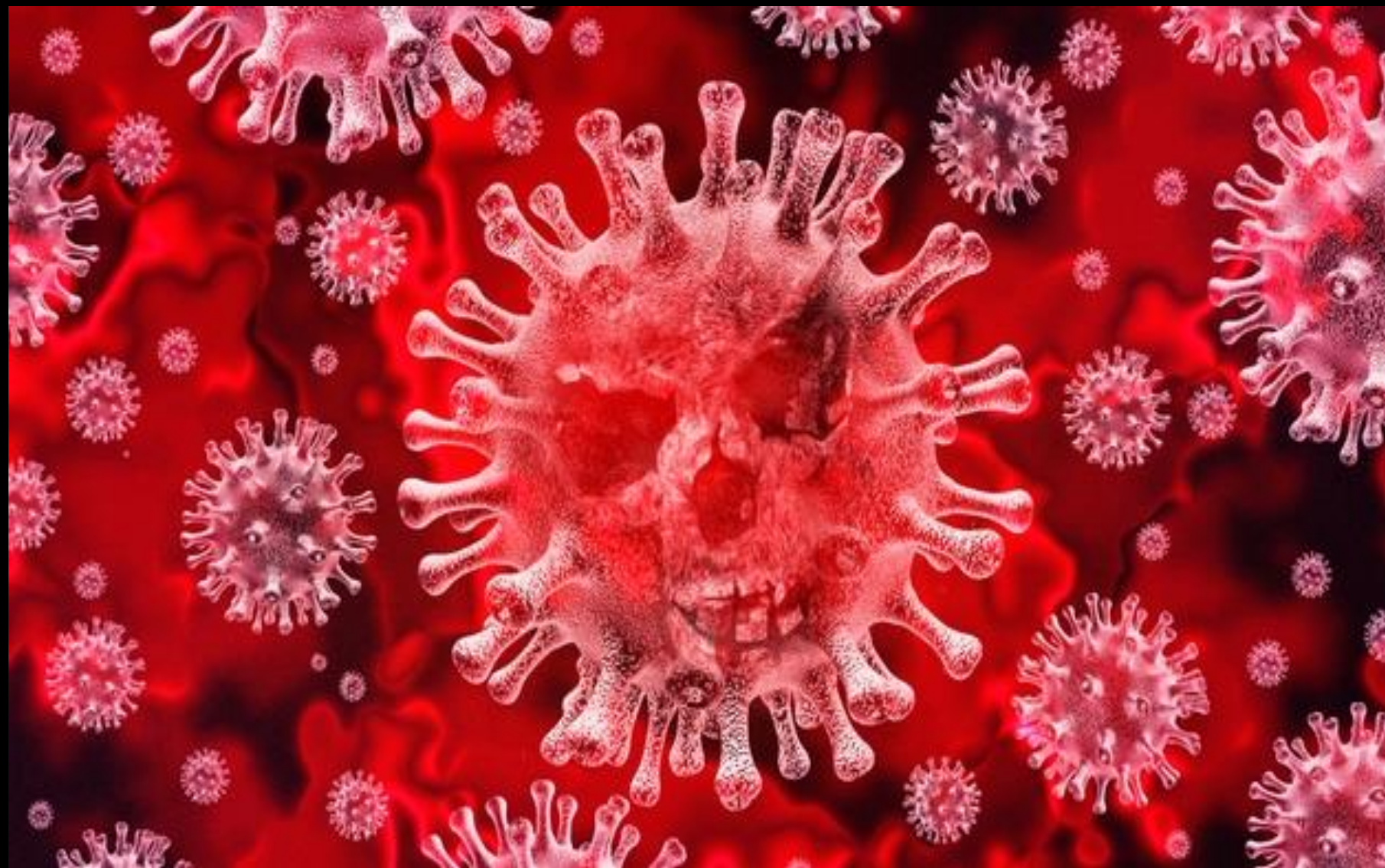


Academia & VW Reset

The Science Circle
Steven R. Van Hook, PhD



Key References

- **The Year That Pushed Higher Education to the Edge**
Chronicle of Higher Education
- **Is This the End of College As We Know It?**
Wall Street Journal
- **Higher Ed Faces a Long & Uneven Recovery**
Chronicle of Higher Education
- **They're Young, Unemployed & Facing Bleak Prospects**
New York Times
- **The Rich Kids Who Want to Tear Down Capitalism**
New York Times
- **The Digital Divide in Education During COVID-19**
Harvard Political Review
- **The Speedy Future of Delivering Online Learning**
Inside Higher Ed
- **Cyborg Universities May Monopolize Higher Education**
New York Magazine *Intelligencer*

The New York Times

INSIDE
HIGHER ED

THE CHRONICLE OF
HIGHER EDUCATION

THE WALL STREET JOURNAL.

