

Meta Learning: Experiences from the Inclusion of mLearning in a Standards-Based and Corporate-Wide Learning Content Management Framework

'Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow' (Pollard 1996).

At the Lisbon Summit in March 2000, European heads of state and government set a new goal for the European Union - to become the most competitive knowledge-based society in the world by 2010. However, one of the major obstacles facing individuals and organizations as they strive to retain and grow their competitiveness is that of acquiring relevant knowledge from the mass of information available today to anybody with an internet connection.

A large multinational like Ericsson is no exception to the problem of managing the information at its disposal for competitive advantage and for the benefit of its customers. In response, Ericsson Education, the training division of Ericsson, has championed the use of global standards and reference models in its learning content management policy. The goal of this learning content management policy is to ensure reusability of learning objects as well as appropriateness of learning objects to the target audience.

mLearning, as a new and innovative delivery mechanism, is included in the policy framework of learning content management at Ericsson Education. In this regard it is treated as another viable form of content delivery as part of a blended learning strategy, much the same as standard eLearning, synchronous eLearning (virtual classroom training) and instructor-led training. This paper explores the background and development of Ericsson's content management policy with specific reference to mLearning and meta-tagging structures based on global reference models (SCORM 1.2).

Paul Landers, Training Programs Product Manager, Ericsson Education, Stockholm, Sweden

Paul Landers B.Ed, M.Sc: Training Programs Product Manager, Ericsson Education, based in Stockholm Sweden. Paul has been with Ericsson since 1998 and has responsibility for eLearning strategy including mlearning. Included in the area of responsibility of this role is the implementation of a corporate wide learning content management policy. Paul has previously worked as Project Manager for the part-EU funded projects 'From eLearning to mLearning' and 'Mobile Learning: The Next Generation of Learning' (See the following links: http://learning.ericsson.net/mlearning2/project_one/index.html <http://learning.ericsson.net/mlearning2/index.shtml>). Member of ILTA (Irish Learning Technology Association). Associate Member of PROLEARN.

