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Contents

- 1. Introduction
- 2. e-Learning in Korea
- 3. Blended e-Learning System at SNU
- 4. Challenges Forward

Why e-Learning?

- e? → most powerful technology ever
- Individualized
 Self-learning
- Anywhere, Anytime
 - → AnyLearn
 - Virtual experience

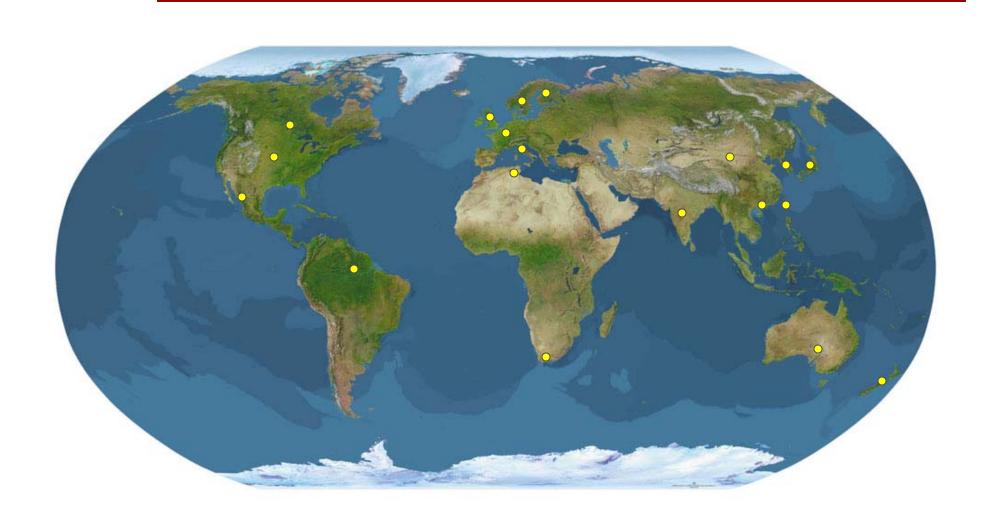


Why e-Learning?

Is it really effective?

- Many researches on effectiveness comparing f2f with e-Learning
- Many researches on effectiveness of various e-Learning strategies
- Meta A. of Results: no sig. diff.
- → As effective as f2f
- → Then, why not?

e-Learning Trends in the World



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e-Learning Trends in Korea

Market Size of e-Learning in Korea

Year	2004	2005	2006	2007	2008	2009	2010
Market Size (Million US\$)	2,512	2,891	3,355	3,922	4,621	5,482	6,548
Market Size (Billion Won)	I	I					

❖ Source: *An e-Learning White Paper*, KIEC, 2005

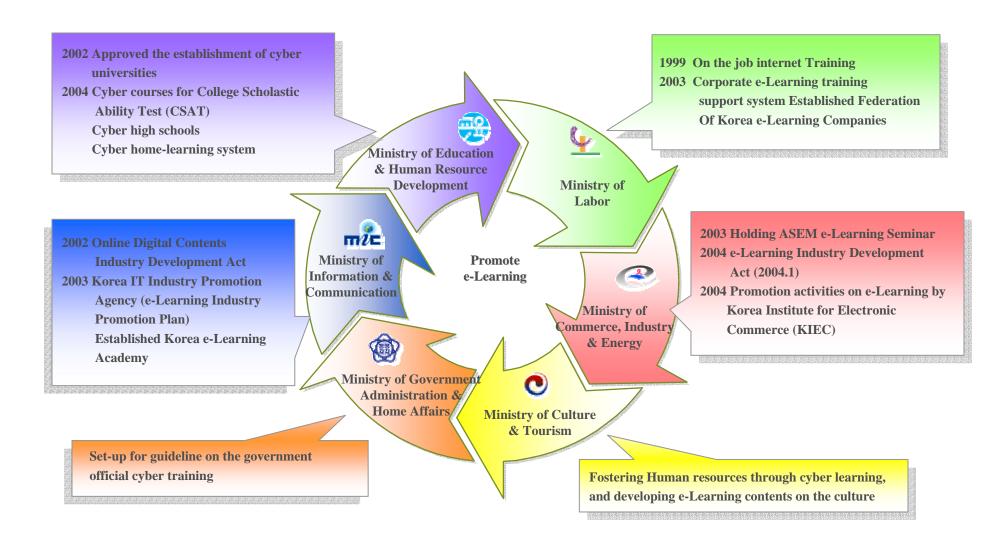
 2 times as large as that of the game industry (US\$ 690M)