Intelligencer

 HARVARD POLITICAL REVIEW

Key Terms

- **Online Learning:**

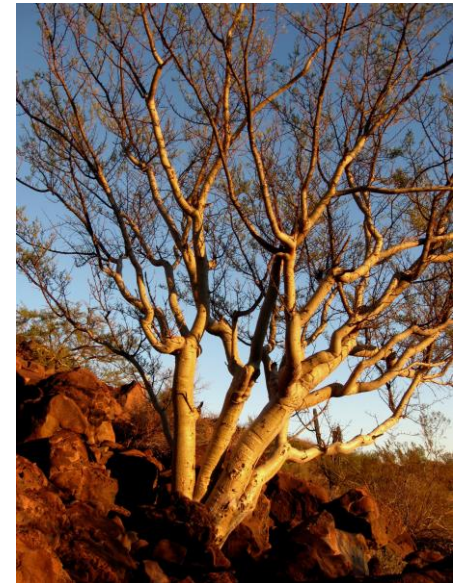
Fully-developed courses with readings, videos, discussions, interactivity

- **Remote Learning:**

Regular class session held over Zoom, low student evals

- **HyFlex Learning:**

Remote broadcast from classroom, high-tech requirements



EDUCAUSE

HyFlex Model
Article

Courses Designed / Developed / Taught

BA & MA On-Ground, Online, & Mixed

Steven R. Van Hook, PhD
<http://wwmr.us>
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](#)

Educational Platforms & Programs

- Blackboard
- Canvas
- Articulate 360
- Second Life
- EmpowerEd
- SMF
- Moodle
- Sakai
- iUniversity
- OpenSim
- eCollege
- Captivate
- WordPress
- Desire2Learn
- YouTube
- iTunes
- Collaborate
- Adobe Connect
- GoToMeeting
- Skype
- Zoom
- FirstClass
- OpenCourseware
- Comcourse
- Sansar
- And more ...



Educare Virtual Learning Centers



Free college courses,
English read-along
books, videos, career
development, transfer
credit possible.

*by Educare Research on
Science Circle Sim*

Non-profit 501(c)(3)

Landmark



Academia Realities

- Lower state funding
- Demographic dip
- Lower enrollments
- Stressed administration
- Limited budgets
- Adjunctification of faculty
- COVID class conversions
- Cuts into dining and dorms
- Furloughs and layoffs

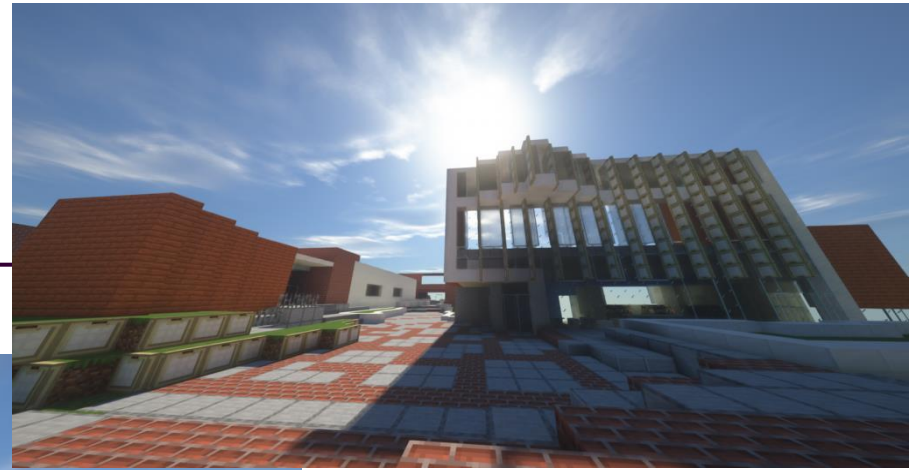


The Year That Pushed Higher Education to the Edge

Chronicle of Higher Education

zoom

UCLA in Minecraft



Molloy and co-administrator Chris Ko, a second-year electrical engineering student, created the server March 19 with funding from the UCLA Bruin Gaming. Only a few days before, UCLA had announced that spring classes would be held online as a result of the coronavirus pandemic.

