



BEN 16: The Mobile Learning Revolution

Discussion Questions

1. What are the biggest advantages and disadvantages of mobile learning?
2. Which method of study/learning gives you the most benefits?
3. Do you use a tablet, mobile phone, or mp3 player for mobile learning?

Transcript

Not long ago, learning was different. It occurred in a classroom **furnished with** just the basics – a chalkboard and chalk, textbooks, pen and paper, the students and the teacher. Now, thanks to mobile learning (or mLearning), we're **in the midst** of a **paradigm shift** in the way people learn. As one Indus-net **blogger** suggests:

*mLearning is **the next big revolution** in mobile technology. The **capabilities** of mobile devices are gradually increasing, which is **facilitating** further development in mLearning technology. When the concept of mLearning **evolved** a decade ago, no one imagined that it would **undergo** such **phenomenal** development.*

So, what exactly is mLearning? Well, if you're listening to this podcast on a mobile phone, mp3 player, or an iPad, you are **taking part in** mLearning right now. Wikipedia defines mLearning as:

*Any type of learning which happens when the learner is not at a **fixed** location or learning that happens when the learner **takes advantage of** the learning opportunities offered by mobile technologies.*

mLearning has **taken the world by storm**. And, as NetDimensions **points out**, it's a trend that is sure to continue:

*According to industry research firm IDC, by 2013, 35% of the world's **workforce** or 1.2 billion workers will be mobile. Ambient Insight reports that the "**market creation phase**" of mLearning is over and demand is now **mainstream**.*

Perhaps one reason for the **phenomenal growth** is the enthusiastic support from some of the **major players** in the tech industry. Apple, for example, is looking **to ignite** the textbook market with its iBooks 2 textbook app. As noted by TabletPC Review:

***It's no secret** Apple is **making a play for** the education market. The iPad maker recently **unveiled** their new iBooks 2 app for the iPad, which **sets** Apple's **sights squarely on** eTextbooks, and Apple is promising an **unparalleled** learning experience complete with interactive animations, videos, and more.*

When Apple's App Store launched in 2008, no one knew the **impact** it would have on learning and education. Today, 'iTunes U' and the Open University allow millions of people worldwide to '**virtually**' attend courses covering hundreds of subjects. The Guardian quotes Open University Vice-chancellor Martin Bean as saying:

*"With more than 50 million downloads **to date**, we know that students value our high-quality learning materials, and that is really **underlined by** the speed with which we have reached one million iTunes U app course subscribers."*

Universities across the globe have **instituted** mLearning practices in a variety of forms, including **SMS** messages. From CLO-media:

*In New Zealand, Auckland University has implemented an SMS-based **learning-on-demand** service for its students providing small amounts of information **to be stored** on their mobile phones for later **recall**. The University of South Africa uses SMS messaging to connect **isolated** students with groups so they can study together, and it's the beginning of a trend **likely** to grow.*

It's not just schools and universities who have **adopted** this growing trend. The **NFL's** Denver Broncos recently **equipped** all 120 players and coaching staff with iPads, replacing their traditional 500-page **playbooks**. As Bronco's general manager Brian Xanders explains to Apple Insider:

*"The advantage is that when they leave the building, they can take everything home with them very easily and **watch tape** at night and review the **game plan**."*

While some educators and students are **fanatics** about tech in the classroom, many **critics** insist that the risks still **outweigh** the rewards. Ehow wonders:

*The computer age is here; this cannot be **debated**. Is it acceptable that a student can talk to someone halfway around the world **via** instant messaging but not be able to **get along with** the student sitting next to them? Technology can **enhance** traditional methods of learning but cannot replace the **human touch**.*

One thing is sure; the possibilities will continue to grow for teachers and learners **alike**. As Marketwatch summarizes:

*Mobile technology now has the potential to **revolutionize** education for **people of all ages** across the world. With the growing availability and demand for mEducation solutions, mobile operators can **seize** this opportunity to **transform** the classroom forever.*

So, my question to you is, Do you think mobile learning is the future? Are you doing mobile learning already? We'd love to hear what kind of experiences you've had with mLearning. You can share your thoughts on our website or answer the question poll on our Facebook page. Head over to www.BusinessEnglishPod.com for links to this lesson and a sneak peak of our own developments for [mobile learning](#).

