The Future Revisited:
Can Global Learning Still Save the World?

The Science Circle
Steven R. Van Hook, PhD

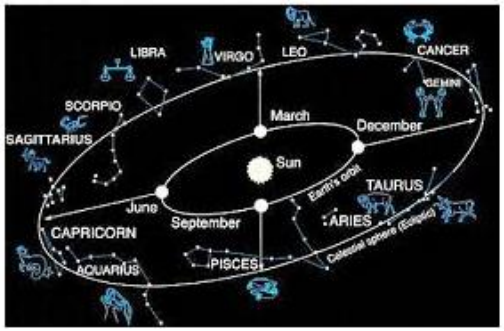
Abstract & Bio

- ***Abstract:*** *This presentation provides a twelve-year review of my OJDLA article (*Online Journal of Distance Learning Administration*, University of West Georgia*) *on the future of global learning, and updates related issues such as societal need, technologies, course design, administration affairs, faculty support, and student access.*

- ***Bio:*** *Steven R. Van Hook has a PhD specializing in transcultural distance learning, an MA in Communication, and a BA in Journalism. Steven has worked for international media and economic development programs. He has designed online and mixed courses for programs at several California universities serving international students; published and presented extensively on global education issues. His research website is at http://wwmr.us*

Article Update 12 Years Hence

Universal Learning at a Distance:
Can We Plug It In?



ojdla
Online Journal of Distance Learning Administration

UNIVERSITY of West Georgia
THE UNIVERSITY SYSTEM OF GEORGIA

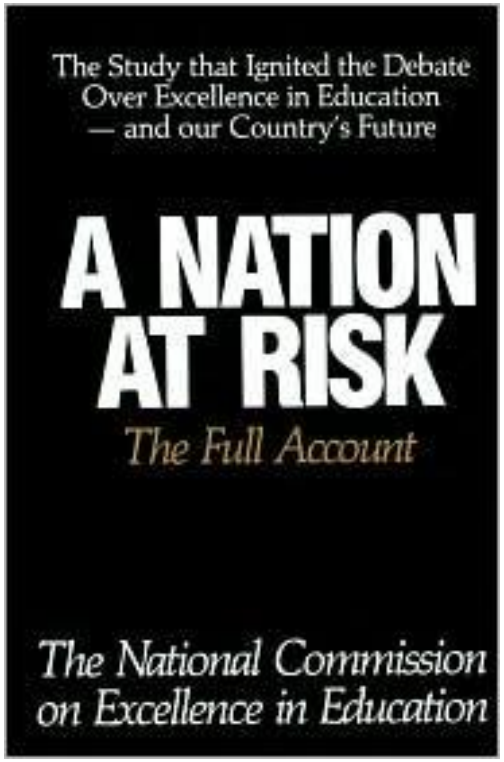
Van Hook, S.R. (2005, Summer). Universal learning at a distance: Can we plug it in? *Journal of Distance Learning Administration, 7(2)*. University of West Georgia, Distance Education Center. Available online at http://wwmr.us/universal.htm

Article Link

Report: A Nation at Risk

All, regardless of race or class or economic status, are entitled to a fair chance and to the tools for developing their individual powers of mind and spirit to the utmost.

– National Commission on Excellence in Education

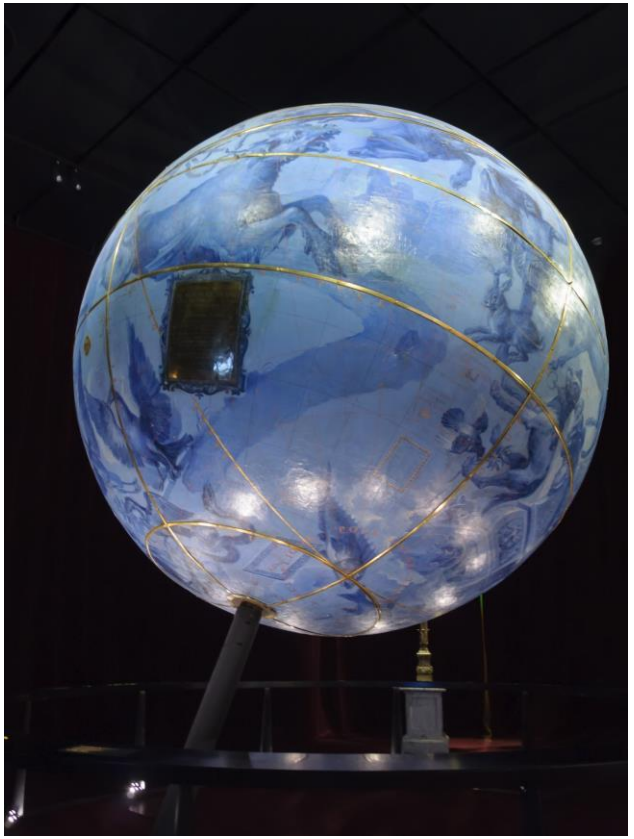


1984

NCEE Report, 1983

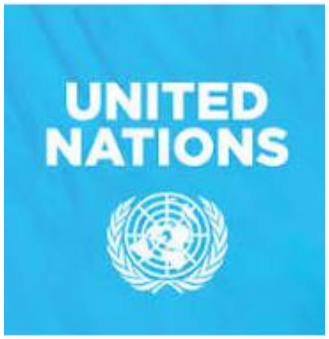
2005 Education Divides

- Only 1-in-20 people worldwide was online
- Only 17% of world's adults in higher education
- Only 14-million phone lines in all of Africa
- At least 20 countries restricted citizen access to the internet



