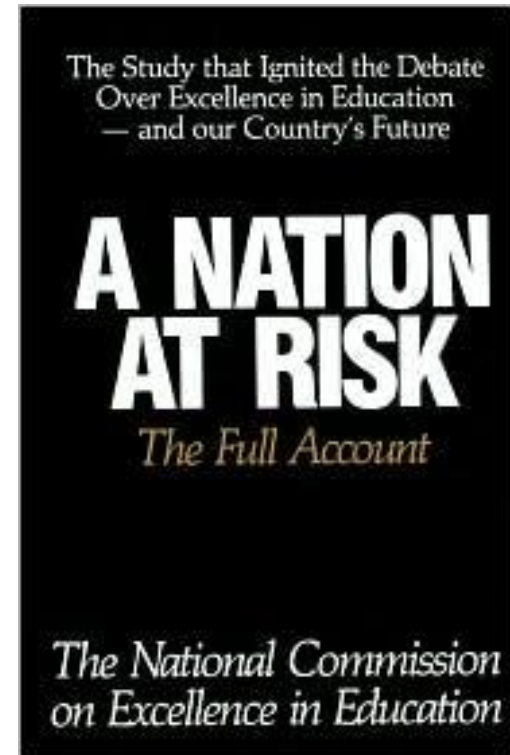


Report: A Nation at Risk

All, regardless of race or class or economic status, are entitled to a fair chance and to the tools for developing their individual powers of mind and spirit to the utmost.

– National Commission on
Excellence in Education

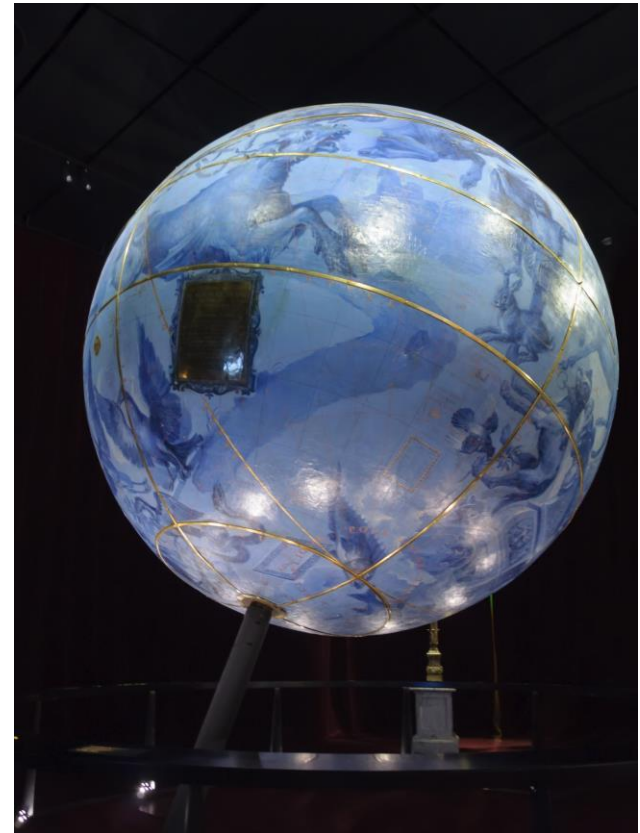
NCEE Report, 1983



1984

2005 Education Divides

- Only 1-in-20 people worldwide was online
- Only 17% of world's adults in higher education
- Only 14-million phone lines in all of Africa
- At least 20 countries restricted citizen access to the internet



Van Hook, 2005

Support for Expanding Global Access to Education

- The United Nations
- The World Bank
- United States Agency for International Development
- World Economic Forum
- Group of 8 Dot Force (G8)
- Private supporters & foundations



