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The Dynamics of Mobile Learning mLearning in Higher Education: Creating and Executing a Successful Mobile Learning Strategy

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ABSTRACT

The mobile revolution and Mobile Learning (mLearning) in Higher Education is here to stay. Many people believe that mobile will have more of an impact than the internet revolution. Most undergraduate and graduate students are truly engaged in their daily activities using mobile devices, whether it involves updating their current Facebook status, gaming, listening to class notes through podcasts, listening to Pandora, or making everyday purchase decisions such as comparing grocery prices or revising . Mobile now generates upwards of 15% of all online traffic. Additionally, applications such as Foursquare have bridged the gap between the virtual and physical world. According to a recent article by Aaron Strout in Marketing Land, 74% of U.S. smartphone owners get real-time, location-based information on their phones, as of February 2012, up from 55% in May 2011.

This presentation will discuss the above issues and analyze the change and innovation strategies used during the implementation of a successful mobile learning (mLearning) strategy in three institutions of higher education. Through hands-on and effective group work and illustration, it will discuss, effective strategies and best practices for creating and executing a successful mobile learning strategy. Participants will be equipped with grounded research based framework for successfully implementing mobile Learning (mLearning) at their institutions and be given the tools to examine the impact of mobile learning on students teaching, learning and engagement in their classrooms.