Support for Expanding Global Access to Education

- The United Nations
- The World Bank
- United States Agency for International Development
- World Economic Forum
- Group of 8 Dot Force (G8)
- Private supporters & foundations



(Van Hook, 2005)

One Laptop per Child

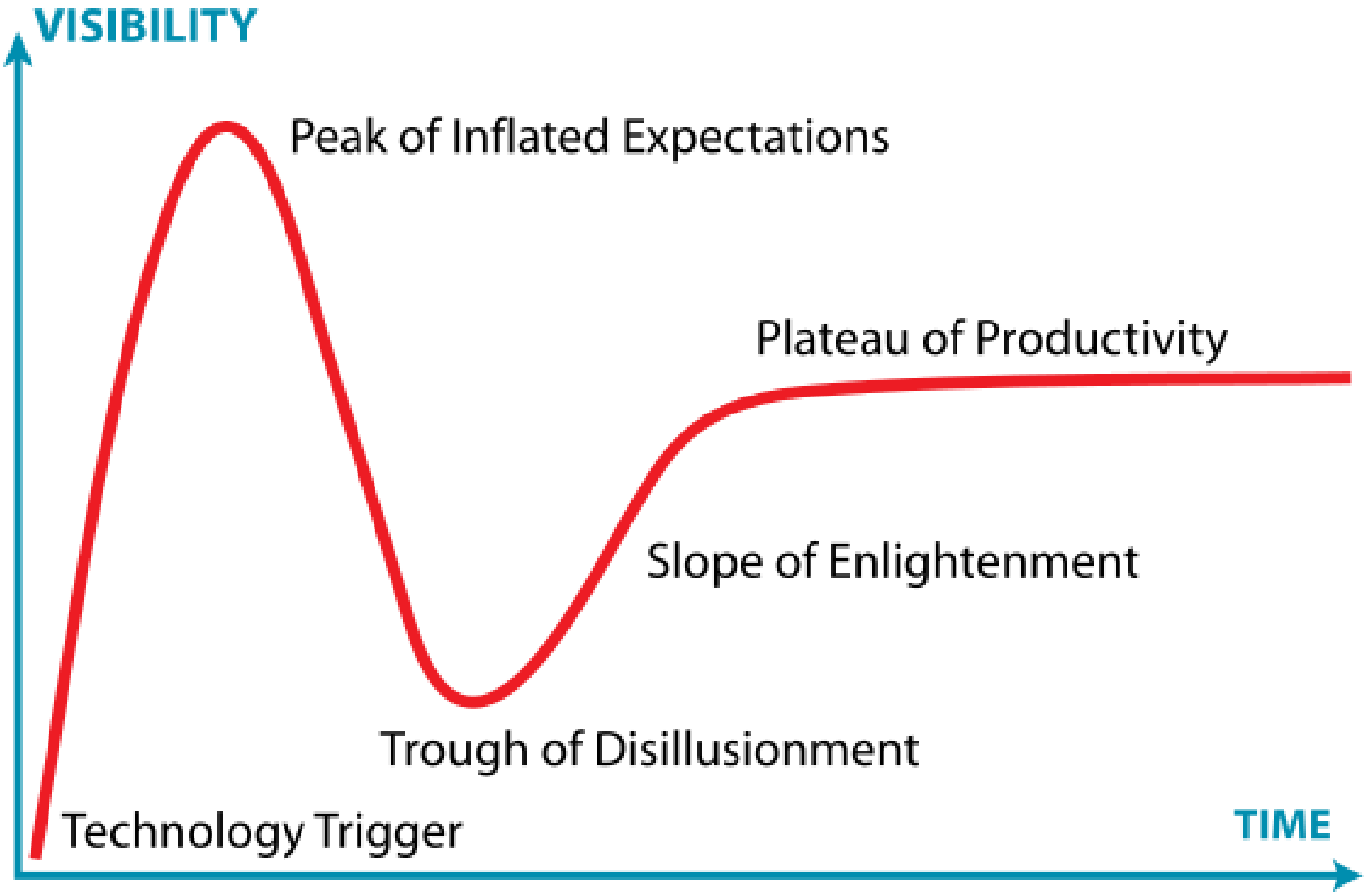
- Founded in 2005 by Nicholas Negroponte (founder of MIT Media Lab)
- $100-Laptop (market price $1,000)
- Mesh and hand-crank capability
- World Economic Forum backed the project in 2006
- Problems with funding, OS, competing products

Nicholas Negroponte

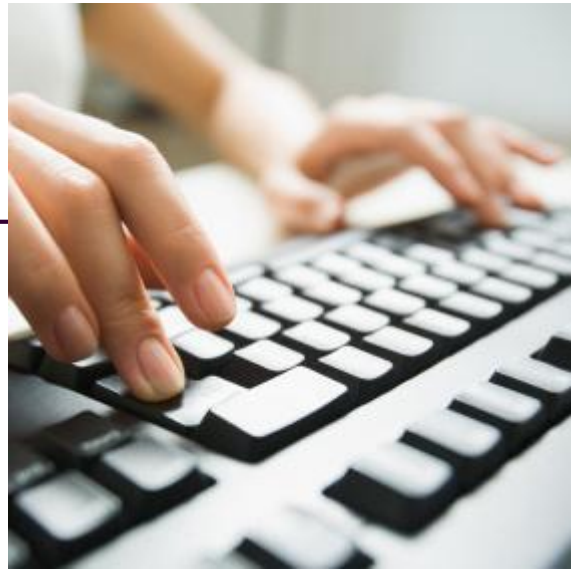
OLPC XO-1 laptop in e-book mode

An OLPC class in Ulaanbaatar, Mongolia

The Slopes and Cycles of Hype



Tech & Dropping Test Scores



- One-million disadvantaged US middle-school students given networked home computers …
- Over five years, persistent drop in reading & math scores *(Duke University study)*
- Global *'One Laptop per Child'* program: impoverished children spent more time on games & chat, less on studies

