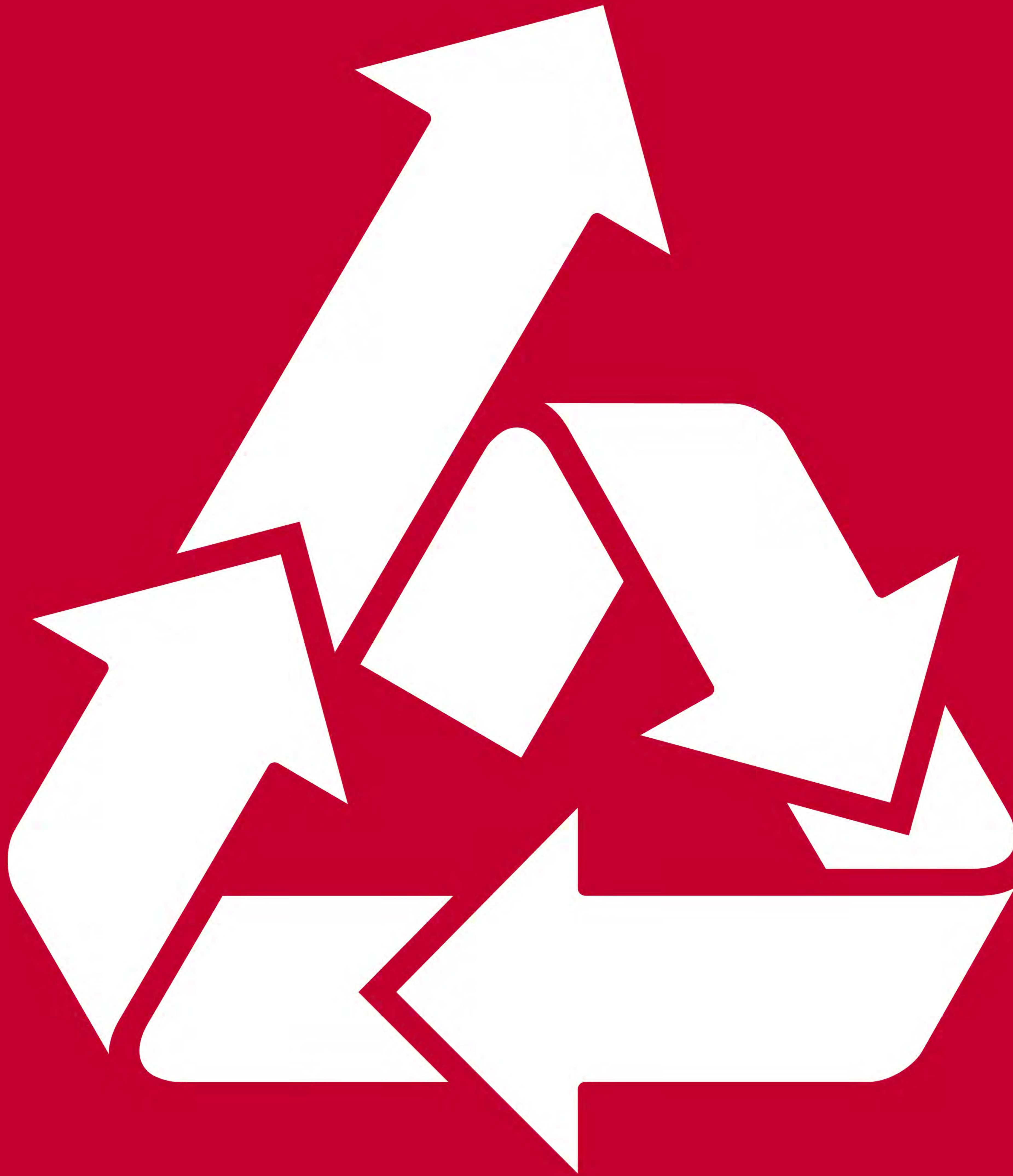


The challenges of bringing old resources to a new audience



Research Methods for Business Students, Managers and Entrepreneurs



1st generation eCollege Wales: fully online Masters module



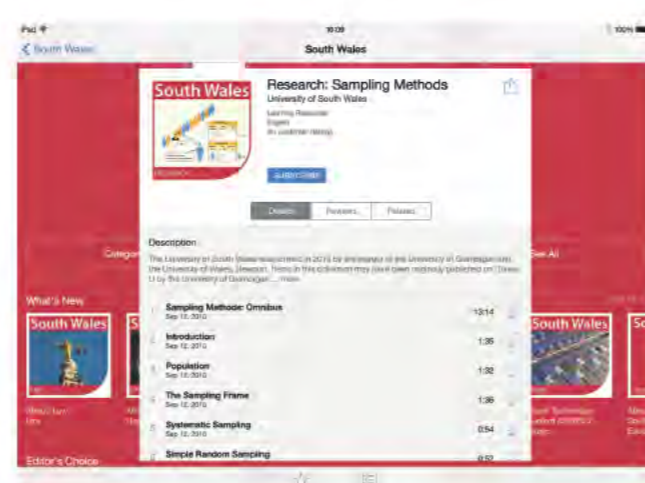
2003: Screenshot of ECW online Masters module

Challenges/Solutions:

- Created as a **module for the online MA Professional Development (MAPD)** by **eCollege Wales (ECW)** at the University of Glamorgan
- eCollege Wales was an **EU-funded**, Objective 1 project which ran for c. 5 years from 2001
- Developed as a **collaboration** between academic staff of the Glamorgan Business School and specialists from ECW, including instructional designer, multimedia designers, A-V media team, IT development team, editors, librarian and rights officer
- **Delivered online** using bespoke learning platform, developed in-house: the University of Glamorgan 'GlamLearn' Content Management System, accessed via Blackboard (as a portal)
- **Closed access** to content: available for enrolled MAPD students only, requiring log-in with University ID. No public access
- **Copyright** University of Glamorgan, **no permissions for copying/reuse**



2nd generation iTunes U: selected learning objects



2010: Research: Sampling Methods on iTunes U (iPad view)

Why upcycle?

- Makes the selected learning objects available to a wider (public) audience
- Supports our early commitment to openness
- Demonstrates the quality of our academic content

Challenges/Solutions:

- Originally created as **Flash animations**, delivered within text-based context of MAPD online Research Methods module
- Reworked as **videos** by Glamorgan iTunes U team (using multimedia designer, editor, instructional designer)
- **Voiceover commentary** added, to reintroduce context (employing University of Glamorgan drama student)
- Distributed 2010-2013 via **Glamorgan on iTunes U**
- 2013: reissued via **South Wales on iTunes U** (following merger of University of Glamorgan and University of Wales, Newport to form University of South Wales) — **around 7,000 total viewings***
- **Open access** to content, distributed free via iTunes application (PC and Mac) or iTunes U app (Apple mobile devices)
- Released: **Creative Commons Attribution-Non-Commercial-Share Alike 2.0 UK: England & Wales Licence**