That's all for today. Thanks for listening. I'll be back soon with another edition of Business English News.

Vocabulary

To be furnished with: To have a supply of something; "The computer lab was furnished with MacBook Pro laptops for student use."

Mobile Learning /mLearning: Any type of learning that does not rely on the learner being at a fixed location or learning that takes advantage of mobile technologies; "Our company has started offering mLearning programs for the sales and service staff."

In the midst: In the middle or central; "Apple and Google are *in the midst* of an IT version of a war for control of the cloud."

Paradigm shift: A radical change in underlying beliefs or theory; "The release of the iPhone marked a paradigm shift in the development of the smartphone market."

Blogger: A person who keeps or updates a weblog (blog); "As a freelance blogger, Dexter writes on a wide range of topics."

The next big revolution: The next significant/important change; "Apple's Siri was advertised as the next big revolution in how users interact with technology."

Capability: The ability to perform actions; "North Korea claims to have the capability to produce long-range weapons."

To Facilitate: Make an action or process easy or easier; "Drivers in Italy pay a fee to facilitate road maintenance."

To Evolve: To develop gradually, from simple to (more) complex; "With more experience and training, Mike's management skills have evolved, making him one of the best in the company."

To Undergo: Experience or be subjected to (something, usually unpleasant, painful, or difficult); "With all of the new regulations, the financial sector will undergo significant changes in the months ahead."

Phenomenal: Very remarkable, impressive, or extraordinary; "In spending \$1B, Facebook paid a phenomenal amount of money for the photo sharing service 'Instagram'."

To take part in: Participate or contribute; "Pete took part in the selection process for the new HR manager."

Fixed: Static or unchanging; "The bank will decrease fixed interest rates on all new mortgages."

To take advantage of: To benefit, profit, or gain (from); "European banks took advantage of low-interest loans that were offered by the central bank."

To take (the world) by storm: To fascinate, attract, or captivate completely; "A 3 year old girl took the YouTube world by storm with her adorable version of an Adele song."

To point out: To indicate or specify; "Sarah pointed out the errors in Giulia's presentation."

Workforce: All of the people working or available to work; "After 5 years of retirement, Mary had to rejoin the workforce in order to pay her bills."

Market creation phase: The time period in which a specific market is developed or created.

Mainstream: The ideas, attitudes, or activities that are regarded as normal or conventional; the dominant trend or opinion.

Major players: The biggest or most important people or companies in a particular field or situation; "HP and Acer are major players in the PC market."

To Ignite: Literally 'to set on fire', but often used figuratively to describe the beginning of an exciting development or trend; "The Model T Ford ignited the auto industry in 1908."

It's no secret: It is commonly or well-known.

To make a play for: To attempt to gain by impressing favorably; "This advertisement will make a play for new consumer markets."

To Unveil: To show, reveal, or expose; "Samsung will unveil the new Galaxy SIII at an exclusive event this weekend."

To set your sights (squarely) on (something): To make something the target of your ambition or the object of your attention; "Manuela set her sights squarely on reaching a B2 level on her exam; she studied very hard, and achieved her goal!"

Unparalleled: Having no parallel or equal, exceptional; "With expectations of nearly 100 billion dollars, Facebook's IPO on May 18th will be an unparalleled event for the social media company."

Impact: The effect or influence of one person, thing, or action, on another; "Asian tastes have a big impact on the design of cars."

Virtually: Occur or exist primarily online; "BEPs new online lessons allow students to virtually interact/study with teachers from around the world."

To date: so far, until now.

To be underlined by: To draw a line under, emphasize or cause to stand out; "The potential for change on Wall Street was underlined by the Occupy movement's support around the world."

To Institute: To establish or bring into use; "The Secret Service will hold ethics classes and institute new rules of conduct for agency employees."

SMS: Short Message Service, text message.

Learning-on-demand: Situated learning in a working context which occurs at the user's discretion.

To Store: To reserve, save, or put away for future use; "Google Drive will allow users to store documents, audio clips and videos through a Web-based cloud storage service."

To Recall: To bring back information, remember; "Troy and Abed couldn't recall what the professor assigned for homework."

Isolated: Far away from other places, people or event, remote; "The Flashback virus on Mac computers appears to be an isolated incident."

Likely: Probable, apparently true; "University students in Quebec, Canada are likely to refuse the government's offer to delay tuition increases."

