

# THE GLOCAL CLASSROOM

## TVÅ DECENNIER MED MASTERPROGRAMMET

### COMMUNICATION FOR DEVELOPMENT

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SLU Utbildningskonferens

Kulturen, Lund, 28 augusti 2019

# COMMUNICATION FOR DEVELOPMENT

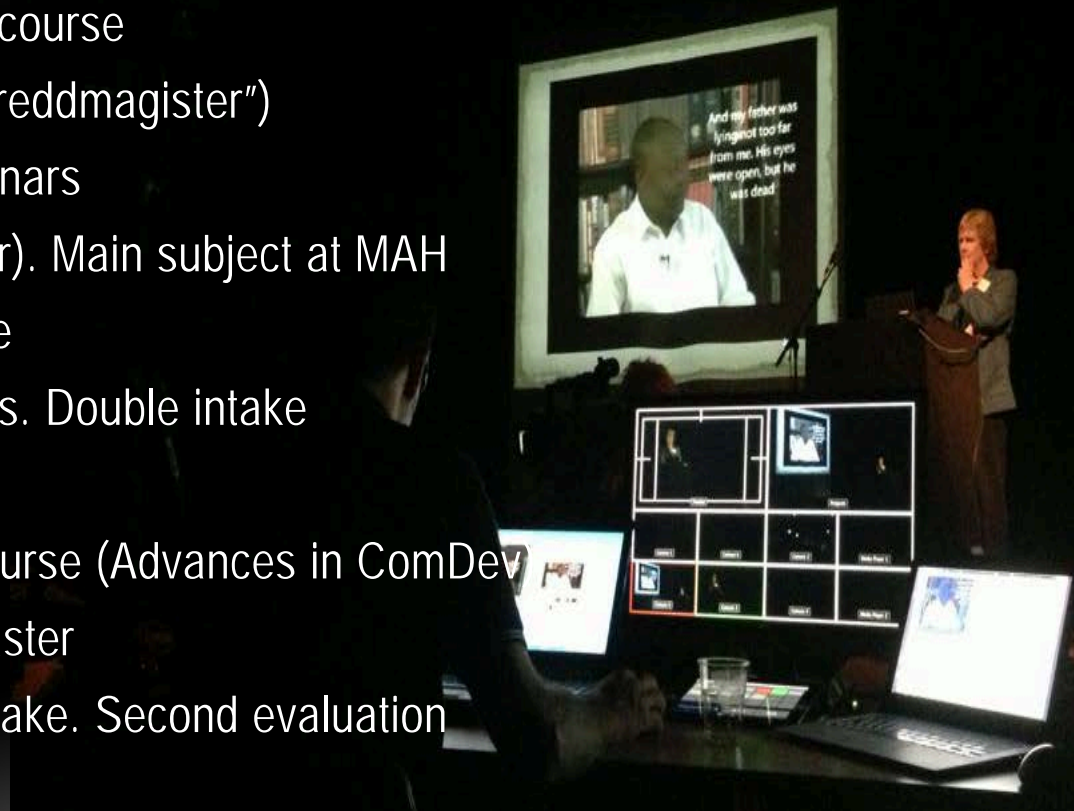
[WWW.MAH.SE/COMDEV](http://WWW.MAH.SE/COMDEV)



International Master on the Web

# HISTORY

- 2000 First pilot course
- 2002 First international course
- 2003 Master degree ("breddmagister")
- 2004 Streaming of seminars
- 2007 Full master (1 year). Main subject at MAH
- 2010 Master programme
- 2011 Introduction of fees. Double intake
- 2012 HSV Evaluation
- 2014 First PhD. New course (Advances in ComDev)
- 2016 Optional 2 year master
- 2020 Return to single intake. Second evaluation





- Students from practically all over the world
- To date (2019) approaching 350 **graduates** and another 100+ currently enrolled in the programme.
- 600-800 applicants every year (admittance ratio 1:6, 50/50 Swedish/International)

# GUIDING PRINCIPLES

Comdev has been offered as a web-based Master education at Malmö University since 2000. From the outset, there were three guiding principles

- *a **rethinking** of communication and development in the light of **globalization**,*
- *a web-based pedagogy based on **group dynamic***
- *practical implementation in a **Project Work**, preferably although not necessarily in a developing country.*



