



Gradimo mostove u obrazovanju odraslih 2018

Building Bridges in Adult Education 2018

17. do 20. travnja 2018., Hotel Ilirija, Biograd na Moru, Hrvatska
17 – 20 April 2018, Hotel Ilirija, Biograd na Moru, Croatia

IT AS A COMMUNICATIONAL SHORTCUT TOWARDS USERS OF ADULT EDUCATION INSTITUTIONS

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6. MEĐUNARODNI ANDRAGOŠKI SIMPOZIJ
6.mas
Biograd na Moru, 17.-20. travnja 2018.

Agencija za
strukovno obrazovanje
i obrazovanje odraslih

PROJEKT
PROMOCIJA
CJELožIVOTNOG
UČENJA

INFORMATION TECHNOLOGY - BENEFITS

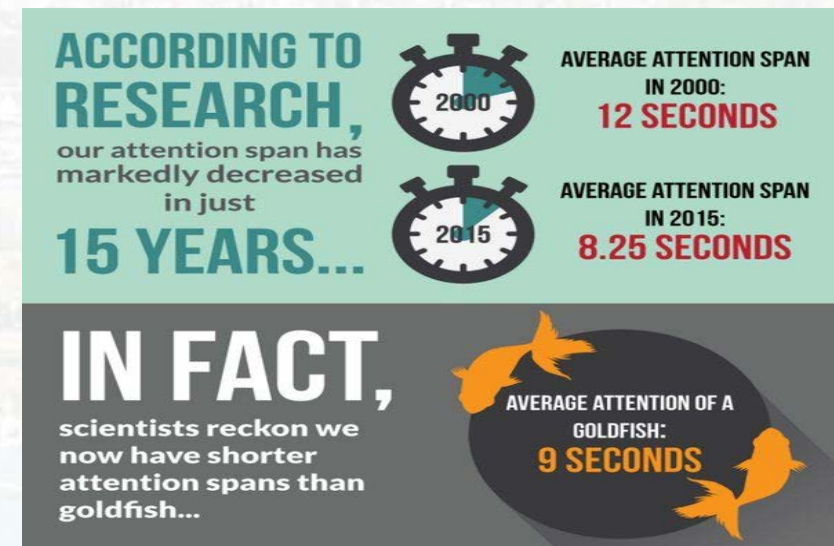
- Networking
- Cooperation
- Unlimited communication
- Development

- Importance of an individual
- Inclusiveness
- Self-orientation



INFORMATION TEHCNOLOGY - DOWNSIDES

- Information overload
- Attention span
- Distraction addiction



IT AND EDUCATION

2018 This Is What Happens In An Internet Minute



PREPARING FOR THE FUTURE

“We are currently preparing students for jobs that don’t yet exist, using technologies that haven’t been invented, in order to solve problems we don’t know are problems yet.”

From Did You Know? by Karl Fisch, Arapahoe High School, Colorado



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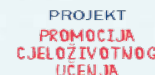
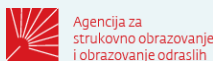


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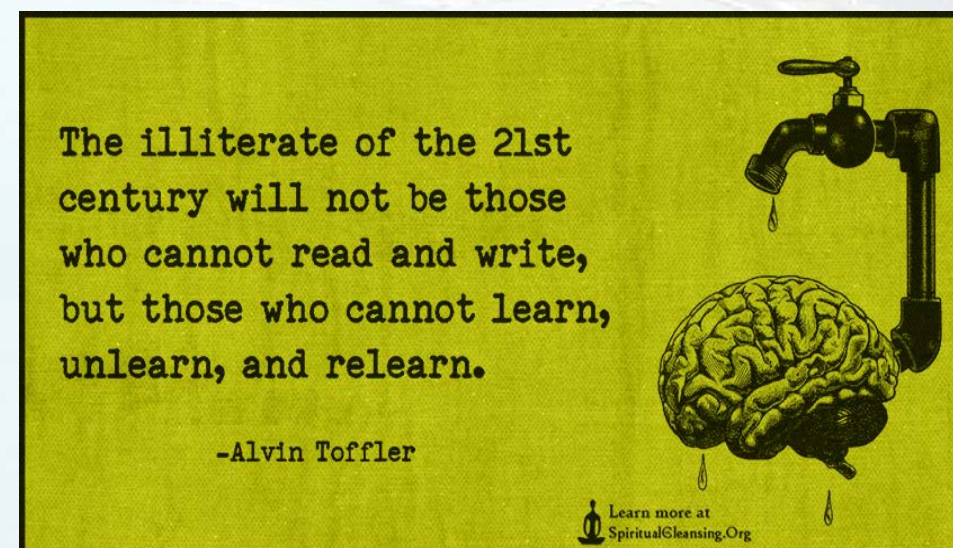
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INFORMATION TECHNOLOGY AND ADULT EDUCATION

