

# **11 advantages of using a blog for teaching**

# **Advantage # 1**

**Using a blog makes  
learning independent  
of time and place**

**From teaching at a certain  
time in a certain place**



# To teaching anytime and anywhere

April 13, 2008

## How does a company open up? Part # 1: Use more and bigger windows

There are several ways for a company to open up more. I have found out that through the way company buildings are made, a company can do quite a lot. To be very concrete: Using windows could be a way of advancing openness.

This morning, I drove around the neighbourhood, where I live here in Zurich, to have a look at the buildings of some of the companies that work here. I wanted to see to what degree they use windows in their buildings. I was actually very positively surprised to see that many company use nice, big windows, so people working in the building can see out - and people outside the building can see in. It promotes - in a way - an open, friendly, welcoming atmosphere, I think.

Here's a photo of one the better examples – a building at **Siemens**:



## Do most people welcome or resist change?

Most people welcome change

(18%)

Most people resist change

(82%)

[Skift din stemme](#)

Afgivne stemmer indtil nu: 16

Resterende dage af afstemningen: 14



Frank Calberg  
Zurich, Switzerland

[View my complete profile](#)

XING<sup>®</sup> me!

Source: <http://frankcalberg.blogspot.com/>

# Blogs and other asynchronous media give learners time to reflect

Asynchronous media	Synchronous media
<ul style="list-style-type: none"><li>▪ <b>Blogs.</b></li><li>▪ Wikis.</li><li>▪ Internet databases for sharing slides, photos, and/or videos.</li><li>▪ Other news sites.</li></ul>	<ul style="list-style-type: none"><li>▪ Chat.</li><li>▪ Phone conference.</li><li>▪ Video conference.</li></ul>

## Source

dieberater.com: *Die Kunst des Netzwerkens*, p. 85.

<http://www.niace.org.uk/euoweaving/docs/The-Art-of-Networking-D.pdf>

## **Advantage # 2**

**Using a blog makes  
education  
demand oriented,  
participant-centered**

# From 1-way teaching



**And supply orientation**





# To participation by everyone

October 25, 2007

## Using the Internet to make a company culture more collaborative

Many companies still organize like machine bureaucracies – for example by doing one or more of these things:

- \* Making hierarchical structures with several organizational levels and power for decision making centralized at the top – thereby sometimes making the company a slow mover.
- \* Recruiting managers who command and control – for example by focusing a lot on rules.
- \* Promoting 1-way flow of information, for example by not using interactive and collaborative technologies such as blogs or other internet communities, and by only involving employees and other managers to a limited degree – even at information meetings.
- \* Standardizing and specializing work, so people do more or less the same every day - following more or less the identical schedule.

Paul Sloane writes [here](#) about **a different way** of organizing. He encourages companies to create online-communities – thereby harnessing the collective creative power of customers. He mentions some of the many possibilities on the Internet.

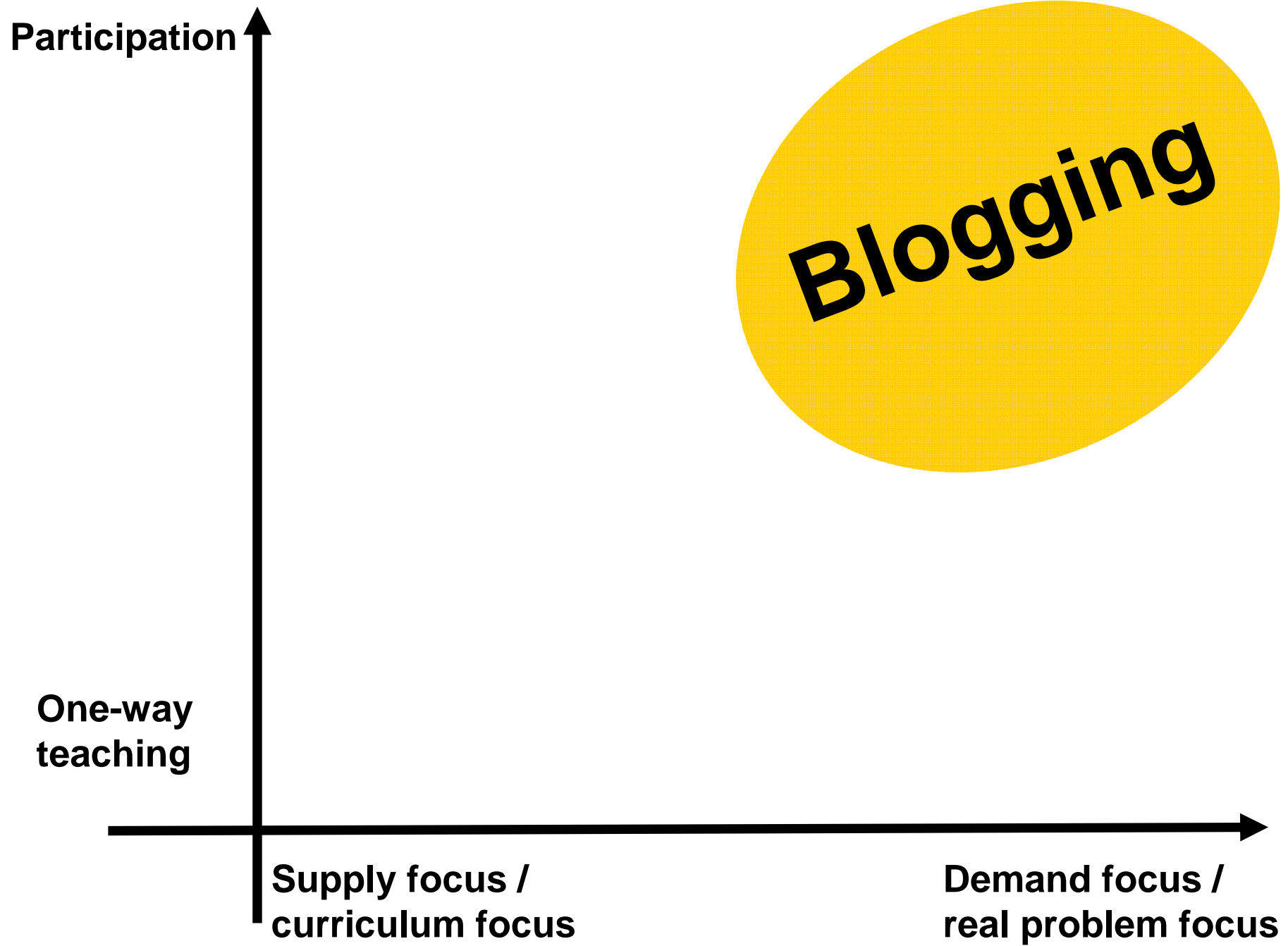
For a company, there are more advantages of using interactive and collaborative tools / Internet communities. Here are some of them:

