Lance Dublin
- STRATEGIC THINKING & DESIGN -
- Working with organizations to assess, plan, design, and implement
  - corporate learning and e-learning strategies & programs
  - large scale organizational and technological change initiatives (i.e., e-learning, ERP/new systems, process re-design, re-organization)
- Over 30 years of experience in adult education and training, motivation and innovation, communication and change leadership.
- Founder and CEO of Dublin Group, a leading training development and change implementation company
- Speaker and workshop leader at national and international conferences

More ...
- Change – faster

Increased ...
- Pressure

Less ...
- Budget
- Time
- Resources

A week’s worth of the NY Times contains more information than a person living in the 18th century would encounter in a lifetime.

Amount of new information … doubles every 2 years.

By 2015, it is predicted to … double every week.

Learning 2.0: What is It, What Works and Why ... Redux
Lance Dublin
Chief Solution Architect
THE Performance Improvement Conference 2009
If MySpace were a country… it would be the X largest.

June 18, 2008 = 8,002,530

July 18, 2008 = 8,002,530

2009 = 936 B

2010 = 2.3 trillion

YouTube™ Broadcast Yourself

78.3 Million total videos

530 terabytes = half a petabyte

150,000 videos/day

1 second = 1 gigabyte upload

412.3 years – time to view all videos

2009 = 936 B

2010 = 2.3 trillion
“...in the end, what technology brings to us... is that it increases our options and possibilities”. 

Source: Bob Johansen, Institute for the Future 

Web 2.0
**Internet/Web 1.0**
- Medium
- Content-centered
- Centralized
- Communications
  - Static
  - Search
  - Wide access
  - Storage

**Internet/Web 2.0**
- Platform
- User-centered
- Generated
- Network/environment
  - Dynamic/Syndication
  - Scalability (to/from every person)
  - Personalization
  - Mobility

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**Web 2.0 Technologies**

<table>
<thead>
<tr>
<th>Technology</th>
<th>Description</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wikis, shared space</td>
<td>Facilitates cocreation of content across large, distributed sets of people</td>
<td><strong>Broad collaboration</strong></td>
</tr>
<tr>
<td>Blogs, podcasts,</td>
<td>Offers individuals a way to communicate/share info with broad set of people</td>
<td><strong>Broad communication</strong></td>
</tr>
<tr>
<td>videocasts, p2p</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tagging, social</td>
<td>Adds info to primary content to prioritize info and make more valuable</td>
<td><strong>Metadata creation</strong></td>
</tr>
<tr>
<td>bookmarking, RSS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social networking,</td>
<td>Leverages connections between people</td>
<td><strong>Social graphing</strong></td>
</tr>
<tr>
<td>network mapping</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


**Collaboration**

**Consumption**

**Democratization**

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**Weapons of Mass Collaboration**

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E-Learning (courses online)

Learning 2.0 (social learning)

Non-Formal Learning
- Blogs & Vlogs & Wikis
- Podcasting/VODs
- Social Networks

Social Learning
- Rapid e-Learning
- Informal Learning
- M-Learning

Rapid
Mobile
Immersive
Collaborative

The First "Podcast"?
“Learning would be exceedingly laborious, not to mention hazardous, if people had to rely solely on the effects of their own actions to inform them what to do. Fortunately, most human behaviour is learned observationally through modelling; from observing others one forms an idea of how new behaviours are performed, and on later occasions this coded information (cognition) serves as a guide for action.”

Albert Bandura, Social Learning Theorist
1. The transformation to a bottoms-up culture needs help from the top.
2. The best uses come from users – but they need help to scale.
3. What’s in the workflow is what gets used.
4. Appeal to participants’ egos and needs – not just their wallets.
5. The right solution comes from the right participants.


"Every great architect is -- necessarily -- a great poet. He must be a great original interpreter of his time, his day, his age.“

Frank Lloyd Wright, 1867-1959