Article

When Villages Go Global …

- Cotopoxi men in Ecuador started accessing porn on the ‘net.
- Women of the Wapishana and Macushi tribes in Guyana were ostracized from their villages after online success selling hammocks. **Article**

- Villageleap.com project brings online learning to remote villages in Cambodia. **Article**

Faculty

- **Steven R. Van Hook, PhD**
- Global business/MBA/communication courses for UCLA, UC Santa Barbara, California Lutheran University, National University, Antioch University …
- http://wwmr.us
- http://ucla.wwmr.us
- steven@wwmr.us

NATIONAL UNIVERSITY

UCLA

UC SANTA BARBARA
UNIVERSITY OF CALIFORNIA

California Lutheran University

Courses Designed / Developed / Taught

BA & MA On-Ground, Online, & Mixed

Steven R. Van Hook, PhD
http://wwmr.us
steven@wwmr.us

UCLA / UCSB Extension

- EmpowerEd Course Designer
- Writing for Marketing & Advertising
- Working with the Media
- Marketing Principles & Practice
- Writing for Public Relations
- Integrated Marketing Communications
- Global Communication Management
- Fundamentals of Global Management & Marketing
- Principles of Business Administration & Management
- Global Economies & Issues
- Speaking Skills for the Global Marketplace
- Communications Skills for the Business Professional
- Fundamentals of International Advertising

California Lutheran University

- Principles of Marketing
- International Marketing
- Cross-Cultural Marketing Communications
- Global Issues

Link

National University

- Campaign & Program Management
- Campaign & Program Evaluation
- Legal & Ethical Issues
- Integrated Marketing Communications
- Strategic Writing
- Mediated Messaging
- Communication Technologies
- Persuasion
- Art of Public Speaking

WORLDWIDE MULTICULTURAL RESEARCH
SANTA BARBARA, CALIFORNIA USA

TRANSCULTURAL LEARNING / TRANSCULTURAL TEACHING / TRANSCULTURAL EDUCATION / TRANSCULTURAL COMMUNICATIONS / TRANSCULTURAL RELATIONS / TRANSCULTURAL RESEARCH / TRANSCULTURALISM / MULTICULTURALISM

Steven R. Van Hook, PhD
steven@wwmr.us

http://wwmr.us

Biography / Curriculum Vitae

Teaching & Research Interests

Steven R. Van Hook is experienced in international adult education, transcultural learning, transcultural relations, economic development, news media, and business communications. He has designed and taught courses for the University of California Los Angeles (UCLA), University of California Santa Barbara (UCSB), California Lutheran University, Antioch University, Cardean Learning Group, Saylor Academy, National University, and elsewhere.

Steven has held leadership positions in education and economic development programs through the United States Agency for International Development, Head Start, and VISTA.

Steven's interests include expanding worldwide access to learning opportunities – especially for developing nations – with research in transcultural themes and images; worldwide education access through appropriate tactics and technology; theories of learning; sociocultural influences on economic development; organization of international learning institutions; and innovations in international and domestic education.

Steven is president of Educare Research inc, a nonprofit 501(c)(3) organization providing free learning resources to international independent educators and students. He has developed traditional, online, and mass courses for universities and educational programs in the United States and abroad, including courses in cross-cultural communication, global issues, media, international business and management.

Steven is also a licensed sailboat captain and instructor, a certified chaplain, and conducts weddings on the sea and shore.

President / CEO: Educare Research inc; Free resources for international educators and students.

Faculty / Course Designer: National University; MA & BA Programs in Strategic Communications

Instructor / Course Designer: University of California at Los Angeles (UCLA) Extension; Custom Programs; Global Management & Marketing; Faculty Mentor; Advisory Board Member for Marketing & PR Programs

Faculty / Course Designer: California Lutheran University; Adult Degree Program (ADEP); Business Administration & Communication Programs

Faculty / Course Designer: University of California at Santa Barbara (UCSB) Extension; Language and Culture; and Business & Management Programs

Selected Publications, Papers, & Presentations

Van Hook, S.R. (2017, June 9). Participant representing educational design. *The State of Virtual Reality with Philip Rosedale*. VR seminar with CEO of High Fidelity and founder of Linden Labs, and technology 'evangelist' Robert Scoble. YouTube video.

Van Hook, S.R. (2017, April 29). Presenter. *Building classroom bridges across cultural gulfs*. CATESOL (California Teachers of English to Speakers of Other Languages). Santa Barbara, CA. Slides.

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Van Hook, S.R. (2015, March 20). Webinar presenter: *Practical strategies for facilitating interaction in the cross-cultural classroom*. Innovative Educators.