- \* You can work more actively with customers.
- \* In addition, you invite people to work together with many other company external as well as company internal people across various borders - for example across functions, through hierarchies, across companies, across industries, across national borders and cultures. This diversity in various teams/groups speeds up not least **creativity**.
- \* You invite people to work anytime and anywhere. That speeds up not least **efficiency**.
- \* You promote continuous learning / development of knowledge/talents.

How do you use the Internet to make the culture of the company, you work for, more collaborative – thereby making the company more successful?

21 comments and further ideas:

Source: <http://frankcalberg.blogspot.com/>



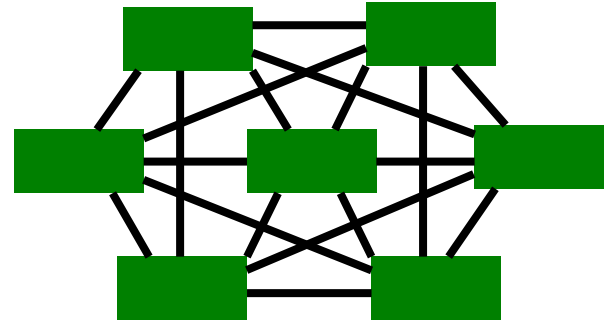
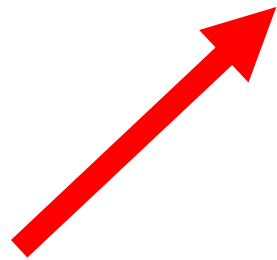
**Participation**



**One-way  
teaching**



**Supply focus /  
curriculum focus**



**Demand focus  
Real problem focus**

*“...education has been transformed from a teacher-led class to a **student-centric experience** accentuated by self-learning; peer-to-peer teaching; rich, readily available content; greater accessibility; and discovery-based learning.”*

Source: <http://www.weforum.org/pdf/gitr/summary2007.pdf>

Some learners are **self driven**:

- Strong desire to learn.
- Want to discover, act proactively, take initiatives.
- Want to set own goals.
- Need freedom and individual feedback.

## Problem / disadvantage # 1

Other learners prefer 1-way-teaching and to be told what they **must** do

## **Problem / disadvantage # 2**

Supply orientation is still a part of education culture at many schools.



## **Problem / disadvantage # 3**

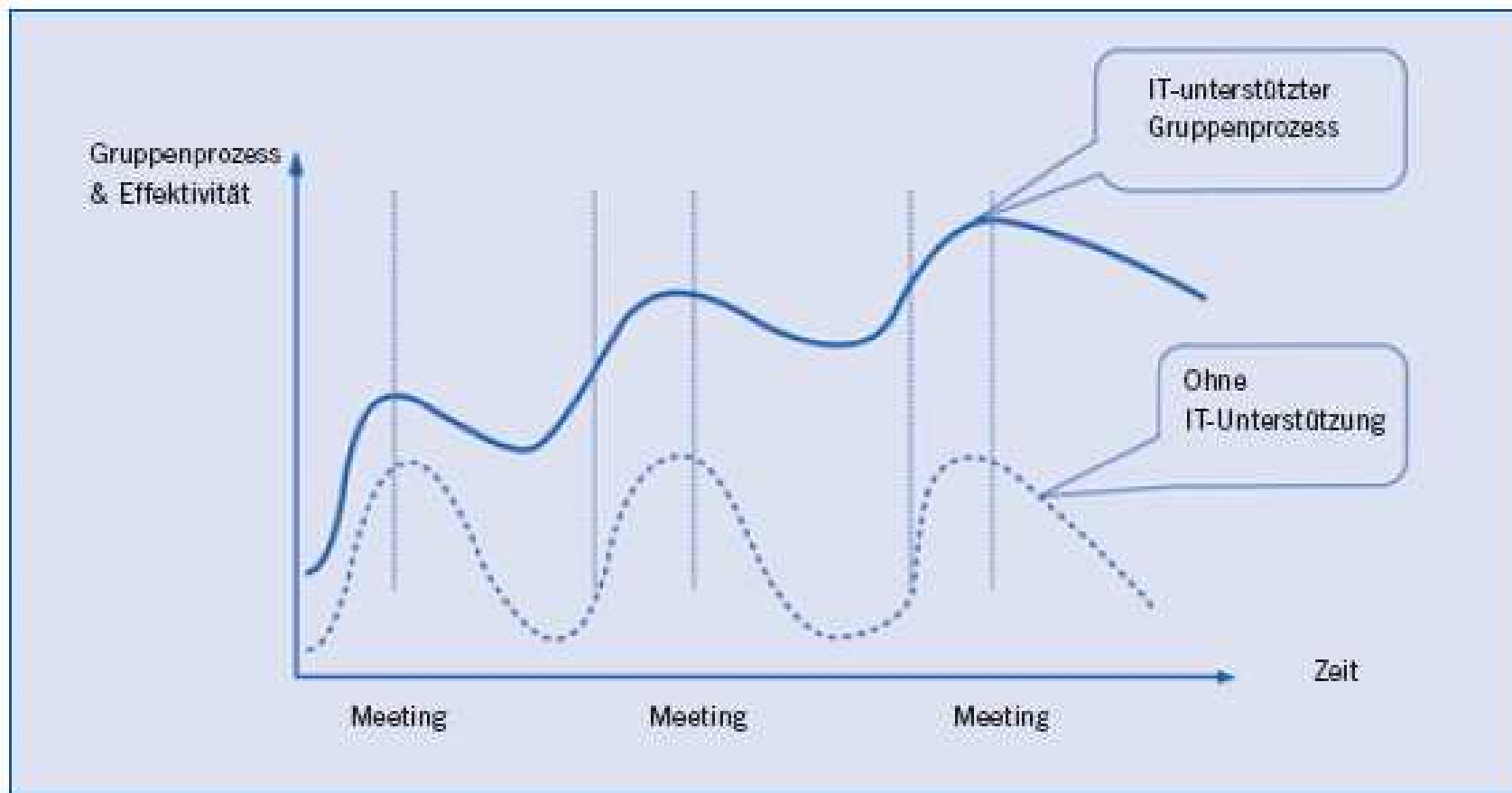
As everyone can participate on a blog, biased and/or inaccurate information may occur.

