

Steven R. Van Hook, PhD
Science Circle Seminar

**Virtual Teaching Tactics
to Help a Divided World**

***November 13, 2021 / 10:00 AM PT
Western Hemisphere***

***November 20, 2021 / 9:00 PM PT
Eastern Hemisphere***

Abstract & Bio



Abstract: Educators can be Covid-challenged to keep students and funds flowing, while promoting healthy and enriching academic options. Virtual World learning may provide immersive hands-on experience for engaging students and offering a sense of place and belonging, so important to student success and retention in online education. This presentation covers: evolution of virtual world learning, academic necessities for learning alternatives, socioeconomic drivers and gains, fulfilling student desires for immersive experience, benefits of experiential learning, providing dimensional sense of space, sample in-world learning centers, forming partnerships between academia and emerging technology, effective gamification of learning, bridging the digital divide, and a self-guided field trip to a Virtual World campus.

Bio: Dr. Steven R. Van Hook has developed and taught mixed-format courses in cross-cultural communications and global affairs for the University of California and other universities in the United States and abroad. He's been a newspaper columnist, radio talk show host, TV news anchor, and television bureau chief in Moscow covering the fall of the Soviet Union. He has directed international public education campaigns through the United States Agency for International Development. He has a PhD specializing in transcultural learning, and is published in scholarly journals including SAGE, and UNESCO's *Prospects*.
Research website: <http://wwmr.us>



Permanent Change

The New York Times

How Will We Live if Covid Is Here to Stay?

([New York Times](#))

Dr. Jeremy Farrar, the director of Wellcome, a global health foundation headquartered in London:

If we think Covid-19 is going away, then we will drop our guard and not make essential investments now.

Rather than debate how to end the pandemic, we need to debate how to live with it.

We have to start thinking, planning and coming to grips in every way that this is now a human endemic infection and it's never going to go away.



Key References

- **How Will We Live if Covid is Here to Stay?**
[New York Times](#)
- **What Is the Metaverse? The Future Vision for the Internet**
[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

Virtual Job Fairs & Exchanges

The State of Virtual International Exchange

Inside Higher Education

“There are many more than one ways to engage young people online in collaborative projects and in dialogue.”



Virtual Job Recruiting Expands Access to Students

Inside Higher Education

“A new survey from the National Association of Colleges and Employers found that graduates from historically marginalized populations benefited from virtual job recruiting.”

Ten Companies that Think the Metaverse is a Good Idea

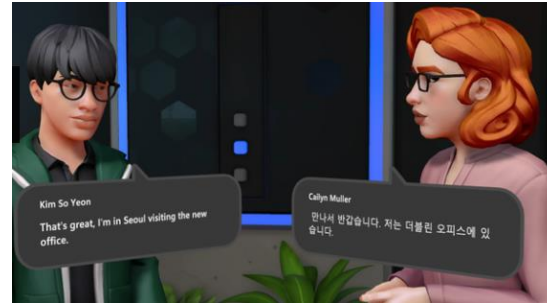
Gizmodo



Meta



Nvidia



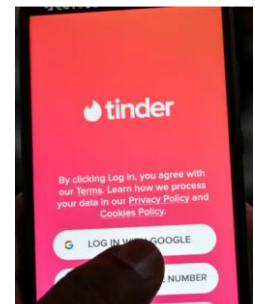
Microsoft Mesh



Niantic



Qualcomm



"There's no shortage of companies expressing interest in the metaverse, but here are the top 10 that may make it past the hype stage."

Metaverse Headlines



- **Zuckerberg wants Facebook to become online 'metaverse'** ([*BBC*](#))
- **To Build the Metaverse, Meta First Wants to Build Stores** ([*New York Times*](#))
- **Don't trust Mark Zuckerberg's metaverse with your privacy** ([*Newsweek*](#))
- **Vast Majority in CNN Poll Say Facebook Has Made Society Worse** ([*DailyBeast*](#))
- **Is Facebook Bad for You? It Is for About 360 Million Users, Company Surveys Suggest** ([*Wall Street Journal*](#))
- **Meta: Facebook gambles on a virtual world** ([*The Week UK*](#))
- **We Already Live in Facebook's Metaverse** ([*New Yorker*](#))
- **The Mark Zuckerberg Aesthetic** ([*New York Times*](#))
- **Mark Zuckerberg: Why Isn't Anyone Talking About Facebook's Many Achievements?** ([*Vanity Fair*](#))
- **Virtual Reality Is the Rich White Kid of Technology** ([*Wired*](#))

Facebook & VR/VW Rooms

■ Facebook's New Bet on Virtual Reality: Conference Rooms

New York Times

“Technology that gives you this sense of presence is like the holy grail of social experiences, and what I think a company like ours was designed to do over time.”