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Van Hook, S.R. (2013) Low-bandwidth course in customer service: Serving developing nations low in education access, but high in cellphone saturation. *Educare*. http://wwmr.us/wp/customerservice/

Van Hook, S.R. (2013). Immersive online customer service course in a virtual classroom: Providing a sense of place in placeless distance learning. *Educare*. http://slurl.com/secondlife/Imzadi/23/34/22

Van Hook, S.R. (2013, June 18). *Webinar: Stop disruptive student behavior*. Higher Ed Hero Conferences, Progressive Business Publications. http://www.higheredhero.com/2SY/0

Van Hook, S.R. (2012, June). Hopes and hazards of transculturalism. *Prospects*. 42 (2), 121-136. Quarterly review of comparative education by United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Bureau of Education (IBE). Available online at http://wwmr.us/support/transculturalism.pdf

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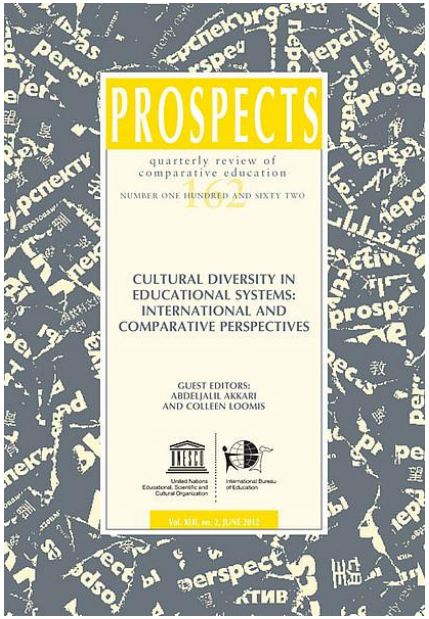
Articles on Transcultural Learning

UNESCO Journal "Prospects"

Van Hook, S.R. (2012, June).
Hopes and hazards of transculturalism.

Article available at http://wwmr.us



Journal of Research in International Education

Van Hook, S.R. (2011, April).
Modes and models for transcending cultural differences in international classrooms.

Article available at SAGE

Can Education Fix the World?

World Problem Solutions:

- Education
- Science
- Self-Confidence (APA)

World Problems:

- Global unemployment
- International refugees
- Income disparity
- National unrest
- Drug abuse
- Ad abundum

Sampling Specific Problems

- Global unemployment at 200-million
- Nearly 67-million refuges worldwide
- US suicides rose 25% over 15 years to record high
- 1.3-million Americans hospitalized last year in record opioid epidemic
- Workers replaced by AI and robots

A New ‘Useless Class’

> By 2050 a new class of people might emerge – the useless class. People who are not just unemployed, but unemployable

“Economically redundant people might spend increasing amounts of time within 3D virtual reality worlds, which would provide them with far more excitement and emotional engagement than the ‘real world’ outside.”

The Guardian / 2017

A Global Calling for Education

- Course Design
- Appropriate Technologies
- Viable Content
- Funding
- Administration
- Faculty
- Student Support
- Global Need

Administration Worries

- Reduce costs
- Expand inclusivity
- Ensure relevancy and reach of materials
- Accommodate greater diversity
- Promote public support

(Newman, Couturier, & Scurry, 2004)
(Mitchell, 2017)
(Van Hook, 2011b)

- Tuition controls, lower birthrates, increased competition, funding cuts
- Develop skills necessary for participation in economic, civil, and social life

Teacher Needs

- Recruit & train faculty skilled in global cross-cultural teaching across new platforms
- Address content ownership rights
- Create ombud representation for distant educators

Guest: Deb Adair
Executive Director, Quality Matters

Guest: Brian Udermann
Director of Online Education Center for Advancing Teaching and Learning, University of Wisconsin, La Crosse

THE CHRONICLE OF HIGHER EDUCATION

Online Education: Heading toward the Future

Moderator: Goldie Blumenstyk
Senior writer
The Chronicle of Higher Education

(Adair, D., Blumenstyk, G., & Udermann, B., 2017)

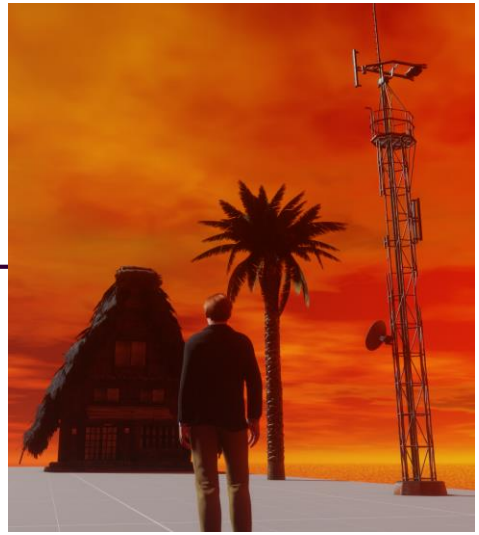
Content & Design

- More demand will be placed on courses simply improving the quality of individual life
- Content must be globally accessible: technologically, linguistically, culturally

- More hard and soft skills-based programs
- Shorter words, shorter sentences, shorter paragraphs
- Keep distant students engaged with social media, lectures, stream live events

(Adair, Blumenstyk, & Udermann, 2017)
(Lohr, 2017)
(Van Hook, 2012)

