

TESOL 2016 International Convention
& English Language Expo

5-8 APRIL 2016 • BALTIMORE, MARYLAND, USA



CALL-IS / MWIS InterSection

Creating, Adapting, and Using Content for Mobile Apps

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A CALL Perspective on Writing Content for Mobile Apps and Devices

Sandy Wagner, Defense Language Institute

CALL / MWIS Intersection, April 6, 2016

Agenda



Rationale - Why bother?

Differences between Web and Mobile Content
(Rethinking writing for the small screen)

Challenges

Meeting the Challenges: Writing and Adapting
Content

Before we begin

What do you know about mobile?





or



?

The future of digital reading is on the phone. Truth

Reading content from a mobile device is the same as reading content on a desktop computer. Myth

Content viewed on the Web appears the same on mobile devices and desktop computers. Myth

Email is effectively dying among younger users as texting becomes the preferred mode of communication Truth

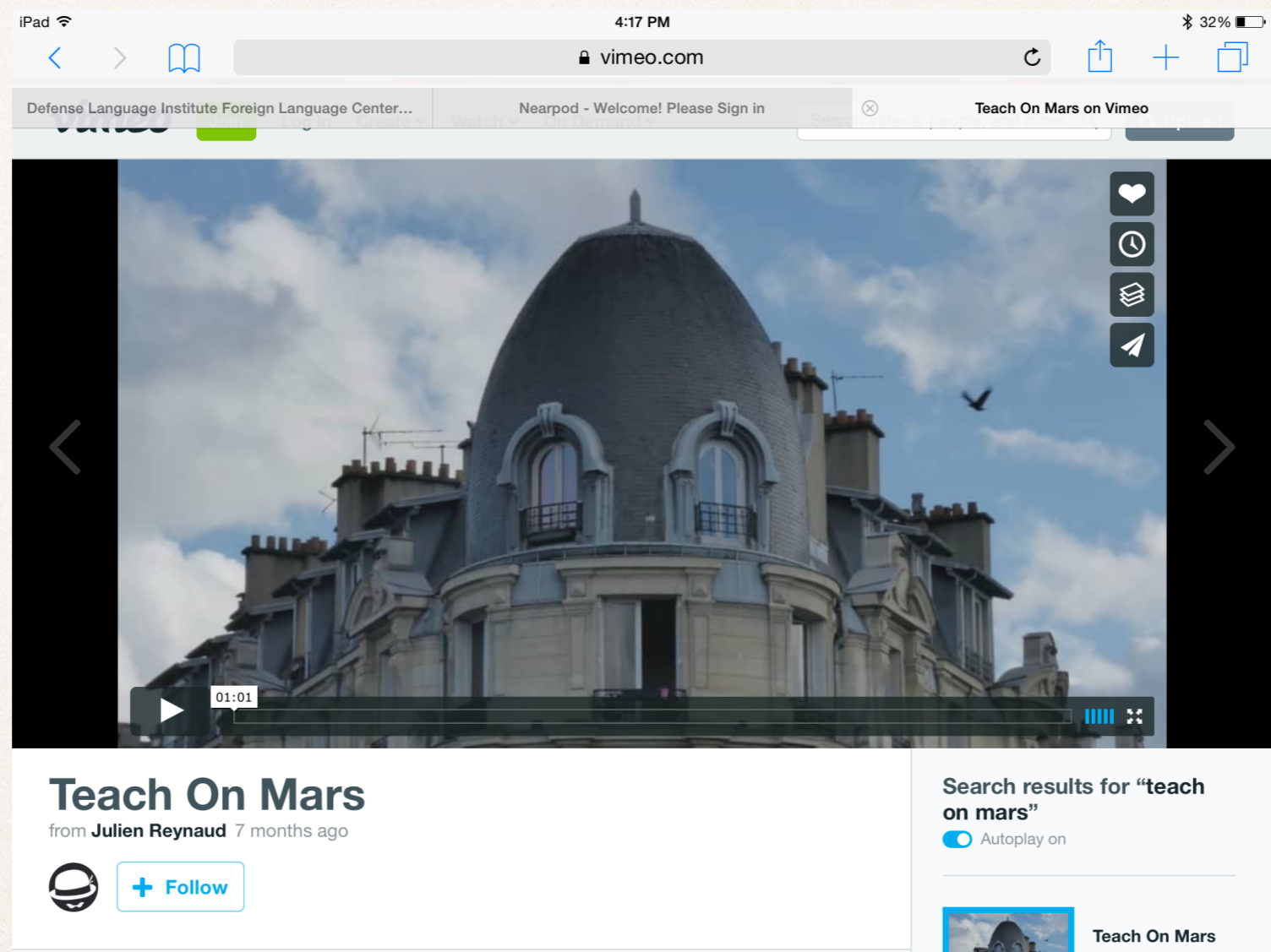
Rationale for Use (in and out of classroom)