**Source:** <http://www.educause.edu/ir/library/pdf/ELI7006.pdf>



## **Advantage # 3**

**Using a blog  
encourages learners  
to be active throughout  
the course period**



**Sources:**

- dieberater.com: *Die Kunst des Netzwerkens*, p. 84.

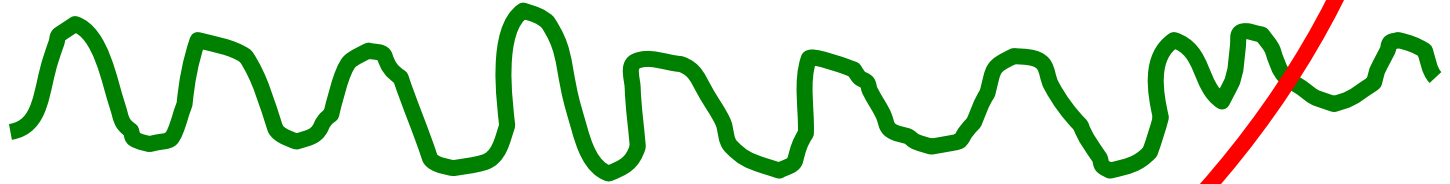
<http://www.niace.org.uk/euoweaving/docs/The-Art-of-Networking-D.pdf>

- A Survival Kit for European Project Management.