# WORLD DEVELOPMENT

- A broad understanding of ComDev as an interdisciplinary field of analysis and practice.
- Development as a transition process that includes the entire world



# CURRICULUM

- *First year*
- Media, Globalization and Development (15 ECTS credits)
- Communication, Culture and Media Analysis (15 credits)
- *Second year*
- New Media, ICT and Development (7,5 credits)
- Research Methodology (7,5 credits)
- Degree Project (15 credits)
- *Optional additional year (full-time):*
- Advances in ComDev (15 credits)
- Internship / Specialisation(15 credits)
- Project Production (30 credits)



# CONVERGENCE PEDAGOGY

- A blended form of teaching and learning. Web-based, but structured around seminars – and following a timeline, just like any campus education
- Unlike other distance learning courses that centre on the individual and his/her interaction with a tutor, the emphasis here is on **maximizing interaction between lecturers and students and among students**, as in a classroom setting.
- **Accessibility.** Low-tech solutions, various bandwidth options, to level out differences in an unevenly connected world.
- This ever-present learning environment, based on group dynamic that potentiates the participants' own resources, is what we describe as *The Glocal Classroom*.





# THE DESIGN HISTORY – A GLOBAL PARTICIPATORY DESIGN APPROACH

1999 a webpage

2001 a LMS

2003 a media environment

.... Social media

.... New LMS (on the third now)

.... New streaming servers (FMS to Bambuser to mau play)

.... New video conference tools (MSN meeting -> skype -> zoom)

.... VR – AR – AI and the future?

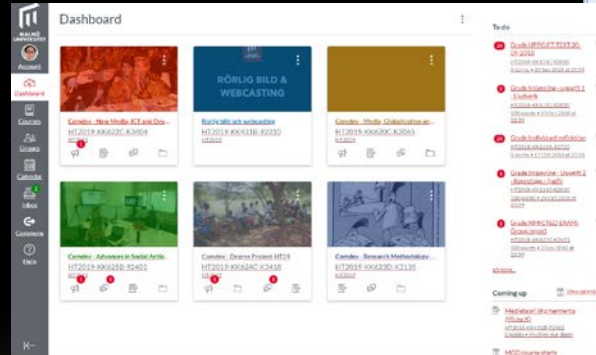
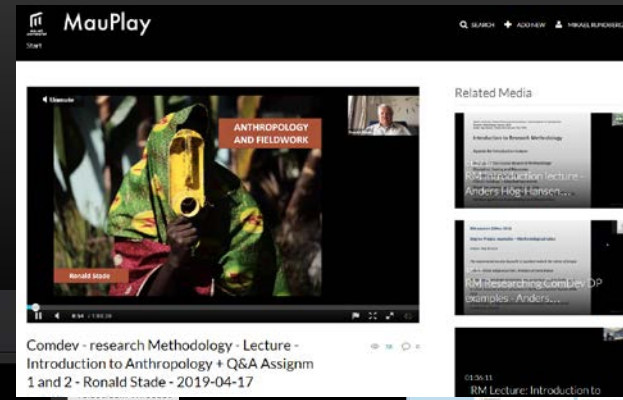
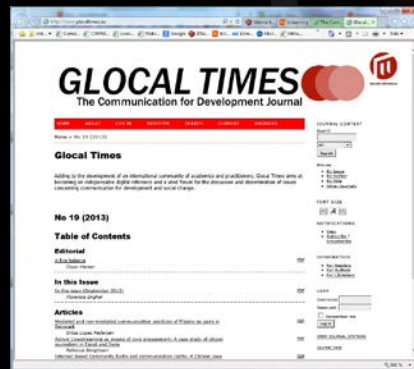
The possibility to design and create our own learning environment is important

- Our students are active in the design – we constantly monitor their use of the learning environment and adopts to the new tech
- The global users gives us an rich picture of the IT world
- We work vertically in the university organisations meaning that all staff, from teachers to support staff and IT are involved in a collaborative way
- The challenge to connect different universities wherever we go and do enrich and develop us

# A HIGHLY MEDIATED COURSE

We use all viable means to communicate

- LMS
- Blogs
- Social media
- Video
- Live streaming
- Video conference



# LIVE STREAMING AND VIDEO CONFERENCE

Live streamed seminars are streamed with a multicamera production to create a common room.