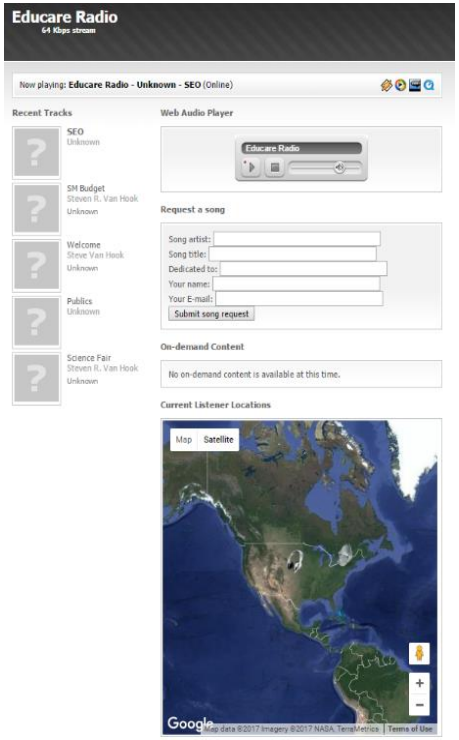
Educare Streaming Radio Station



Educare Radio: 24/7 streaming radio in Second Life & Sansar: interviews and reports on educational topics

Sample Line-Up:

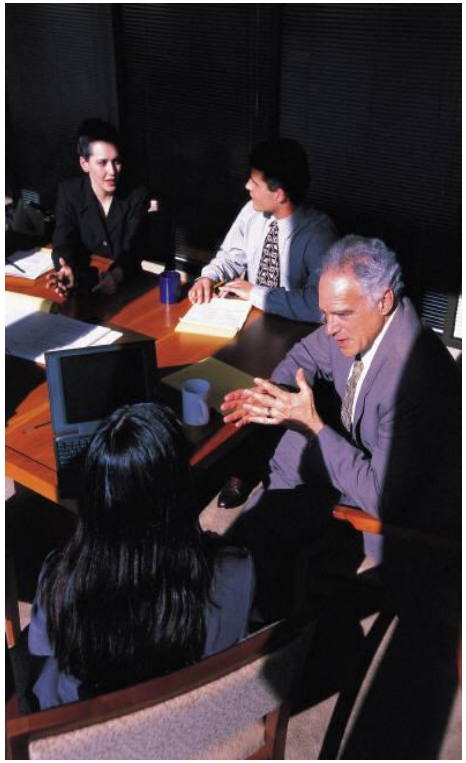
- Communication Appeals
- Effective Writing Skills
- Creative Process
- Media Relations
- Speechwriting
- Social Marketing
- Search Engine Optimization
- Website Design
- Soviet Union Restrospectives
- Employment Trends
- Science Fair



Station Link

ELF: English as a Lingua Franca

- 400-million native English speakers
- 1.5-billion conversant in English (about 25% of world's population)
- 80% of all English interactions between non-native speakers
- *Business English* a subcategory of English: BELF



(Kankaanranta, 2009)

Dissertation

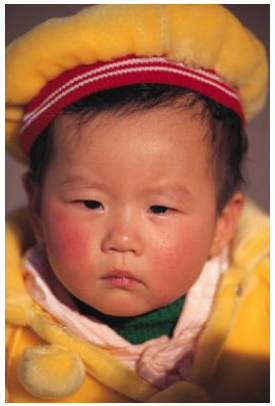
- Van Hook, S.R. (2005). Themes and images that transcend cultural differences in international classrooms. *U.S. Education Resources Information Center.* (ERIC Document No. ED490740). (Proquest Publication Number 3200710).
- Also available online at http://wwmr.us/

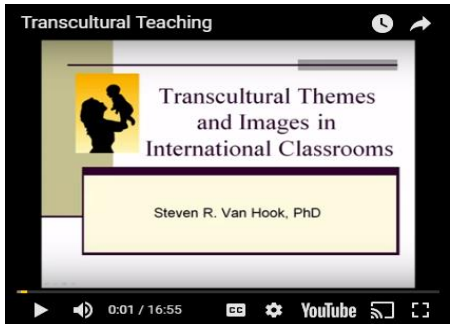
Study Sample

- 40+ Countries
- 900+ Students
- Typically higher-income families

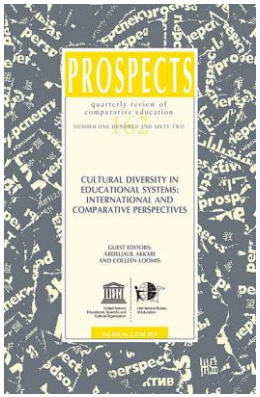
Transcultural Themes & Images

- Babies & Children
- Pets & Animals
- Sports
- Love, Marriage, Relationship Conflicts
- Self-image
- Birth-Life-Death Cycle
- Water





Video



Article

Very Cool Tech

MOOCs

- "While the MOOC experiment has provided some positives, it may still be left to traditional institutions to go about the business of degree completion."
  – *Cathy Sandeen*
  Former VP for Education Attainment & Innovation at ACE

coursera

https://www.coursera.org/

UDACITY

https://www.udacity.com/

edX

https://www.edx.org/

(Sandeen, 2017)

