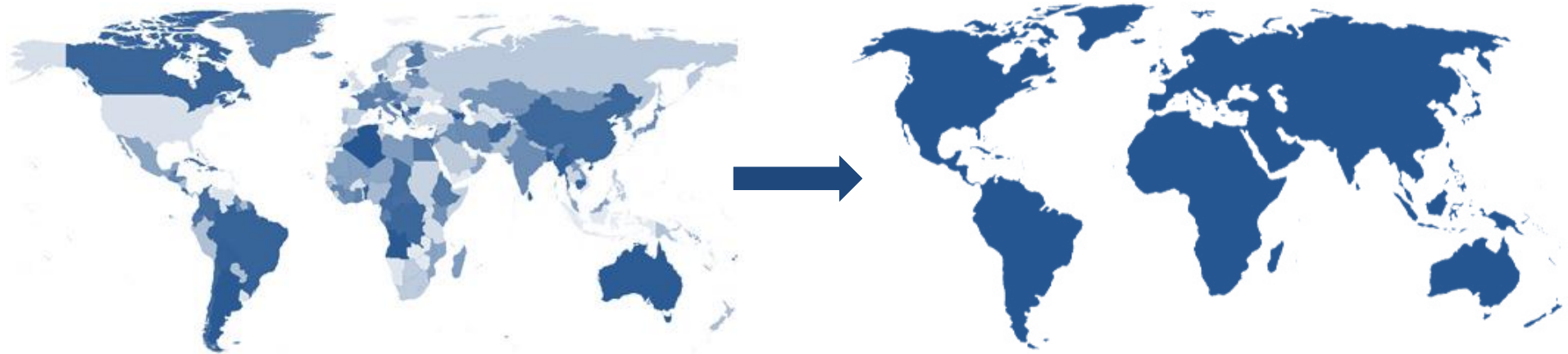


Educating Online in South East Asia  
5-7 May 2015

- Competition in digital markets
- Consumer expectations
- Traps to avoid

**Competition works  
differently in digital  
markets**



Competition works differently in digital markets



1<sup>st</sup> Wave  
(80s-90s)

“Build the internet  
infrastructure”



2<sup>nd</sup> Wave  
(00s)

“Build stuff on the  
internet”



3<sup>rd</sup> Wave  
(10s)

“Build apps for the  
internet”



Next Wave

“Integrate the internet  
into other things”

???

Competition works differently in digital markets (cont.)

(adapted from address buy Steve Case, founder of AOL)

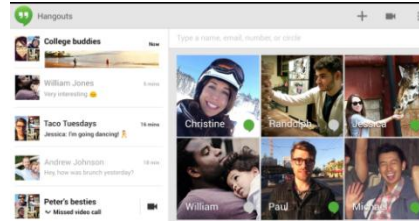


Competition works differently in digital markets (cont.)

