



# The Special Sauce of Social Learning

Marc J. Rosenberg, Ph.D.

e-Learning  
CONFERENCE 2.0

Thursday, March 29, 2012  
Papadakis Integrated Sciences Building, Drexel University

marc rosenberg  
& ASSOCIATES

[www.marcrosenberg.com](http://www.marcrosenberg.com)

Copyright, 2012, by Marc J. Rosenberg and is provided for internal educational purposes only. It may not be altered, distributed externally, used in any commercial or marketing venture, or published in any medium, including the Internet, without written permission from the copyright holder.

## About your speaker



Dr. Marc J. Rosenberg is a leading management consultant, speaker and educator in the fields of training, organizational learning, e-learning, knowledge management and performance improvement.

He is the author of the best-selling books, *E-Learning: Strategies for Delivering Knowledge in the Digital Age* (McGraw-Hill), and *Beyond E-Learning: Approaches and Technologies to Enhance Organizational Knowledge, Learning and Performance* (Pfeiffer). His monthly column, "Marc My Words," appears in the eLearning Guild's *Learning Solutions* online magazine.



Marc is a past president of the International Society for Performance Improvement (ISPI), and holds a Ph.D. in instructional design, plus degrees in communications and marketing. He also holds the Certified Performance Technologist (CPT) designation from ISPI. Dr. Rosenberg has spoken at The White House, debated the future of e-learning at Oxford University, keynoted numerous professional and business conferences, authored more than 40 articles and book chapters in the field, and is a frequently quoted expert in major business and trade publications. He is vice president of his local community's Board of Education.

More information about Marc is available at [www.marcrosenberg.com](http://www.marcrosenberg.com).

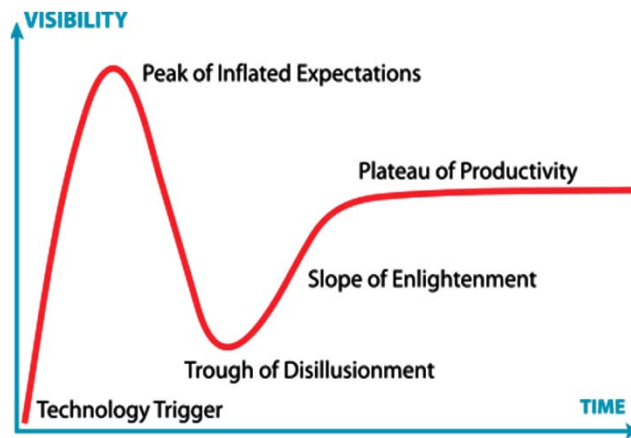
marc rosenberg  
& ASSOCIATES  
[www.marcrosenberg.com](http://www.marcrosenberg.com)

The Special Sauce of Social Learning  
©2012 by Marc J. Rosenberg, all rights reserved  
Slide 2



So, before you get *too* excited...

### The Hype Cycle



### Ten forces shaping the future workplace now



1. Shifting workforce demographics
2. The knowledge economy
3. Globalization
4. The digital workplace
5. The ubiquity of mobile technology
6. The culture of connectivity
7. The participation society
8. Social learning
9. Corporate social responsibility
10. Millennials in the workplace

## Who are your learners?



- Impatient.
- Multi-tasking.
- More purposeful.
- Not “clock-bound.”
- Tech savvy.
- Social.
- **Digital natives.**

## New learning strategies for new types of learners... and workers

Academia Talent Management  
Learning 2.0 Learning Technologies  
IT Training VLE Learning & Development  
HCM Social Learning HR 2.0  
Social Media in Learning Employee Development  
Personnel Management Higher Education  
e-Learning Training Administration

# The rise of "web 2.0"

marc rosenberg  
©2012 by Marc J. Rosenburg. All rights reserved.  
www.marcrosenberg.com

The Special Sauce of Social Learning  
©2012 by Marc J. Rosenburg. All rights reserved.  
Slide 7


# The rise of "web 2.0:" Transition

## Web 1.0

- Broadcast media monologues
- "One to Many" or "Many to One"
- Information and transactions
- Expert (source)-generated content

## Web 2.0

- Social media dialogues
- "Many to Many"
- Collaboration and sharing
- User-generated content



