

## Use of VLE apps in business education: Challenges and Emerging Issues?

**Stephanie J. Morgan PhD; Vladlena Benson, PhD. Kingston Business School.**

HE institutions are investing in mobile applications (apps) for tablet and smart-phones, enabling students to access their Institution's Virtual Learning Environment (VLE) without restrictions on time and place. For students in HE Institutions a smart phone represents a 'key social connector and a learning tool', (BlackBoard.com, 2013) and reduces the issues with wireless technology (Benson & Morgan, 2012). The 'digital natives' (Prensky, 2001) in higher education today are used to technology and increasingly expect mobile forms of communication and social networking, which can aid engagement (Okoro, 2012). Earlier research (Hrastinski & Aghaee, 2012) indicated that students prefer to separate their private and study activities, particularly on social media such as Facebook. Potential technical issues, and the most appropriate pedagogic approaches, are still unclear.

The research is based on a case study of launch of a mobile application of Blackboard VLE in a UK HE Business School. Usage levels are analysed, along with short surveys with Business School students and staff (still ongoing) regarding their use of mobile systems for both learning and social networking, attitudes to usage, along with reasons for using or not using the system,

The ability to take part in mobile collaborative discussions and particularly social media linked to their coursework could increase engagement of the increasingly technologically 'savvy' HE students. It may encourage those not yet fully aware of the business requirements of technology use to gain important skills that will increase their social capital and employability. However it will not happen without substantial work by academics to make appropriate use of the systems. The technological investment is just a small part of what is needed to ensure the engagement objective is met. We recommend that staff receive specific support to develop approaches to the VLE, including social media, that will enhance engagement through mobile apps.

We will also discuss the pedagogic implications of developing learning systems that work well on an app but remain challenging and interesting to students. There may be new pedagogical approaches that make full use of the potential of mobile. A challenge for HEI's is to adapt rapidly to new developments in this increasingly fast-changing technological society, we will discuss the implications of our findings for the incorporation of other innovations that might emerge in the future.

### References

- Benson, V. & Morgan, S. (2012) Student Experience: Issues of Wireless Access and Cloud Deployment in Higher Education. Wireless Information Networks & Systems (WINSYS). 24-27<sup>th</sup> July, Rome.
- BlackBoard.com. (2013). Meeting Student Demand for Mobile Learning. Retrieved February 9<sup>th</sup>, 2013, from BlackBoard Mobile Learn: [http://www.blackboard.com/Markets/Higher-Education-\(1\)/Solutions/Teaching-and-Learning/Mobile-Learning.aspx](http://www.blackboard.com/Markets/Higher-Education-(1)/Solutions/Teaching-and-Learning/Mobile-Learning.aspx)
- Clarke, Thomas, and Elizabeth Clarke (2009) Born Digital? Pedagogy and Computer-Assisted Learning, *Education & Training*, 51 (5-6), pp. 395-407
- Hrastinski, S. & Aghaee, N. (2012). How are Campus Students Using Social Media to Support their Studies? An Explorative Interview Study. *Education and Information Technologies*. Vol 17(4). Pp. 451-464.
- Okoro, E. (2012). Social Networking and Pedagogical Variations: An Integrated Approach for Effective Interpersonal and Group Communications Skills Development. *American Journal of Business Education*. Vol. 5(2), pp.219-224.
- Okoro, E.A., Hausman, A. & Washington, M.C. (2011) Social Media and Networking Technologies: An Analysis of Collaborative Work and Team Communication. *Contemporary Issues in Education Research*. Vol. 5(4) pp. 295-299
- Prensky, M. (2001). Digital natives, digital immigrants, Part II: do they really think differently? on the horizon. NCB University Press, 9, 6, 1-7.