5 times of the movie industry (US\$ 275M)

Ministries' Various Policies

- Ministry of Commerce, Industry and Energy (MOCIE)
 - Policy on Boosting e-Learning Industry
- Ministry of Information and Communication (MOIC)
 - Internet Practical Use Policy
- Ministry of Labor (MOL)
 - Internet Communication Training Program
- Ministry of Education and HRD (MOEHRD)
 - Cyber University Foundation Law
- Ministry of Government Administration & Home Affair (MOGAHA)
 - Operational Regulations of Cyber Training for Civil Servants

Government Policy



e-Leaning for Higher Education

Cyber Universities

- □ 17 legal cyber universities (Y2001~now)
 - 4-year universities : 15
 - 2-year colleges : 2
 - Over 25,000 students enrolled
- Use e-Learning(Web-based Learning) as the main tool of course delivery

e-Leaning for Higher Education

Conventional Universities

- Use e-Learning as complementary to face-to-face class teaching
- Join a couple of consortia and share e-Learning courses offered by each member university



Blended e-Learning in Korean universities



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Why Blended e-Learning?

SNU approach

e-Learning

Blended e-Learning

- : less reluctant, more persuasive
- : more effective, less burdensome
- : more flexible, more reflective

Blended e-Learning



face-to-face learning + e-Learning

Concepts of Blended Learning

Driscoll(2002), Fox(2002)

learning strategy
in classroom
+
technology

A teaching method + B teaching method

Actual working task + teaching technology





Blended e-Learning













- Flexible
 - Reflective
 - Interactive
 - Experiential
 - Networked
 - Developmental



- Need of Blended e-Learning
 - Khan(2004), Kim(2001), Lim(2004)
 - 1. Creating new learning experience with on-line and off-line learning
 - 2. Establishing e-Learning efficiently with the existing infrastructure.
 - 3. Improving the quality of higher education with well-ready teaching and reflective & repetitive learning.

SNU Blended e-Learning LMS

주소(D) 💰 http://etl.snu.ac.kr/portal/index.jsp Home / Sitemap / Contact us 소개 나의 강의실 교수도우미 학습도우미 자료실 알림마당 Help Desk Quick Link 공지사항 뉴스 교수학습칼럼 more F FAQ 로그인 "열정과 지성이 살아있는 강의 ● 효과적인 프레젠테이션 전략 회원가입 ≰ Micro-Teaching 워크숍 Q&A ▲ 말티미디어형 ppt 제작 및 활용 강좌검색 서울대학교 峰 동영상 제작 및 활용 / eTL 따라잡기 峰 디지털 미디어 강좌-동영상 촬영과 편집 ⊙ 강의명 ○ 담당교수 ○ 키워드 교수 사용매뉴얼 검색 SNU e-Teaching & Learning e-Pack more F e-Learning Course Manag 전세계 출판사에서 제공하는 사용매뉴얼 온라인 학습보조자료 동영상자료 제작신청 · Medical Terminology Online to accompany The L... 온라인강의자료 제작신청 GOP Memmler's Structure and Function of the Human... LMS 강의제작 템플릿 GOP Top 교수법가이드 학습법가이드 공/개/콘/텐/츠 more > PowerPoint 템플릿 GOP • 교수법 가이드 학습법 가이드 ■ 설득력 있는 프레젠테이션 학생사용매뉴얼 • 교수사용매뉴얼 · 강의제작 템플릿 개설강좌검색 e-Learning 시스테투어 ■ 효과적인 프레젠테이션 · e-Pack ■ 프레젠테이션 기법 세계수준의 종합연구대학 至生至四水十 ■ 링크사이트 Family Site 세계수준의 종합연구대학

SNU e-TL Menu template by the level of professors' computer literacy

Level	Professor's Computer Literacy
Level 1	 Never use of e-class (existing SNU LMS, mainly consisted of web-board). Make syllabus with Word Processor. Can upload learning materials with ready-made file.
Level 2	 Able to use e-class. Use Word, Excel, PowerPoint and Acrobat to develop teaching or learning materials
Level 3	 Able to organize e-Class appropriately. Able to apply multimedia (image, movie, sound file) material to the authoring. Able to design websites with HTML authoring tools (Dreamweaver, Namo)
Level 4	 Able to search for multimedia material and find out the address. Able to interpret HTML tag and make simple coding.