G7 Information Centre

provided by the G7 and G8 Research Group

One Laptop per Child

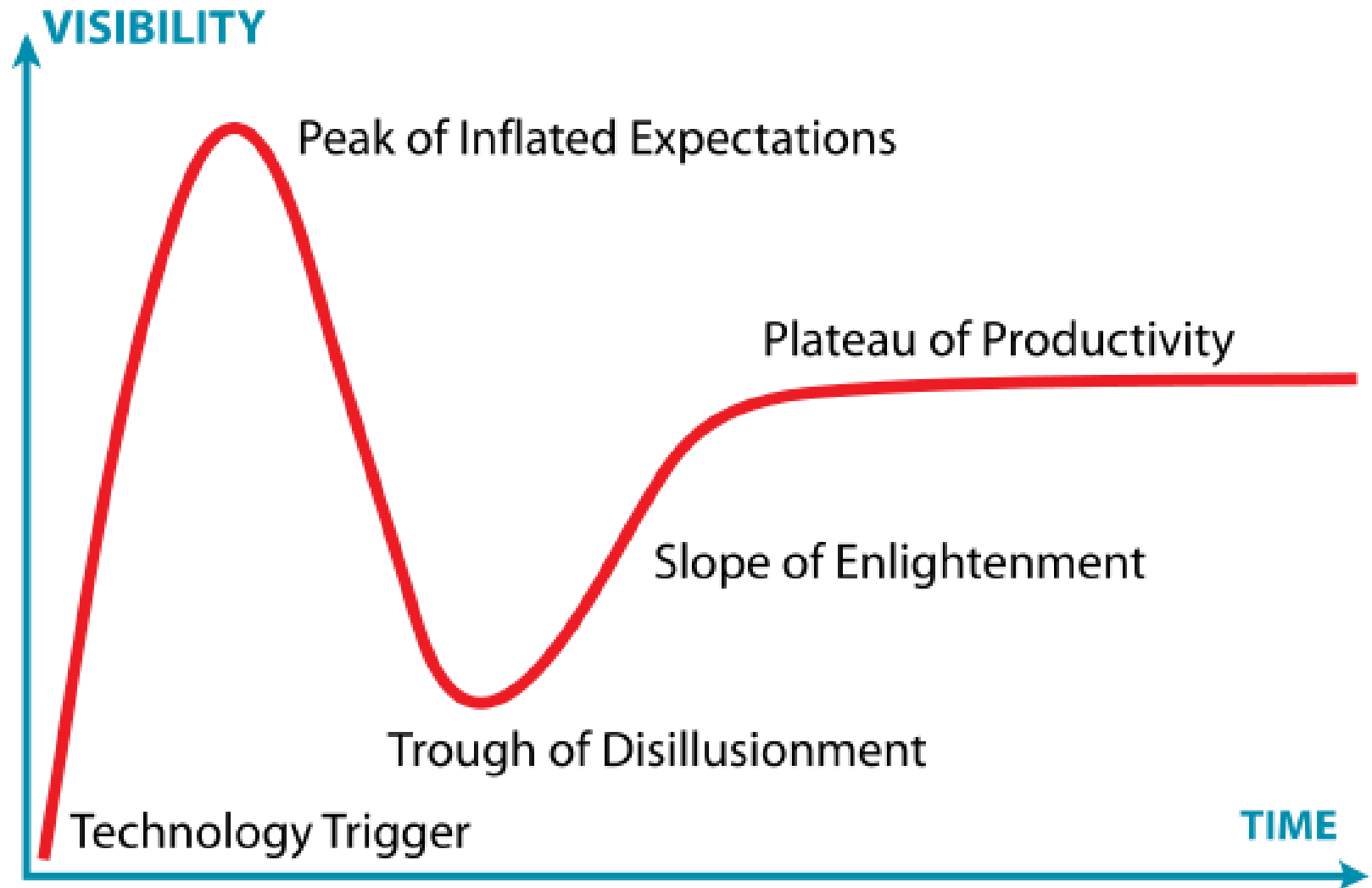
- Founded in 2005 by Nicholas Negroponte (founder of MIT Media Lab)
- \$100-Laptop (market price \$1,000)
- Mesh and hand-crank capability
- World Economic Forum backed the project in 2006
- Problems with funding, OS, competing products

Laptop.org

Nicholas Negroponte

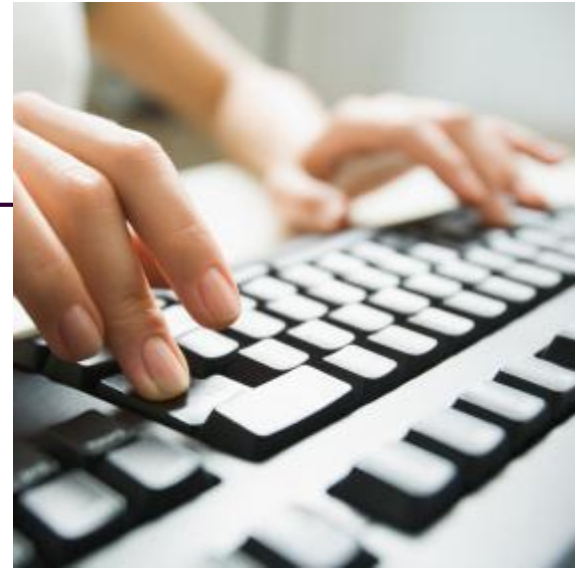


The Slopes and Cycles of Hype



Tech & Dropping Test Scores

- One-million disadvantaged US middle-school students given networked home computers ...
- Over five years, persistent drop in reading & math scores (*Duke University study*)
- Global ‘*One Laptop per Child*’ program: impoverished children spent more time on games & chat, less on studies



New York Times

When Villages Go Global ...