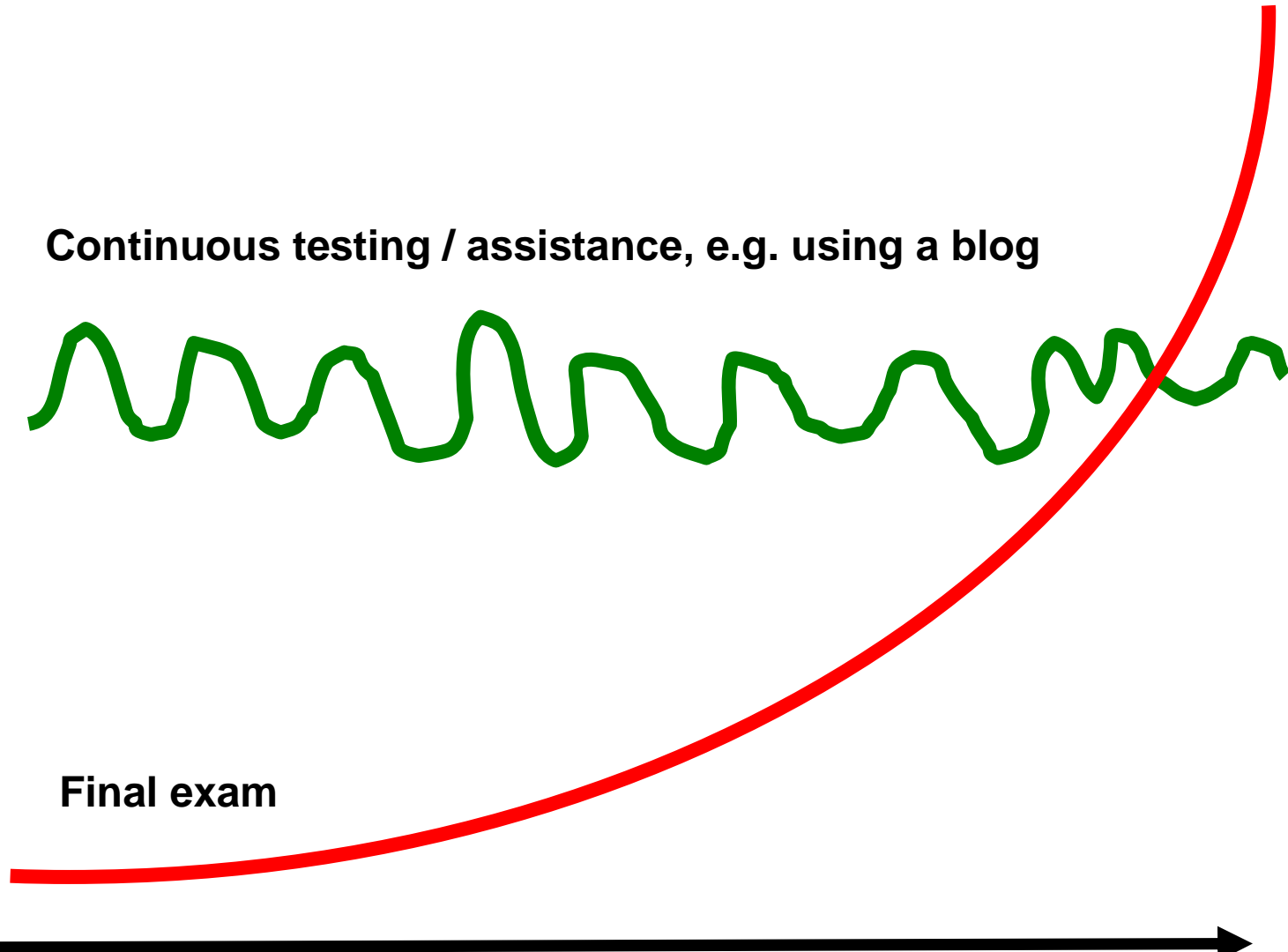
**Working intensity**



**Continuous testing / assistance, e.g. using a blog**



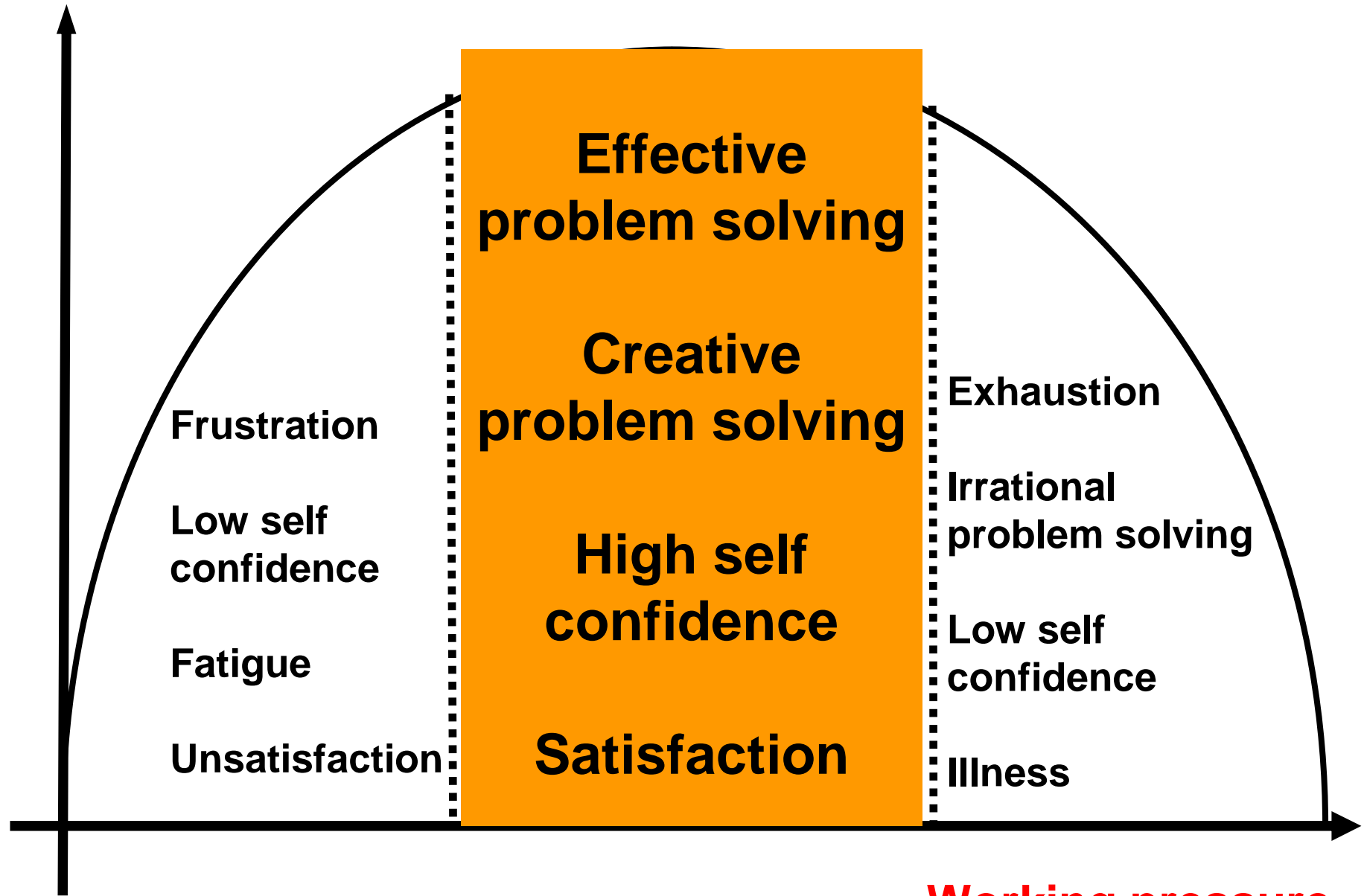
**Final exam**



**Time**



**Performance**



**Effective  
problem solving**

**Creative  
problem solving**

**High self  
confidence**

**Satisfaction**

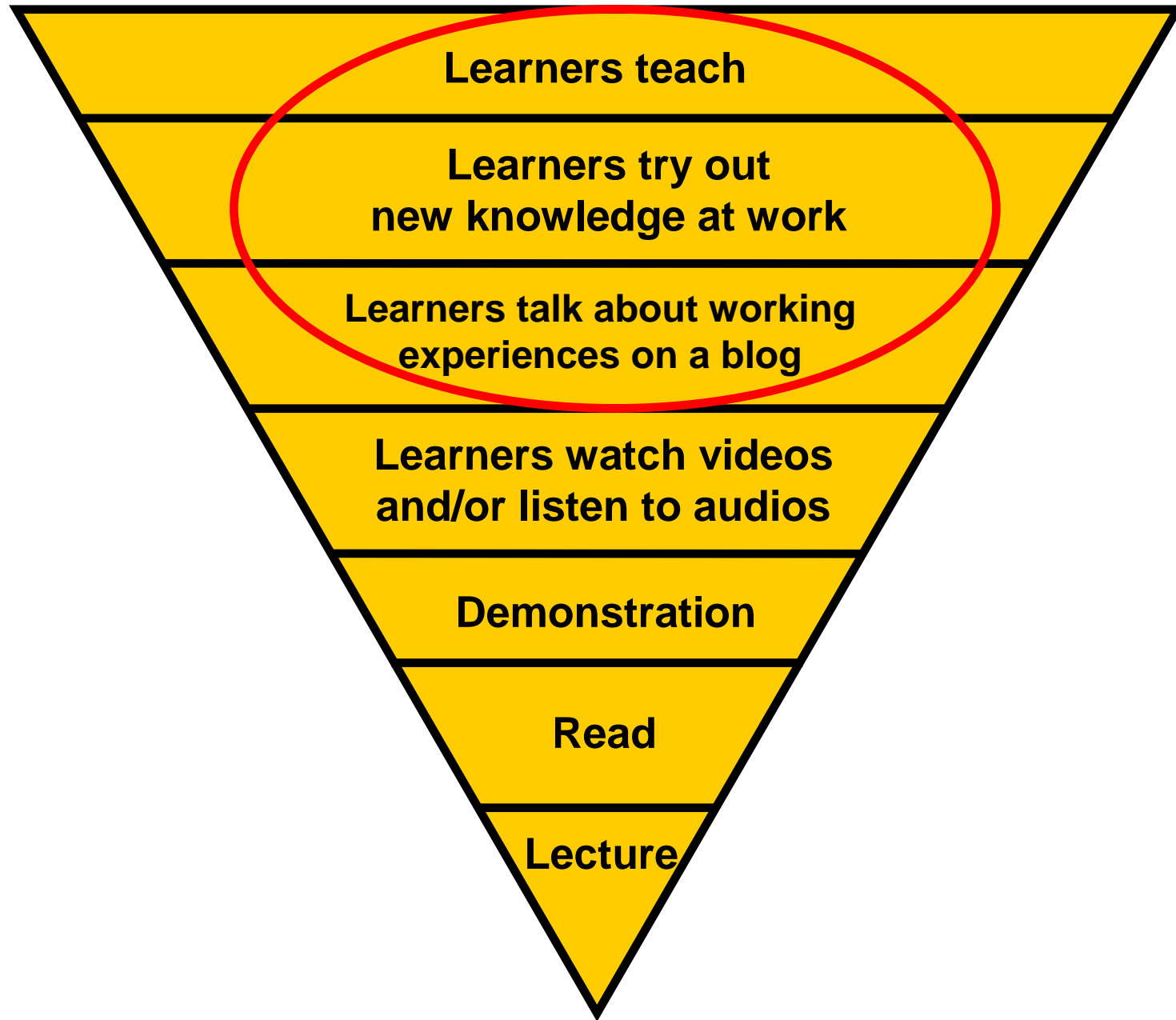
**Exhaustion**

**Irrational  
problem solving**

**Low self  
confidence**

**Illness**

**Working pressure**



# Problem / disadvantage

## Some learners are under heavy time pressure

- Full time job besides school.  
(own decision and/or external pressure).
- Other courses.
- Family.
- Other private activities.

## **Advantage # 4**

**Using a blog helps  
learners improve their  
writing competencies**

Participants get better at  
reflecting and **expressing**  
**reflections in writing**



## **Problem / disadvantage**

Are **social competencies** being sufficiently developed through interactive and collaborative technologies, social media etc.?

# **Advantage # 5**

Using a blog  
captures changes  
in thinking

<b>Blog</b>	<b>Wiki</b>
<b>Captures changes</b> in a person's thinking and ideas.	Captures changes less clearly in a person's thinking and ideas.

**Source:** For more inspiration on the difference between blog and wiki, see for example <http://ferret.bemidjistate.edu/~morgan/cgi-bin/blogsAndWiki.pl?WikiAndBlog>

January 26, 2008

## Thinking out of the box [video]

Christian W said...

i agree with the comments above. also in our company new ideas are not always welcome. for example we have a "briefkasten" and everybody who thinks out of the box can bring in new ideas. unfortunately i don't know what our managers do with these informations - i never realized that some of these ideas were launched even if i'm sure that some were. consequential i think it would be important to inform the other collaborators (eg. via internal company journal) if some ideas from employees were launched. thus the company would show that new ideas are welcome, thereby other collaborators would be encouraged to do the same