- Both *inclusive* and *oriented towards individual*
- Both *focused on individual needs*
- *Recognizing those needs* (information and educational) *is the first step in succesful usage of IT in AA*
- „What do I need to know?“ „What do I want to learn?“ „How can I learn that with least of a trouble?“



IT AND ADULT EDUCATION INSTITUTIONS

- IT can be a *supporting tool for AA institutions*
- It can be used as a *communicational shortcut towards users*

- *Three main* (non-educational, but rather information-communication) *aspects of application of IT by AA institutions:*
 1. *Research of educational needs*
 2. *Presentation of educational offer*
 3. *Building reputation of AA institutions*

THREE MAIN CHALLENGES

- Transfer from small number of media – high attention to *huge number of media – low attention – Eyeball catching strategies*
- Technology is global, but societies are specific – *Adaptation strategies*
- Everybody is a medium now – *Promotion strategies and damage control strategies*



RESEARCH OF EDUCATIONAL NEEDS

- 64% of online users age 25-55 say they regularly post about their interests, including those related to what they would like to know and learn
- 54% say they participate in surveys and polls posted by their FB friends
- 37% say they gladly share those polls
- 76% say they need something in return in order to participate in polls, if the polls are shared by organizations and institutions



RESEARCH OF EDUCATIONAL NEEDS

- Online sphere is *the biggest public opinion pool ever*
- It can be used for research of educational needs of:
 - *Individuals* – Social networks pools for example
 - *Organizations, companies* – Following them on social media
 - *Society* – Following discussions and media reporting on deficitary programs

Research of educational needs is the first step towards our adaptation to users' needs!

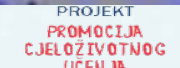
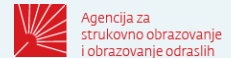


PRESENTATION OF EDUCATIONAL OFFER

- 55% of online users age 25-55 say they mainly use smartphones as the primary tool for online search
- 63% say they never googled any educational program (except when they were looking for university programs)
- 67% say they would consider participating in some educational program if they have learned about it from friends online
- 32% say they would consider participating in some educational program if they have learned about it by accidentally running into it online
- 82% say they need short, but impressive stories on educational programs in order to become interested in them
- 77% say they would rather watch a short video or infographic than read about the program