Mark Zuckerberg



Facebook Meta Avatar vs. Second Life Avatar



‘For old Second Life residents, the announcement of Meta wasn’t all that innovative or awe-inducing. We’ve been there, done that ... two decades ago.’

<https://ryanschultz.com/tag/second-life/>

Zoom Immersive View

Immerse Yourself

Meeting and webinar hosts can select Zoom's Immersive View the same way they would select the Speaker or Gallery View.

When enabling Immersive View, hosts will have the option to automatically or manually place participants into a virtual scene of their choosing.

Hosts can also easily move participants around that scene and even resize a participant's image for a more natural experience.



[Zoom Blog](#)

A Dimensional Sense of Space



Landmark

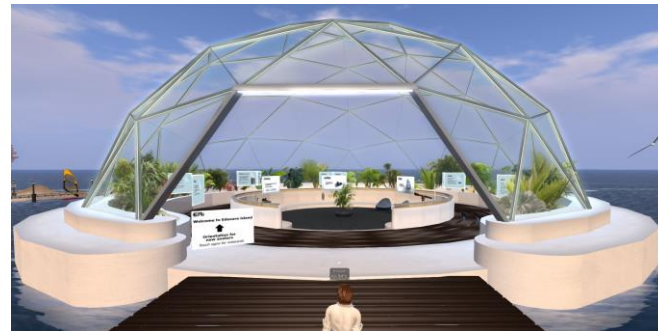
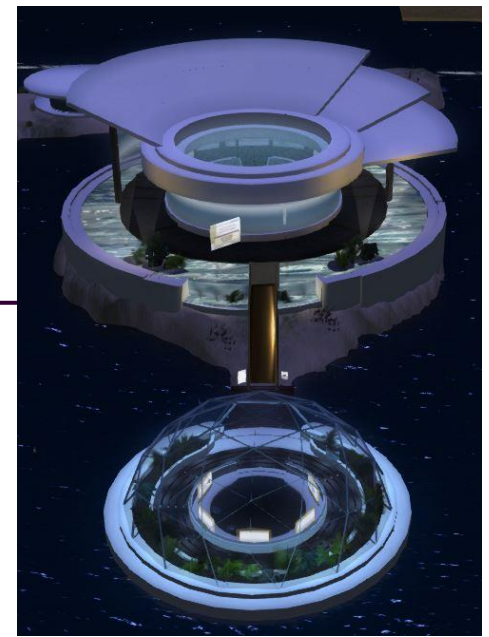


**Science Circle
Open-Air Auditorium
in Second Life**

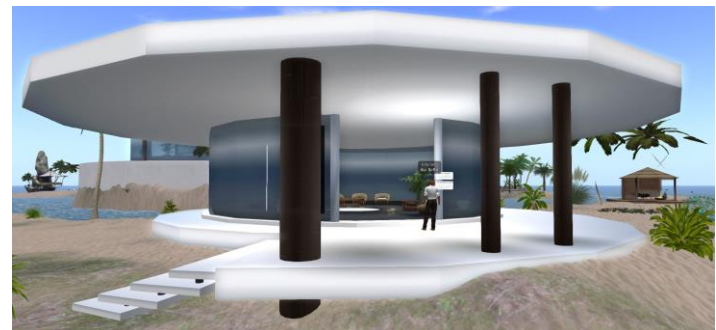


Educare Region

- Simplified experience
- Orientation for educators
- Introduction to VW teaching