February 08, 2008 

Frank Calberg said...

Christian W, I think you have a point. What does the management say about the above mentioned suggestions of yours regarding more openness?

I have another input for you: You mention communicating internally. Why not **open up** even more by involving also external collaborators?

February 08, 2008 

Source: <http://frankcalberg.blogspot.com/>

January 26, 2008

## Thinking out of the box [video]

Christian W said...

to frank: thanks for your interesting inputs. it brings me to the idea that these "success storys" could be published also in the external client magazine. besides information on our core business some of these readers might like to know also in which way our company tries to optimize costs and structures.

February 10, 2008 

**Source:** <http://frankcalberg.blogspot.com/>

# **Advantage # 6**

**Using a blog  
invites people to  
collaborate**

**Many-to-many**



**Explicit Knowledge**

**Tacit Knowledge**



**One-to-one**

<b>Blog</b>	<b>Wiki</b>
<p data-bbox="232 389 842 472"><b>Collaborative</b></p> <p data-bbox="232 507 1106 935">For example, people can ask and answer questions to/from each other.</p>	<p data-bbox="1164 389 1993 485"><b>Very collaborative</b></p> <p data-bbox="1164 507 1966 1050">Participants create together. They can add and edit to content written by each other.</p>

**Source:** For more inspiration on the difference between blog and wiki, see for example <http://ferret.bemidjistate.edu/~morgan/cgi-bin/blogsAndWiki.pl?WikiAndBlog>



# Poll

## What is more important to you?

Collaboration

13 (100%)

Competition

1 (7%)

Source: <http://frankcalberg.blogspot.com/>

*“Web 2.0 tools are helping to encourage interest in collaboration across the organization and helping us to **explore new and different ways of collaborating.**”*

**Source**

How businesses are using web 2.0. A McKinsey Global Survey.