**Consumer  
expectations are  
different in digital  
markets**

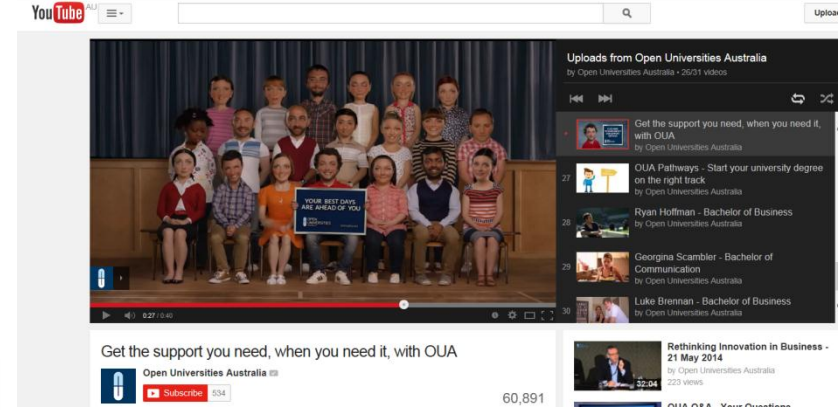
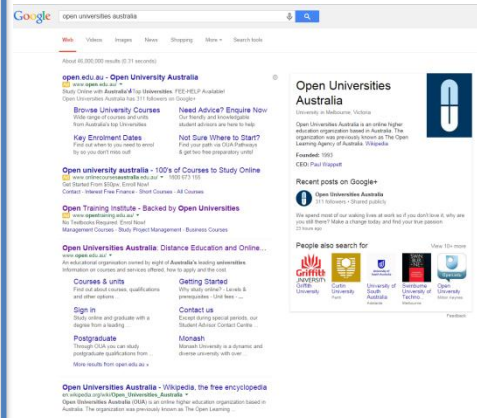
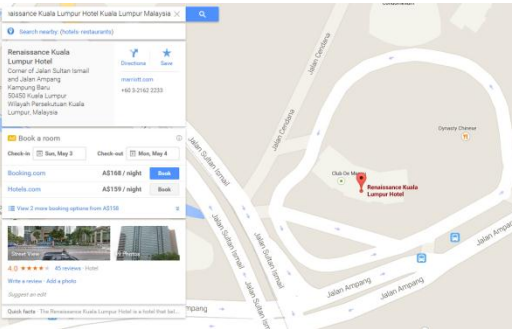
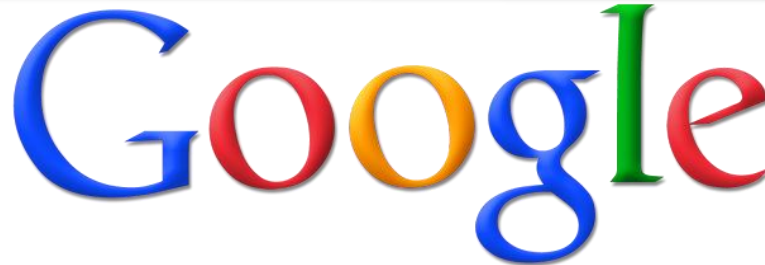


# “Why isn’t it free?” – the Google effect



One account. All of Google.

Sign in with your Google Account



## Consumer Expectations in Digital Markets

**Bonnie Coomber** · Cator Park School for Girls · 183 votes  
DONT LIKE IT! BRING BACK THE OLD ONE!  
5 minutes ago · Reply · Like

 **DeShaun Doby** · Grambling State · 3 votes  
I AGREE!!!  
2 minutes ago · Reply · Like

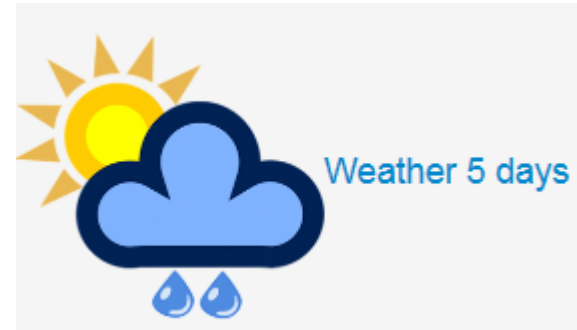
 **Oli Bernet** · 15 votes  
I WANT A DISLIKE BUTTON!!! :d  
about a minute ago · Reply · Like

 **Ismail Ayberk Duman** · 2 votes  
you gonna like it  
about a minute ago · Reply · Like

[View more](#) ▼

**Tomasina Mc Ginnity** · 161 votes  
Get a dislike button. NOT a new profile!  
5 minutes ago · Reply · Like

 **Andy Au** · California State University, Fullerton · 14 votes  
Totally agree with you!  
3 minutes ago · Reply · Like



## Weather 5 days Reviews

**Linus - Poor settings**

★☆☆☆☆ Cannot change setting for location.