SNU e-TL Menu Template

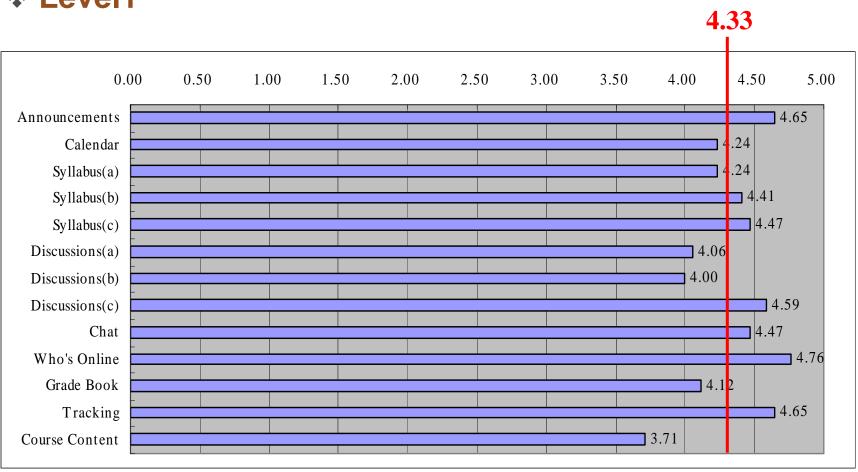


Classify LMS menu items

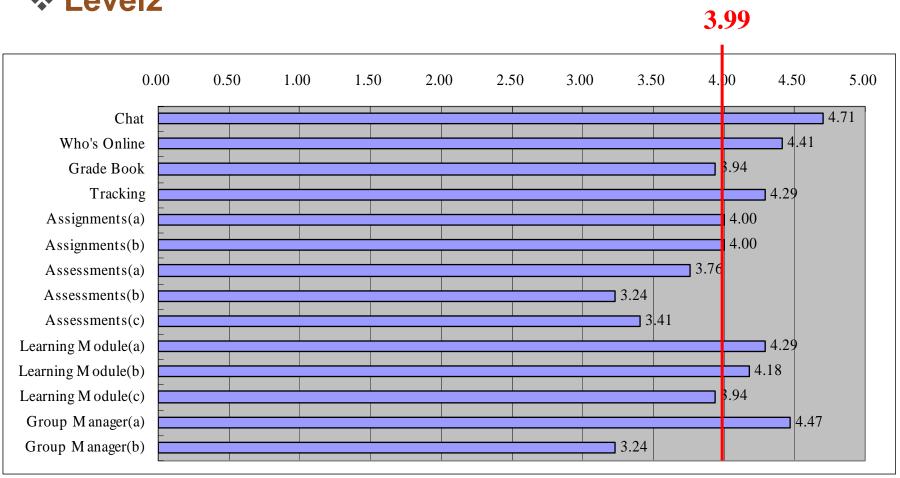
Menu	Level 1	Level 2	Level 3	Level 4
Course Content	0	0	0	0
Announcements	0	0	0	0
Calendar	0	0	0	0
Syllabus	0	0	0	0
Discussions		0	0	0
Chat	0	0	0	0
Who's Online	0	0	0	0
Assignments		0	0	0
Assessments		0	0	0
Learning Module		0	0	0
Media Library			0	0
Mail		0	0	0
Scorm				0
Search				0
Web link				0
Assessment manager		0	0	0
Assignment manager		0	0	0
Grade Book	0	0	0	0
Group Manager			0	0
Tracking	0	0	0	0
Note				0