Dynamic rich video language aims to create an interesting virtual social room that supports a form of multi-modal interactive communication

Focus on the collaborative space that emerges from this video production

**Broadcast by comdev**

comdev + 1 year ago via webcam

#orecomm2012



Broadcast client  
Telestream Wirecast

Location  
Sweden

Tags  
Blackbox

From public man to niche-intellectual Freedom of expression in the age of the mass-media  
ÖRECOMM FESTIVAL 2012 MAH|CPH|RUC

1:45:14 / 1:57:00


1 like 301 views (76 live) Share Like 11

# FROM LIVE LECTURE TO SUNET ZOOM

## Live lecture

Single video stream combined with a chat. Simple, easy to understand communication model → created a shared common room

Live produced multicamera stream → a rich representation of the room together with IRL and online participants interaction created an augmented room



The screenshot shows a video player interface. The main video area is split into two panels. The left panel shows a woman, Anders Hög Hansen, speaking at a podium with a microphone. The right panel shows an audience of several people sitting in red chairs. Below the video, there is a progress bar and a timestamp of 1:32:12 / 1:44:55. To the right of the video player is a chat window with a list of messages from participants.

Comdev Malmö University

our internet connection: [low\(60kbs\)](#) | **GOOD(200kbs)** | [FAST\(400kbs\)](#)

NOTE! a red **LIVE** tab in the upper right corner on the video indicates when we are broadcasting live - Click on it to watch

The video is on high quality  
This setting requires that you have a good internet connection. If the video drops - try low setting

Anders Hög Hansen: you mean if she knows of similar cases/sites in Mozambique or where she has done fieldwork?

Serdar Temiz: yes and the influence of these websites to the society and politics there. does it create change towards racism, bribe etc.

Serdar Temiz: @Anders thank for the link of article

Anders Hög Hansen: theories from the global south, subtitle on book, she is speaking fast...

Barbara Hauer-Nussbaumer: VERY fast indeed

Anders Hög Hansen: daniel miller

Serdar Temiz: "meaning of social media in the context." interesting point

Serdar Temiz: I am sure for Mubarak facebook was an evil.

Respect Bangu: yes very thats why some leaders do not like it

Anders Hög Hansen: i think we/she needs to address how offline and online interact ( i will get back to your question Serdar)

Respect Bangu: interface of mainstream media and social media in Africa

Serdar Temiz: bribenigeria.com

Ammar Abu-Arqoub: in the latest egyptian election...many groups specified pages and phone numbers to report any fraud

Anders Hög Hansen: oscar addressess china...

Serdar Temiz: @no coffe and cake for us :):)

Ammar Abu-Arqoub: thanks for this lecture

Anders Hög Hansen: thank you, join the seminar in situ next time, then you get cake too!

Respect Bangu: Thank you wendy

Barbara Hauer-Nussbaumer: by everybody! really liked the lecture!

Respect Bangu: and all the lecturers

Itziar Ancin: ; ) we hope so!

Madhup Solanki: Thanks Wendy!

Serdar Temiz: @! will. At least 1 time I want to be part of all lectures, I will do my best.



# FROM LIVE LECTURE TO SUNET ZOOM

## ZOOM video conference

- Videomöten
- zoomroom
- Video webinar
- Multicamera production in ZOOM - > same shared collaborative room





# THE GLOCAL CLASSROOM

- “Fantastic use of technology (even in the early days) to allow students to connect”
  - *ComDev graduate (2006)*
- “The course Coordinators and Micke made their careful steps from written chat, to sound and finally gave way to a full audio-visual encounter taking profit of the technological devices that slowly allowed all of us a more fertile gathering during the educational sessions. Assignments, brainstorming, comments on other's assessments, group and/or individual examinations, every single teaching or evaluating tool was creatively adapted into this new way of creating "community" as well as participatory learning.”
  - *ComDev graduate (2009)*