- Cotopoxi men in Ecuador started accessing porn on the 'net.
- Women of the Wapishana and Macushi tribes in Guyana were ostracized from their villages after online success selling hammocks.



- Villageleap.com project brings online learning to remote villages in Cambodia.

Faculty



- **Steven R. Van Hook, PhD**
- Global business/MBA/communication courses for UCLA, UC Santa Barbara, California Lutheran University, National University, Antioch University ...



- <http://wwmr.us>
- <http://ucla.wwmr.us>
- steven@wwmr.us



Courses Designed / Developed / Taught

BA & MA On-Ground, Online, & Mixed

Steven R. Van Hook, PhD
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steven@wwmr.us

UCLA / UCSB Extension

- EmpowerEd Course Designer
- Writing for Marketing & Advertising
- Working with the Media
- Marketing Principles & Practice
- Writing for Public Relations
- Integrated Marketing Communications
- Global Communication Management
- Fundamentals of Global Management & Marketing
- Principles of Business Administration & Management
- Global Economies & Issues
- Speaking Skills for the Global Marketplace
- Communications Skills for the Business Professional
- Fundamentals of International Advertising

California Lutheran University

- Principles of Marketing
- International Marketing
- Cross-Cultural Marketing Communications
- Global Issues

UCLA Extension



California Lutheran
UNIVERSITY



National University

- Campaign & Program Management
- Campaign & Program Evaluation
- Legal & Ethical Issues
- Integrated Marketing Communications
- Strategic Writing
- Mediated Messaging
- Communication Technologies
- Persuasion
- Art of Public Speaking

[Link](#)

WORLDWIDE MULTICULTURAL RESEARCH
SANTA BARBARA, CALIFORNIA USA



TRANSCULTURAL LEARNING / TRANSCULTURAL TEACHING / TRANSCULTURAL EDUCATION /
TRANSCULTURAL COMMUNICATIONS / TRANSCULTURAL RELATIONS / TRANSCULTURAL RESEARCH /
TRANSCULTURALISM / MULTICULTURALISM

Steven R. Van Hook, PhD
steven@wwmr.us

[Biography / Curriculum Vitae](#)

<http://wwmr.us>

Teaching & Research Interests



Steven R. Van Hook is experienced in international adult education, transcultural learning, transcultural relations, economic development, news media, and business communications. He has designed and taught courses for the University of California Los Angeles (UCLA), University of California Santa Barbara (UCSB), California Lutheran University, Antioch University, Cardean Learning Group, Saylor Academy, National University, and elsewhere.

Steven has held leadership positions in education and economic development programs through the United States Agency for International Development, Head Start, and VISTA.

Steven's interests include expanding worldwide access to learning opportunities – especially for developing nations – with research in [transcultural themes and images](#); [worldwide education access through appropriate tactics and technology](#); [theories of learning](#); [sociocultural influences on economic development](#); [organization of international learning institutions](#); and [innovations in international and domestic education](#).

Steven is president of [Educare Research inc.](#), a nonprofit 501(c)(3) organization providing free learning resources to international independent educators and students. He has developed traditional, online, and mass courses for universities and educational programs in the United States and abroad, including [courses](#) in cross-cultural communication, global issues, media, international business and management.

Steven is also a licensed sailboat captain and instructor, a certified chaplain, and conducts [weddings](#) on the sea and shore.

Selected Publications, Papers, & Presentations

President / CEO:
[Educare Research inc.](#);
Free resources for
international educators
and students.

Faculty / Course
Designer: National
University; MA & BA
Programs in Strategic
Communications

Instructor / Course
Designer: University of
California at Los Angeles
(UCLA) Extension;
Custom Programs; Global
Management & Marketing;
Faculty Mentor; Advisory
Board Member for
Marketing & PR Programs

Faculty / Course
Designer: California
Lutheran University; Adult
Degree Program (ADEP);
Business Administration &
Communication Programs

Faculty / Course
Designer: University of
California at Santa
Barbara (UCSB)
Extension; Language and
Culture; and Business &
Management Programs

Selected Publications, Papers, & Presentations

Van Hook, S.R. (2017, June 9). Participant representing educational design. *The State of Virtual Reality with Philip Rosedale*. VR seminar with CEO of High Fidelity and founder of Linden Labs, and technology 'evangelist' Robert Scoble. [YouTube video](#).

Van Hook, S.R. (2017, April 29). Presenter. *Building classroom bridges across cultural gulfs*. CATESOL (California Teachers of English to Speakers of Other Languages). Santa Barbara, CA. [Slides](#).

Van Hook, S.R. (2017, March 25). Presenter. *Best writing tactics for low-watt brains*. [The Science Circle](#): A global alliance of scientists, educators and students. [YouTube recording](#). [Slides](#).

