



**SPEAKER:**  
**Mike Feerick**  
**CEO & Founder**  
**Alison**

[www.alison.com](http://www.alison.com)

# Role of Free Learning Platforms in the Future of Education

**VABA HARIDUS**  
**16.15 Milline on MOOC-lahenduste roll**  
**tuleviku hariduselus?**  
**Sept 14<sup>th</sup> 2017**



MAJANDUS- JA  
KOMMUNIKATSIOONI-  
MINISTEERIUM



Euroopa Liit  
Euroopa Sotsiaalfond



Eesti  
tuleviku heaks



EESTI  
INFOTEHNOLOOGIA JA  
TELEKOMMUNIKATSIOONI  
LIIT



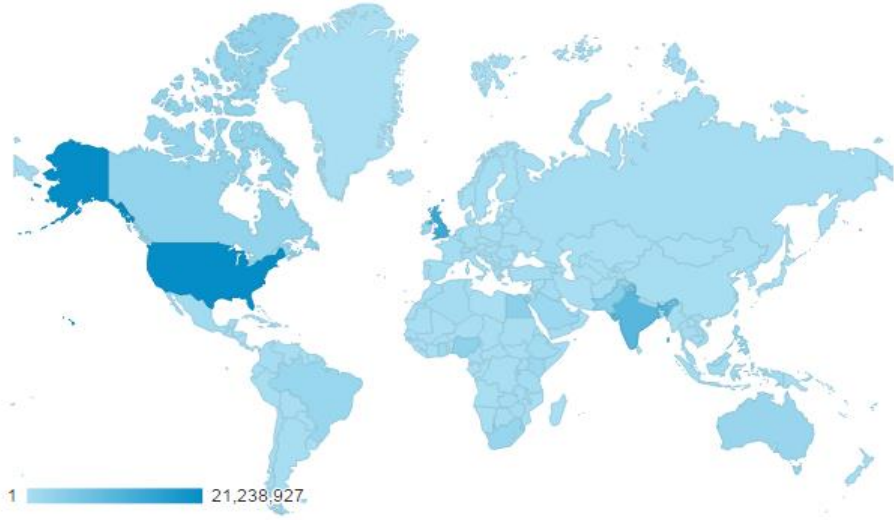
Microsoft

EDU

**EXEX\***

HARIDUSTEHNOLLOOGIA  
KONVERENTS





## Empowering the Freedom to Learn and the Tools to Succeed

UN Declaration of Human Rights: Article 26: "Education shall be free..."