Rationale

The future of digital reading is on the phone

(The Rise of Phone Reading, Wall Street Journal, 2015, <http://www.wsj.com/articles/the-rise-of-phone-reading-1439398395>)



<https://vimeo.com/136113753>

Rationale

Read anywhere - learn anywhere



More Rationale

Ubiquity and Addiction

takes
eLearning a
step further

blends well
with other types of
learning

allows
for formal/
informal
learning

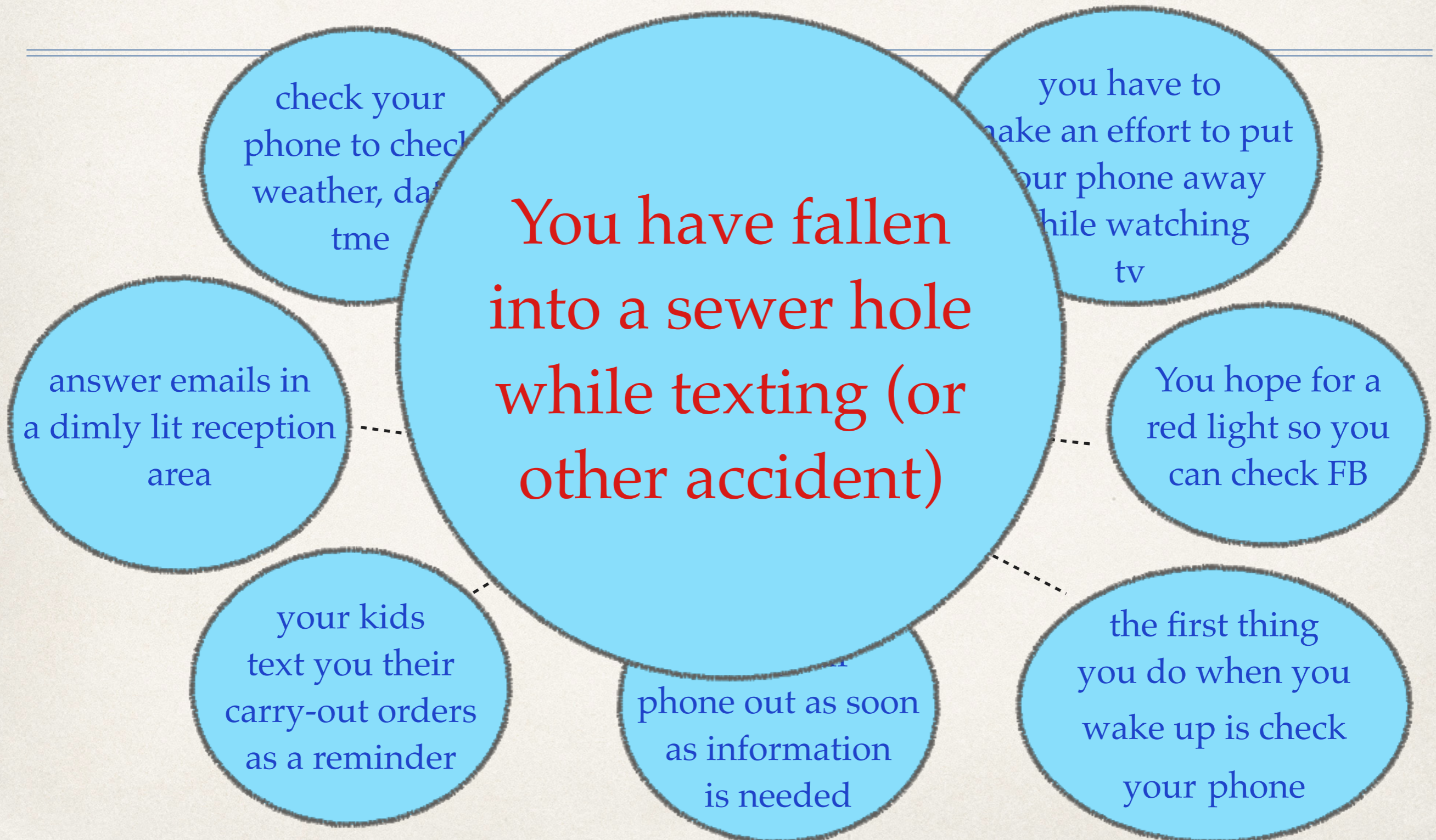
access just
in time / just
for me



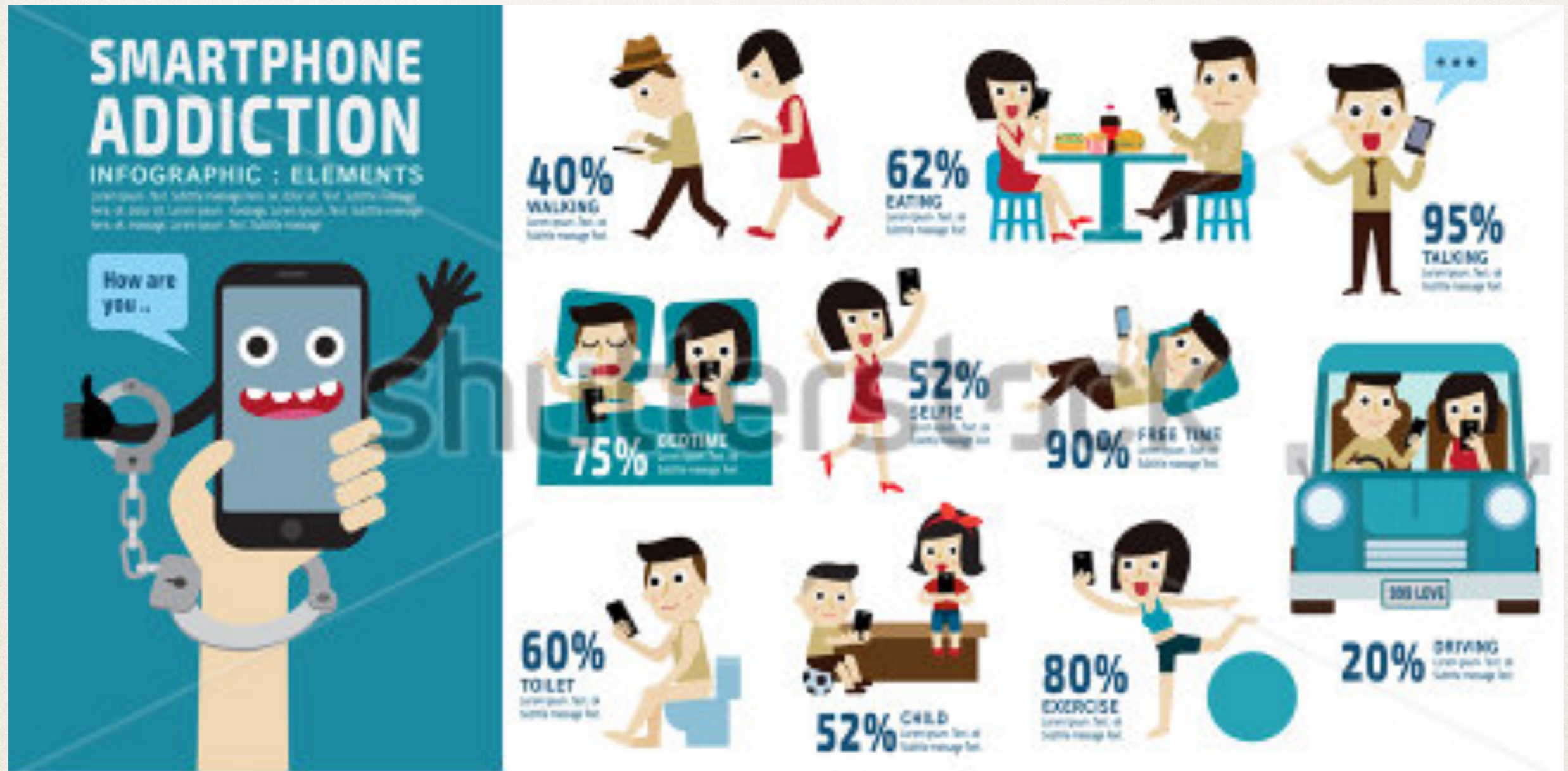
provides
familiar
communication
medium