Van Hook, S.R. (2016, May 21). Presenter. *The power of primers & prompts: Boosting our low-watt brains*. The Science Circle. <http://wwmr.us/support/Primers-SC.pdf>

Van Hook, S.R. (2016, January 9). Presenter. *Alien exosociology: Our transgalactic commonalities*. The Science Circle. <http://wwmr.us/support/Galactic.pdf>

Van Hook, S.R. (2015, March 20). Webinar presenter: *Practical strategies for facilitating interaction in the cross-cultural classroom*. [Innovative Educators](#).

Van Hook, S.R. (2015, March 20). Presenter. *Transcending cultural differences in global settings*. Virtual Worlds Best Practices in Education Conference. [Presentation transcript](#).

Van Hook, S.R. (2014, September 20). Presenter. *Themes and images that transcend cultural differences in international settings*. The Science Circle. <http://wwmr.us/support/transculture.pdf>; [Presentation transcript](#).

Van Hook, S.R. (2014, April 11). Panel presenter. *Virtual Worlds Best Practices in Education*. [VWBPE Conference](#). [Presenter transcript](#).

Van Hook, S.R. (2013) Low-bandwidth course in customer service: Serving developing nations low in education access, but high in cellphone saturation. *Educare*. <http://wwmr.us/wp/customerservice/>

Van Hook, S.R. (2013). Immersive online customer service course in a virtual classroom: Providing a sense of place in placeless distance learning. *Educare*. <http://slurl.com/secondlife/lmzadi/23/34/22>

Van Hook, S.R. (2013, June 18). *Webinar: Stop disruptive student behavior*. Higher Ed Hero Conferences, Progressive Business Publications. <http://www.higheredhero.com/2SY/0>

Van Hook, S.R. (2012, June). Hopes and hazards of transculturalism. *Prospects*. 42 (2), 121-136. Quarterly review of comparative education by United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Bureau of Education (IBE). Available online at <http://wwmr.us/support/transculturalism.pdf>

Van Hook, S.R. (2011, April). Modes and models for transcending cultural differences in international classrooms. A study of themes and images that resonate across cultural gulfs. *Journal of Research in International Education*. 10 (1), 1-27.

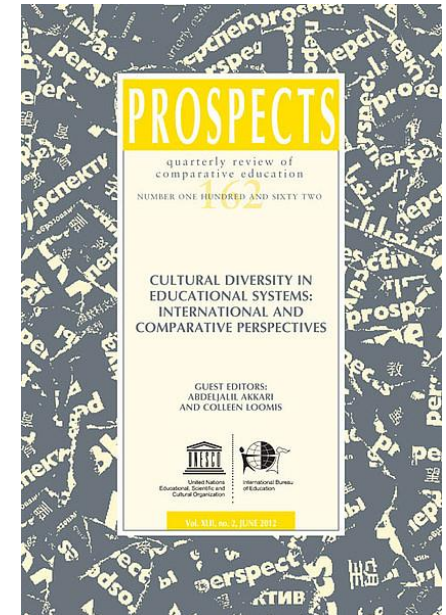
Articles on Transcultural Learning

UNESCO Journal “Prospects”

Van Hook, S.R. (2012, June).

Hopes and hazards of transculturalism.

[Article available at http://wwmr.us](http://wwmr.us)



Journal of Research in International Education

Van Hook, S.R. (2011, April).

Modes and models for transcending cultural differences in international classrooms.

[Article available at SAGE](http://jrie.sagepub.com)



Can Education Fix the World?

World Problem Solutions:

- Education
- Science
- Self-Confidence (APA)



World Problems:

- Global unemployment
- International refugees
- Income disparity
- National unrest
- Drug abuse
- Ad abundum

Sampling Specific Problems

- Global unemployment at 200-million
- Nearly 67-million refugees worldwide
- US suicides rose 25% over 15 years to record high
- 1.3-million Americans hospitalized last year in record opioid epidemic
- Workers replaced by AI and robots



A New ‘Useless Class’

“

By 2050 a new class of people might emerge – the useless class.

People who are not just unemployed, but unemployable

”

“Economically redundant people might spend increasing amounts of time within 3D virtual reality worlds, which would provide them with far more excitement and emotional engagement than the ‘real world’ outside.”