[Article](#)

National University, a string of campuses around California, is using a new artificial intelligence tool to help students better engage in online class discussions, the university said Thursday.

The new technology, from the AI software company Packback, is designed to offer students instant feedback on their writing skills, and help faculty identify students among National University's community of adult learners who may need more support in their education.

Gangaram Singh, National University's provost, told EdScoop that the feedback tool is part of an initiative to improve student success.

Packback uses natural language processing software to assess students' online discussion responses and offers feedback for ways to improve writing, Singh said. And it also can give positive reinforce students who are improving so they know they are on the right track.

The AI tool is also an important resource for teachers because it helps faculty identify which students are struggling with their responses or not fully engaged with the class discussion, so they can intervene with academic support, Singh said.

"Then [professors] can focus resources," he said.

The Packback tool is being tested through a pilot program which will be implemented in National University's programs in educational and instructional technology, finance and IT management, reaching about 500 students total.

Singh said he expects the tool to help better engage students with online discussion, which is especially important since so many classes are online as a result of the pandemic. But even before the pandemic, keeping students engaged in their education was met with challenges and had been a focus of the university, he said.

HIGHER EDUCATION

National University launches AI tool to engage students with online classes



National University's student success initiative uses several strategies to improve student engagement, Singh said, including adaptive instruction that gives each student a unique lesson plan, competency-based credentialing to provide more immediate utility to students' learned skills and a "many-to-one" advising model, in which every student has multiple faculty advisers.

The Packback AI tool will help National University improve adaptive instruction, and allow faculty to monitor students' academic progress and support struggling students, but it's not going to be the only technology that the university adopts to help improve student success, Singh said.

Article

Student Desires

- \$30-trillion in wealth transferred to millennials over next decade
- Low wages and poor job prospects
- Access & Inclusion
- Authentic Learning & Purpose
- Interactive Fun
- Sense of Place



They're Young, Unemployed & Facing Bleak Prospects

[New York Times](#)

The Rich Kids Who Want to Tear Down Capitalism

[New York Times](#)

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

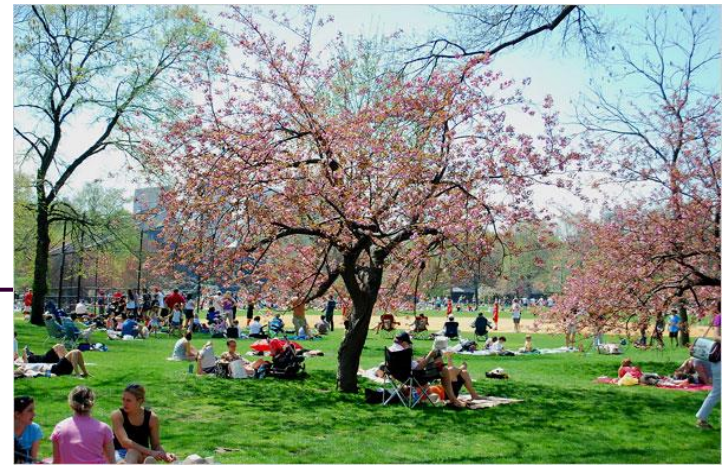


Sense of Place

“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

[Article](#)



Rosedale & Scoble on Future Tech

- The 'sense of place' in 3D is magical
- Study gravity by flying thru universe; virtual overlay learning; 3D models for complex equations
- Best use may be in-world seminars and gatherings



[Video](#)



[Scoble & Rosedale Transcript](#)

A Dimensional Sense of Space



Landmark



**Science Circle
Open-Air Auditorium
in Second Life**



What Must VW & Ed Tech Do?

