Mobile + Cloud = ?

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The Place of Technology in the Liberal Arts:
Designing Attention and Learning in the Classroom
January 19, 2012
What is “The Cloud”? 

Varied definitions…

- **Software as a Service (SaaS)**. e.g. Run Moodle from an internet provider.
- **Utility Computing**. e.g. store all your files on iCloud or Google Docs.
- **Web Applications**: DropBox/Box.net (files), Skype (video conf.), Evernote (notes), Mozy (backups), Pandora/Spotify (music), Twitter, YouTube, iTunes, Amazon, Facebook…
Why Now?

One week of headlines…

• Building a Library in the Clouds
• Making the Case for the Cloud
• Government Agencies Move to Cloud, Cautiously
• Ready to Soar In the Clouds?
• Five myths of cloud computing
• Before Taking the Cloud Plunge
• Mobility: It's More than a Trend
• Students Want Colleges to Go Mobile Now, Even if Services Aren’t Perfect
Why Now?

- Seth Godin (www.sethgodin.com)
  Laptop + Internet = End of Industrial Age?

- Adrian Sanier “If Not Now, When?”
  Internet + Mobile + Social Networking + Personal Devices + Data Mining = Rapid Change in Higher Education

- Our own lives…
Some Numbers...

- [http://www.youtube.com/watch?v=3SuNx0UrnEo](http://www.youtube.com/watch?v=3SuNx0UrnEo)

- Mobile devices now outnumber computers worldwide (soon U.S.); Smartphones outnumber other phones (Gartner).

- Prediction (Gartner): By 2015, vendors will ship more media tablets (55%) worldwide than mobile consumer PCs (i.e. laptops) (45%).
Holy Cross Numbers...

**Fac/Staff**
- n=3526
- Windows 65%
- Mac 22%
- Other Phones 1%
- iPod/iPad 6%
- Gaming Devices 0%

**Student**
- n=7380 (registered only)
- Windows 30%
- Mac 30%
- iPod/iPad 12%
- Other Tablets 4%
- Recreation al Devices 0%
- Other Phones 3%
- iPhones 21%

**Student Phones**
- n=1767 (registered only)
- iPhone
- Android
- Blackberry
- Other

**Registered Devices per Student**
- Average number = 2.50

**Number of unique Mac Addresses**
- Number of Students
- Number of unique Mac Addresses
Technology Trends...

• **Externalization** (the Cloud)
  **Consumerism** (choose device)
  **Democratization** (choose how to use)

• **Volatility** (financial, political, organizational, relationships, pace of technology)
  **Multiplicity** (varied skills and tools)
  **Versatility** (vs. standardization)
  **Mobility** (e.g. “bring your device to work BYOD”)

• **“Tetris Trend”** (faster and less predictability)
Technology Trends...
Holy Cross’ Position

Cloud:

Move Slowly, but steadily.
Low risk (student email to Google, fac/staff email/calendar?)
Non-sensitive data (student orgs, endowment, potentially library in the future…)
Off-load risk (Bookstore merchandise, alumni donations, event registration).
Take care with: security, contract negotiations, backup plans.

BYOD:

Cost savings.
Not encouraging by policy, but is happening anyway.
It’s not the device, it’s how you use it.

Issues/Discussion

• Pace of technology change. How can we keep up?
• Generational divide between students and faculty (social media).
• Privacy and security.
• “Digital divide” between those who can afford these gadgets and those who cannot (or what role the College should play in closing the gap).
• Does Mobile + Cloud make learning too shallow? (students jumping between apps; Googling for quick answers; not thinking deeply)
• Crowd-thinking vs. independent thinking.
• Blurring/blending of private and professional lives. “Always on.”
• Disruptions in the classroom (students using mobile devices).
• Others to add?