

Orlando Business Journal - July 30, 2007
<http://orlando.bizjournals.com/orlando/stories/2007/07/30/smallb2.html>

ORLANDO Business Journal

BUSINESS PULSE SURVEY: [Should UCF have installed water fountains at its new football stadium?](#)

Get Connected

New media will play large role in future learning, training

Orlando Business Journal - July 27, 2007 by [Mary Gardner](#)

The Internet is changing our lives, but it is having a greater impact on how we learn.

When a debate arises in conversation, many of us turn to the Web for answers. We Google the subject, check out Wikipedia or even search YouTube for information. This popular video-sharing site, which debuted two years ago, has thousands of videos of everything from home movies to laborately produced short films.

Businesses are edging their way into the Internet video world. Just six years ago I worked at a dot-com in New York City selling bite-size motivational quips to corporations, but the idea just didn't catch on then. Perhaps we were a bit ahead of our time. These days many authors and experts host and post mini talk shows or news clips relevant to their specialized industries online. In a changing world with millions of companies vying for our attention on the Web, bite-size learning is becoming the norm.

Google is soon to release a GURU page to help users find useful online learning sites. One example is www.askthebuilder.com, where an on-screen "personality" is a likeable expert in home improvement who guides the viewer through a variety of household projects.

This availability of on-demand learning is changing familiar learning institutions. Many experts in education and in corporate training suggest that the days of traditional class lectures and boardroom corporate training sessions are numbered. New modes of learning are moving away from the one-way transmission of information to incorporate "employee and student engagement."

According to Dr. Sandra Bossey, president of Kaleidoscope Change Consultants and former director of Institute for Effective Teaching at Rollins College, collaborative learning is the standard for the current generation. In this model, they learn as a group, and everyone brings something valuable to the team. The instructor is more of a coach than a teacher.

For a great model of collaborative learning, consider the television series, The Apprentice. The show highlighted attractive young people competing for a chance to be Donald Trump's apprentice. Contestants are assigned to teams and given projects to complete together. The project manager, selected weekly by the team, assigns tasks to each member. The two teams compete to win by selling the most products or impressing the expert judges. Through this process, the final assessor, Trump, got a sense of each contestant's strengths and weaknesses, and each contestant had the opportunity to grow and develop a range of skills. This kind of training makes sense for a future work force that will need to be well rounded and flexible.

Collaborative learning and technology come together in the most cutting-edge training models outside of Hollywood, too. The military employs virtual-reality games and simulators to recreate real-life traumas from the past. The U.S. Navy rebuilt the USS Cole for use as a training site. There young officers are awakened in the middle of the night to be rushed into the damaged, waterlogged, smoke filled ship, and have to see how they'd react under the same pressure faced by the men in this real crisis. When the USS Cole incident happened in 2000, five Navy men sealed themselves in the cabin to save the ship. They were real-life heroes. Now Navy men and women get to put their own skills to the test without facing serious danger. Psychologists say that simulators create the same amount of stress and anxiety as real situations. The more such situations a person survives, the better their skills will be for handling future events.

And these technologies don't have to be used for such dramatic situations as military crises. Coaching technologies could simulate a range of situations to help users prepare for challenges in their professional and personal lives, from making a successful professional presentation to dealing with interpersonal conflict.

With iPods carrying college lectures and people completing Harvard educations from anywhere in the world, what will happen to the tradition of reading books and listening to a dry lecture three hours a week?

Stay tuned.

Mary Gardner is president of Lifestyles Communications Inc., which is dedicated to helping individuals understand and succeed in the new virtual, Internet and global marketplace. Contact her at Mary@marygardner.com.

[Contact the Editor](#)

[Need Assistance?](#)

[More Latest News ->](#)

All contents of this site © American City Business Journals Inc. All rights reserved.