

Mobile Considerations

Kristin Uttech, Madison College



Real world smart.

JAN
2017

GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are
social

7.476
BILLION

URBANISATION:
54%

INTERNET
USERS



3.773
BILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.789
BILLION

PENETRATION:
37%

UNIQUE
MOBILE USERS



4.917
BILLION

PENETRATION:
66%

ACTIVE MOBILE
SOCIAL USERS



2.549
BILLION

PENETRATION:
34%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLVESTATS; CIA WORLD FACTBOOK; FACEBOOK, NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

 **Hootsuite™** we
are
social



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**WHERE'S MY
CELL PHONE???**

NO MO PHOBIA



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Today's College Student



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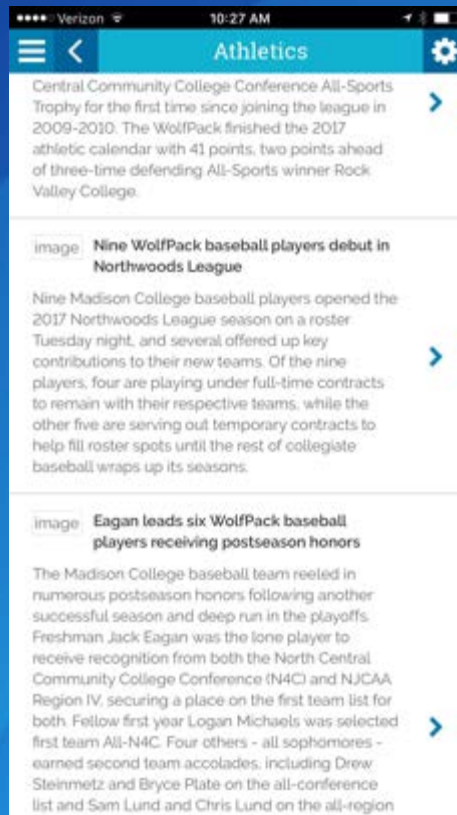
What does this
mean to
higher
education?



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Classroom Considerations

- Mobile friendly content



Our class will be taught through Blackboard, you can view some initial activities in our Blackboard classroom beginning Wednesday, January 11th. At that time, you can log into Blackboard. The first week of content will be available for you to begin working on assignments. To log into our virtual classroom:

1. Visit www.madisoncollege.edu. Click on the current students button on the top of the page and then click the Blackboard link. You can also access Blackboard through My Madison College.
2. Select User Login; use your MATC user ID and password to log in to Blackboard. (If you do not have a user name and password, contact student technology support at [246-6666](tel:246-6666).)
3. On your list of courses, please select the "Social Media Principles" class.
4. Please read the initial announcements, which will explain how to begin.

Preparation Activities to help you be successful in this course and to help your instructor learn more about you:

Please make sure you do the following:

- Do you understand how to use Blackboard? If you have never used Blackboard, and you are not comfortable using online websites, you should probably contact student technology support located in the MATC Truax Library for support (or call [246-6666](tel:246-6666)). You can also take a short tutorial and review a Quick Start guide. You will find this information when you click on the main page in Blackboard to sign in.
- Do you check your Madison College official email? This course will be using your official MC email address for all communication, the email that ends in: @madisoncollege.edu. Please make sure you check your MATC email often (every day or so, Monday through Friday) during the duration of our course. You can also follow me on Twitter [@kasttech](https://twitter.com/@kasttech).
- Do you have a fast Internet connection? Our course utilizes both audio and video resources. You will need to view multimedia to complete many assignments, so you need a higher speed connection for the duration of this course.
- Do you have up-to-date virus protection and regularly download software updates? Your computer security needs to be up-to-date at all times; downloading software updates regularly assists with security, too. If you have difficulties with this, please phone [608-246-6666](tel:608-246-6666) for technical assistance.



Classroom Considerations

- Understand your college platforms
 - View from students' perspective
 - Consider alternatives – if available

- SMS
- I.M.



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Classroom Considerations

- Assignment options from Smartphones
 - Do your course homework on your smartphone



The image displays three overlapping smartphone screenshots of a course management application. The top screenshot shows a course overview for 'Madison College' with a notification for 'Kristin Uttech' and a message that the course is unavailable to students. The middle screenshot shows a 'Preview Upload Assignment' screen with a list of assignments: 'Assignment 1', 'Chapter 2 In Class Slides', 'Assignment 2', and 'Chapter 3 In Class Slides'. The bottom screenshot shows the 'Submit' section of an assignment, listing four questions about brand emotional connections, customer-centricity, sales vs. marketing, and career resources. The interface includes navigation arrows, a star icon, and a 'Real world smart.' slogan at the bottom right.

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Watch Trends

- Live video

- T

- F

- In

- Ge

- Inst

- AI

- VR



<http://www.samsung.com/headgear/the-best-of-and-in-headsets>

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Be a Driver of Mobile

- Ask students what they need?
- Embrace mobile and allow in the classroom
- Drive mobile adoption in your college
- Be a trendsetter
 - Try new things – Make Mistakes



Questions



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