* iTunes U viewings include subscriptions, downloads and streams from March 2010 to March 2014



3rd generation iBook: full module content



2014: Example chapter from Research Methods iBook

Why upcycle?

- Makes the full module content available to a wider (public) audience
- Supports our continuing commitment to openness
- Demonstrates the quality of our academic content
- Meets a perceived gap in the 'market': many books and eBooks on Research Methods, but this will be the first **media-rich, multi-touch book**
- **Vast potential audience**: 200m iPads sold (accounting for around 80% of tablet market) and around 55 million OS X Mavericks users

Challenges/Solutions:

- Drawing on full content of the **Research Methods online module**
- Existing content **revised and updated** for this new, interactive medium
- **New content** (or enhancements) identified and developed, including
 - New section on statistical methods
 - New animated explanations of complex concepts, presented as video with voiceover
 - New section on literature searching
 - Interactive appendix for references, linking to online access/information
- **Re-edited** to reflect the needs of the new medium and the global audience
- **Open text book**, distributed free via the Apple Books Store (for iPad and OS X Mavericks)
- Released: **Creative Commons Attribution-Non-Commercial-Share Alike 2.0 UK: England & Wales Licence**



4th generation iTunes U Course: activity driven



2014: Cover image for iTunes U course

Why upcycle?

- Supports our continuing commitment to openness
- **Quick win**: using existing **module tasks** to complement the new **Research Methods iBook**, as the foundation for the University of South Wales's first iTunes U MOOC

Challenges/Solutions:

- **Activity-driven pedagogical approach**, adapted from tasks originally presented within the Research Methods online module
- Using Research Methods iBook as the **core text book** for the course
- Other **essential resources/files** provided (eg Word documents, Excel spreadsheets)
- Linking to wider range of **online resources** (subject to copyright clearance)
- **Open access**, distributed free via iTunes application (PC and Mac) or iTunes U app (Apple mobile devices)
- Released: **Creative Commons Attribution-Non-Commercial-Share Alike 2.0 UK: England & Wales Licence**