**11m**  
Learners



**1.5m**  
Graduates



**1k**  
Courses





**Too Slow**



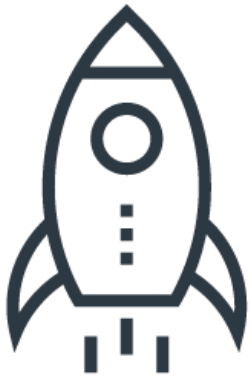
**Too Shallow**



**Too Costly**



**Too Inaccessible**



**Rapid**



**Depth**



**Free**

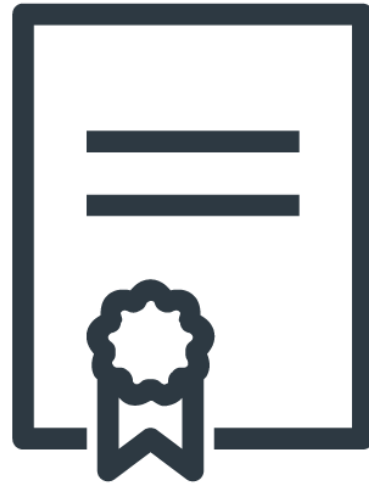


**Accessible**

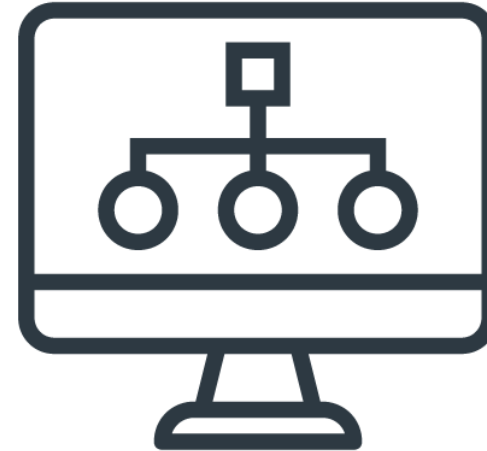




**Free Learning**



**Free Certification**



**Free  
Learning  
Management**

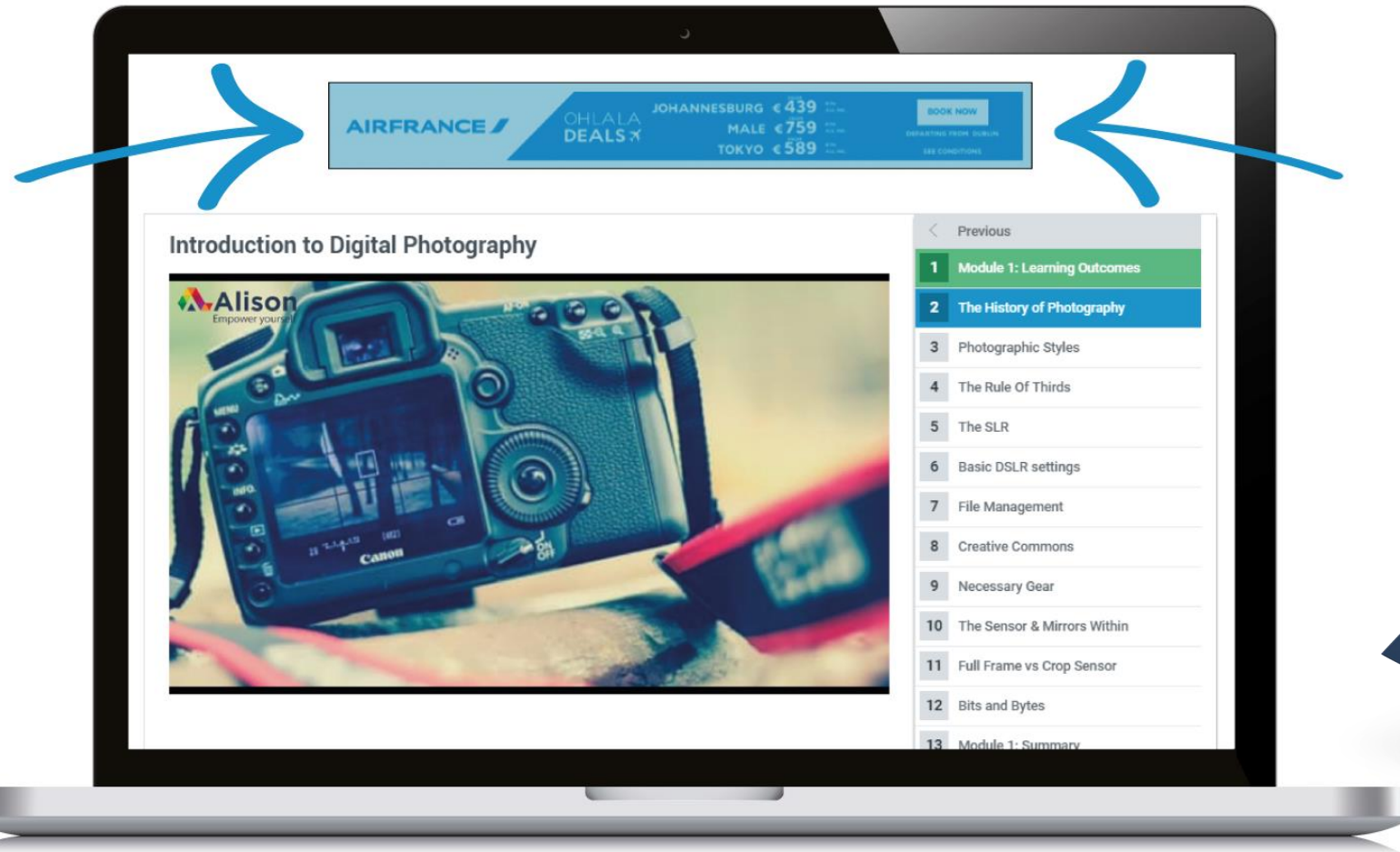


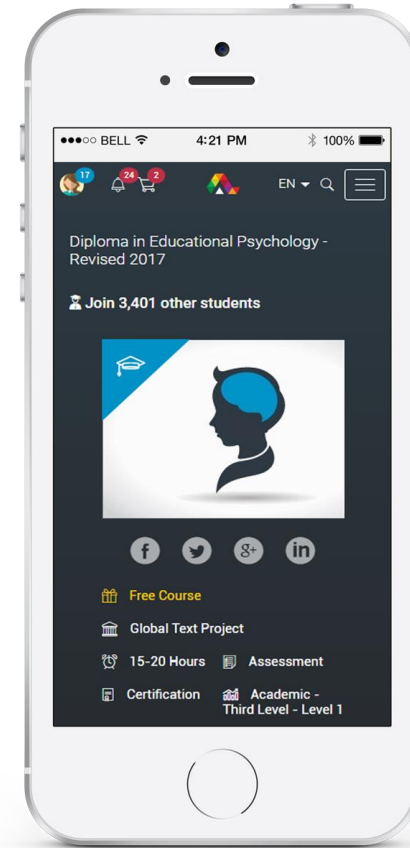
**Free Publishing**











**Changing the World of Learning – the ubiquitous internet, and the smartphone.**

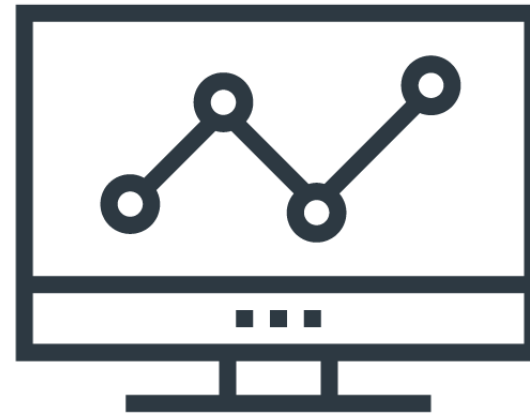




**Manage Groups**



**Manage Learners**



**Create Reports**



**Manage Account**





 olga

 Module Manager


 VERTICAL TABS


 HORIZONTAL TABS

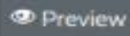
 New Page

 New Question


 Logout




 Edit

 Preview

accordion






## Theoretical Perspectives on Culture

Music, fashion, technology, and values-all are products of culture. But what do they mean? How do sociologists perceive and interpret culture based on these material and nonmaterial items? Let's finish our analysis of culture by reviewing them in the context of three theoretical perspectives: functionalism, conflict theory, and symbolic interactionism.

New Tab +

New Tab +



New Tab -



Symbolic interactionism is a sociological perspective that is most concerned with the face-to-face interactions between members of society. Interactionists see culture as being created and maintained by the ways people interact and in how individuals interpret each other's actions. Proponents of this theory conceptualise human interactions as a continuous process of deriving meaning from both objects in the environment and the actions of others. This is where the term symbolic comes into play. Every object and action has a symbolic meaning, and language serves as a means for people to represent and communicate their interpretations of these meanings to others. Those who believe in symbolic interactionism perceive culture as highly dynamic and fluid, as it is dependent on how meaning is interpreted and how individuals interact when conveying these meanings.

