



Mobile learning tips and tricks



Pau Ferrer Ocaña

Moodle Mobile developer at Moodle HQ

#MootES18
@crazyserver

What's the difference?



Phone



What's the difference?

Mobile phone



What's the difference?

Smartphone



Do you sleep with your phone?



Mobile isn't just a smaller screen

- Different input.
- Mobility and connectivity.
- Battery!
- All kind of sensors.
- Platform design.
- Emotional connection with the device.
- Mobile is disrupting: Notifications, sounds, games...

How much time
do you spend on devices?

DAILY DISTRIBUTION OF SCREEN MINUTES ACROSS COUNTRIES (RANK, MINUTES*)

| Country | Total Minutes | Smartphone | TV | Laptop + PC | Tablet | Country |
|--------------|---------------|---------------|---------------|---------------|--------------|--------------|
| Nigeria | 7 443 | 1 193 | 6 131 | 27 80 | 19 39 | Nigeria |
| Saudi | 10 433 | 2 189 | 19 102 | 18 99 | 16 43 | Saudi |
| Indonesia | 1 540 | 3 181 | 5 132 | 10 117 | 2 110 | Indonesia |
| Kenya | 16 404 | 4 174 | 4 132 | 30 65 | 24 33 | Kenya |
| Phillipines | 2 531 | 5 174 | 20 99 | 5 143 | 1 115 | Phillipines |
| China | 3 479 | 6 170 | 28 89 | 1 161 | 10 59 | China |
| Vietnam | 5 466 | 7 168 | 30 69 | 2 160 | 5 69 | Vietnam |
| Thailand | 9 436 | 8 167 | 29 78 | 22 96 | 3 95 | Thailand |
| Argentina | 14 414 | 9 166 | 18 104 | 11 114 | 28 30 | Argentina |
| Colombia | 8 437 | 10 165 | 13 114 | 8 123 | 22 35 | Colombia |
| Mexico | 19 391 | 11 163 | 26 93 | 15 103 | 25 32 | Mexico |
| India | 21 384 | 12 162 | 24 96 | 23 95 | 26 31 | India |
| USA | 6 444 | 13 151 | 2 147 | 16 103 | 17 43 | USA |
| Brazil | 4 474 | 14 149 | 14 113 | 4 146 | 7 66 | Brazil |
| South Korea | 24 379 | 15 144 | 8 127 | 24 94 | 30 14 | South Korea |
| Germany | 23 379 | 16 137 | 7 129 | 28 77 | 21 36 | Germany |
| Japan | 28 343 | 17 135 | 9 125 | 29 68 | 29 15 | Japan |
| Turkey | 20 391 | 18 132 | 15 111 | 13 109 | 18 39 | Turkey |
| Australia | 18 396 | 19 132 | 10 125 | 17 102 | 20 37 | Australia |
| South Africa | 11 431 | 20 127 | 12 115 | 7 126 | 8 63 | South Africa |
| Canada | 25 376 | 21 124 | 17 104 | 19 97 | 14 51 | Canada |
| Spain | 17 396 | 22 122 | 11 124 | 20 97 | 12 53 | Spain |
| Czech | 12 422 | 23 119 | 16 111 | 9 122 | 4 70 | Czech |
| UK | 15 411 | 24 111 | 1 148 | 21 97 | 11 55 | UK |
| Italy | 30 317 | 25 109 | 27 89 | 25 85 | 23 34 | Italy |
| Slovakia | 26 351 | 26 98 | 25 95 | 14 106 | 13 52 | Slovakia |
| Russia | 13 420 | 27 98 | 23 98 | 3 158 | 6 66 | Russia |
| Hungary | 27 348 | 28 90 | 21 98 | 12 112 | 15 48 | Hungary |
| Poland | 22 381 | 29 90 | 22 98 | 6 132 | 9 61 | Poland |
| France | 29 326 | 30 79 | 3 134 | 26 83 | 27 30 | France |

*Rank is shown first in bold, followed by the minutes in each bar

The box to the left of the country name shows the color corresponding to the highest usage type in that country.

Image: Mary Meeker, Kleiner Perkins, May 2014



...and for how long in
each session?

...and for how long in each session?