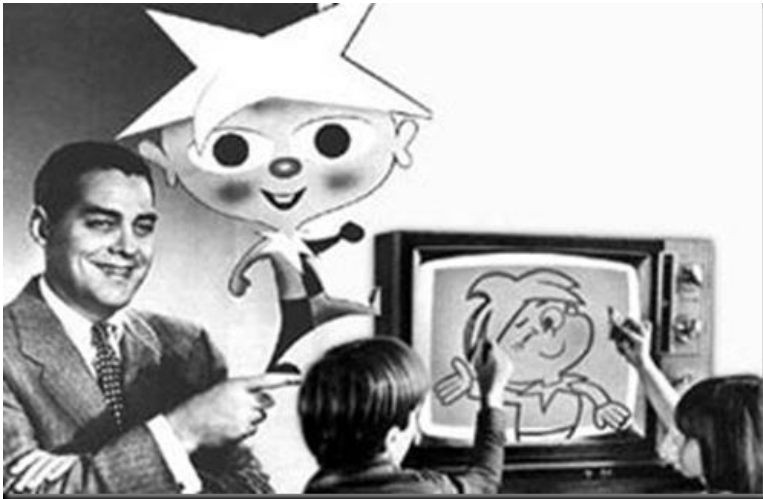


Landmark



Winky Dink: Innovative Immersion

- **Bill Gates: “The *very first* interactive TV show!”**
- Originally aired 1953-57



<http://www.umich.edu/~csie/comicart/winkydink/aboutwinkydink.html>

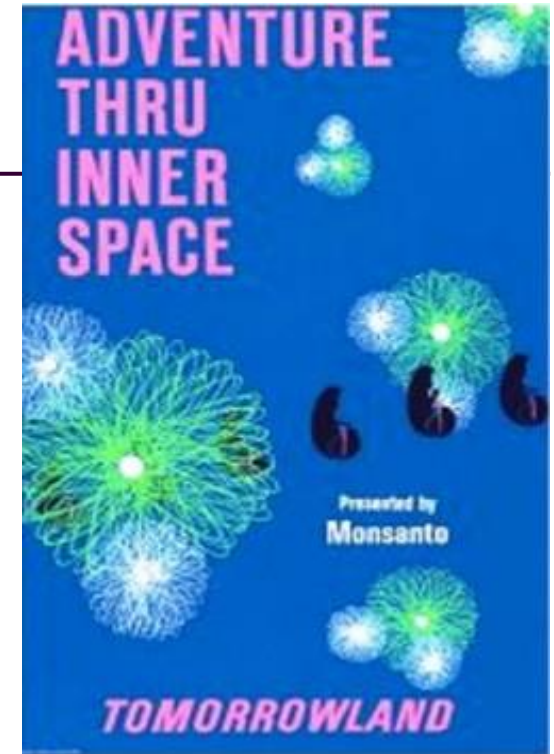
Gumby



"He can walk into any book with his pony pal Pokey, too ... If you've got a heart, then Gumby's a part of you."



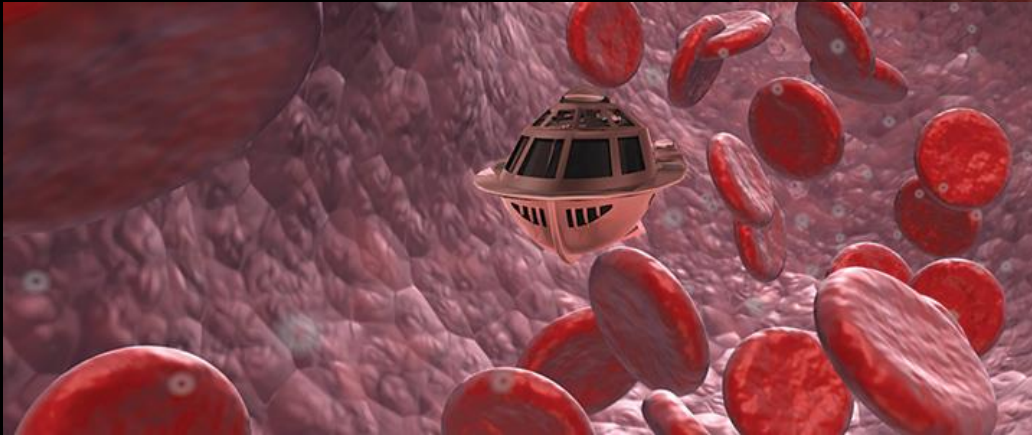
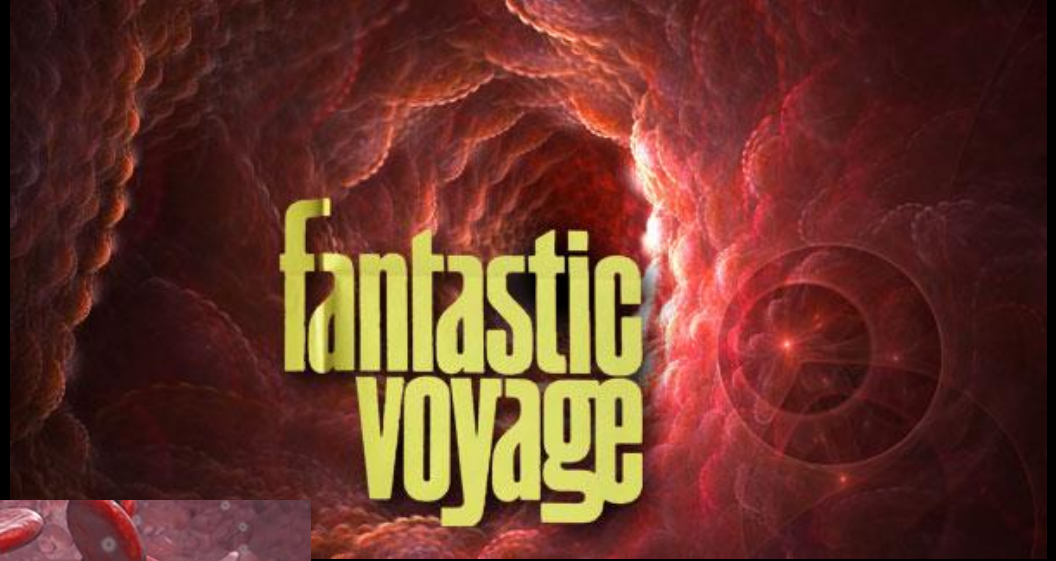
Experiential Learning