increased
smartphone
ownership

Signs that you may have Smartphone Addiction



Smart Phone Addiction can be a positive for engaging with mobile content.



Differences between Web and Mobile Content (Rethinking writing for the small screen)



Reading content from a mobile device is not the same as reading content on a desktop computer.

Content on the Web

- ❖ Hosts a lot of information, extras and options
- ❖ Provides in depth and complete information
- ❖ Access from home or the workplace (usually)
- ❖ Ergonomic and ease of access design via a computer with help from a mouse and larger screen
- ❖ Serves more than one purpose
- ❖ Lacks features to interact with a digital environment

Content on Mobile (app or website)

- ❖ Single purpose
- ❖ Linear navigation
- ❖ Ergonomic design for smartphone or tablet format
- ❖ Smaller screen
- ❖ Anytime, anyplace information access
- ❖ Interactive features with digital environment(location-based content, GPS and QR Codes, cameras etc.)
- ❖ Tactile



Challenges

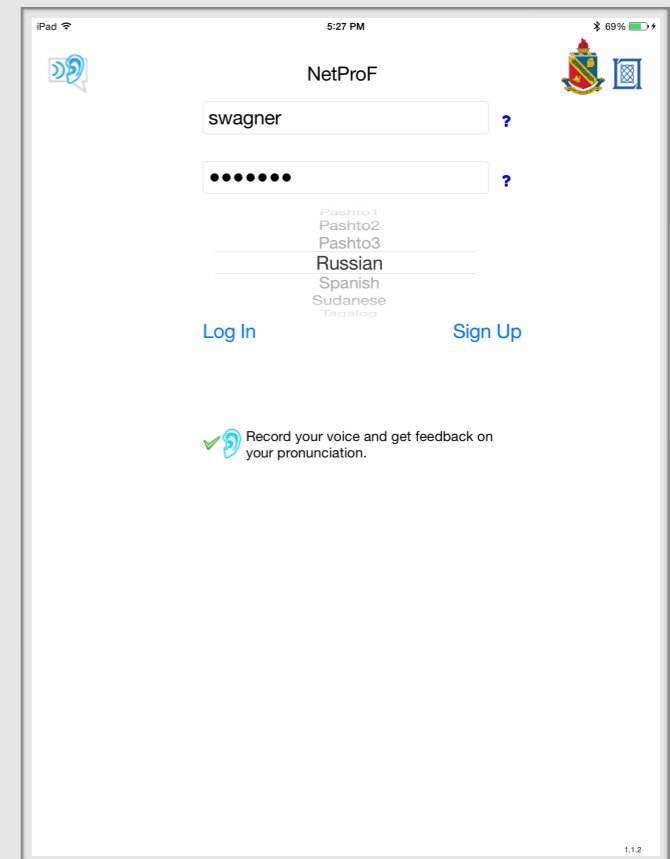
Content viewed on the Web does not appear the same on mobile devices and desktop computers.



