

Educational Mobile Apps



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Educational Mobile Apps

Outcome:

To determine the key benefits and uses of mobile apps inside and outside the classroom.

To identify the main issues to be considered when selecting or designing an educational app.

App Downloads Globally

Free apps:

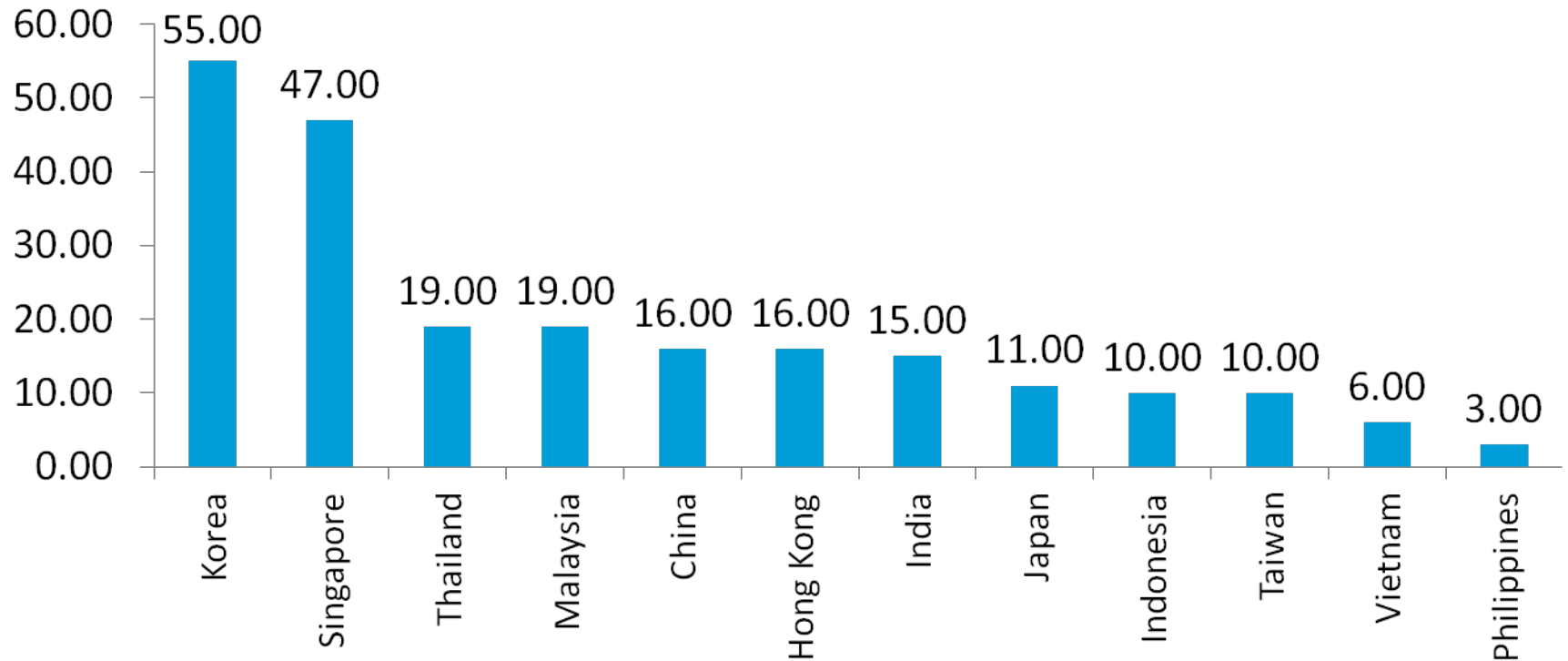
- 2012 - approximately 57.33 billion
- 2013* - ~ 92.88 billion
- 2017* - ~ 253.91 billion

Paid apps:

- 2012 - approximately 6.65 billion
- 2013* - ~ 9.19 billion
- 2017* - ~ 14.78 billion

Number of Mobile Apps Used in Selected Asian Countries 2012

Number of apps used regularly (median)

