

Industry Showcase

Thuze: The Interactive Mobile Learning Solution

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Type	<input checked="" type="checkbox"/> Workshop	<input type="checkbox"/> Tutorial
Duration	<input checked="" type="checkbox"/> Half-day event	<input type="checkbox"/> Full-day event

Rationale (to be published on the mLearn web-site)

Thuze (www.thuzelearning.com) is a cloud-based learning platform that delivers advanced classroom content to its users. At the core of Thuze's effectiveness is its peer-driven etextbook experience, which underwrites the success of mobile and contextual elearning with classroom interaction. Buttressed by its comprehensive content package – including traditional text, audio, and video as well as self-assessment diagnostic tools – Thuze delivers students a complete learning experience, across a variety of devices, including the iPad, Android, Kindle, desktops and laptops.

Providing this comprehensive mobile learning experience to modern students has been a prime motivator behind Bridgepoint Education's development of mobile learning technology. The parent company of Ashford University and University of the Rockies, Bridgepoint has fostered an aggressive program of innovation and improvement of classroom connectivity, content and participation for all its learners and faculty. It is in this atmosphere that Thuze has taken shape. With the introduction of its innovative digital learning platform to Ashford's students and instructors (under the name Constellation), Bridgepoint provided Ashford students and faculty with full-spectrum content (including video, audio and lectures), collaborative notes, cross-platform flexibility and a fully supported online discussion environment (www.ashford.edu/student_services/constellation.htm). Constellation, which was recognized in the 2011 Horizon Report as "Technology to Watch", and a CODiE Award finalist in 2011) was the progenitor of Thuze. Constellation's interactivity, comprehensive content and the accessibility of its platform were designed specifically to meet the needs of Ashford University, and provided the essential starting point to develop and deliver Thuze as a mobile content platform for schools and universities worldwide.

The Thuze platform's mobile etextbooks are available to students via the iPad, Kindle and other tablet devices. Its functionality is designed to make the learning experience equally valuable through these mobile interfaces, delivering students and faculty the same cloud-based notes, classroom interaction, personalized quizzes and study guides of desktop and laptop users. In addition to the features available to all Thuze users, mobile access to Thuze gives tablet users a tactile interface unavailable on a desktop, providing full-spectrum fingertip interaction. Thuze's cross-platform multi-device flexibility provides students and instructors access to their learning content and to classmates from any device, at any time. Thuze in context:

Cloud-Based Mobility: The crown jewel of the online classroom experience: Thuze makes its suite of cross-platform learning tools modular, flexible and mobile, from desktop to laptop, iPad to Kindle.

Collaborative Learning: Networked comments, notes and highlighting render inter-student dialogue and concept development accessible and comprehensive. Social commenting and peer-dialogue constructs support this feature.

Multimedia: Extensive use of dynamic content, including embedded video, audio, interactive timelines, PowerPoints and on-screen lectures.

Quizzes and built-in analytics: Pre and post-chapter self-assessment and diagnostics, personalized learning plans, organized notes and highlighting for custom study guides,

Format

Thuze's effectiveness is based on several core successes: availability, flexibility and quality of content. In a workshop featuring the best and brightest of the design, editing and creative teams behind the Thuze platform, mobile and contextual learning professionals at MLearn Helsinki will learn about the process of bringing this innovative etextbook platform to life. We will reach out to its audience, walking attendees through the initial concept, the creation of platform and content, the pitfalls of the project and what the editorial and development teams learned in the process, including feedback from surveys and focus groups of Ashford and client students and faculty. We will also include a hands-on demonstration of the interface environment powering Thuze and the platform that started it all, Constellation.

Presenters

Co-Presenter: Peter Galuardi, Director of Editorial Technology, joined Bridgepoint Education in August, 2009 to assist the product development effort for Constellation, which later evolved into Thuze. Mr. Galuardi is responsible for assisting in the development and implementation of strategic publishing plans for instructional and learning products; and for the acquisition and development of associated media products for private label initiative. Before joining Bridgepoint Education, Mr. Galuardi spent nearly 10 years in the college textbook publishing and software industry and worked for publishing houses: McGraw-Hill Higher Education, Cengage Learning, and Houghton Mifflin Co. in various editorial roles. Mr. Galuardi earned his Bachelor of Science degree in Mathematics from the University of Massachusetts.

Co-Presenter: Mireille Yanow is a Sponsoring Editor with Bridgepoint Education. She leads an editorial team focused on content development for Constellation. Prior to joining Bridgepoint Education, Ms. Yanow served as a Managing Editor at Macmillan Education in Oxford where she spearheaded the publication of English language textbooks for the international market. She previously served as a Publishing Editor at Elsevier Science and also spent six years teaching English. Ms. Yanow has lead interactive panel discussions and presentations at various educational conferences. She received her Bachelor of Science in Geology from Queens College, C.U.N.Y and her post-graduate certificate in teaching English from John Jay College, C.U.N.Y.

Organisational requirements

Internet access, Projector, we will bring our own laptops.

Target audience

Professors, Academia, practitioners, government – any industry that would use etextbooks and an etextbook platform

References/ further Information

www.thuzelearning.com

www.ashford.edu/student_services/constellation.htm

<http://www.ashford.edu/community/news/3068.htm>

<http://www.nmc.org/pdf/2011-Horizon-Report.pdf>