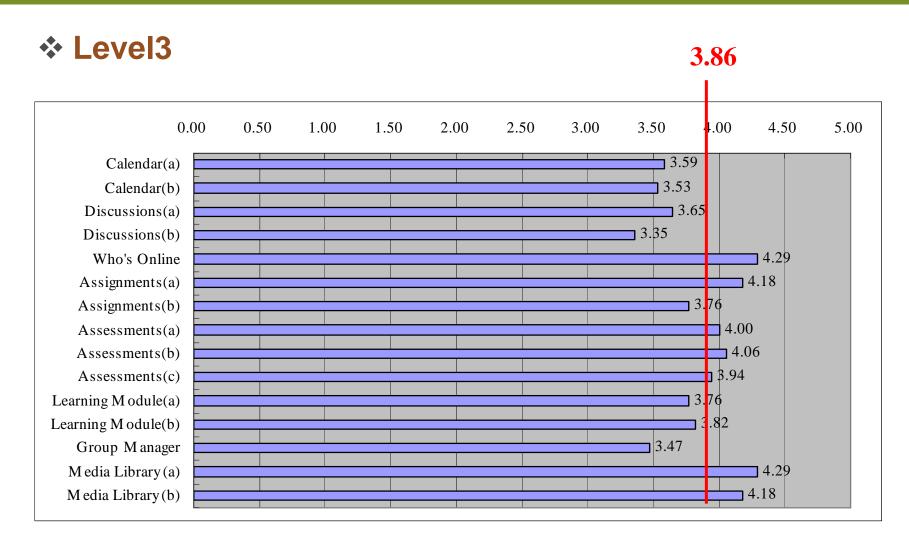


Level1



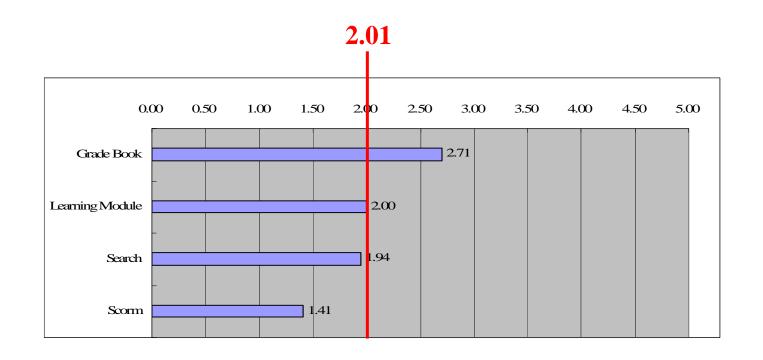
* Level2







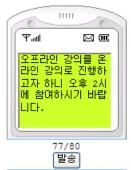
***** Level4



SNU e-TL: SMS mobile text service

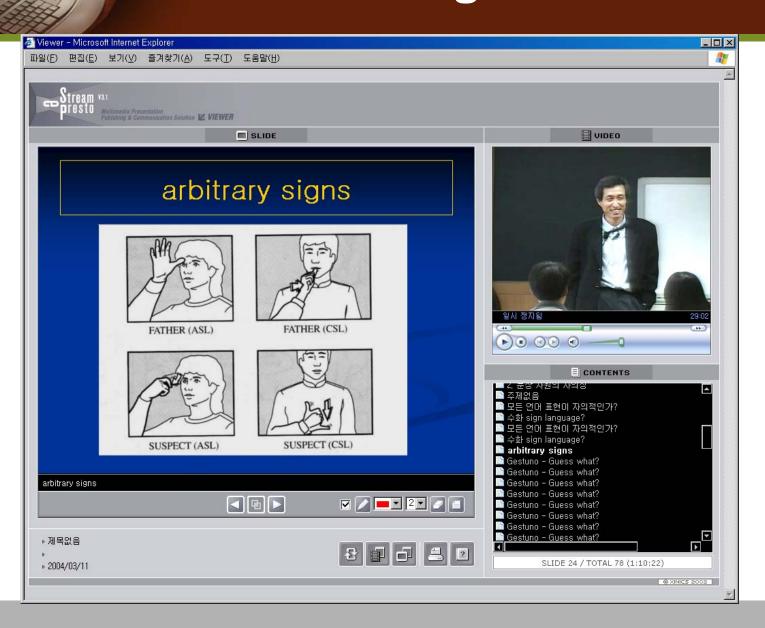
SMS 전송

수동발송 | 메시지템플릿관리 | 자동발송관리 | 발송로그 | 발송통계

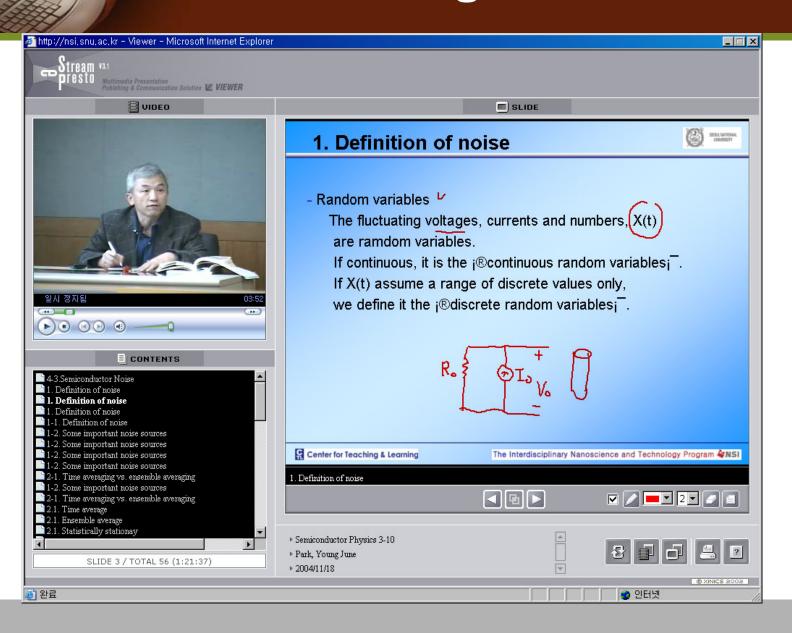


인문대학	▼ (언어학과 ★기)	<u>v</u>	학부생 💌	
No	 0 =	대학	학과	그룹
10	김고은 (glunacy7)	인문대학	언어학과	학부생
9	김병준(gloomy99)	인문대학	언어학과	학부생
8	김준영(suksim)	인문대학	언어학과	학부생
7	김현정 ()	인문대학	언어학과	학부생
6	박지숙(jump01)	인문대학	언어학과	학부생
5	이강은 (zested52)	인문대학	언어학과	학부생
4	이수정(sora1104)	인문대학	언어학과	학부생
3	최상호(alnisc7)	인문대학	언어학과	학부생
_ 2	황상진 (sang99)	인문대학	언어학과	학부생
_ 1	황효성 (psycho77)	인문대학	언어학과	학부생