The Guardian / 2017



A Global Calling for Education

- Course Design
- Appropriate Technologies
- Viable Content
- Funding
- Administration
- Faculty
- Student Support
- Global Need



Administration Worries

- Reduce costs
- Expand inclusivity
- Ensure relevancy and reach of materials
- Accommodate greater diversity
- Promote public support



- Tuition controls, lower birthrates, increased competition, funding cuts
- Develop skills necessary for participation in economic, civil, and social life

Newman, Couturier, & Scurry, 2004

Mitchell, 2017

Van Hook, 2011b

Teacher Needs



- Recruit & train faculty skilled in global cross-cultural teaching across new platforms
- Address content ownership rights
- Create ombud representation for distant educators



Guest: Brian Udermann

Director of Online Education Center for Advancing Teaching and Learning, University of Wisconsin, La Crosse



Guest: Deb Adair

Executive Director, Quality Matters

THE CHRONICLE OF
HIGHER EDUCATION

***Online Education:
Heading toward the
Future***



Moderator: Goldie Blumenstyk

Senior writer

The Chronicle of Higher Education

Adair, Blumenstyk, & Udermann, 2017

Content & Design

- More demand will be placed on courses simply improving the quality of individual life
- Content must be globally accessible: technologically, linguistically, culturally
- More hard and soft skills-based programs
- Shorter words, shorter sentences, shorter paragraphs
- Keep distant students engaged with social media, lectures, stream live events



Adair, Blumenstyk, & Udermann, 2017
Lohr, 2017
Van Hook, 2012

Educare Streaming Radio Station

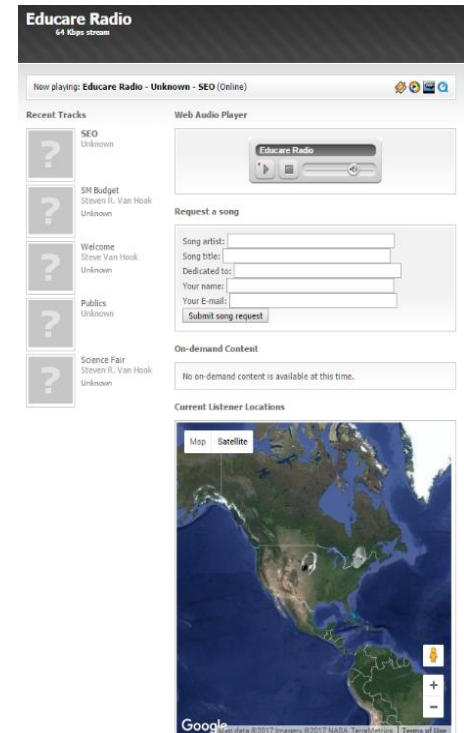
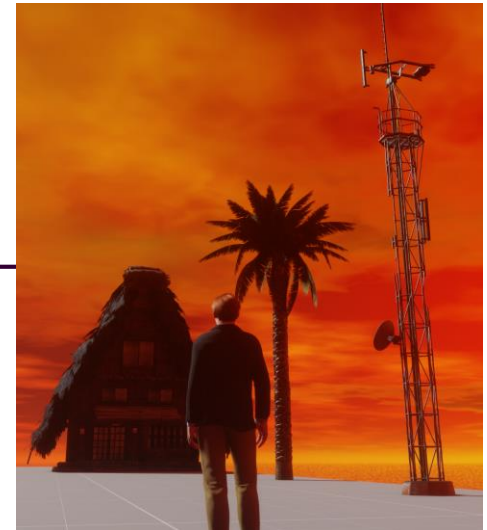
Educare Radio: 24/7 streaming radio in Second Life & Sansar: interviews and reports on educational topics

Sample Line-Up:

- Communication Appeals
- Effective Writing Skills
- Creative Process
- Media Relations
- Speechwriting
- Social Marketing
- Search Engine Optimization
- Website Design
- Soviet Union Restrospectives
- Employment Trends
- Science Fair

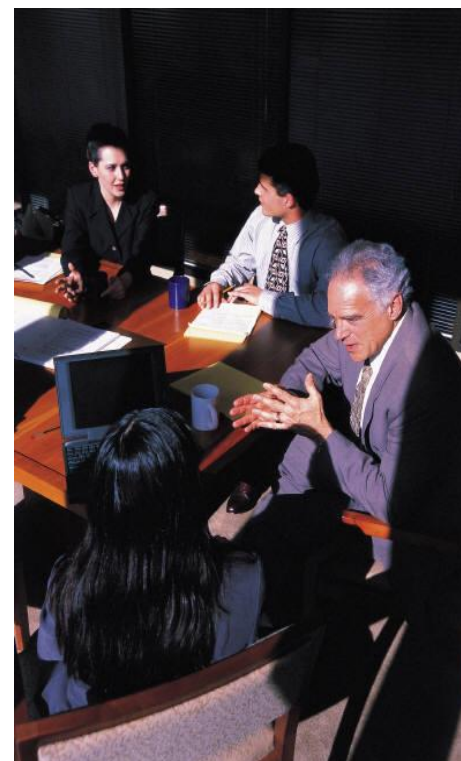


[Station Link](#)



ELF: English as a Lingua Franca

- 400-million native English speakers
- 1.5-billion conversant in English (about 25% of world's population)
- 80% of all English interactions between non-native speakers
- *Business English* a subcategory of English: BELF



Kankaanranta, 2009

Dissertation



- Van Hook, S.R. (2005). Themes and images that transcend cultural differences in international classrooms.