**A Google User - Nagged me once too much....**

★☆☆☆☆ And far too basic...Uninstalled with pleasure

Date: 2012-10-26 Device: Samsung Galaxy Note with version 1.4.2 using Weather 5 days

**A Google User - TERRIBLE AP**

★☆☆☆☆ Just ads!!!! NO STARS AT ALL

Date: 2012-08-02 Device: Samsung Galaxy Y with version 1.4.2 using Weather 5 days

**network+ study book - Spam**

★☆☆☆☆ A recent update keeps spamming me to check out their other apps, not wanted

Date: 2012-07-28 Device: SEMC Xperia Play with version 1.4.2 using Weather 5 days

**Harpreet Singh - canves**

★☆☆☆☆ 100% wrong weather information

Consumer Expectations in Digital Markets (cont.)

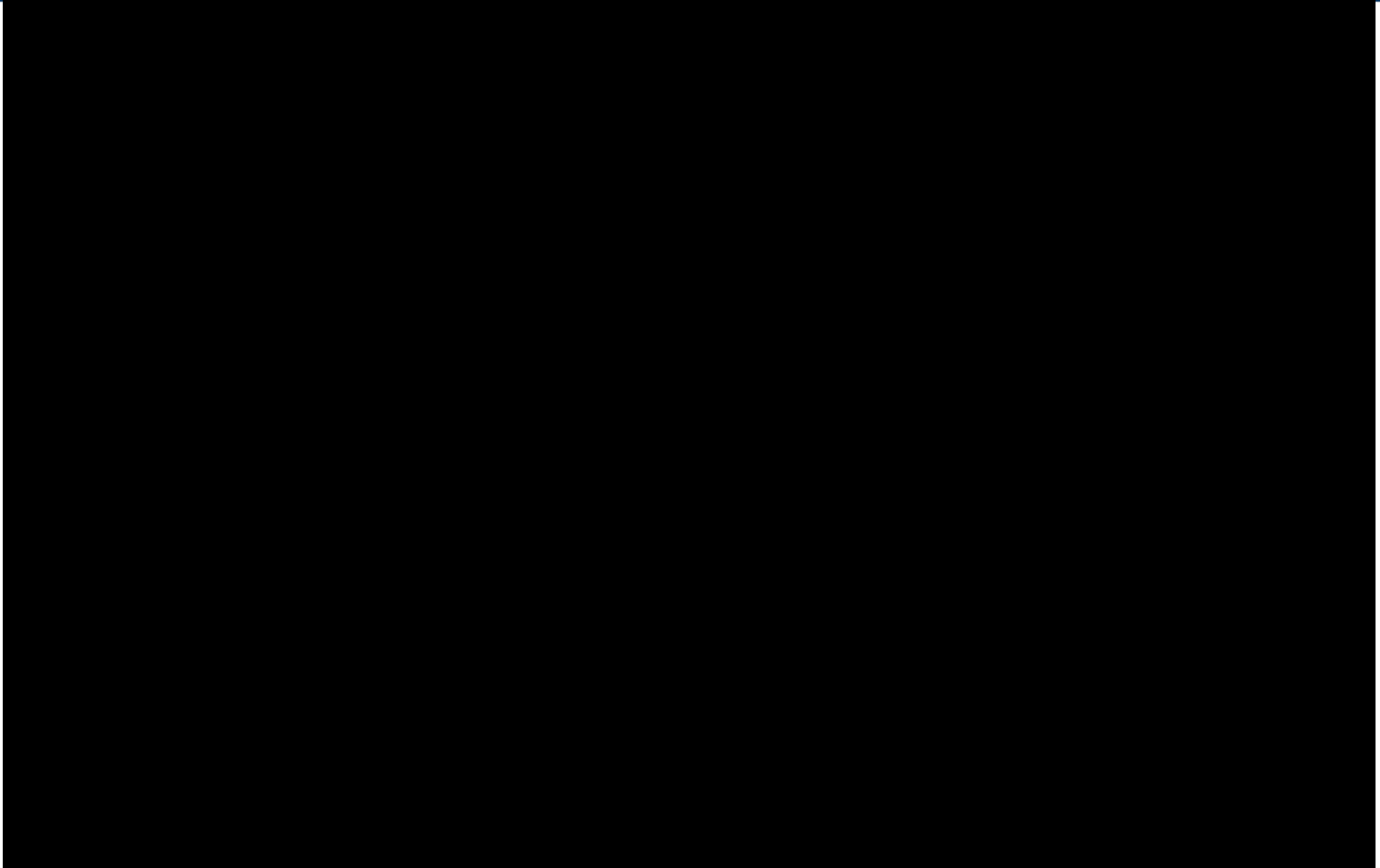
# Online learning: Traps to avoid

## Trap #1: “Why can’t I just use my lectures?”



Traps to avoid in online learning

## Trap #2: “I need to keep costs down, so I’ll do it on the cheap”

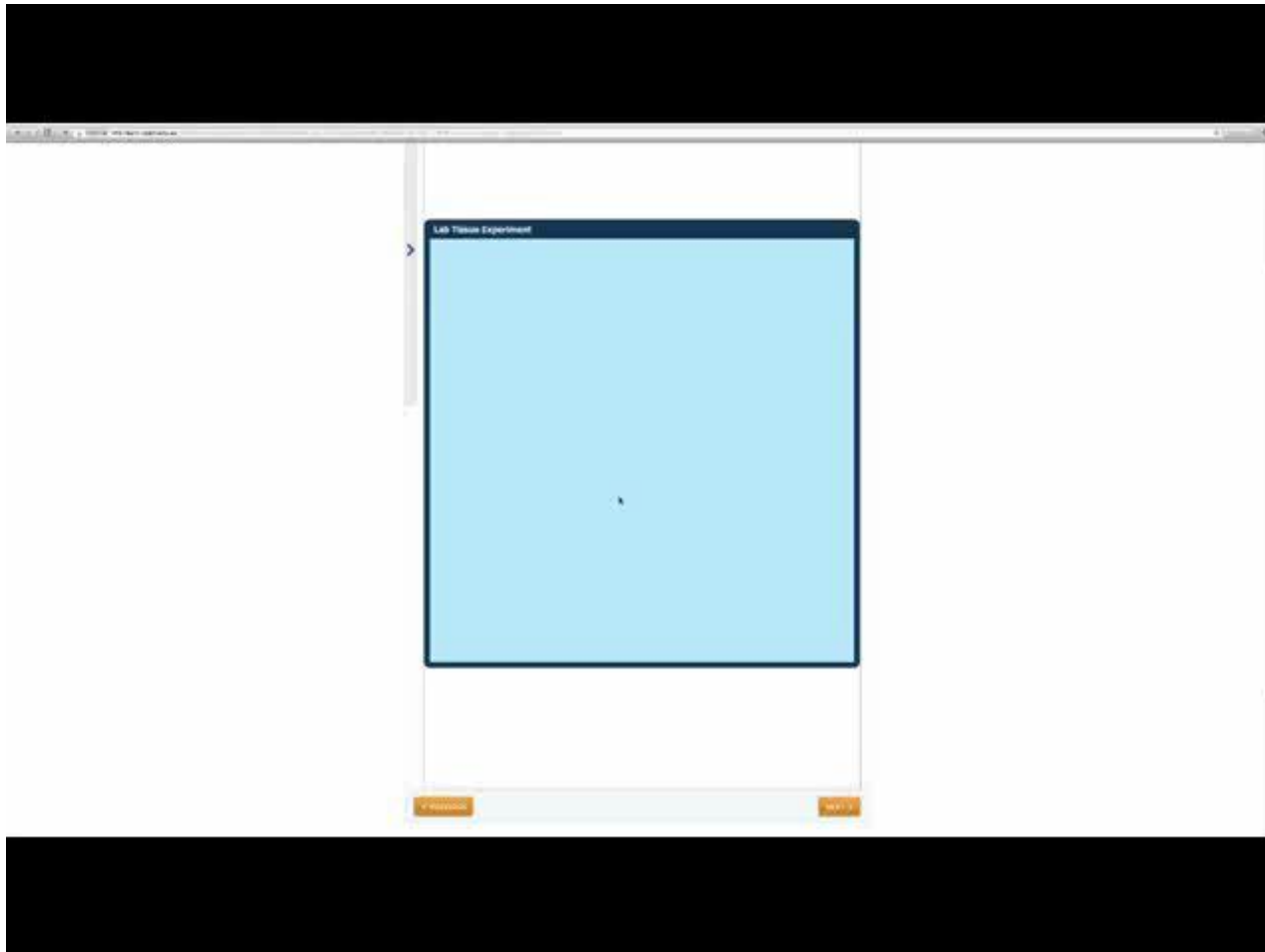


Traps to avoid in online learning (cont.)