Disneyland's ride through the molecular and atomic construction of a snowflake



Fantastic Voyages



1966



Cosplay

Superhero cosplay makes you a better person for one science-backed reason:

- Heroic stories and experiences can create a unique emotional response: [elevation](#)
- Ninety-one percent of participants who saw a superhero poster stayed afterward to help, whereas only 75 percent of people who saw the neutral poster did.
- In a [virtual reality study](#), half of the participants were given the power of flight, like Superman. The second half got to fly, too — but as passengers in a helicopter. Flying participants generally helped more quickly than helicopter participants



Walk in Another's Skin



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

- *Gender Switch*
- *Race Switch*
- *War Zone Experience*
- *Wheelchair Accessibility*
- *Etc.*

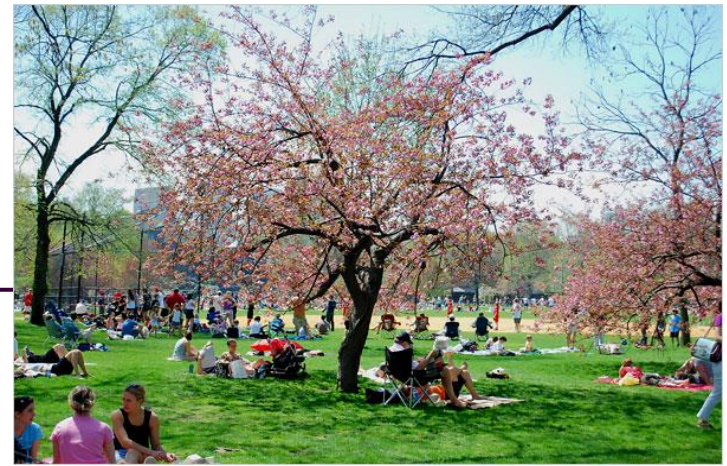
Stroking a black rubber hand reduced a participant's implicit racism score

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” slideshow
[The New York Times](#)