U.S. Education Resources Information Center.

([ERIC Document No.](#) ED490740).

([Proquest Publication Number](#) 3200710).

- Also available online at <http://wwmr.us/>

Study Sample



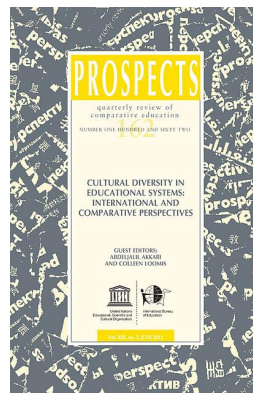
- 40+ Countries
- 900+ Students
- Typically higher-income families

Transcultural Themes & Images

- Babies & Children
- Pets & Animals
- Sports
- Love, Marriage, Relationship Conflicts
- Self-image
- Birth-Life-Death Cycle
- Water



Video



Article

Very Cool Tech



MOOCs

- “While the MOOC experiment has provided some positives, it may still be left to traditional institutions to go about the business of degree completion.”

– *Cathy Sandeen*

Former VP for Education

Attainment & Innovation at ACE

The Coursera logo, featuring the word "coursera" in a blue, lowercase, sans-serif font.

<https://www.coursera.org/>

The Udacity logo, featuring a stylized white 'U' icon on a teal background, followed by the word "UDACITY" in white, uppercase, sans-serif font.

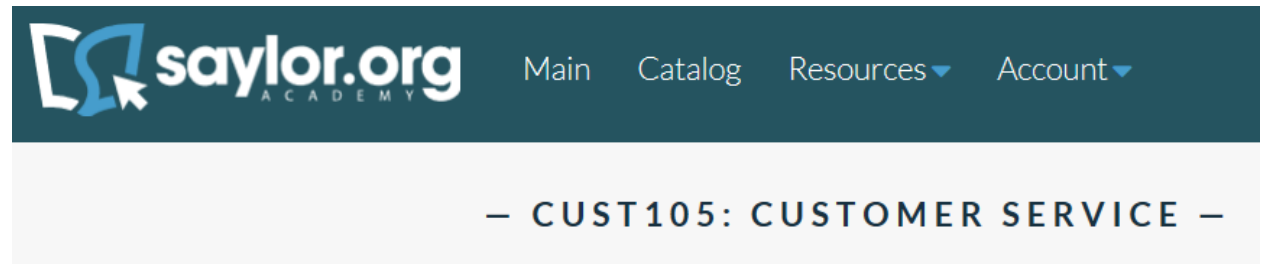
<https://www.udacity.com/>

The edX logo, featuring the letters "ed" in a pinkish-red color and "X" in a blue color, all in a lowercase, sans-serif font.

<https://www.edx.org/>

Sandeen, 2017

Saylor Academy: Free Education Initiative



<http://saylor.org>

Immersive Technologies



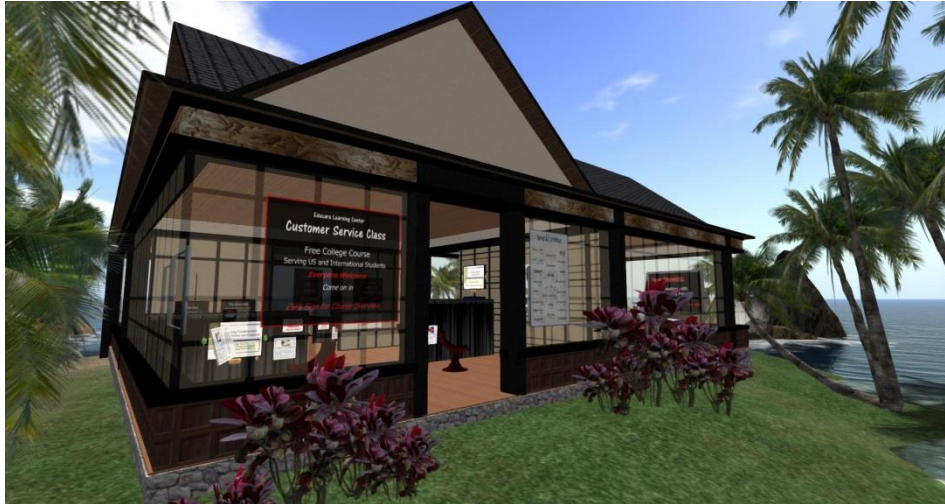
Immersive headset company **Oculus VR** bought for \$2-billion by **Facebook** in 2014.

“Imagine ... studying in a classroom of students and teachers all over the world or consulting with a doctor face-to-face, just by putting on goggles in your home.”

