

# microlearning conference 2006

micromedia & e-learning 2.0  
**gaining the big picture**

2<sup>nd</sup> International  
Conference

June 8 – 9  
Innsbruck  
Austria

**PreProgramme**  
*version 2 (2006/05/10)*

[www.microlearning.org](http://www.microlearning.org)

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## Welcome to microlearning 2006 ...

... the 2nd international conference on Microlearning, Microknowledge and Micromedia. About 100 participants and speakers from Europe, North America, Australia, Japan and Africa are expected.

## not the worms-eye view ...

... Microlearning2006 is a different kind of conference: blending the different perspectives of technologists & academics, visionaries & entrepreneurs, practitioners & corporate professionals.

## putting a sharp focus ...

... on the new digital media microcosm that is currently emerging from microcontent-based ICT, between Web 2.0 and the Mobile Web. This development will fundamentally change, and already has changed, the nature of learning & knowledge, information & media content.

## gain the big picture ...

... and a deep understanding of cutting-edge change processes that sometimes seem too fast to grasp.

Looking forward to meeting you in Innsbruck!

Peter A. Bruck & Theo Hug (Conference Chairs),  
Martin Lindner (Program Chair)



# Key Speakers & Experts

## Peter A. Bruck (A) e-Learning 2.0, Micromedia

Head ARC Research Studios Austria (Salzburg)

Founder and General Manager of the Research Studios Austria, division head for e-technologies and smart media at ARC Seibersdorf research, Chairman of the Board of Directors of the UN World Summit Award. He has taught at universities in Canada, US and Western Europe plus Israel and Poland and has over 25 years of experience in research and consulting.

## Stephen Downes (CAN) e-Learning 2.0, Micromedia

Senior Researcher e-Learning, Canadian National Research Council

Not only the man who coined the term »e-Learning 2.0« – beyond the buzz, he is also the leading expert in the world and the Web.

## Kurt Fendt (USA) Educational Hypermedia

Research Director, Massachusetts Institute of Technology

Besides teaching and researching Foreign Languages and Literatures at the M.I.T., Kurt is head of the HyperStudio, a development laboratory for educational media projects in the Humanities, and Principal Investigator and Manager of the »Metamedia«-project.

## Norm Friesen (CAN) Microlearning Didactics, Microlearning Genres

Simon Fraser University (Vancouver)

Norm is the principal investigator in the SSHRC-sponsored research project »Learning Spaces: A Phenomenological Comparison of Simulated and Mediated Computer Worlds«. He has built quite a reputation in the e-learning community as the author of fundamental contributions to the discussions of Learning Objects.

## Theo Hug (A) Didactics and Pedagogy of Microlearning

Professor, Institute of Educational Sciences (Innsbruck)  
Director, RSA Studio e-Learning Environments (Innsbruck)

Theo's present areas of interest are media literacy, emerging forms of instant knowledge in new media culture, methodology of qualitative research in social sciences, e-learning and media communities, and philosophy of science, especially radical constructivism as a basic approach to e-learning. Theo edited the video series Innsbruck Lectures on Constructivism, featuring Ernst von Glasersfeld and S.J. Schmidt.

## Arnaud Leene (F) Microcontent and Micromedia

Consultant Microcontent / Micromedia Economy

One of very few expert in the emerging field of »microcontent services & markets«.

## Roger Fischer (CH) Mobile Internet: Vision & Practice

CEO, Kaywa

»Convergence is Now!«: Kaywa, a Swiss company, is bringing the mobile internet to the people: from Moblogs to QR Codes, interlinking the mobile and the »real« world.

## Martina A. Roth (GER) »Technology Fuels Knowledge«

Director EMEA, Intel Education Group

Up to this day, Intel has invested over 1 billion \$ in education worldwide. Martina A. Roth is responsible for numerous education programs being successfully implemented in 18 plus European countries.

## Daniel Purlich (ESP/F) »Knowledge Pills«

CEO, Knowledge Pills

After developing the concept of »Knowledge Pills« as Content Director of Educaterra, the e-learning division of global mobile provider Telefonica, Daniel started his own microlearning business and will launch his product at the conference.

