How Mobile Can Expand Your Course

Olimpia Leite-Trambly
What challenges do you face on your online course?
To Student
Engage your students before class start

- Canvas
  - Email
  - Announcement
  - Video (Voicethread, Ilos)
- Poll (Survey Monkey; Doodle)

- Social Media (Twitter - additional resources, short conversations)
- Other
Student To Content
150 times / day

Students check their mobile devices on average of 150 times per day

Flurry Insights (Yahoo) 2014

3 hours / day

On average students spend 3 hours using their mobile device

Kleiner Perkins 2014

90% of institutions

90% of the world’s top university & colleges have a mobile app

Apple & Google App Store 2015
Shortcode inside Pages or Posts

SoundCloud Master is a lightweight and shiny clean code WordPress plugin WIDGET that you need to show off and sell your music.
Student To Student
Create and publish interactive maps

Use maps for analysis and presentations

- Unlimited markers per map.
- 3-level access control for each map: Viewer, Member and Admin
- Input from: Location/Search, Crowd Source, Google Spreadsheets, Microsoft Excel, CSV, KML, GeoRSS feed or Copy-and-Paste.

Create a Map  Map my Spreadsheet
What is the fastest growing group of Twitter uses?

a) 18 - 24 years old
b) 25 - 34 years old
c) 35 - 44 years old
d) 45 - 54 years old
e) 55 - 64 years old
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• Watch the movie Transformers between 7pm-10pm on Wednesday November 8th. You have to watch the movie and tweet during this time frame. While watching the film think about Product Placement and how the product placement might reflect on our society.
Student To Other
THE BEST SIX-WORD MEMOIRS OF THE WEEK

OCT 11 - OCT 17

"Let toddler take you for walk."
"Give all grudges a proper burial."
"INHALING THIS MOMENT: MY FAVORITE DRUG."
"Practice being bored. It builds character."
"Seeking familiar milestones in changing landscapes."
"The best routes are rarely pre-mapped."

www.sixwordmemoirs.com
Your six-word memoir

What has impacted or challenged your thinking?
I think little Willy was feeling nervous because he had already won.

Aria

Little Willy was feeling nervous because he had already won.

Bob

I think little Willy was feeling nervous because he had already won.

Diana

I think little Willy was feeling nervous because he had already won.

Ethan

I think little Willy was feeling nervous because he had already won.

Fiona

I think little Willy was feeling nervous because he had already won.

Gavin

I think little Willy was feeling nervous because he had already won.

Heidi

I think little Willy was feeling nervous because he had already won.

Ivy

I think little Willy was feeling nervous because he had already won.

John

I think little Willy was feeling nervous because he had already won.

Katie

I think little Willy was feeling nervous because he had already won.

Liam

I think little Willy was feeling nervous because he had already won.

Matthew

I think little Willy was feeling nervous because he had already won.

Natalia

I think little Willy was feeling nervous because he had already won.

Olivia

I think little Willy was feeling nervous because he had already won.

Peter

I think little Willy was feeling nervous because he had already won.

Quinn

I think little Willy was feeling nervous because he had already won.

Riley

I think little Willy was feeling nervous because he had already won.

Samantha

I think little Willy was feeling nervous because he had already won.

Taylor

I think little Willy was feeling nervous because he had already won.

Talia

I think little Willy was feeling nervous because he had already won.

Trevor

I think little Willy was feeling nervous because he had already won.

Vivian

I think little Willy was feeling nervous because he had already won.

William

I think little Willy was feeling nervous because he had already won.

Xander

I think little Willy was feeling nervous because he had already won.

Yuki

I think little Willy was feeling nervous because he had already won.

Zoe

I think little Willy was feeling nervous because he had already won.
Is this stuff just cool or does it really cause learning?
How Americans Spend Their Time on Mobile Devices

Time American consumers spent on mobile devices per day

- **Apps**
- **Mobile Browser**
- **Time Spent per Day (HH:MM)**

<table>
<thead>
<tr>
<th></th>
<th>Q1 2013</th>
<th>Q2 2014</th>
<th>Q2 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Apps</strong></td>
<td>80%</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td><strong>Mobile Browser</strong></td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Time Spent per Day (HH:MM)</strong></td>
<td>02:38</td>
<td>02:42</td>
<td>03:40</td>
</tr>
</tbody>
</table>

Source: Flurry
Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD

- **Mobile**
  - 2008: 0.3 hours (12% of Total)
  - 2009: 0.3 hours (9% of Total)
  - 2010: 0.4 hours
  - 2011: 0.8 hours
  - 2012: 1.6 hours
  - 2013: 4.9 hours
  - 2014: 5.3 hours
  - 2015YTD: 5.6 hours (51% of Total)

- **Desktop / Laptop**
  - 2008: 2.2 hours (80% of Total)
  - 2009: 2.3 hours
  - 2010: 2.4 hours
  - 2011: 2.6 hours
  - 2012: 2.5 hours
  - 2013: 2.3 hours
  - 2014: 2.4 hours
  - 2015YTD: 2.4 hours (42% of Total)

- **Other Connected Devices**
  - 2008: 0.2 hours (7% of Total)
  - 2009: 0.3 hours
  - 2010: 0.4 hours
  - 2011: 0.3 hours
  - 2012: 0.3 hours
  - 2013: 0.3 hours
  - 2014: 0.3 hours
  - 2015YTD: 0.4 hours (7% of Total)
Things to Keep in Mind

• Images in a OK size
• Videos (4-6 minutes)
• Audio is captioned
• Text (do not over do it)
• Use class time to create
• Provide Power Points
If you want to take the excitement or passion out of something, grade it.
• http://www.photosforclass.com/
• https://www.pscp.tv/ - Periscope
• https://animoto.com/
• https://populr.me/
• https://info.flipgrid.com/
• http://get-puppet.co/ - shadow puppet
• http://wordsaladapp.com/ - world cloud
• https://quizlet.com/
• https://animoto.com/play/2ll41h0TKjlKDF1p0Z9PIA
• https://www.youtube.com/watch?v=tDXJLKnqgrOc – announcements
• https://wistia.com/blog/video-email-signature?platform=hootsuite – video signature
• https://docs.google.com/document/d/1Nf2wLkp_rhtZ5AosipzYFnMBOKjepgiKfE8SOWhhoY/edit - rubric
→ College of Fine Arts and Humanities
  Steven J. McGahan
  308-865-8341
  mcgahansj@unk.edu

→ College of Natural and Social Sciences

→ College of Education
  Karen A. Premer
  308-865-8840
  premerk@unk.edu

→ College of Business and Technology
  Olimpia Leite-Trambly
  308-865-8503
  leitetrambod@unk.edu