Save File

Assets

Edit

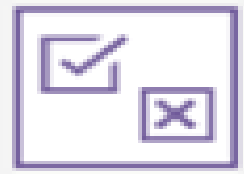
Include Tabs

Remove Tabs


Options




True/ False



Fill in the blank



Matching Drop-Down





## Renumeration



## Lead Generation



## CPD



## Mandate



## Altruism



## Show Off

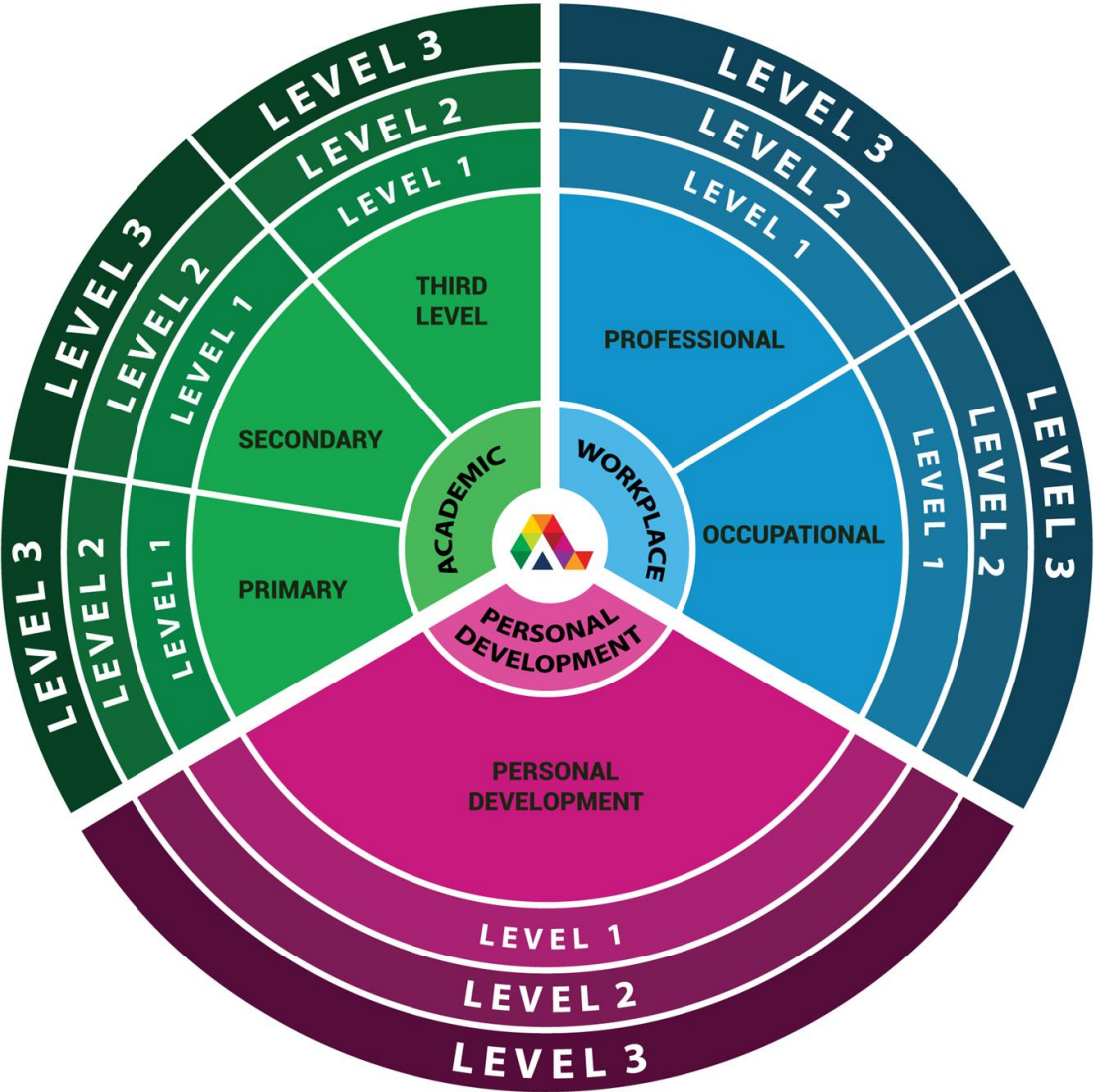


**UBER**

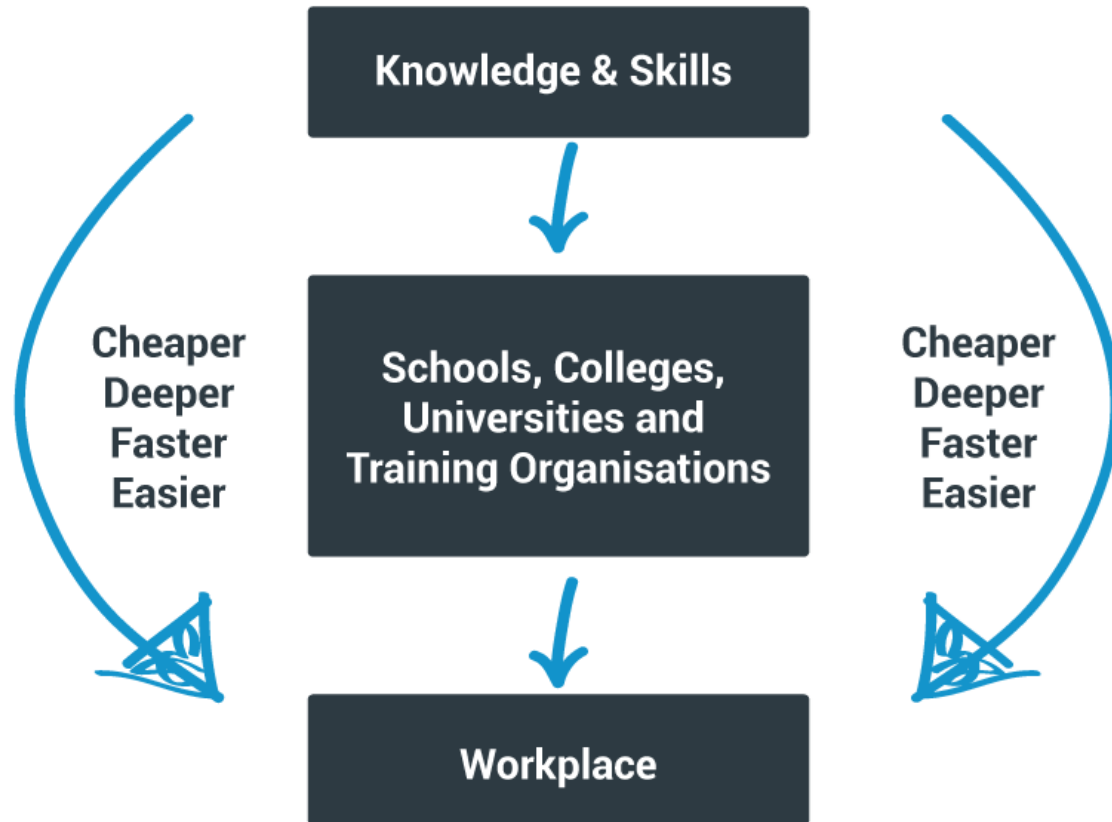


**Alison harnesses the phenomenon popularly referred to as “Uberization”.**

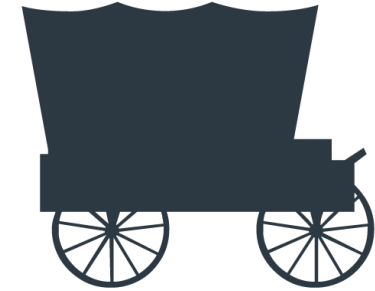




## Free Online Learning Platforms will Bypass Traditional Suppliers



## Few incumbents survive disruption



From 1900 to 1920, USA motor transport moved from representing 5% of total transport to 95%. No major transport business survived the







Who would you hire to run a Siemens power station: A Siemens qualified electrical engineer or a candidate with a Masters Degree in Electrical Engineering from a local university?