## Jochen Robes (GER) Corporate Learning between e-Learning versions 1.0 and 2.0

e-Learning Consultant (Frankfurt)

Jochen is working as a consultant for e-learning and Knowledge Management for German corporate clients. Before that he has been a the Deutsche Bank (Frankfurt) in the HR/Learning & Development division. Via his very popular blog [www.weiterbildungsblog.de](http://www.weiterbildungsblog.de), Jochen has become well known in the German e-learning community for being the leading expert on »e-Learning 2.0« concepts in a corporate context.

## George Siemens (CAN) Learning Theorist for the Digital Age

Educational Technology Specialist, Red River College (Winnipeg)

Renowned worldwide and web-wide as author of the brilliant manifesto and essay »Connectivism: A Learning Theory of the Digital Age«. But he is a leading practitioner as well.

## Michael Kerres (GER) NEW Media Pedagogy and Web 2.0

Professor for Media Didactics (University of Duisburg-Essen)

One of the most renowned German academics dealing with the interdependencies of learning/education and digital media. Only recently Michael initiated the entry on »Web 2.0« in the German Wikipedia.

## David Smith (UK) Microlearning and mobile Micromedia

Lecturer, Educational Technology Specialist,  
Radley College (Oxford)

Working and thinking at the point of intersection where Humanities and the latest Digital Media Technologies (mobile, Web 2.0) overlap.

## Richard Straub (F) »From e-Learning to Digital Learning Ecosystems«

Director of Learning Solutions, IBM EMEA  
Chairman, eLUG (European E-Learning Industry Group)

As Director Learning Solutions since 2002, Richard is responsible for developing and representing the e-learning portfolio of IBM (EMEA). Richard is teaching International Management, Knowledge Management and Organizational Learning for distinct MBA programmes.

## Thomas Vander Wal (USA) Micromedia, Personal InfoCloud

CEO, InfoCloud Solutions

Information architect, consultant, entrepreneur. Expert for organizing microcontent into »Personal InfoClouds« across digital platforms.

## Simo Hoikka (FIN) Mobile Learning, e-Learning & the Digital Divide

Nokia, BridgeIT Project (Philippines)

Simo is leading a project in the Philippines aiming at bridging the Digital Divide. Satellite and mobile technologies are married to provide vital interactive e-learning more than 200 schools which are completely cut off from fixed net access.

## Think global, act local: Tiroler e-Learning Tage Tyrolean e-Learning Days (June 7 – June 13)

in cooperation with »Fachgruppe UBIT der Tiroler  
Wirtschaftskammer«

microlearning2006 brings renowned experts from all over the world to Innsbruck. In Tyrol, the regional economy is characterized by Small and Medium Enterprises (SMEs). So we made microlearning2006 the center of a series of events with a focus on Next Generation e-learning in the regional environment:

## June 7, Innsbruck: Microlearning & e-Learning 2.0 EAMIL Workshop Day (in German and English)

The European Academy for Microlearning (EAMIL) is hosting a row of workshops on the day before the microlearning conference: Two workshops aim at beginners from Tyrol and the wider region (in German): A hands-on introduction to »e-Learning 2.0« and a hands-on tutorial on how to create, plan and design content for microlearning. Three other workshops (in English) are set up for experts, concentrating on microcontent concepts and technologies and Semantic Web architectures for a microlearning context.

For details of the EAMIL Workshop Day please see the website [www.eamil.org](http://www.eamil.org)

## June 8 / June 9, Innsbruck: »Matrix Tyrol« – Panel and Session

in German; embedded within the microlearning2006 conference,  
see page 5

A panel and a session in cooperation with the Fachgruppe UBIT der Tiroler Wirtschaftskammer (Tyrolean Federal Economic Chamber). The aim is to showcase and develop the existing innovative network of Tyrolean IT-enterprises which are developing the micromedia and microcontent infrastructure of tomorrow, web-based or mobile. The UBIT group is bringing together regional consultants and IT-enterprises to discuss perspectives and to create synergies for the future.