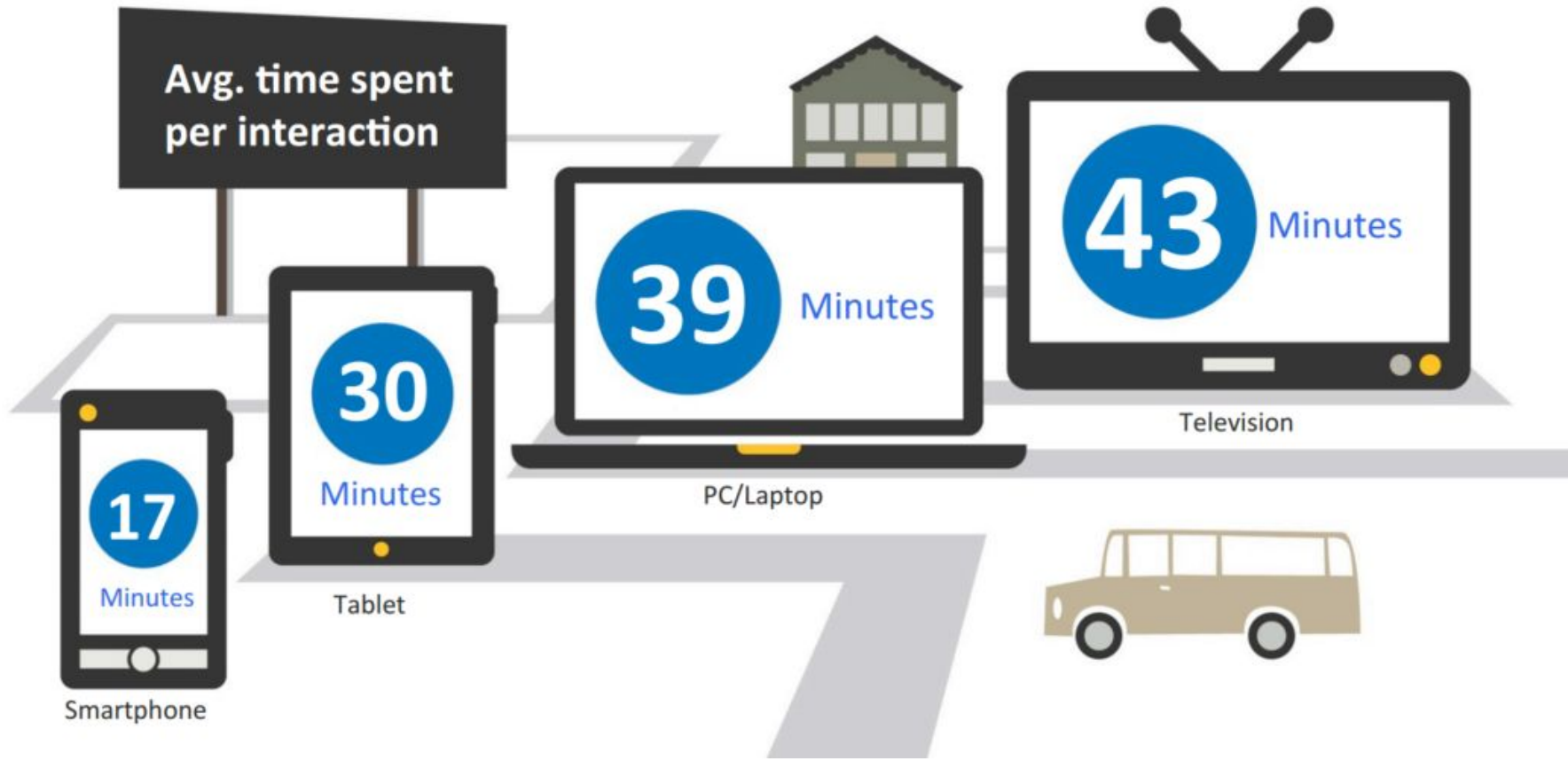


Image: The New Multi-Screen World, Google/Ipsos/Sterling, US, Aug 2012

Micro-Moments

- Smartphones are mostly used for micro-moments.
- When you create your content for smartphone keep in mind:
 - It can be useful to create small chunks of content.
 - User can be interrupted while using the phone.



Using Mobile on Learning



Content creation

Consider mobile during content design, not as an afterthought



Content creation

Keep descriptions short and simple



Content creation

Resize and crop images. Pixels cost bandwidth

Responsive images
(img-responsive class)

Content creation

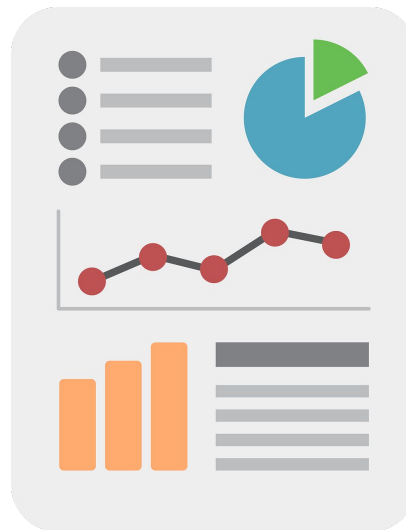
Use the right media formats

Warn users about file type and size



Assessment on mobile

Choice is great for quick in-class polls (if you allow BYOD)



Assessment on mobile

Revision / formative quizzes are well suited to out-of-class testing on mobiles



Assessment on mobile



Mobiles are perfect for evidence gathering and submission

Communication

Most communication tools trigger notifications - either via app notification or inbox message. Really useful for mobile users.



Communication

Warn people about additional mobile apps they may need, well in advance of a session (e.g. virtual classroom)



Communication

Integrate with social media to engage with the students



Mobile learning strategy

- Mobiles are the backbone of daily media use, tap into this.
- You don't need to know about the latest models, but you SHOULD understand general capabilities of devices.
- Design for screen size, not device models.
- Design for session times: 15 mins on smartphone, 30 mins on tablets.

Questions?



Related conference sessions

| | | |
|------------------------|---|--------------------------|
| Miércoles Auditorio | Moodle Mobile, presente y Futuro | Juan Leyva |
| Miércoles Auditorio | Diseño de cursos para teléfonos móviles | Pau Ferrer |
| Jueves Aulas 11-12 | Cómo hacer que tus plugins funcionen en Moodle Mobile | Juan Leyva Dani Palou |
| Viernes Aula 12 | Mobile learning masterclass | Dani Palou Pau Ferrer |



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mobile@moodle.com
@moodlemobileapp