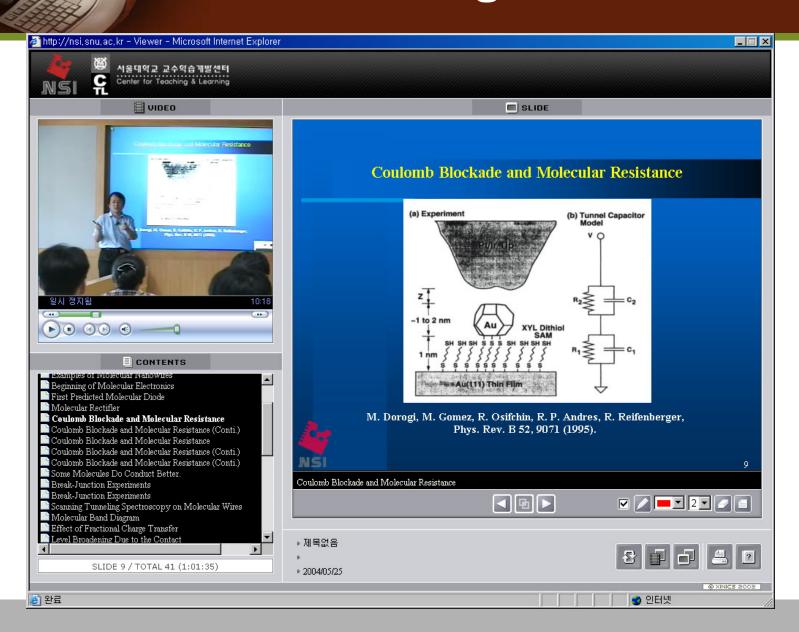
SNU e-Learning Contents: VOD



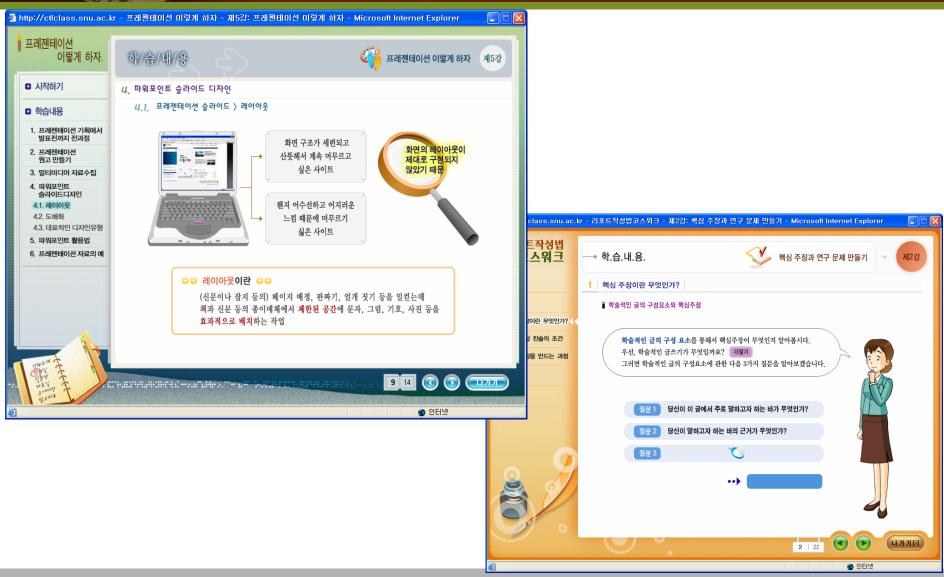
SNU e-Learning Contents: VOD



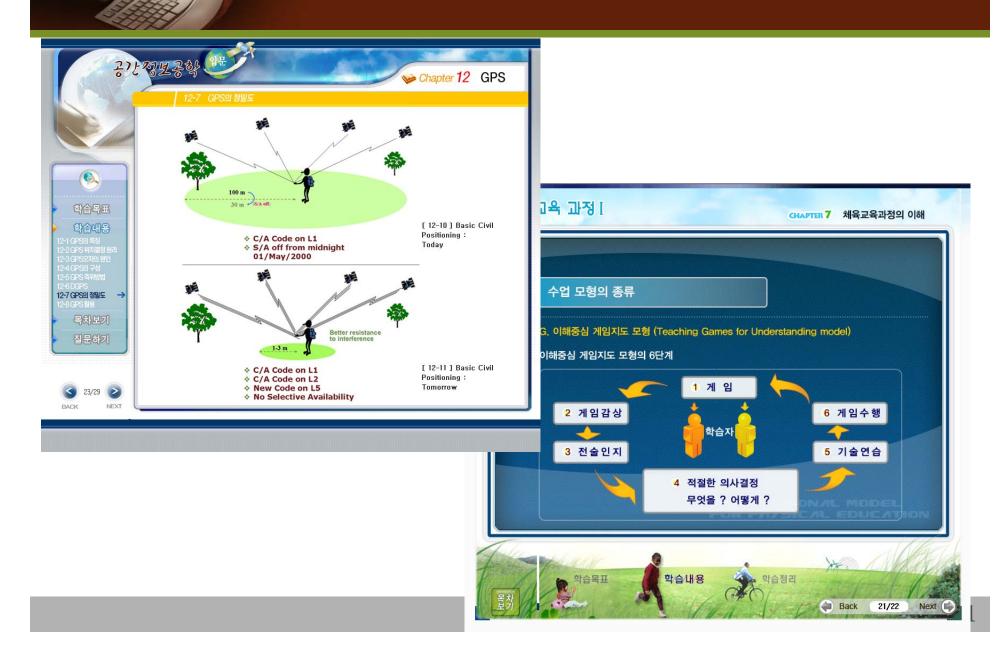
SNU e-Learning Contents: VOD



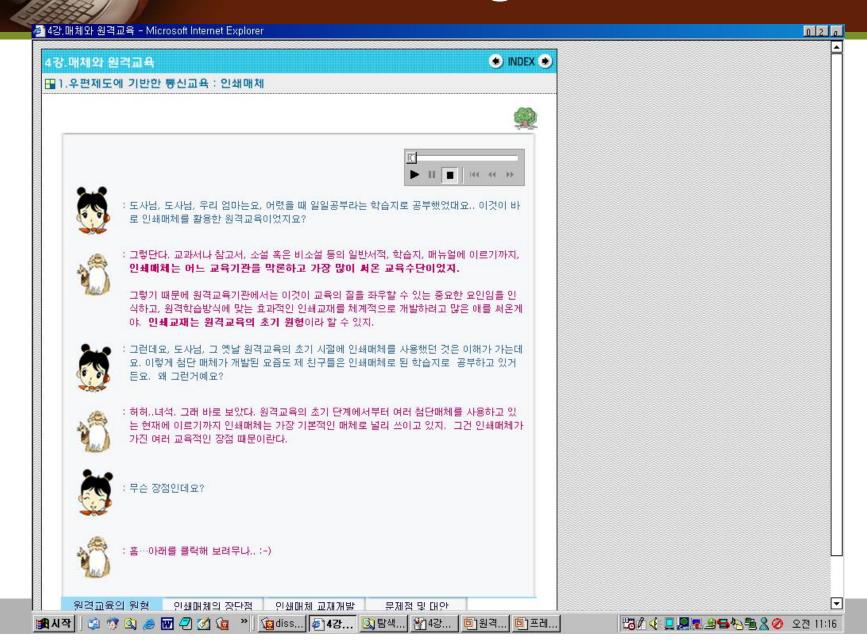
SNU e-Learning Contents: WBI



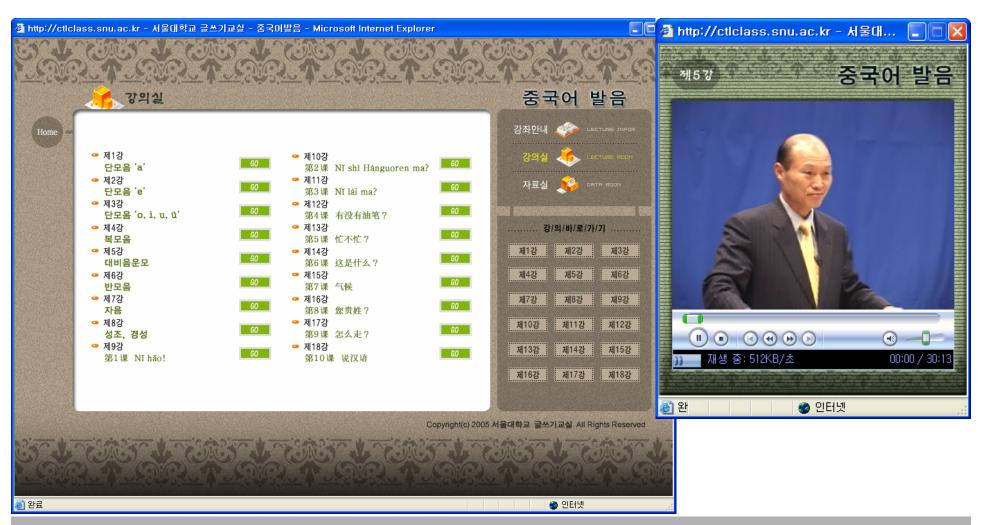
SNU e-Learning Contents: WBI



SNU e-Learning Contents: WBI



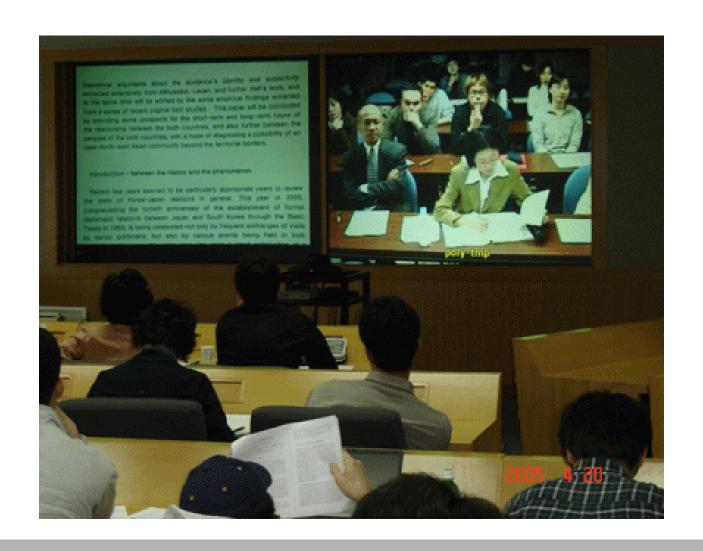
SNU e-Contents: WBI + VOD



SNU e-Contents: WBI + VOD



SNU e-Learning: Video Conferencing



SNU e-Learning: Video Conferencing



SNU e-Learning : Video Conferencing



SNU e-Learning Support

- 1) Publication of e-Learning Guide Book
- 2) e-teaching Workshops for Professors/Instructors
- 3) e-Learning Professionals Forum and Seminar
- 4) Excellent e-Teaching award
- 5) Researches on e-Learning
- 6) Cooperation with other divisions of CTL

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Building process of SNU e-Learning system

Research Method

- 1) Survey: Perceptions and needs for Blended e-Learning54 Professors and 181 Students at the S University
- 2) Interview : Suggestions and strategies6 professors from traditional offline universities
- 3) Focus group meeting: Directions and practical strategies6 professors and researcher at S university