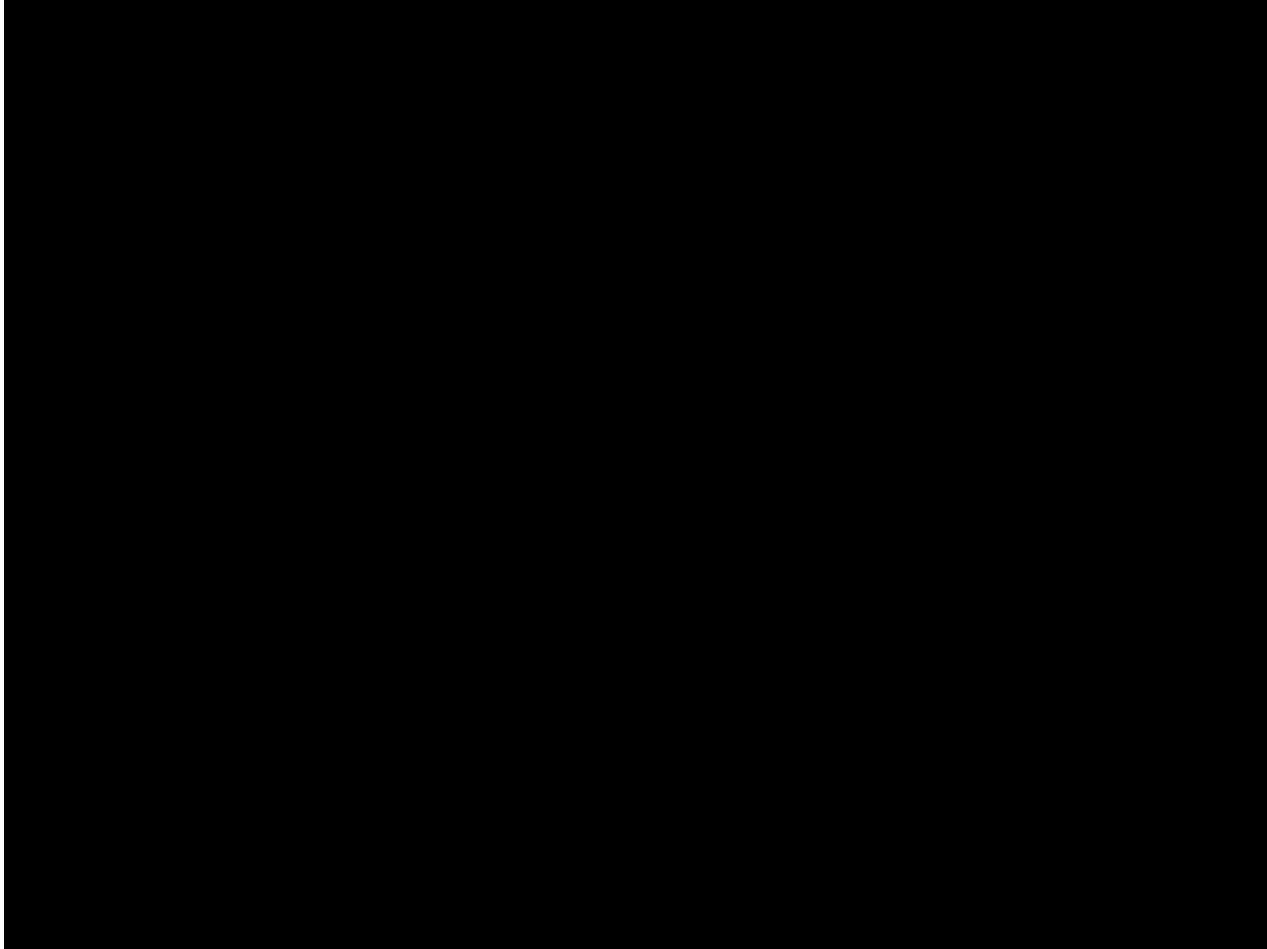


Traps to avoid in online learning (cont.)