Saylor Academy: Free Education Initiative

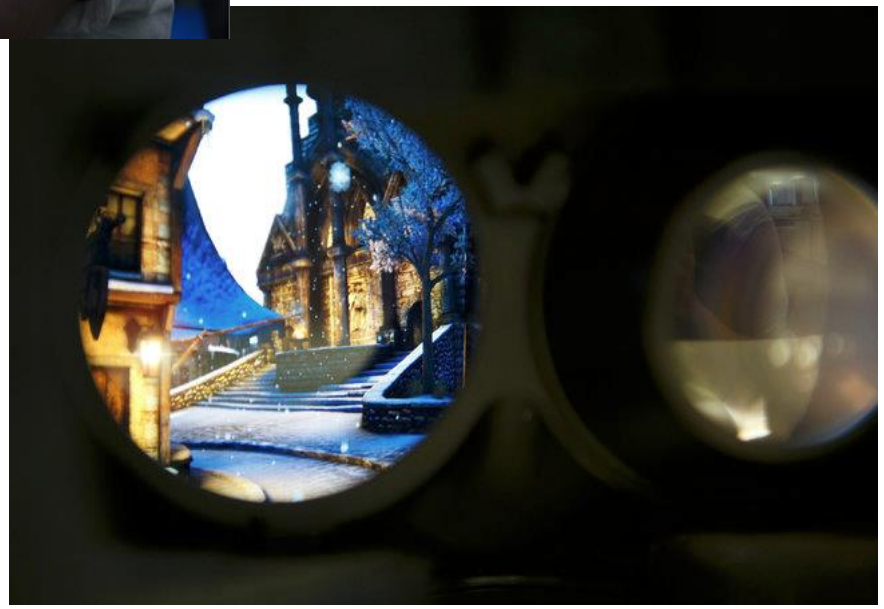
http://saylor.org

Immersive Technologies

Immersive headset company **Oculus VR** bought for $2-billion by **Facebook** in 2014.

"Imagine … studying in a classroom of students and teachers all over the world *or consulting with a doctor face-to-face, just by putting on goggles in your home*."

~ Mark Zuckerberg



Educare Virtual Learning Centers

Free college courses,
English read-along
books, videos,
streaming radio,
career resources,
job links …

Sakura Learning Center by Educare Research on Imzadi Island

Non-profit 501(c)(3)

Walk in Another's Skin

Stroking a black rubber hand reduced a participant's implicit racism score

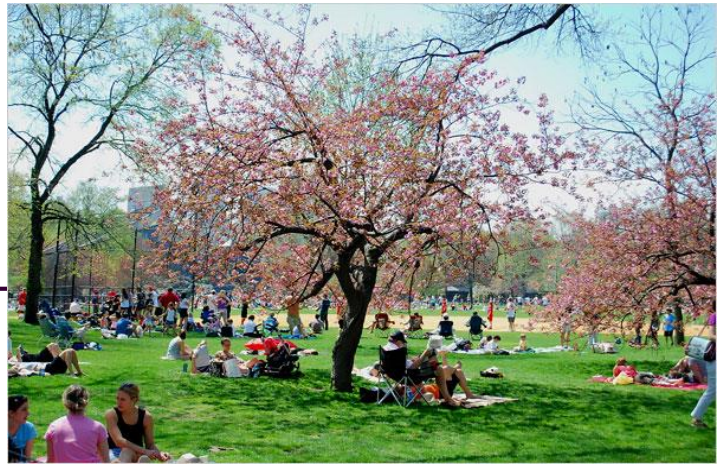
Participants develop increased empathy for differences and suffering by VR immersion and experience

- *Gender Switch*
- *Race Switch*
- *War Zone Experience*
- *Wheel Chair Accessibility*
- *Etc.*

He refers to virtual reality as an "empathy generating machine" to give people experiences they can't have in any other way.

Article

Sense of Place



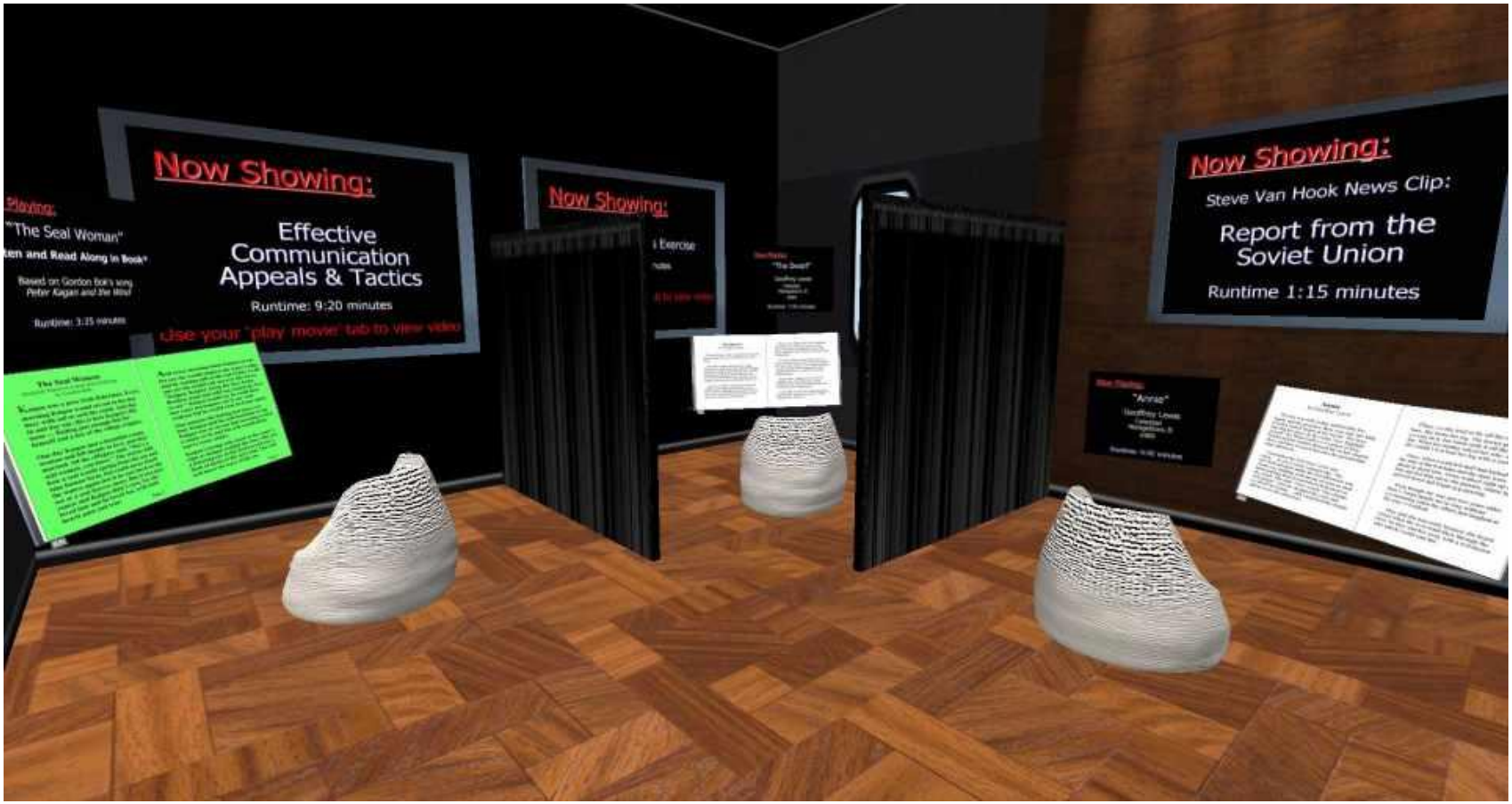
"Students expressed their higher-education experience through images of where they have been, and where they are ... The common theme: broadening horizons."