# THE MOBILE CLASSROOM

- Sarajevo (December 2003)
- Göteborg (February 2005)
- Istanbul (October 2005)
- Durban (November 2006)
- Dar es Salaam (November 2009)
- Tirana (October 2011)
- London (April 2012)
- Bangalore (January 2013)
- Berlin (November 2013)
- Stellenbosch (March 2014)
- Guelph (May 2014)
- Adelaide (November 2014)
- Paris (November 2016)
- Tblisi (November 2017)



# THE UBIQUITOUS CLASSROOM

- **Interaction independent of the location of the "hub"**. The classroom can be set up anywhere
- **Multi camera production** to recreate the room and capture the event from different angles simultaneously
- Live Lecture interaction creating a **hybrid space** which offers multimodality and synchronicity to learning

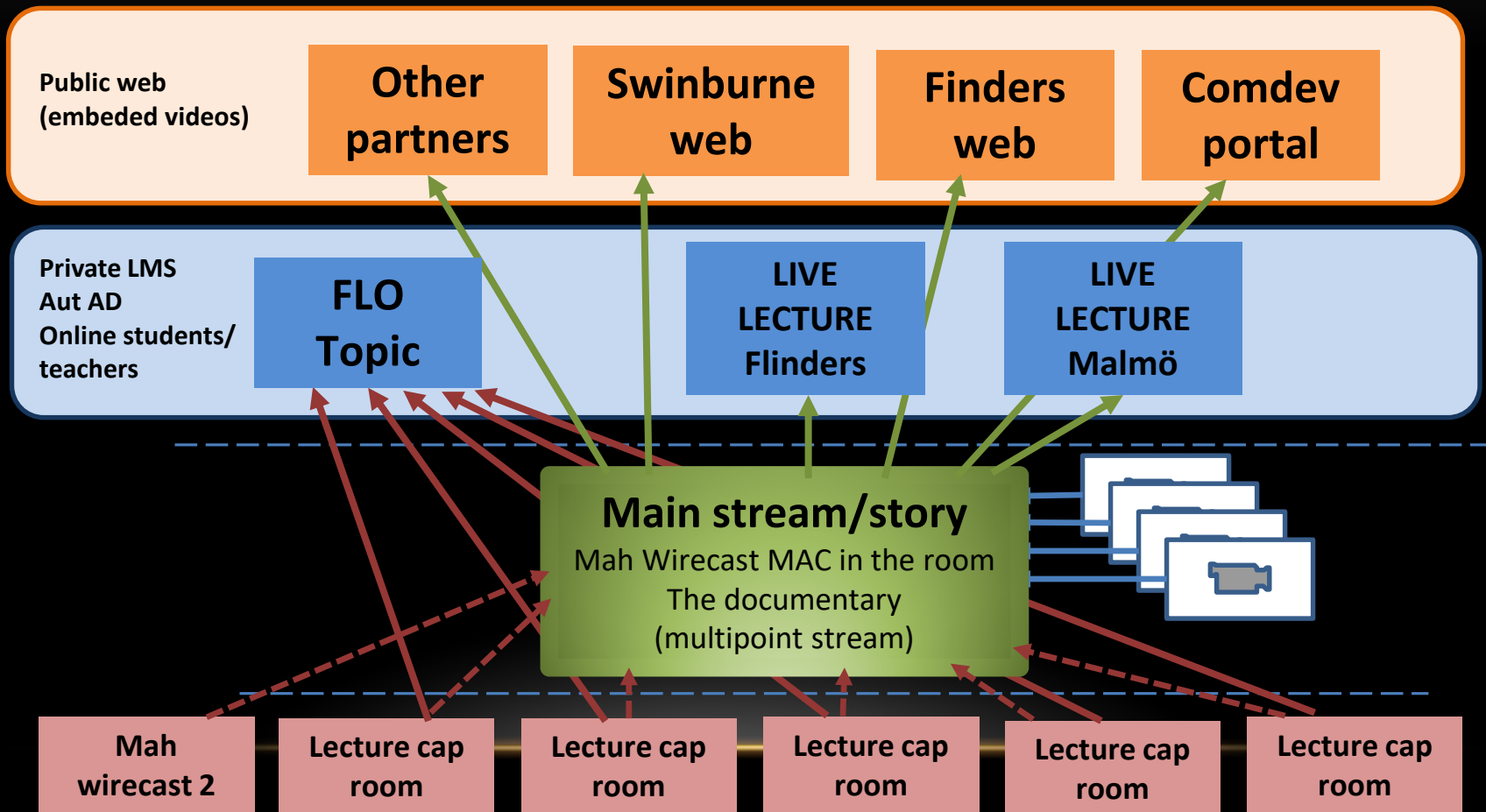


# THE MOBILE CLASSROOM

- Advanced multicamera/source video production with flexible mobile broadcasting technology – easy to adapt to all sites and conditions. One broadcast laptop and 1 – 5 HD cameras + multiple networked computer sources.