**marc rosenberg**  
ASSOCIATE PROFESSOR  
www.marcrosenberg.com

*The Special Sauce of Social Learning*  
©2012 by Marc J. Rosenberg, all rights reserved  
Slide 8



## The rise of "web 2.0:" Definition

# Web 2.0

“Web 2.0 is the growing set of tools and processes that allows anyone to easily create or access digital content and collaborate with others without any special programming skills.”

modified from  
Howard Jarcho  
ASTD Learning Circuits, April 2008



marc rosenberg  
& ASSOCIATES  
www.marcrosenberg.com

The Special Sauce of Social Learning  
©2012 by Marc J. Rosenberg, all rights reserved  
Slide 9



...but not so easy



“Sharing knowledge is an unnatural act. You can't just stand up and say, “Thou shalt share knowledge” – it doesn't work.”

Hubert Saint-Onge, Collaboration Guru



marc rosenberg  
& ASSOCIATES  
www.marcrosenberg.com

The Special Sauce of Social Learning  
©2012 by Marc J. Rosenberg, all rights reserved  
Slide 10



## The "special sauce" of social learning: Nine key success factors



Make technology insanely easy to use

Nurture authorship

Support mobility

Identify clear goals that are actually important

Make membership valuable

Put effort into facilitation

No "big brother"

Align with formal learning

Develop a knowledge-sharing culture

## The bottom line

“As competitive environments increase in speed, complexity and volatility, organizations and individuals are compelled toward a dynamic learning mindset...a rapid, adaptive, collaborative and self-directed learning at the moment of need.”

Clark and Gottfredson  
CLO Magazine, December 2009





## Will social media rot our brains?

### Yes, It's a Big Problem

- Less thoughtful reading and writing
- Less depth
- From conversation to instant message; sentences to bullets
- From thoughtful commentary to sound bites
- Bad content (more noise) overwhelms good content
- Less understanding
- Poor research skills

### No, It's a Great Opportunity

- We are adaptable to change
- More blogs than books and magazines
- Better teams through social networking
- Digital natives vs. digital immigrants
- More savvy content creators and consumers
- Keeps up with the knowledge explosion; more efficient
- More access to more people

## Are we ready?



“At this moment, your people are already learning with social media. They have already begun to reach out and connect in new and powerful ways. The question is, will you come along?”

Tony Bingham and  
Marcia Conner  
The New Social Learning



## New roles for the classroom



### FROM:

- Lecturing facts.
- Individual learning.
- Single instructional methodology.
- Teacher as sage on the stage.

### TO:

- Facilitating discovery.
- Team collaboration.
- Multiple instructional methodologies.
- Teacher as guide on the side.

## What's the role of technology?

*Technology helps keep everyone informed. It extends reach and access. It helps accelerate learning and makes it personal. It supports knowledge sharing and creates institutional memory.*



### But keep in mind...

- End-users require sound infrastructure; sound infrastructure needs valued end-users.
- Bandwidth breeds sizzle; sizzle breeds bandwidth.
- When technology gets easier to use, it also gets easier to misuse.
- Technology is not a strategy; it is an enabler.
- Support is a long-term proposition.
- Educators are terrible managers of technology.



## Social learning challenges for students



### ▪ Contrary Expectations

- Not what they paid for.
- Less access to professors.
- Less teacher guidance.
- Isolation from peers.
- Overall user experience.
- For some students – “digital natives” – the reverse may be true: not “e” enough!

### ▪ Discipline

- Many students do not have the discipline or time management skills to succeed online.

### ▪ Evaluation

- Many students feel that they are not properly evaluated in e-learning environments.

## Benefits of social learning

1. Easier to know “who knows what.”
2. Builds consensus and shared understanding.
3. Enhances collaboration – in class and on the job.
4. Enablers learners to participate more meaningfully in their own learning.
5. Surfaces “undiscovered knowledge.”
6. Bridges the white space between formal learning events.
7. Adds relevance and realism to formal learning.
8. Carries learning back to the workplace.
9. Leverages “group think.”
10. Improves peer-to-peer teaching.



## The world of learning and performance is changing

“ If there is to be innovation and change in university teaching—as the new technology requires, as the knowledge economy requires, and as students demand — someone has to take responsibility for it. Who should that be, other than the university academic community? ”



Diana Laurillard, Professor of educational technology, Open University, UK

## Thank You!