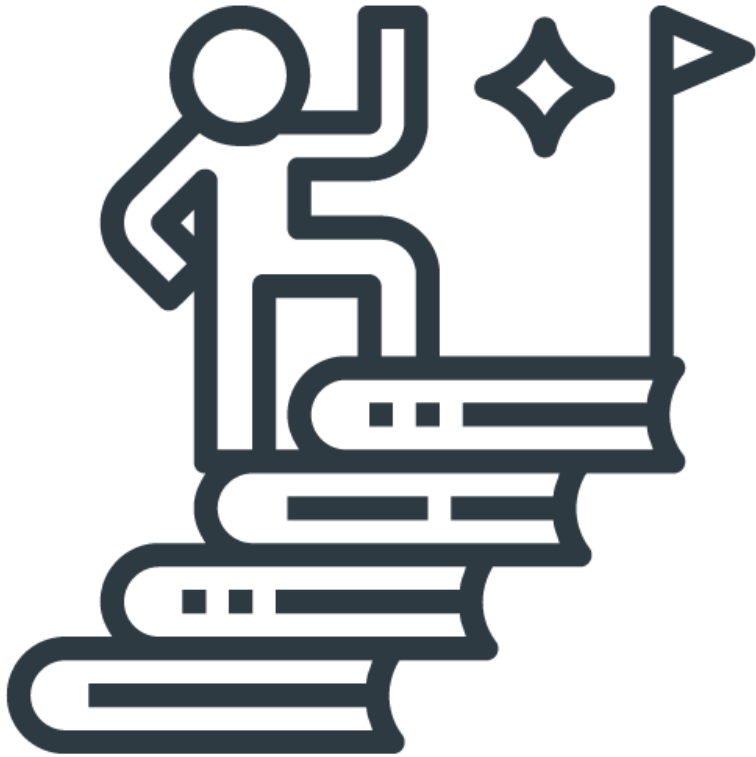
### **(i) Every Product & Service will have Certification**

- Customer extracts more value from purchase
- Better New Product & Service Development
- Sales Discounts to Customers who Certify Staff

### **(ii) Corporate Level Training more accessible at SME level**

- Greater Competition to larger, slower entities
- Access to Corporate Training not an advantage of scale.





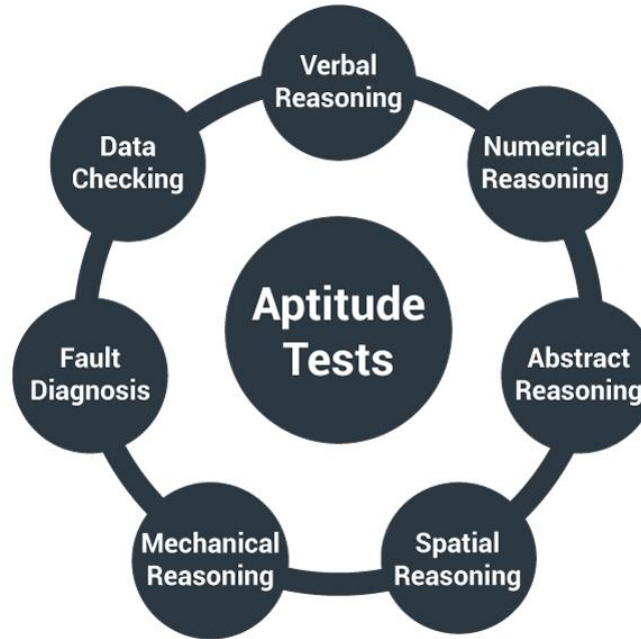
**(i) Free Learning opens up opportunity to Governments to make employee training mandatory at every Level to combat growing Skills Gap\***

- Corporations can make their certifications mainstream
- Enhanced training will enhance productivity.
- Massive rapid upscaling in developing economies.

\* Driven by new Skills Gap Legislation based on worker rights and tax incentives and penalties.



**G**ROWTH  
**R**ESILIENCE  
**I**NTEGRITY  
**T**ENACITY



tagging friends  
community facebook videos  
network marketing creative  
links myspace online comments  
news forums  
**social media**  
networking viral twitter  
company sites youtube podcasts web  
media flickr internet  
blogs companies services  
creativity website

Free Online Psychometric Testing Identify Strengths & Weaknesses, hence greater knowledge and tools of identifying good workers in the hands of a wider number of employers.

Strong Identity Profiles now developed independently from individual expression and behaviour online.

Formal Education, Work Record, References and Self-Narrative no longer the arbiters of Corporate Advancement.







## **(i) Uniquely Provide?**

- Social Development**
- Physical Facilities**
- One to One Training**
- Teamwork**
- Character / Values Building**
- Civic Responsibility**



## **(ii) Not Unique**

- Facts / Processes / Techniques**

## **(ii) Mentors V Teachers**







Email: [CEO@alison.com](mailto:CEO@alison.com)

Mobile/Cell: +353-86-817-5691

**SPEAKER:**  
**Mike Feerick**  
**CEO & Founder**  
**Alison**