# Trap #3: “Video is the only thing that works online”

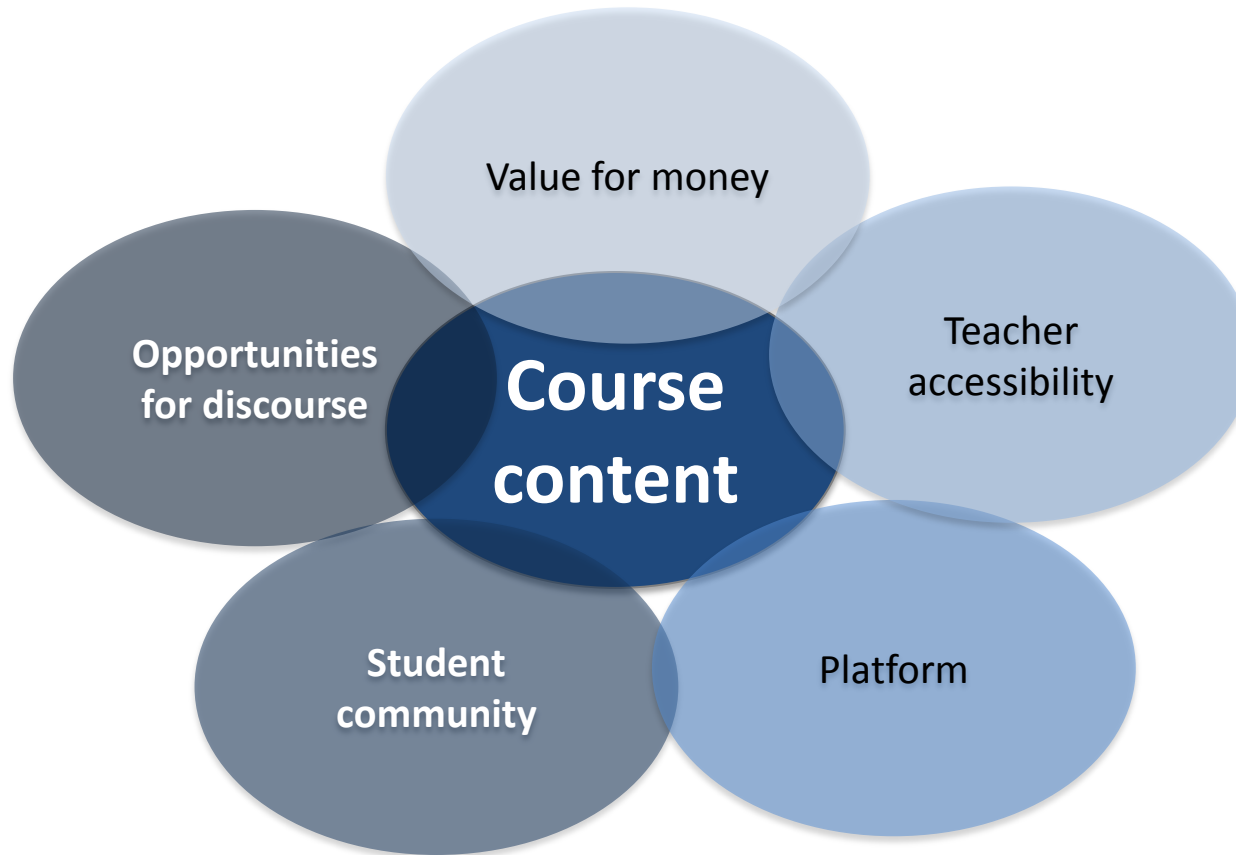


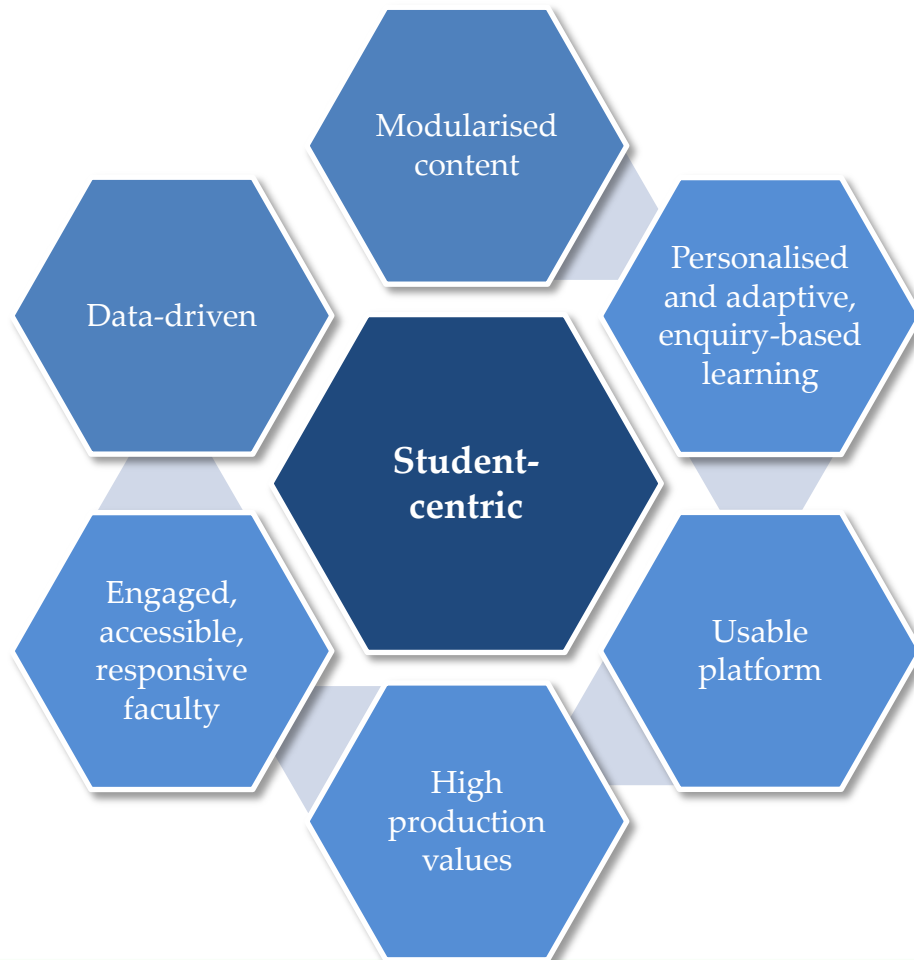
# Trap #3: “Video is the only thing that works online”









# DNA Central Dogma Process





	From campus	To online
		
For whom?	Only for the elite	Open and accessible to everyone
Delivery	Place and time-based ("be in Lecture Hall 1.08 at 2:00pm Tuesdays")	Anytime, anywhere, on any device
Teaching approach	Sage on the stage (knowledge transfer)	Facilitated knowledge exchange
Peer-to-peer learning	Tutorials, group assignments and copy each other's notes	Discussion boards, forums, wikis, social media, peer review/assessment
Level of customisation	One size fits all (same material, at same pace, in same sequence, with same resources)	Personalised and adaptive path through material

Government's reform agenda (cont.)

	From campus	To online
		
Content	Length of lectures determined by physical infrastructure utilisation model (24 x 1 hour lectures)	Duration of content determined by capacity of individual to comprehend concepts/applications (350-400 x 8-10 min modules)
Availability/ Frequency	Cohort based, generally 2 semesters per year	Multiple semester options, or on-demand
Support (student initiated)	Specified hours at lecturer's office	24/7 learning support
Support (institution initiated)	Students who fail offered support	Data identifies students at risk and interventions occur in real time
Level of customisation	Set core plus limited choice of electives	Customise my program across offerings of multiple universities

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