[http://www.mckinseyquarterly.com/Marketing/Digital\\_Marketing/How\\_businesses\\_are\\_using\\_Web\\_2\\_0\\_A\\_McKinsey\\_Global\\_Survey\\_1913](http://www.mckinseyquarterly.com/Marketing/Digital_Marketing/How_businesses_are_using_Web_2_0_A_McKinsey_Global_Survey_1913)

## **Problem / disadvantage**





In individualistic cultures, some people tend to guard knowledge, i.e. do not share their knowledge.

# **Reason for not sharing knowledge**

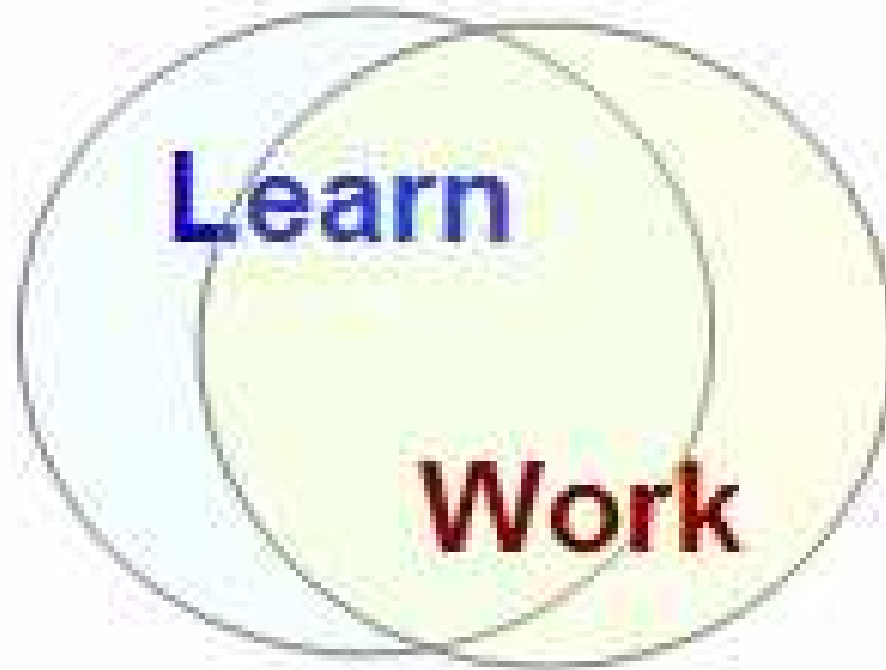
**Fear of losing individual power.**

# **Advantage # 7**

**Using a blog  
makes education  
more informal**

	Deliberate education	Unexpected education
Formal education	<p>Prepare, do, watch, listen to presentations</p> <p><b>Examples</b></p> 	<p>Do internet search</p> <p><b>Example</b></p> 
Informal education	<p>Write what people do Ask / answer questions Discuss topics</p> <p><b>Example</b></p> 	<p>Chat with people</p> <p><b>Example</b></p> 

# Work and learning are coming together...



Source: [http://www.jaycross.com/informal\\_book/nutshell.htm](http://www.jaycross.com/informal_book/nutshell.htm)

*“...we know that most learning occurs  
**outside** formal educational settings.”*

**Source**

[http://partners.becta.org.uk/upload-dir/downloads/page\\_documents/research/emerging\\_technologies08\\_chapter1.pdf](http://partners.becta.org.uk/upload-dir/downloads/page_documents/research/emerging_technologies08_chapter1.pdf)



*Most learning in organizations is informal, yet the majority of learning dollars are spent on formal courses. If organizations are going to successfully transfer knowledge between employees, they must tap into informal learning. One approach that has been used successfully is **the corporate blog**.*