~ Mark Zuckerberg



Educare Virtual Learning Centers



*Sakura Learning Center
by Educare Research on
Imzadi Island*

Non-profit 501(c)(3)



Free college courses,
English read-along
books, videos,
streaming radio,
career resources,
job links ...



Walk in Another's Skin



Stroking a black rubber hand reduced a participant's implicit racism score

Participants develop increased empathy for differences and suffering by VR immersion and experience

- *Gender Switch*
- *Race Switch*
- *War Zone Experience*
- *Wheel Chair Accessibility*
- *Etc.*

He refers to virtual reality as an "empathy generating machine" to give people experiences they can't have in any other way.

Sense of Place

“Students expressed their higher-education experience through images of where they have been, and where they are ...
The common theme: broadening horizons.”

A Sense of Place
The New York Times



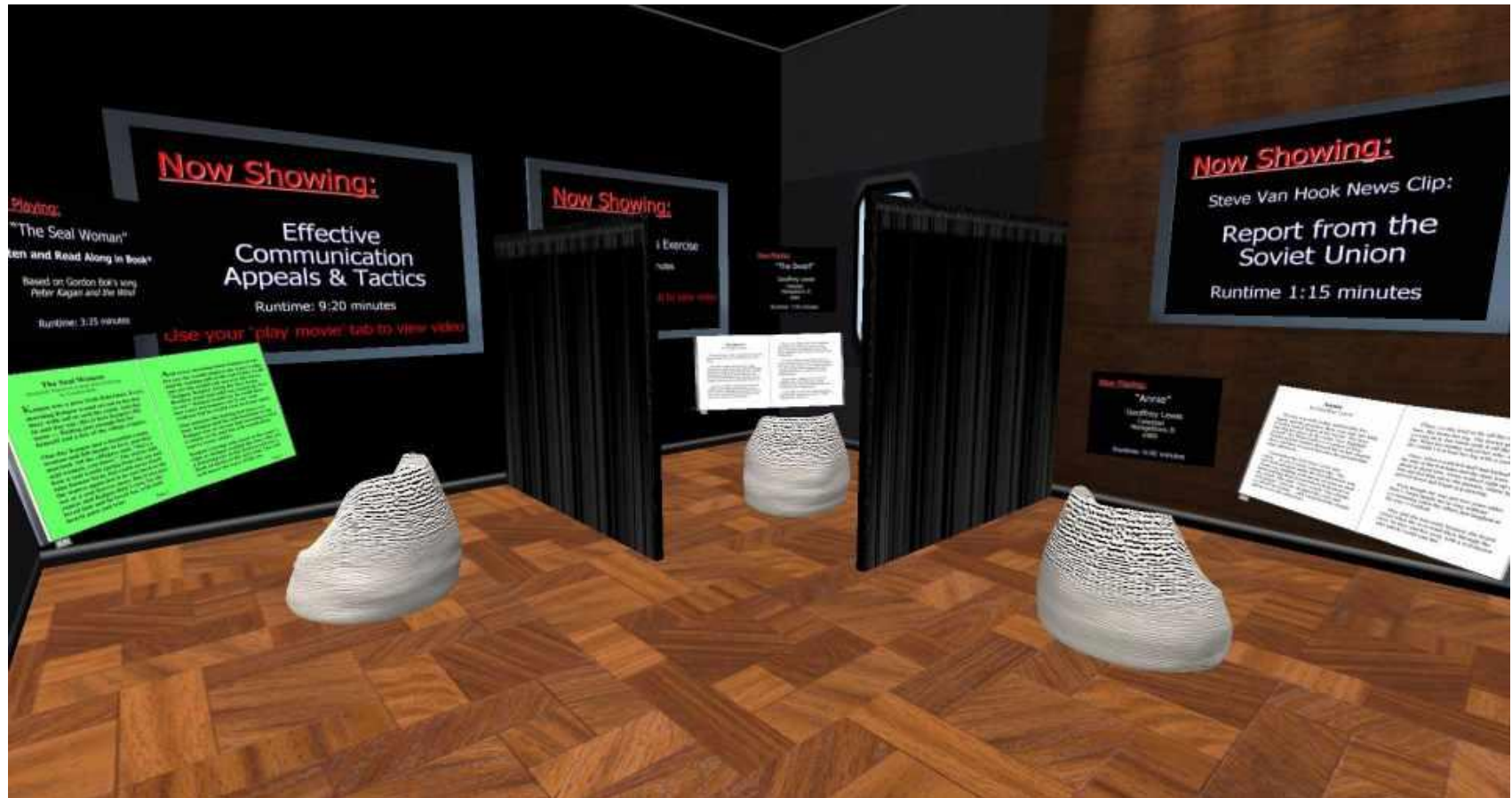


*English
language and
rich content
experiences
designed for a
global student
body*

[Sansar.com](https://www.sansar.com)



English Read-Along Room



Educare Learning Center / Second Life

Rosedale & Scoble on Future Tech

- The 'sense of place' in 3D is magical
- New iPhone may add 100-million VR devices in 1st quarter
- Study gravity by flying thru universe; virtual overlay learning; 3D models for complex equations
- Profound impacts on world social classes



[Video](#)

[Scoble & Rosedale, 2017](#)

Floating Connectivity From Above

- Instead of building cell towers, the Extend America company hopes to attach wireless repeaters to weather balloons and launch them across the state.
- “To cover every square mile of North Dakota, it would take 1,100 cell towers. We can do the whole state with three balloons.”



