

# Updating Grey Literature as Distance Education Matures

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# Abstract - late

- Distance Education has been around in different incarnations for almost a century, with a long history in education by correspondence. Grey Literature has been a defined body of literature with many interpretations for about half that time. Together they mature as technology evolves and the future appears bright for each of them for some of the same reasons as well as unique differences. The landscape for each is more sophisticated and populated in each sphere by more diverse constituencies and expectations. One sees an increased in the convergence of digital technology, the maturation of digital libraries, extension of open access, the globalization of business and education, just-in-time as needed education, e-commerce, mobility, flexibility, increasing costs of education, conventional and distance or e-learning gaining ground in commercial as well as the public/private sectors. Different stakeholders share interests in how grey literature can be leveraged in more distance education experiences. Promising future for both DE & GL. Paper explains why and how.

# Virtualization

- More abstraction
- Competing demands
- Fewer specialists or resource people
- More layering to hide complexity
- Creating new value
- More efficient

# Financial Picture

- Distance Education can be expensive & lucrative
- Growing segment in overall higher education market
- Tuition fees are steeper
- Growing enrolments, with 70% of students worldwide engaged in some form of DE
- Today, a \$25B+ enterprise

# Stakeholders

- External
  - > Government
  - > Analysts
  - > Business
  - > Funding sources
- Internal
  - > Administrators
  - > Librarians
  - > IT support
  - > Faculty
  - > Students

# Service Oriented Architecture

- Different models to leverage & result in faster, cheaper, more flexible solutions
  - > Integrated
  - > Package
  - > Broker

# Integration of Web 2.0 & SOA

- Social
  - › Consumer applications
  - › Gaming
  - › Communication & collaboration
  - › Social relationships
- Technology
  - › Dynamic languages
  - › RSS & update services
  - › Blogs & wikis
  - › Web servicesT
- Technical
  - › Growing bandwidth
  - › Increasing power at the edge of the network
  - › Devices to enable 2.0 applications
  - › Instant deployment of such technologies
  - › Service oriented architectures

# And more...

- Business
  - > Monetization of Web 2.0
  - > Revenue generating potentials
  - > Viral systems
  - > Innovation & knowledge mgt capabilities
  - > Challenge of high cost of doing IT today – human resources



# Factors impacting IT implementations

- Commitment
- Knowledge
- Communication
- Planning
- Infrastructure

Initiation  
Adoption  
Adaptation  
Acceptance  
Routines  
Infusion

# Examples of change that can potentially transform education

- Virtual environments/worlds
- Quantum computing
- Open source resources
- Transparency with financials
- Open source student systems
- Open source portals
- Grid computing
- Integration of wikis
- Tablet PCs
- DRM
- Different intelligence platforms

# Policy issues for Distance Education

- Academic
- Fiscal
- Geographic
- Governance
- Labor management
- Legal
- Student support

# Open & Distance Learning

- More quantitative & empirical research about:
  - › Information literacy standards
  - › Information competencies
  - › E-learning
  - › E-book & textbooks
  - › Learning tools
  - › Quality assurance
  - › Performance outcomes
  - › Etc

# Three “Ps”: Program, Peer & Professor

- Average amount of retention via different DE technological modalities
  - > Reading 10%
  - > Audio Visual 20%
  - > Demonstration 30%
  - > Discussion Group 50%
  - > Practice/real world 70%
  - > Teaching others 90%

# Conclusions:

- Rush to compete...slow down...but DE here to stay
- Technology, digital divide, connectivity, costs remain real issues
- Accommodation of numbers
- Unique vs ubiquitous
- Easy vs substantial
- Building content...many new roles for GL
- Partnerships with new stakeholders & players still forming