## June 13, Alpbach: Knowledge Pulse – Next Generation e-Learning Environments

in German; embedded within the 14. Kongress der  
Wirtschafts-Trainer

»WORK LIFE BALANCE – Trainiere Leben. Lebe Training« is the focus of this year's Kongress der Wirtschafts-Trainer. As part of the Kongress, the RSA Studio e-Learning Environments (Innsbruck) will demonstrate trendsetting concepts and technologies that integrate microlearning and microknowledge in everyday work and life. The Kongress is organized by the Experts Group der Akkreditierten WirtschaftsTrainer and the Tiroler Wirtschaftskammer.

# DAY ONE

## PRE-CONFERENCE WORKSHOP DAY Wednesday, June 7

- 13.00 **EAMIL WORKSHOP DAY:**  
Microlearning / e-Learning 2.0 (for details see [www.eamil.org](http://www.eamil.org))
- EXPERT'S TRACK:**  
Semantics for Microlearning • Fuzzy Semantic Web  
Microcontent Structures & Linking
- BEGINNER'S TRACK** (in deutscher Sprache):  
e-Learning für Beginner  
Mikro-Lernobjekte für Beginner

- 18.00 **EVENING TALK**  
**MEDIA LITERACY AND MICROLEARNING**  
Kurt Fendt, M.I.T., USA

organized by EAMIL  
(European Academy for Microlearning)

## DAY ONE MICROLEARNING2006 Thursday, June 8

still subject to alterations

- 10.00 **INTRODUCTION**  
Peter A. Bruck, Theo Hug, Tilmann Märk, Heidi Möller, Martin Lindner

- 10.30 **KEY PANEL:**  
**»THE MICROMEDIA REVOLUTION«**  
Thomas Vander Wal (USA), Arnaud Leene (F), Peter A. Bruck (A)  
Each one describing one aspect of the ongoing Digital Media Revolution towards the ubiquitous & convergent MicroWeb

11.30 **B R E A K**

- 11.45 **KEY PANEL:**  
**»THE MICROLEARNING STAGNATION«**  
George Siemens (CAN), Jochen Robes (GER), Daniel Purlich (ESP/F)  
each one describing one aspect of the stagnation of corporate e-learning

12.45 **L U N C H**

- 13.45 **15 MINUTES KICK OFF:**  
**MICROCONTENT MICROMEDIA MICROKNOWLEDGE AN OVERVIEW**  
Martin Lindner (A)

- 14.00 **KEYNOTE:**  
**LIVING IN THE PERSONAL INFOCLOUD**  
Thomas Vander Wal (USA)

- 14.30 **2 INTERVIEWS:**  
**THE INFOCLOUD CONCEPT:**  
**Further Implications for Microcontent & the Mobile Web**  
Thomas Vander Wal interviewed ...  
... by David Smith (UK) on mobile aspects (cultural & technological)  
... by Arnaud Leene (France) on implications for microcontent & microformats

15.10 **S H O R T B R E A K**

- 15.20 **BREAKOUT SESSION**  
**»Mobile & Micro«**  
**NEW** Presentation by Roger Fischer (Kaywa, CH) & discussion with  
Representants from  
Telefonica (ESP), Nokia (FIN),  
PTC Era (Poland)

- BREAKOUT SESSION**  
**»MicroWeb – Semantic Web«**  
Organizing Microcontent Ontologies  
Folksonomies and »Messy Knowledge«  
Tom Fürstner (A), Arnaud Leene (F)  
& Thomas Vander Wal (USA)  
New Semantic Web developments and their impact on microcontent-based services as well as knowledge and learning applications

16.40 **B R E A K**

- 17.00 **EMBEDDED PANEL** (in German):  
**»Matrix Tirol: Startups & Zukunftslabore«**  
(zusammen mit Wirtschaftskammer Tirol/  
Fachgruppe UBIT und Tiroler Zukunftsstiftung)  
Panel: Tirol als IT-Knoten. Innovative regionale Firmen die digitale Information alltäglich und allgegenwärtig machen. Wie kann man diese Kompetenz nach innen und außen darstellen und durch networking Synergien erzeugen?

- SPEED GEEKING**  
**»Micromedia, Microcontent, Web 2.0 – Technological, Social and Cultural Implications«**  
10 Micro-Presentations  
10 cutting-edge ideas presented in just 5 Minutes to a handful of listeners – and 10 small groups wandering clockwise from speaker to speaker, until every participant has heard everyone of the presentations ...