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



Smart Phone Universality

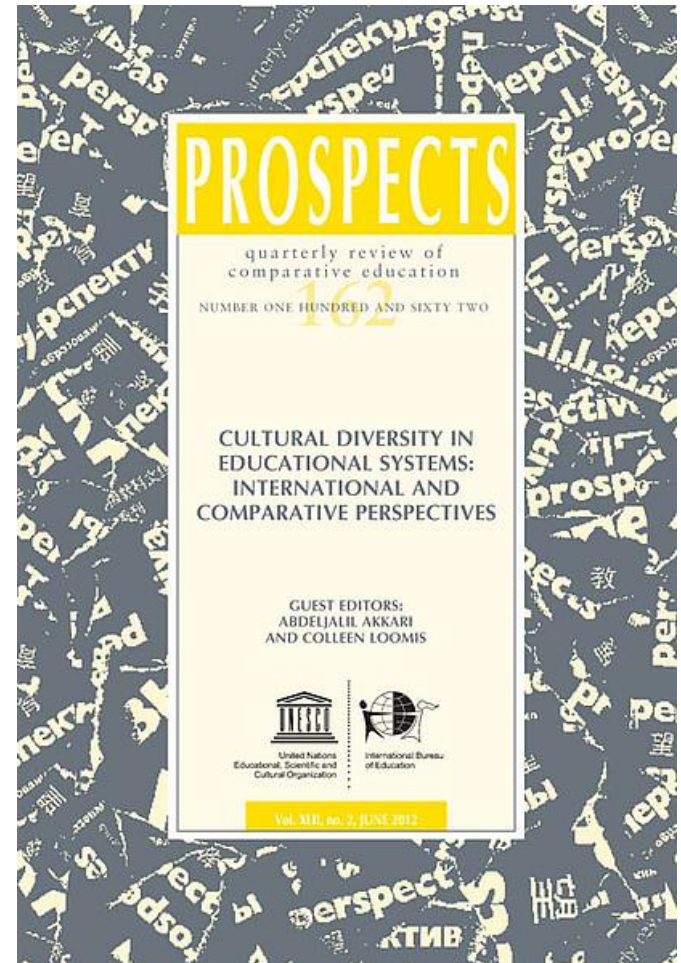
- 5-billion of 6-billion cellphones worldwide are used in developing nations
- Used for agriculture, health, financial services, education, employment, government ...
- Bandwidth is doubling every 18 months, expanding into rural areas
- Fastest-ramping device around the world



(World Bank)

Internationality – Transculturalism

- English as Lingua Franca (1.5-billion people worldwide conversant in English)
- Transculturally resonant themes for context (children, families, animals, life cycles, sports, water)
- Appreciation and respect for differences



Courses Designed / Developed / Taught

BA & MA On-Ground, Online, & Mixed

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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](#)

Educational Platforms & Programs

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



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



Teaching Ideals



Kerckhoff Hall

UCLA (University of California at Los Angeles)