- Drones
- Balloons
- Satellites
- Lasers

Scoble & Rosedale, 2017

Worldwide Cell Phones



World Bank Report:

- 6-billion mobile phones worldwide
- 5-billion in developing countries
- Used for agriculture, health, financial services, government, entrepreneurship, employment, education
- Solar-powered tablets serve energy-deprived areas



Cell-Phone Formatted Course

Educare Research

Supporting global educators and classrooms

[Courses](#) [Educare Research inc.](#) [Contact Us](#)

Educare Research inc.



UCSB IP Global Economics Class

An incorporated nonprofit California think-tank researching transcultural teaching methods and appropriate technologies, expanding accessible learning opportunities to a global student body. For more information, visit <http://educares.net> ~ Steven R. Van Hook, PhD

International Course in Customer Service

WordPress Platform

[Link](#)

Unit 2.1: Professionalism in Difficult Situations



Read-Along-Audio

SPECIAL CUSTOMER SERVICE SITUATIONS

Steven R. Van Hook, PhD

Customer Service Problems

Many of the situations that a customer service worker handles will pose a certain degree of difficulty, which is why the company has hired and trained a professional such as you to fill the post. A customer may be extremely agitated from dealing with a defective product or service. The customer may have been referred to several different workers or departments before they wind up with the customer service team, increasing their agitation even further. There may have been a miscommunication of a company's offer, and many expectant customers must be redirected or turned away. The worst scenario is when someone may have been injured by your company's product.

Our Mission

- *‘Where education is strong, people do better, academia does better, nations do better, and the world becomes a healthier, more engaging and trusting home for us all.’*
- Countries are made more prominent by a commitment to education. (Morche, 2017)
- Educated countries are more likely to be grounded in democracy and a sense of civic duty. (Roser & Ortiz-Ospina, 2017)



In Conclusion ...

- *We no longer have the luxury of wondering what we could or should do, but must focus on the 'must' of it.*
- *In the history of everything that has ever worked, there was a long-long time when it didn't.*

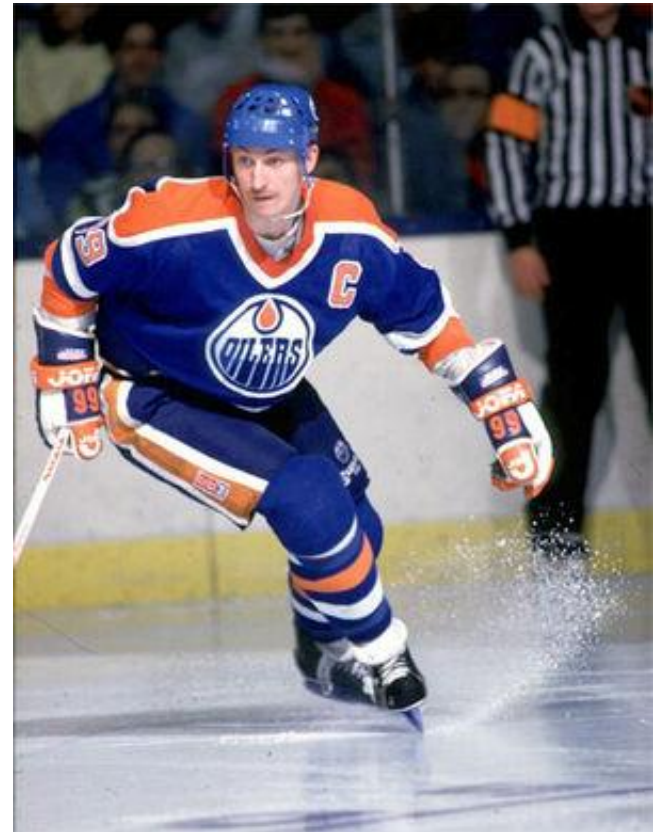


Keep a focus on the horizon ...

Wayne Gretzky on The Future

*“A good hockey player is
where
the puck is ...*

*A great hockey player is
where
the puck will be.”*



Contact

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Educational Resources*
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- <http://wwmr.us>
- steven@wwmr.us
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California, USA



References & Readings

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