

International Workshop on Learning in Enterprise 2.0 and Beyond

Andreas Schmidt¹,
Graham Attwell², Simone Braun¹, Stefanie Lindstaedt³, Ronald Maier⁴, Eric Ras⁵

¹ {andreas.schmidt|simone.braun}@fzi.de
FZI Research Center for Information Technologies, Karlsruhe, Germany
² graham10@mac.com, Pontydysgu, UK
³ slind@know-center.at
Know-Center and Graz University of Technology, Austria
⁴ ronald.maier@uibk.ac.at
Innsbruck University School of Management, Austria
⁵ eric.ras@iese.fhg.de
Fraunhofer IESE, Kaiserslautern, Germany

Recently, we have seen a paradigm shift in technology support for learning towards more participatory approaches in which learners are seen as active contributors. Within enterprises, this new perspective brings together traditionally separated disciplines like e-learning, knowledge management, and human resources development, but also requires a fundamental change of the culture of the respective enterprise towards an enterprise 2.0, which is characterized by enhanced collaboration and a cultural of employee participation. The enterprise 2.0 needs to understand itself as a learning organization, needs to leverage bottom-up processes (from the employee towards the organization) and aim at closed-loop approaches where feedback, continuous improvement, and encouraging small and large-scale innovations at all levels is key.

In this workshop, we aim at exploring new ways of technology-enhanced learning within an enterprise on the way to enterprise 2.0, and the role of learning technology in the transformation process. This includes the exploration of individual perspectives in the form of personal learning environments (in contrast to traditional LMS or VLE), the community perspective, and the organizational perspective (new forms of guidance, e.g., as part of competence management strategies). There is a tension between these different perspectives, which has a huge impact on the success of learning technologies in the enterprise. One important aspect in this respect is the consideration of motivational factors affecting the engagement in learning activities and the contribution towards organizational goals: how can we leverage the intrinsic motivation of employees and create learning contexts that keep this motivation alive? What is the effect of social relationships?

The works presented as part of this workshop have different foci and complement each other. Maier & Thalmann have conducted an ethnographic study to improve our understanding of real-world practices and learning activities in an IT company. From this study, they have derived informal learner types, which can be the starting point

for further research for informal learning in enterprise 2.0. Nelkner et al. take up the idea of personal learning environments as sets of loosely coupled tools which can be assembled by the individual. They present first conceptualizations how such a PLE can look like in an enterprise 2.0 setting. Finally, Ravenscroft et al. present a new approach that aims at combining learning and ontology construction. They combine dialogue games (for learning how to argue) with a lightweight and participatory ontology editor (SOBOLEO). This “design study” intends to explore the role of and potential support for coming to a shared understanding in communities.

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