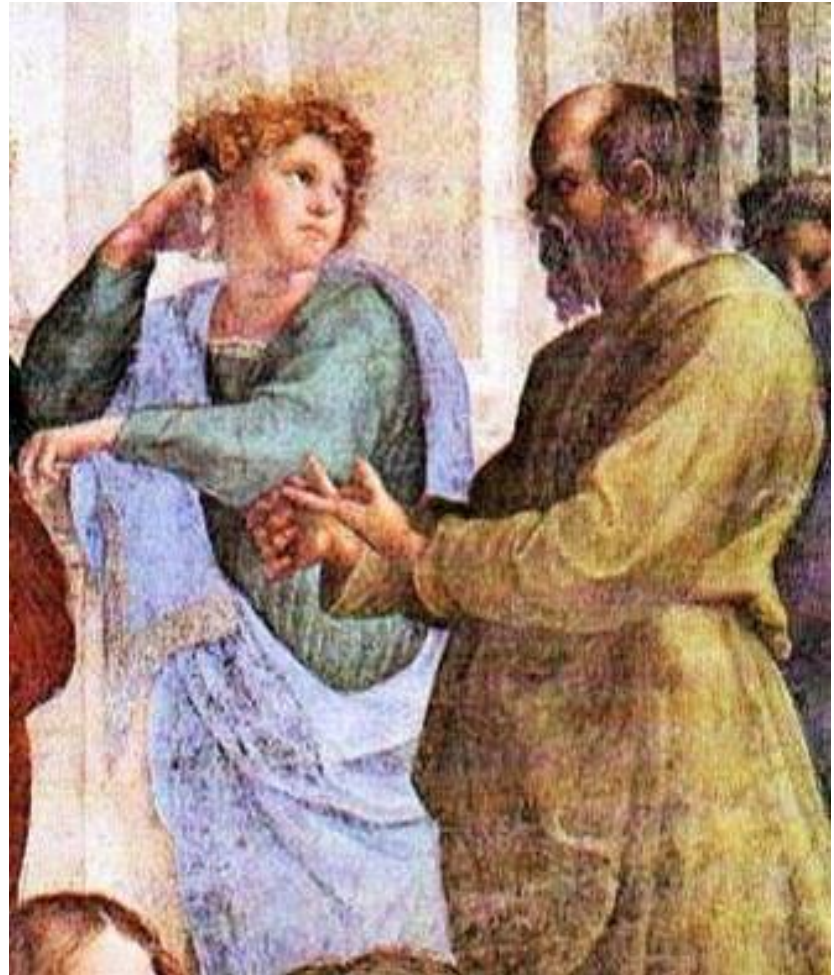


Korean Students from
Hanyang University

Socratic Method

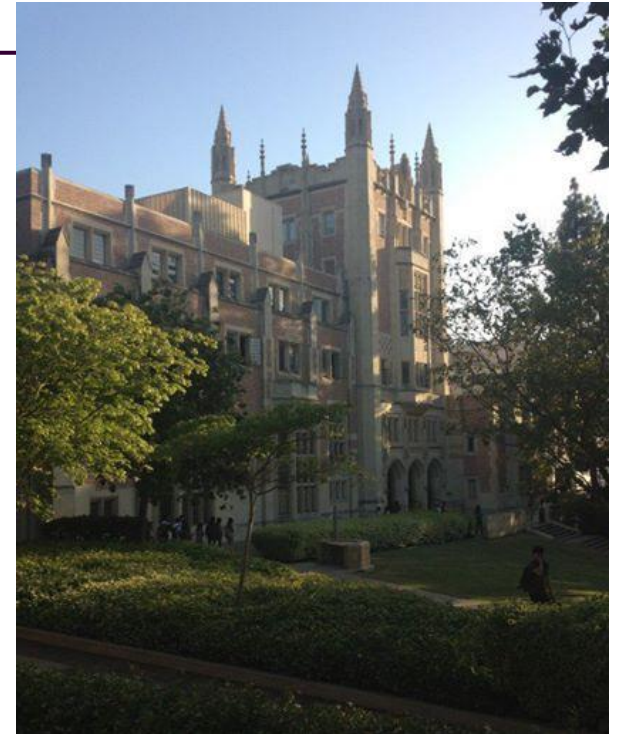
Formula for Ideal Teaching:

1 student
+ 1 Socrates
Best Learning
Environment



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

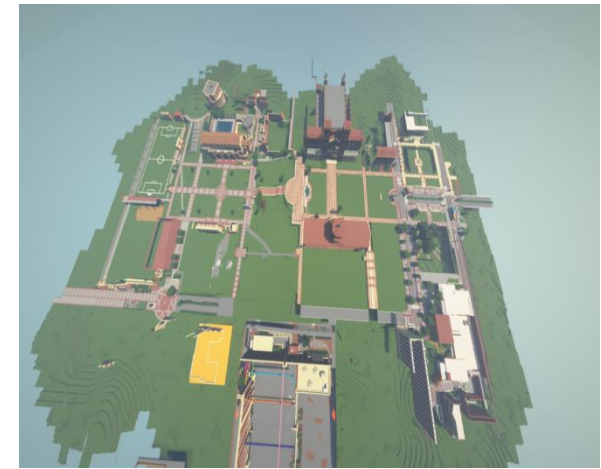
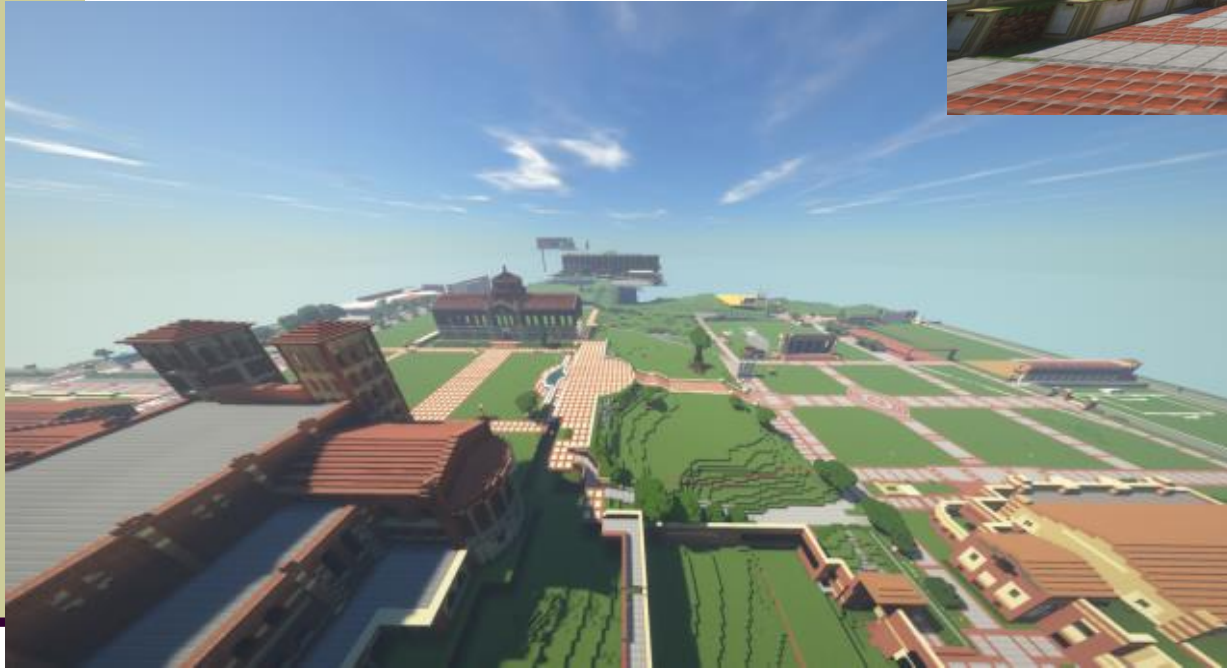