- Laptop based video switching and encoding for adaptive up-stream video transport. Very low network requirements (200kbps upstream)



# Case: Flinders Timor Leste Streaming model





# THE GLOCAL CLASSROOM PROJECT

2013-2015

a global platform for collaboration and interchange in web-based learning.

- Stellenbosch
- Guelph
- Malmö
- Flinders



# ØRECOMM

## CENTRE FOR COMMUNICATION AND GLOCAL CHANGE

[HTTP://ORECOMM.NET](http://orecomm.net)

### Ørecomm Festivals

2011

Agency in the Mediatized World

2012

Reclaiming the Public Sphere

2013

Memory on Trial

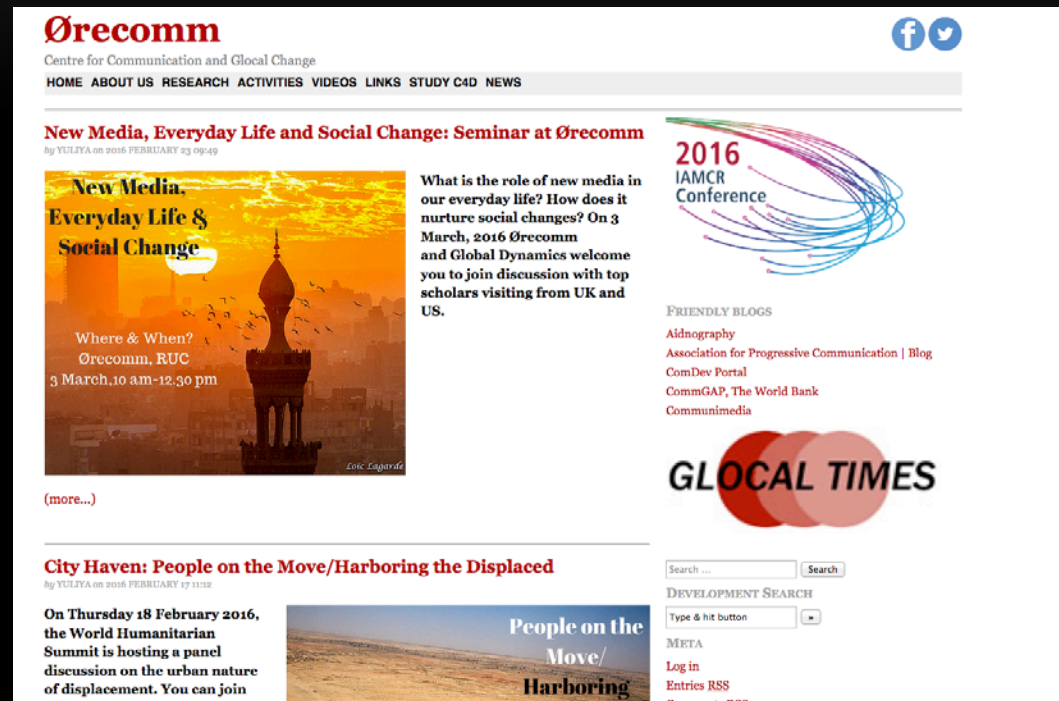
2014

Voice and Matter

2016

Transit Europe

*Mobility, Communication and Governance*



# LINKS AND CONTACTS

The ComDev portal

[www.mau.se/comdev](http://www.mau.se/comdev)

[comdev@mau.se](mailto:comdev@mau.se)

[oscar.hemer@mau.se](mailto:oscar.hemer@mau.se)

[mikael.rundberg@mau.se](mailto:mikael.rundberg@mau.se)