HOW THE AVERAGE USER READS OUR ONLINE CONTENT



PRESENTATION OF EDUCATIONAL OFFER

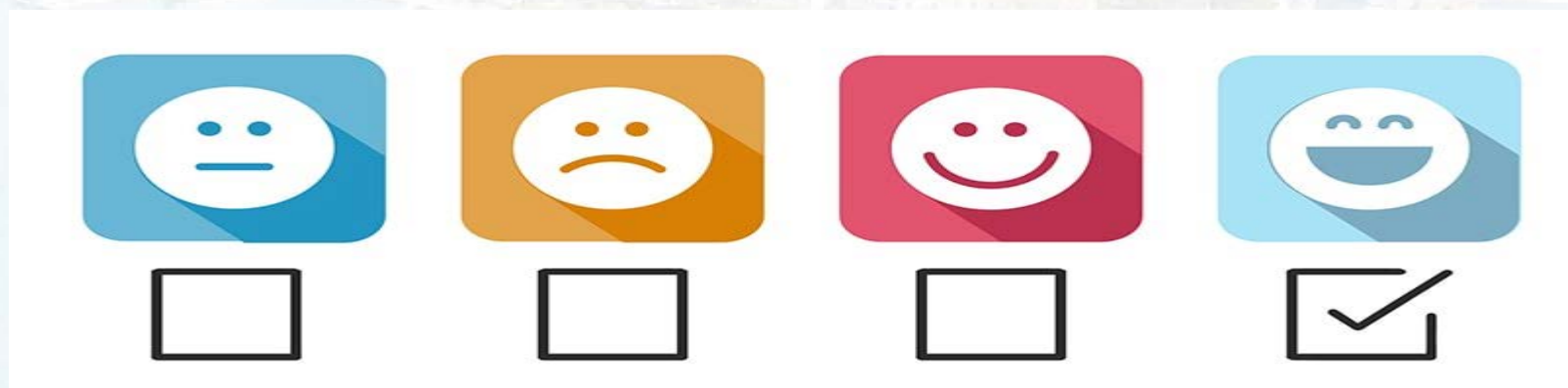
- ***Online marketing***, but, more importantly, ***strategic targeting of specific groups and/or individuals on social networks***
- ***Testimonials*** – let others speak on your behalf
- ***Success stories*** – presentation of educational programs that helped someone to get job for example
- ***Visual and digital storytelling*** – it is not reporting on your work, it is making people believe in your mission
- ***Continuous and long-term work*** – not only when you have some program to offer, but make people search for you to see what's new



BUILDING REPUTATION

- *Goals of all your online activities:*

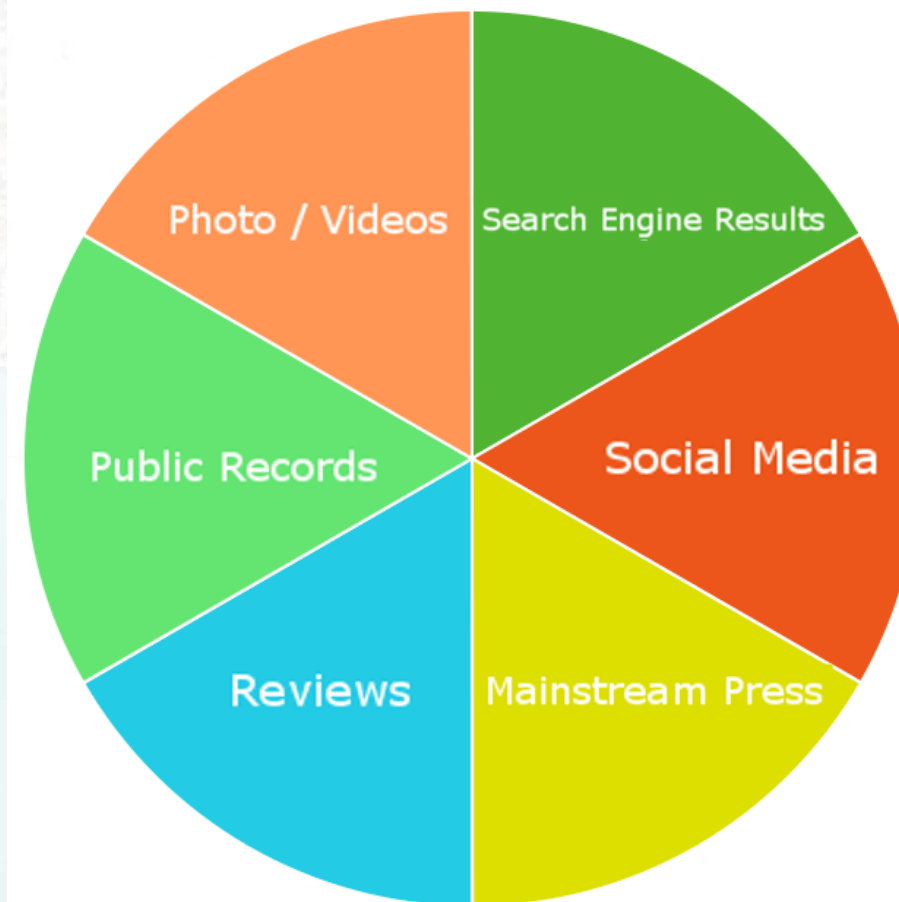
- *to make people follow you; to make people understand you; to make people believe you; to make people promote you*