To Adopt: To begin to use or keep as one's own; "The Securities Exchange Commission (SEC) held a meeting to discuss whether to adopt rules that would further define a series of terms related to the swaps market."

NFL: National Football League (USA).

To Equip: To supply the qualities/tools necessary for performance; "A university education can equip you with the tools you need to be successful in a variety of jobs."

Playbook: A book containing descriptions of all the plays and strategies used by a team, often accompanied by diagrams, given to players to study and memorize before the season begins.

To watch tape: To review footage/highlights from a performance (usually sports).

Game Plan: A strategy or course of action (sports, political, business, or personal); "Tom and I need to discuss our game plan before our presentation to the board of directors."

Fanatic: Extreme enthusiasm, support, or devotion to an idea/group; "When it comes to studying languages, Natalia is the biggest fanatic I know!"

Critic: the act of analyzing, evaluating, or judging; "Critics of the new environmental laws include members of Parliament and Greenpeace."

To Outweigh: To exceed in value, importance, or influence; "The health benefits of regular exercise outweigh any financial costs."

To Debate: To argue, discuss, or disagree; "We're debating whether we should spend the summer in China or Canada; there are good reasons to do both!"

Via: By way/means of, through; "Every Sunday, I speak to my family via Skype."

To get along with: To have a good relationship with someone (BE: to get on with); "One of Andrew's strengths as a manager is that he has an ability to get along well with all of the staff."

To Enhance: To raise to a higher degree or improve; "After spending so many years living in France, Brad enhanced his understanding of the French language and culture."

Human Touch: A personal, friendly, and genuine way of treating other people; "By attending a small college, students receive a human touch from their professors/instructors."

Alike: Similarly or to the same degree as; "mLearning can be doing on Android and iOS platforms alike."

To Revolutionize: To make a rapid and significant change; "The PC revolutionized workplaces in the 1990's."

People of all ages: Young and old people, anyone.

To Seize: To take suddenly or with force, grasp; "Police seized the stolen artwork from the thieves late last night."

Language Review

A. Collocations

Make collocations from this lesson by matching words from each column below.

Game	Play for	
In the	Touch	
Major	Plan	
To make a	Midst	
Human	Players	
Paradigm	Shift	

B. Quiz

1. "Before starting our final round of negotiations, Marco asked me what the _____ was. I told him we needed to be aggressive, but patient if we wanted to get the best price."
 - a. Fanatic
 - b. Isolated
 - c. Game plan
 - d. Workforce
2. The government is investing €1.3 million on four treatment planning stations which will give doctors _____ information on how to treat cancer tumors."
 - a. Unparalleled
 - b. A play for
 - c. Square
 - d. Secret
3. Chicago Bulls star Derek Rose is _____ surgery next week to repair the ligament in his knee.
 - a. Undergo
 - b. Underwent
 - c. Undergoing
 - d. Undergone
4. "_____ all of the guests were wearing a shirt and tie. Jules was the only exception."
 - a. Phenomenally
 - b. Likely
 - c. Capably
 - d. Virtually
5. Cloud computing is the _____ thing in the IT market.
 - a. Fixed
 - b. Next big
 - c. Midst
 - d. Impact

6. "The best thing about our hotel was the movies _____ feature in kitchen!"
- Sights
 - Alike
 - On demand
 - Adopted
7. "As far as I can _____, they've never been to Brussels before."
- Recall
 - Equip
 - Enhance
 - Institute
8. "By offering better service and lower prices, the new national train company has _____ on becoming the first choice for domestic travelers."
- Revolutionized
 - Set their sights
 - Touched
 - Seized
9. "If there's a seminar you would like to _____, don't hesitate to ask one of us!"
- Take part in
 - Take advantage of
 - Get in on
 - All of the above
10. **Carpe diem** is a phrase from a Latin poem by Horace that is popularly translated as "_____ the day".
- Seize
 - Debate
 - Store
 - Outweigh

Answers

A. Colocations

Game Plan
In the midst
Major players
To make a play for
Human touch
Paradigm shift

B. Quiz

1) c; 2) a; 3) c; 4) d; 5) b; 6) c; 7) a; 8) b; 9) d; 10) a

Online Practice

Click the "Launch" button to open the **online practice:**

A blue rounded rectangular button with the text "Launch Quiz" in white.