"A Sense of Place" slideshow
The New York Times, 2009

http://www.nytimes.com/slideshow/2009/07/26/education/26_ss_Place_index.html

English language and rich content experiences designed for a global student body

English Read-Along Room



Educare Learning Center / Second Life

Rosedale & Scoble on Future Tech

- The ‘sense of place’ in 3D is magical
- New iPhone may add 100-million VR devices in 1st quarter
- Study gravity by flying thru universe; virtual overlay learning; 3D models for complex equations
- Profound impacts on world social classes

Video (Scoble & Rosedale, 2017)

Floating Connectivity From Above

- Instead of building cell towers, the Extend America company hopes to attach wireless repeaters to weather balloons and launch them across the state.
- “To cover every square mile of North Dakota, it would take 1,100 cell towers. We can do the whole state with three balloons.”

(Scoble & Rosedale, 2017)

- **Drones**
- **Balloons**
- **Satellites**
- **Lasers**

Worldwide Cell Phones

World Bank Report:

- 6-billion mobile phones worldwide
- 5-billion in developing countries
- Used for agiculture, health, financial services, government, entrepreneurship, employment, education
- Solar-powered tablets serve energy-deprived areas

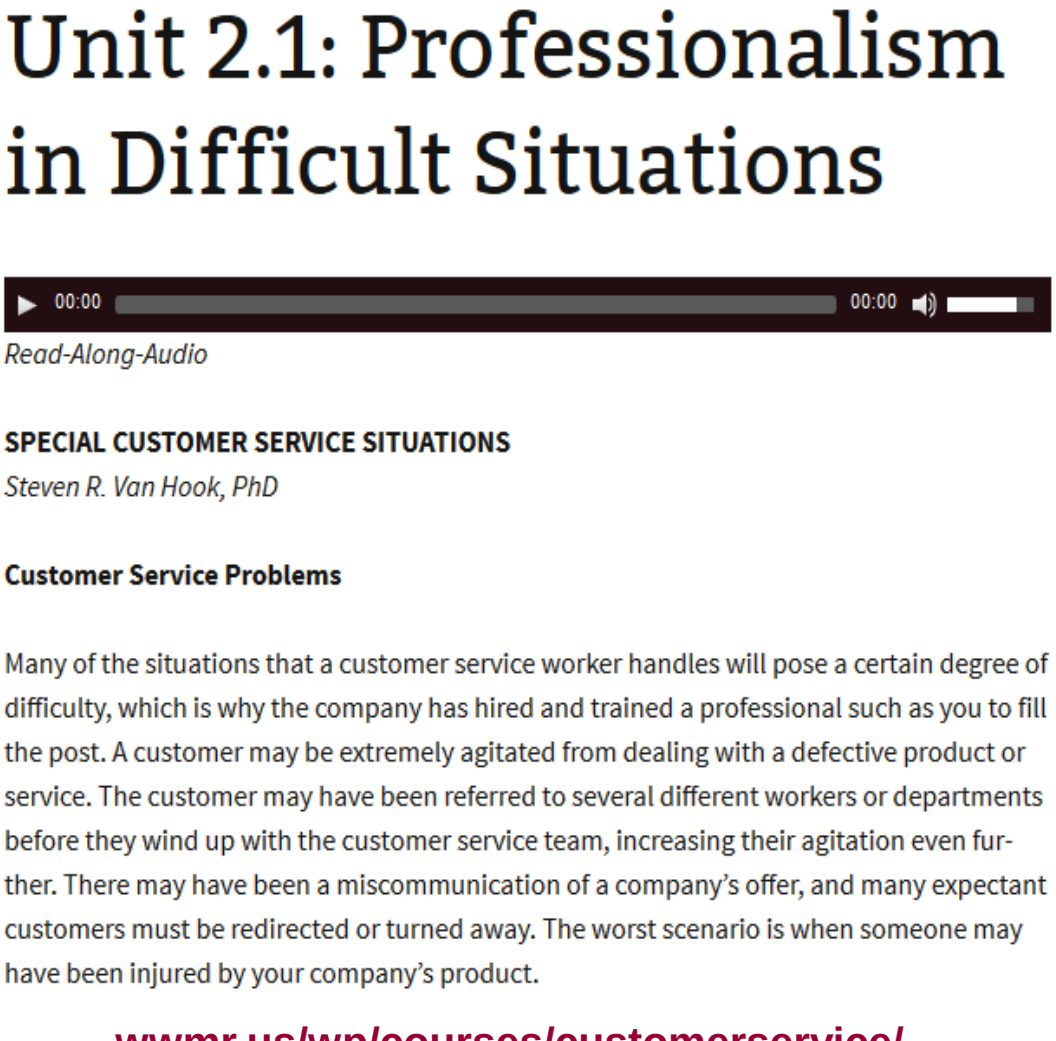
Article

Cell-Phone Formatted Course

International Course in Customer Service

WordPress Platform

Link



wwmr.us/wp/courses/customerservice/

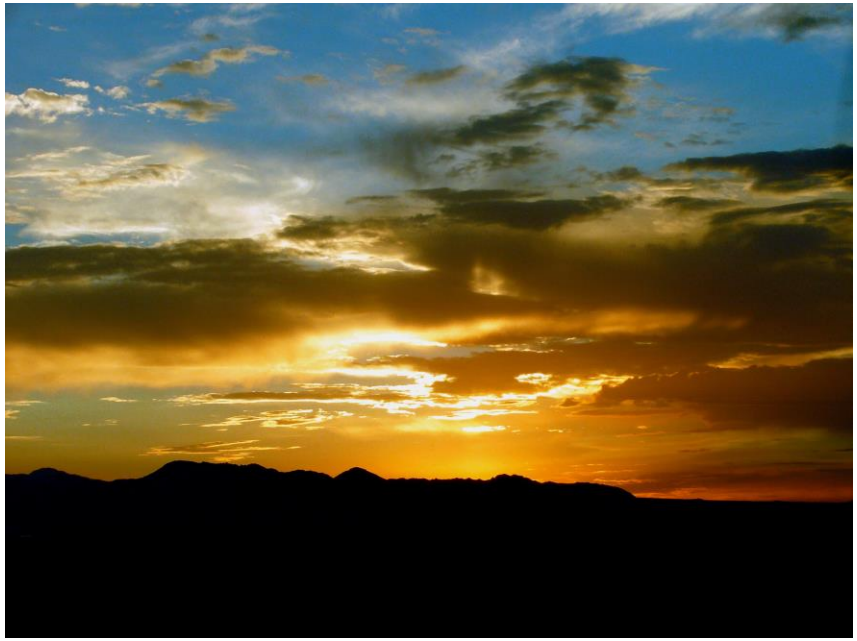
Our Mission

- *‘Where education is strong, people do better, academia does better, nations do better, and the world becomes a healthier, more engaging and trusting home for us all.’*

- Countries are made more prominent by a commitment to education. **(Morche, 2017)**
- Educated countries are more likely to be grounded in democracy and a sense of civic duty. **(Roser & Ortiz-Ospina, 2017)**

In Conclusion …

- *We no longer have the luxury of wondering what we can or should do, but must focus on the 'must' of it.*
- *In the history of everything that has ever worked, there was a long-long time when it didn't.*

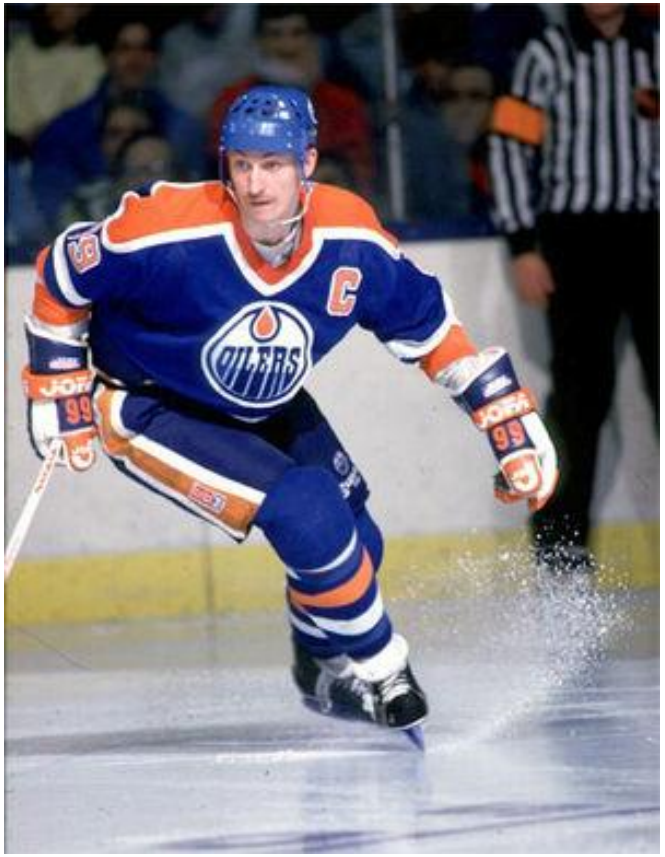


Keep a focus on the horizon …

Wayne Gretzky on The Future

"A good hockey player is where the puck is ...

A great hockey player is where the puck will be."



Contact

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- http://wwmr.us
- steven@wwmr.us

- Channel Islands Harbor
  California, USA

References & Readings

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