WHAT IS ONLINE REPUTATION?

- 72% of online users age 25-55 say they trust online reviews and personal recommendations from real people – *testimonials*
- 68% go to networking sites to post questions about what education institutions offer and how that can help them in their development – *success stories*
- 77% say they google certain education programs, but most likely visit their social media than websites
- 90% say that positive online reviews influence their decisions to trust certain organizations – *reputation management and damage control*

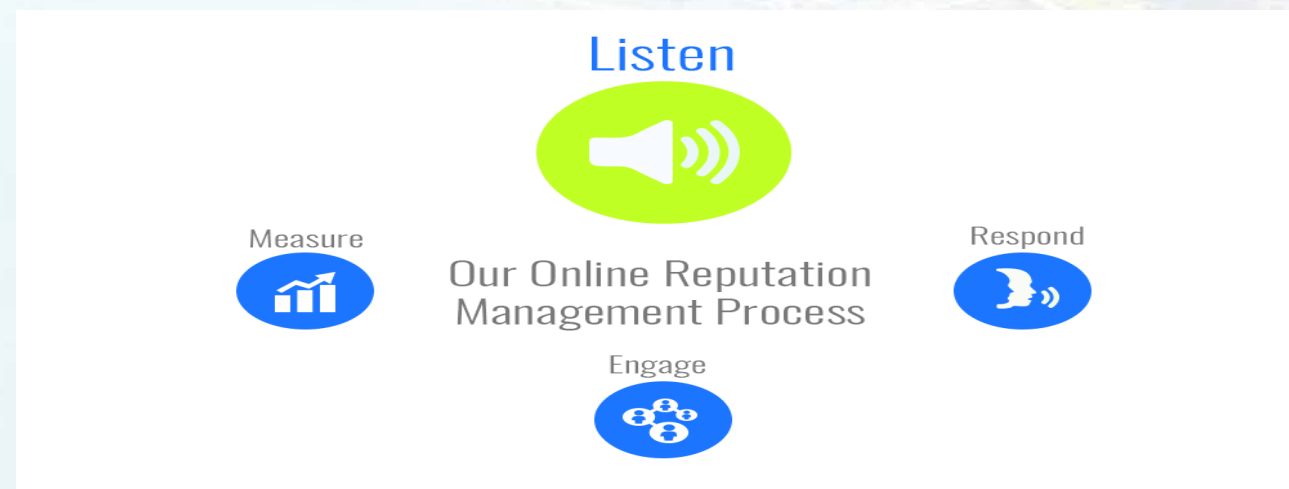
What is an Online Reputation?



BUILDING REPUTATION

- With social media *every (current or former) employee of your institution is its PR officer*
- *Every user of your programs as well*
- *There is no good PR without good work!*

- First rule: COMMUNICATE!
- Second rule: COMMUNICATE!
- Third rule: COMMUNICATE!



WHAT DO WE NEED TO BE SUCCESSFUL?

- **Tools** – technology – on both sides (organization – users)
- **Skills** – how to learn? how to teach? BUT ALSO: how to present? how to promote?
- **Changeability** – readiness to effectively adapt to needs, to change according to feedback
- **Tech progression** – technologies change so fast, we need too
- **Strategies** – this is not something that can be done intuitively, we need strategic planning and (online) communication officers as part of the management of organizations



21ST CENTURY LEARNING AND IMPORTANCE OF IT IN IT