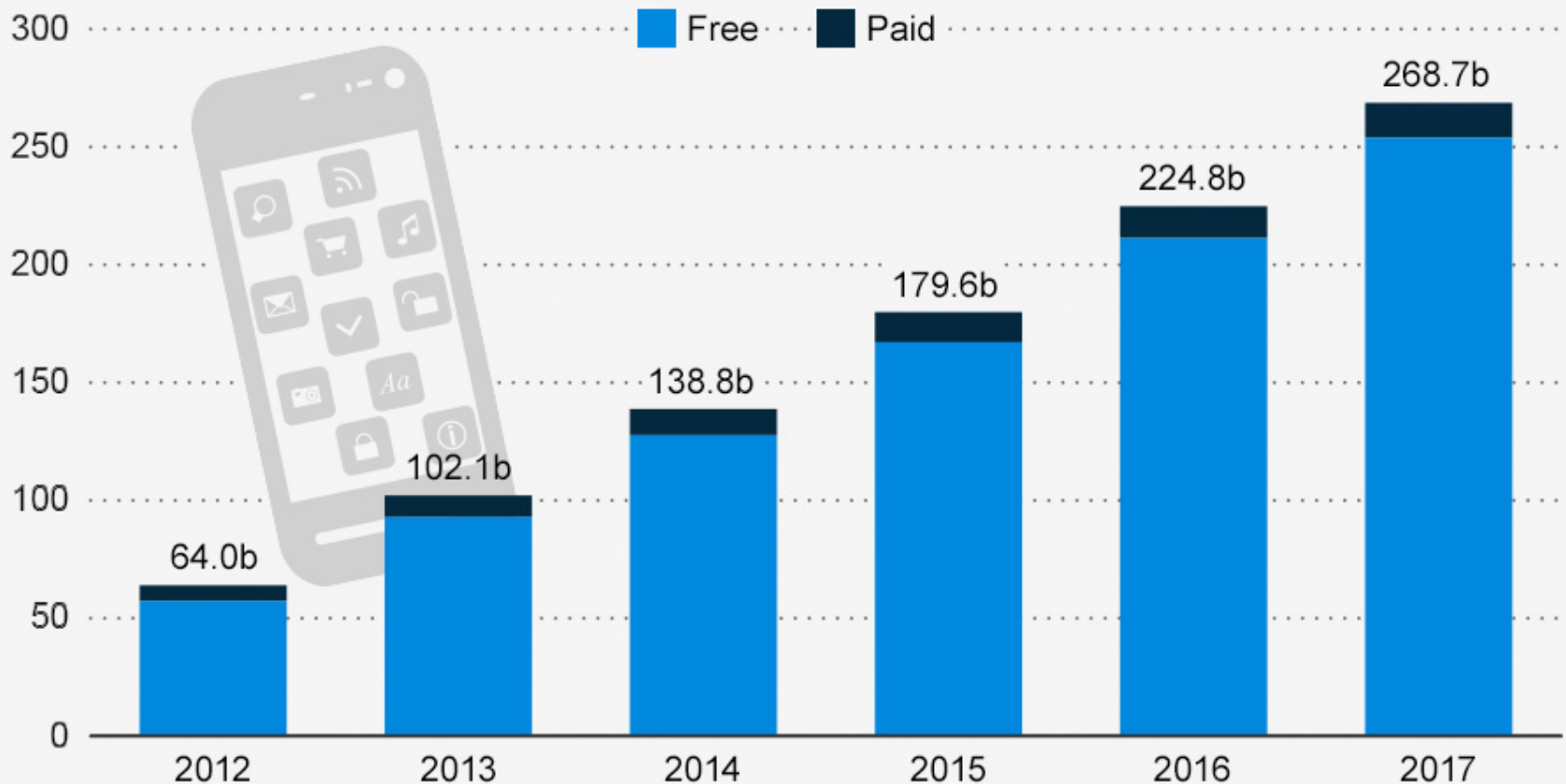


Source: Nielsen, asiamediajournal.com

<http://www.statista.com/statistics/233979/number-of-apps-used-by-asia-pacific-mobile-users/>