The Year That Pushed Higher Education to the Edge

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](#)

Kurzweil's Singularity

- A couple decades from now, a superior intelligence will dominate and **life in an altered form that we can't comprehend in our current, limited state.**
- Human beings and machines will so effortlessly and elegantly merge that poor health, the ravages of **old age and even death itself will all be things of the past.**
- A great leap will occur when **industries like medicine and energy start moving at the same exponential pace** as I.T.
- Rapid bursts of innovation and may pave a path to a **700-year lifetime.**
- By the 2030s, most people will be able to achieve **mental immortality by similarly backing up their brains**, Mr. Kurzweil predicts.



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](#)

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

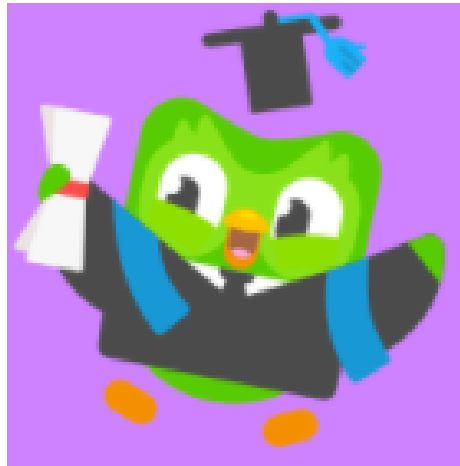


"The affordances and resilience of online delivery in this pandemic have permanently embedded online distance education as the advancing partner in the mode of delivery of learning."

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

Duolingo: Gamification of Learning

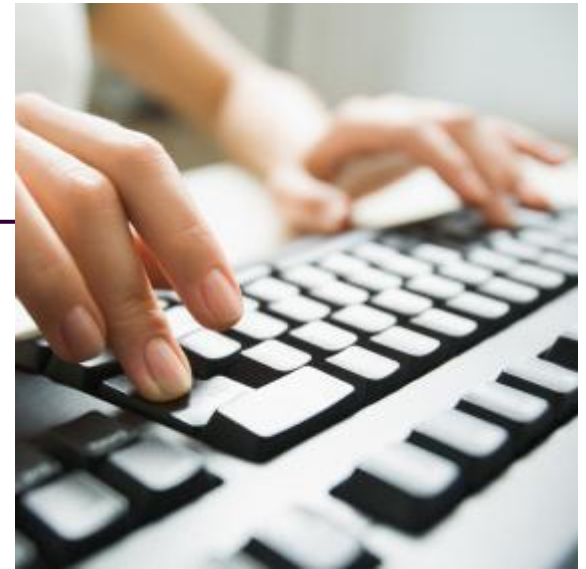
- What is Duolingo?
- How well does it work?
- Scholarly Review
- Gamification of Learning



- ❖ 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



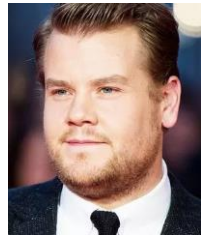
Article

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



Contact

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