- **Prepare for show-time**
Online is here to stay: Some students will demand it.
Administrators are looking for options and have a budget.
- **Understand demands of academia**
Costs, student overhead, Title IX, privacy, harassment, performance standards, etc.
- **Ease of access**
Instant teleport for nonmembers, limited function, prebuilt facilities
- **Rich functionality**
Just as Zoom, Skype, TikTok

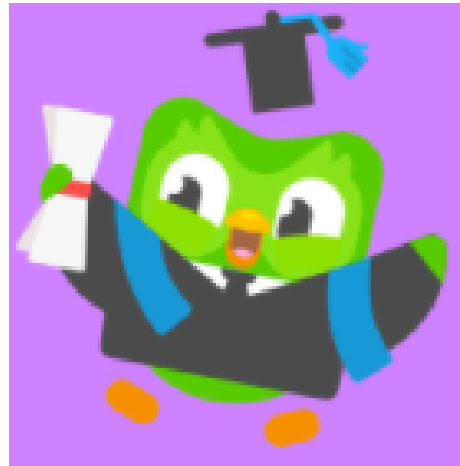


"The affordances and resilience of online delivery in this pandemic have permanently embedded online distance education as the advancing partner in the mode of delivery of learning."

**The Speedy Future of Delivering
Online Learning**
Inside Higher Ed

Duolingo: Gamification of Learning

- What is Duolingo?
- How well does it work?
- Scholarly Review
- Gamification of Learning



- ❖ 300-million users worldwide since 2012
- ❖ Freemium model
- ❖ 38 languages
- ❖ Students reach proficiency in half the hours

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



[Article](#)

Digital Divide in Education

Broadband access in countries:

- 83% high-income
- 63% upper middle-income
- 38% lower middle-income
- 19% low-income
- Divide split along north/south hemispheres
- Regional shortages in remote and poor communities



HARVARD POLITICAL REVIEW

**The Digital Divide in
Education During COVID-19**
Harvard Political Review

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

Article

Wholistic Scholastic Vision

- Understand needs of academia
- Fulfill the creative aspirations and abilities of educators
- Address the needs and desires of students
- Tap the array of technologies



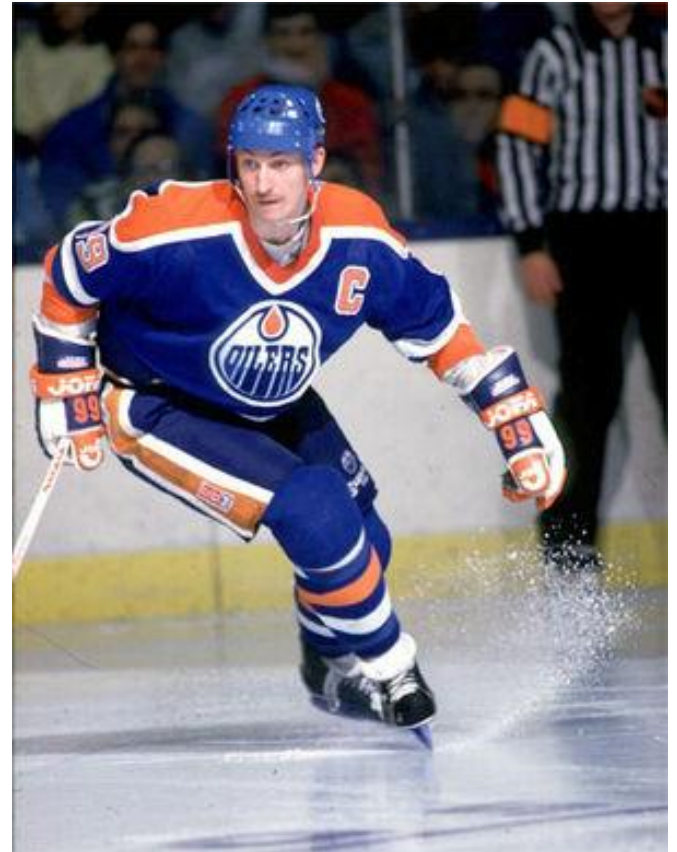
We've tried a reimagining of possibilities — it's working!
- [James Corben](#) / TV Host



Wayne Gretzky on The Future

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

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



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