Global App Downloads to Pass 100 Billion This Year

Estimated mobile app downloads worldwide (in billions)



Types of Educational Apps

- In-class >> out-of-class
- Formal >> informal
- Synchronous >> asynchronous
- Individual >> collaborative
- Various degrees of transactional distance
(Moore, 2007)

.....contingent on needs and context

Moore, M. G. (2007). The theory of transactional distance. In M. G. Moore (Ed.), *Handbook of distance education* (pp. 89-105). Mahwah, NJ: Lawrence Erlbaum Associates.

Types of Educational Apps

- Access to resource (In-house mobile library)
- Coordination (Twitter)
- Communication (Skype, Facebook, SMS)
- Collaboration (Google Apps)
- Capturing and integrating data (camera)
- Productivity (calendars, organizers, campus maps)
- Built-in tools (GPS, voice recorder)



Mobile App Benefits 1/2

When designed properly, can offer all benefits of mobile learning

PLUS

- Gateway into e-learning tools
- Stand-alone learning tools with specific purposes, goal-focused
- Improved flexibility and convenience
- User-control over content
- Engagement

Mobile App Benefits 2/2

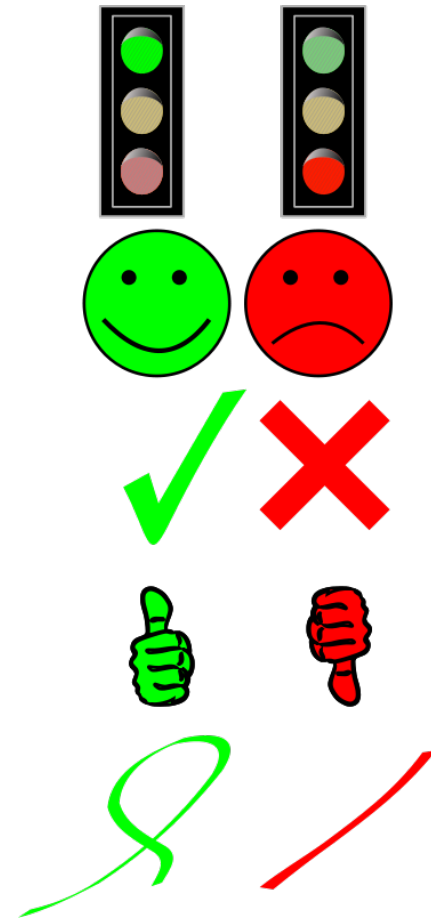
When designed properly, can offer all benefits of mobile learning

PLUS

- Affordability
- Digitized resources (e-books, multimedia)
- Gamification
- Window into latest innovations (Augmented Reality)
- Informal and lifelong learning

Assessing Apps

- Quality and learning value
- General usability
- Affordability
- No common standards
- Reviewers unable to keep up



Educational App Assessment Criteria

- Educational value and curriculum connection
- Engagement and interactivity
- Authenticity
- Feedback provision
- User-friendliness and personalization
- Progress monitoring tools
- Security and privacy issues

Other Issue to Consider

- Purchasing vs. developing Apps
- Native vs. web apps
- Coding vs. app tools (PhoneGap)
- HTML5



...contingent on needs and context

Mobile App Resources

- Chiong, C., & Shuler, C. (2010). Learning: Is there an app for that? Investigations of young children's usage and learning with mobile devices and apps. In *New York: The Joan Ganz Cooney Center at Sesame Workshop*. http://pbskids.org/read/files/cooney_learning_apps.pdf.
- Douglas, K. H., Wojcik, B. W., & Thompson, J. R. (2012). Is There an App for that?. *Journal of Special Education Technology*, 27(2), 59-70.
- Website to assist educators looking for mobile apps - <http://classroom-aid.com/technology-resources/educational-apps/>
- Example of language learning apps: <http://slidesha.re/1hkl8px>

Thank you!

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