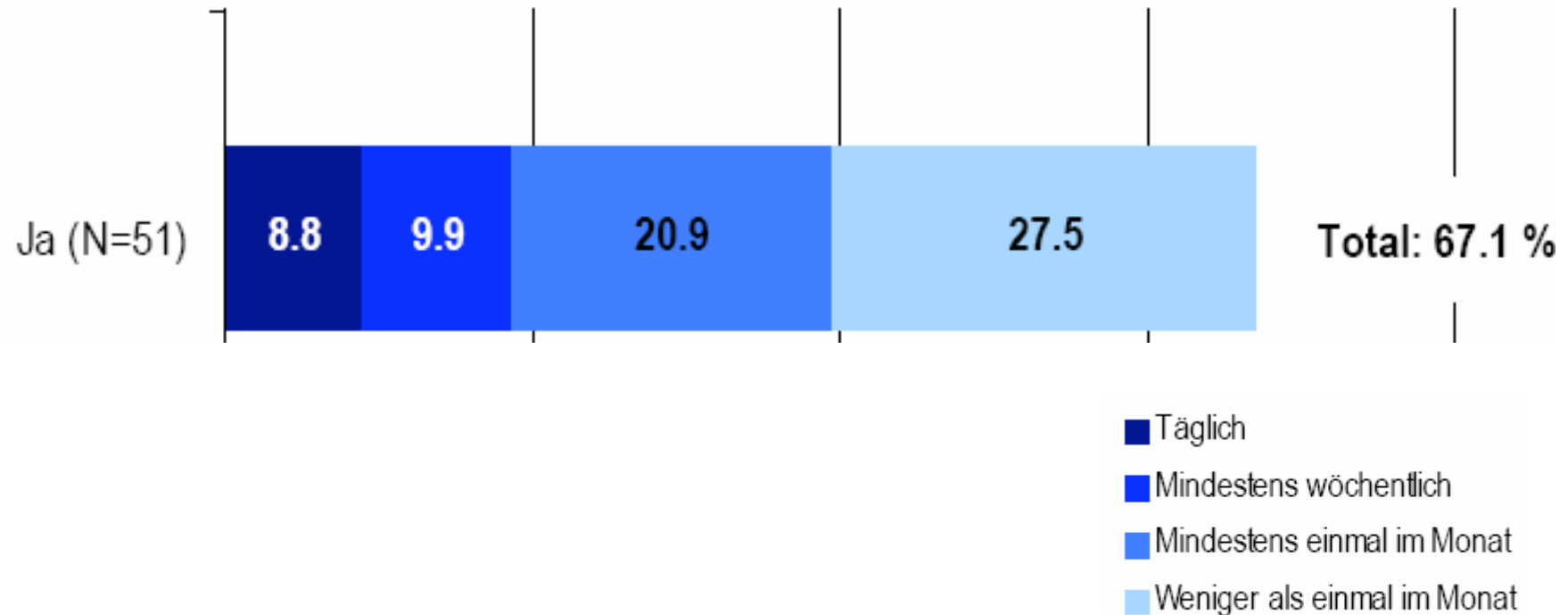
**Source:**

<http://www.elearnmag.org/subpage.cfm?section=opinion&article=81-1>

# **Advantage # 8**

Using a blog  
involves also  
external people

# 67% read blogs during work



## Source:

Maz/Bernet-study web 2.0, November 2007.

Survey among 104 of the largest Swiss companies.

[http://www.maz.ch/service/maz\\_bernet\\_studie\\_web20.pdf](http://www.maz.ch/service/maz_bernet_studie_web20.pdf)

# *Blogs revolutionize the communication*

**Source:**

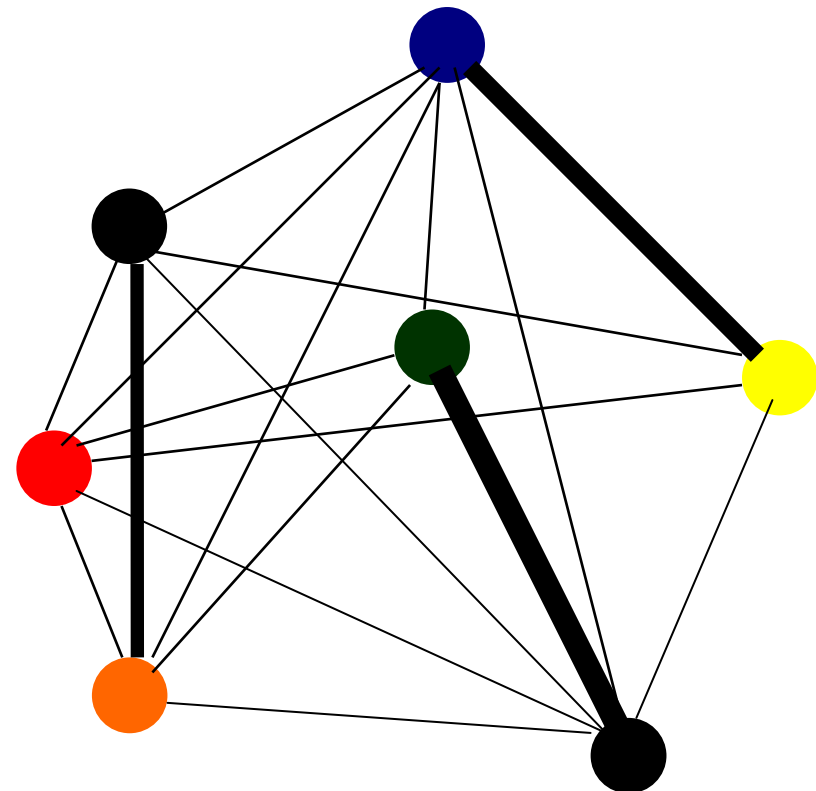
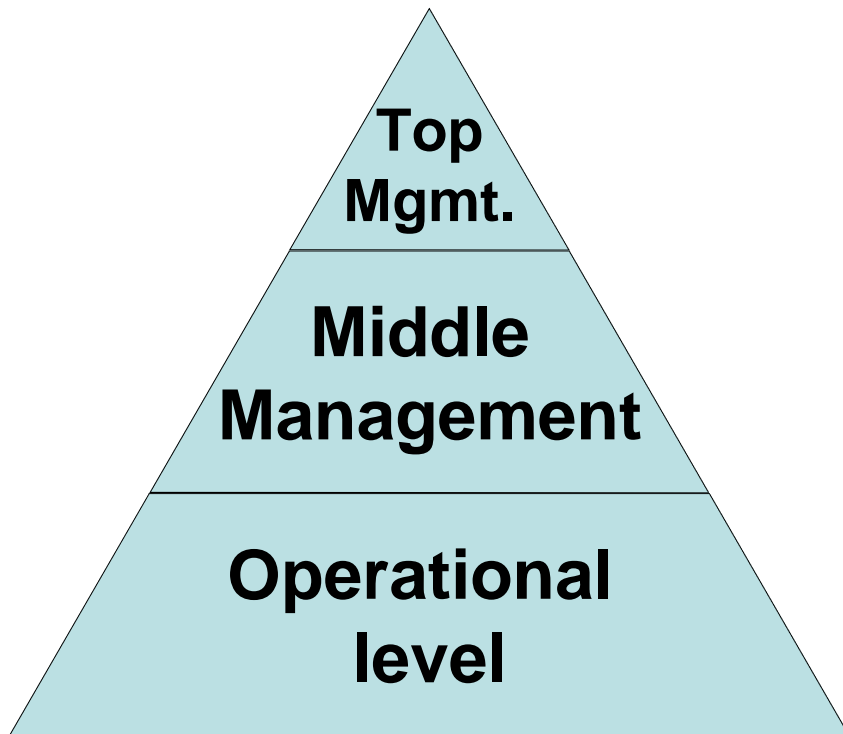
Maz/Bernet-study web 2.0, November 2007.

Survey among 104 of the largest Swiss companies.