18.30 **E N D**

- 20.00 **CONFERENCE DINNER:**  
**at the Restaurant »Villa Blanka«,**  
with a great view over Innsbruck  
(separate reservations necessary)

**DAY TWO MICROLEARNING2006** Friday, June

still s

9.00 I N T R O

9.15 KEYNOTE:  
**E-LEARNING 2.0 – PLATFORM, NOT MEDIUM**  
*Stephen Downes (CAN)*

**10 Questions on e-Learning 2.0, asked by**  
... *Peter A. Bruck (A)* on open vs. proprietary content  
... *Theo Hug (A)*  
on didactical aspects of new learning technologies  
... and the *auditorium*

10.30 B R E A K

10.45 KEY PANEL:  
**MICRO-LEARNING IN GLOBALLY EMERGING NEW INFORMATION SOCIETIES:**  
*Simo Hoikka (FIN), Martina A. Roth (Intel, GER), Richard Straub (IBM)*  
on the impact of the global information revolution on learning and the emergence of (micro-)media environments in globally emerging (mobile and fixed)

12.00 KEY PANEL:  
**INTRODUCING MICRO-STRUCTURES IN E-LEARNING**  
*Bryan Menell (USA), Daniel Purlich (ESP/F),*  
**NEW Michael Kerres (GER)**  
»Nanolearning«, »microchunk learning«, »knowledge pills« and other emerging mic

13.00 L U N C H

14.00 KEY NOTE:  
**LEARNING IN MICROMEDIA ENVIRONMENTS: VISION POSSIBILITIES PROBLEMS**  
*David Smith (Oxford, UK)*

14.30 INTERVIEWS:  
**MICROLEARNING VISIONS**  
*David Smith* interviewed by *George Siemens (CAN), Christian Bablick (A)*

15.20 S H O R T B R E A K

# DAY TWO

still subject to alterations

15.40 TRACK I/A:  
Breakout-Session

**Microlearning Content: Technologies & Implementations**

*Junichi Azuma (JPN), Markus Ketterl / Robert Mertens / Karsten Morisse (GER), Marlo Heller (GER), Alexandra Totter (CH)*

TRACK II/C:  
Breakout-Session

**Micromedia & e-Learning 2.0: New Learners – New Learning Spaces**

*Jukka Miettunen / Pasi Mattila (FIN), Alex Hickey / Rene Wick (CAN), Thomas Osburg (GER), Gabriele Frankl (A)*

TRACK III/E:  
Breakout-Session

**Semantic Web: Architectures for Microlearning Object Repositories**

*Miguel-Angel Sicilia-Urbán (ESP), Ambjörn Naeve (SWE), Simuhe Arroyo (A)*

16.40 B I G B R E A K

17.00 TRACK I/B:  
Breakout-Session

**Microlearning Content: Basic Strategies & Didactical Aspects**

*Norm Friesen (CAN), Stephan Mosel (A), Elisabeth Gugerbauer (A), Magnus Rembold / Thomas Gruebler (CH)*

TRACK II/D:  
Breakout-Session

**Micromedia & e-Learning 2.0: New Learners – New Learning Spaces**

*Michaela Drusian (ITA), Nina Kahnwald (GER), Sebastian Fiedler / Barbara Kieslinger (A)*

18.00 CLOSING SESSION:  
**FUTURE PERSPECTIVES OF MICROLEARNING**  
*Peter A. Bruck (A, Moderator), Bruno Haid (A), Kurt Fendt (USA), Norm Friesen (CAN), Erich Neuhold (GER)*

18.45 T H E E N D



Please register at:

[www.microlearning.org](http://www.microlearning.org)

**microlearning 2006**

micromedia & e-learning 2.0 – gaining the big picture

**location:**

ICT-Technologiepark  
Innsbruck, Austria  
Technikerstraße 21a  
(15 minutes from city center)

**by car/motorway:**

Exit Innsbruck-West/Kranebitten

**by bus:**

Marktplatz, Line O (to Technikerstraße)

**conference fee:**

€ 250 / € 65 (reduced fee for students)

for details see [www.microlearning.org/ml2006](http://www.microlearning.org/ml2006)

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