- Analysis method
- Content analysis
 - Analyzing and Categorizing the data
- Deriving an conclusion from data

Usability test for Template Development

Select 17 professors in SNU

 discriminate from age, major and experience of using e-Learning system

Open workshop to confirm each template level

- offer scenario such as real course of individual professors
- guide to give score from 1(bad) to 5(good) for every accomplished function
- comprehend how they are satisfied with template and gain other requires and suggestions

Blended e-Learning system at SNU

- 1. Policy & Support System
- Policy by committee
- Encouraging system
- Organization in charge
- 2. Building & Mn e-TL
- Usable platform
- Portal database
- Manage and upgrade
- Interoperable with SIS



- 3. e-Contents Dev.
- Flexible development
- Professional's service
- Support procedures
- Workshops & Guide

Practical solutions for building Blended e-Learning system at SNU

1. Policy & Support System

Making the direction of Blended e-Learning by the steering committee consisted of the stakeholders charged with policy decision in the university.

Putting a practical system which encourages professors and students to participate in it actively. (workshop, guidebook, research expenses, reward, learning strategy)

Ensuring the role of organization which is in full charge of Blended e-Learning plans in practice. (CTL, computing center, other institutions in university)

Practical solutions for building Blended e-Learning system at SNU

2. Blended e-Learning System

- Building an e-Learning portal platform to be useful and stable for working by instructors, students, and administrators in university(LMS, LCMS...)
- Setting the portal knowledge database based on the academic characteristics and reflecting special quality in the university(university's main academic areas)
- Management and upgrade the Blended e-Learning platform continuously. Setting the specific plan for it and allocating an amount of budget regularly.

Practical solutions for building Blended e-Learning system at SNU

3. e-Learning Contents

- Allowing flexibility in development e-Learning contents depending on the academic areas and types of class(several options of WBI, VOD, Community etc)
- Ensuring the professionals who can develop the e-Learning contents at the organization in charge.(web designer, programmer, instructional designer, etc)
- Improving the supporting and follow-up procedures. Making instructors develop e-Learning contents easily and be received follow up service regularly.