[http://www.maz.ch/service/maz\\_bernet\\_studie\\_web20.pdf](http://www.maz.ch/service/maz_bernet_studie_web20.pdf)

**Hierarchical  
company**

**People working efficiently  
and innovatively**



*”Blogs are powerful because they they allow millions of people to easily publish and share their ideas, and millions more to read and respond. They **engage** the writer and reader in an open conversation, and are shifting the Internet paradigm as we know it.”*

Source: <http://www.technorati.com/about/>, May 14, 2008

**Teacher**

**Course  
participants**

**School  
management**

**Examples of  
blog  
participants**

**Other  
teachers and  
consultants**

**Customers, manager, and work colleagues  
of course participants**

*“The most valuable aspects today are providing a means for customers to have a dialogue with us. This provides benefits to both parties.*

*If we get something wrong, our customers let us know very quickly and they expect to know when we are going to address it. This rich dialogue also **brings us ideas and suggestions** on future product developments, which is extremely valuable.”*

**Source**

How businesses are using web 2.0. A McKinsey Global Survey.

[http://www.mckinseyquarterly.com/Marketing/Digital\\_Marketing/How\\_businesses\\_are\\_using\\_Web\\_20\\_A\\_McKinsey\\_Global\\_Survey\\_1913](http://www.mckinseyquarterly.com/Marketing/Digital_Marketing/How_businesses_are_using_Web_20_A_McKinsey_Global_Survey_1913)



*“Our success is based on  
allowing clients to participate  
in the process.”*

**Source**

How businesses are using web 2.0. A McKinsey Global Survey.

[http://www.mckinseyquarterly.com/Marketing/Digital\\_Marketing/How\\_businesses\\_are\\_using\\_Web\\_2\\_0\\_A\\_McKinsey\\_Global\\_Survey\\_1913](http://www.mckinseyquarterly.com/Marketing/Digital_Marketing/How_businesses_are_using_Web_2_0_A_McKinsey_Global_Survey_1913)

*”2/3 of all survey respondents  
use online tools to **involve  
their customers in  
product development**”*

**Source**

How Companies are marketing online. A McKinsey Global Survey. n = 410

[http://www.mckinseyquarterly.com/Marketing/Digital\\_Marketing/How\\_companies\\_are\\_marketing\\_online\\_A\\_McKinsey\\_Global\\_Survey\\_2048](http://www.mckinseyquarterly.com/Marketing/Digital_Marketing/How_companies_are_marketing_online_A_McKinsey_Global_Survey_2048)

## Problem / disadvantage # 1

Some education participants are **less open** than others.

**Extrovert  
vs.  
Introvert**

**Open  
vs.  
Closed**

**Personality**

**Worrying  
vs.  
Calm**

**Agreeable  
vs.  
Disagreeable**

**Conscientious  
vs.  
Not conscientious**

Table 2

Logistic regression coefficients for the subscales of the Big Five predicting blogging in Study 1

	$\beta$	S.E.	Wald	df	<i>p</i> value	Exp( $\beta$ )
Extraversion	.15	.18	0.69	1	.41	1.16
Agreeableness	-.07	.19	0.12	1	.73	0.94
Conscientiousness	-.07	.26	0.08	1	.78	0.93
Neuroticism	.34	.21	2.55	1	.11	1.40
Openness	.53	.26	4.25	1	.04	1.70

**n = 89**

**Source**

Guadagno, R. E. et al. "Who blogs? Personality predictors of blogging." Computers in Human Behaviour, 2007.

Table 4

Logistic regression coefficients for the subscales of the Big Five predicting blogging in Study 2

	$\beta$	S.E.	Wald	df	$p$ value	Exp( $\beta$ )
Extraversion	0.17	0.14	1.44	1	0.23	1.19
Agreeableness	0.03	0.18	0.02	1	0.88	1.03
Conscientiousness	0.08	0.15	0.28	1	0.59	1.09
Neuroticism	0.39	0.13	9.21	1	<.01	1.48
Openness	0.75	0.19	15.66	1	<.001	2.11

**n = 278**

**Source**

Guadagno, R. E. et al. "Who blogs? Personality predictors of blogging." Computers in Human Behaviour, 2007.

<b>Open</b>	<b>Closed</b>
<ul style="list-style-type: none"><li data-bbox="224 383 963 694">■ Prefers variety, doing what is new.</li><li data-bbox="224 845 672 933">■ Curious.</li><li data-bbox="224 1077 828 1173">■ Imaginative.</li></ul>	<ul style="list-style-type: none"><li data-bbox="1142 383 1881 694">■ Prefers routine, doing what is known.</li><li data-bbox="1142 845 1747 933">■ Conforming.</li><li data-bbox="1142 1077 1814 1173">■ Conventional.</li></ul>

## **Problem / disadvantage # 2**

**At some companies,  
education is isolated  
from work.**



<b>Company culture A</b>	<b>Company culture B</b>
<p>Education is a normal part of work.</p>	<p>Education is isolated from work.</p> <p>Education is a cost that should be minimized.</p>

## **Advantage # 9**

**Using a blog facilitates  
the use of images**

Students seem to be more at home with images (icons, video, photos) than text.

**Source**

[http://partners.becta.org.uk/upload-dir/downloads/page\\_documents/research/emerging\\_technologies08\\_chapter1.pdf](http://partners.becta.org.uk/upload-dir/downloads/page_documents/research/emerging_technologies08_chapter1.pdf)

# **Advantage # 10**

**Using a blog  
reduces costs**

# Example: Costs for exams

- Rooms.
- Paper.
- Pencils/pens.
- Control.
- Transportation.

## Problem

Fear for change among people  
people benefiting from the  
current way of doing things.

# **Advantage # 11**

**Using a blog encourages  
people to continuously  
try things out**

In a world that is constantly  
changing, it is riskier to  
plan, control, and do little  
than to continuously

**try things out**





*Build a **just try it** culture  
- emphasize "test and learn"  
instead of "plan and execute"*

**Source:** Hamel, Gary: *The Future of Management*, p. 120.