There's always a new challenge to keep you motivated.

~Sean Connery

- ❖ Moving beyond the "traditional"
- ❖ Learning curve for using mobile devices for specific purposes
- ❖ Quick engagement with content
- ❖ Relevancy of materials
- ❖ Limited screen space
- ❖ User attention span
- ❖ Technical issues beyond control



Meeting the Challenges: Writing and Adapting Content



Email is effectively dying among younger users as texting becomes the preferred mode of communication.

Considerations

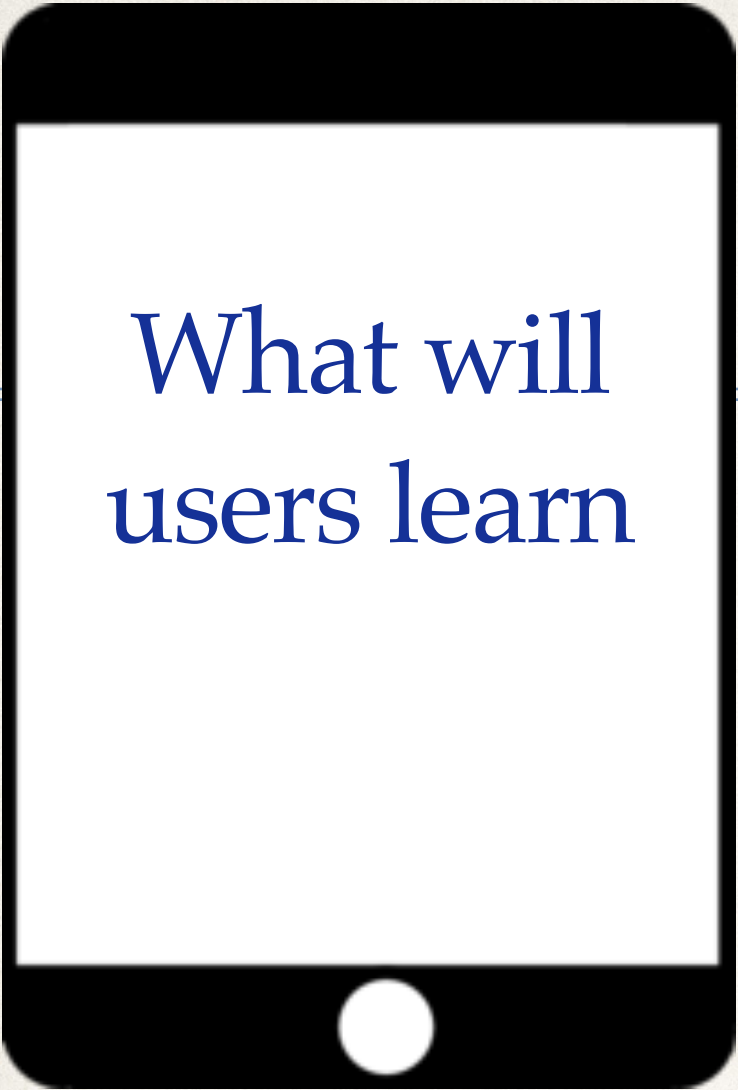
1. Content is king



Purpose

Pedagogy

Packaging



What will
users learn



What types
of
activities?



What
"approach"
for creating
content?

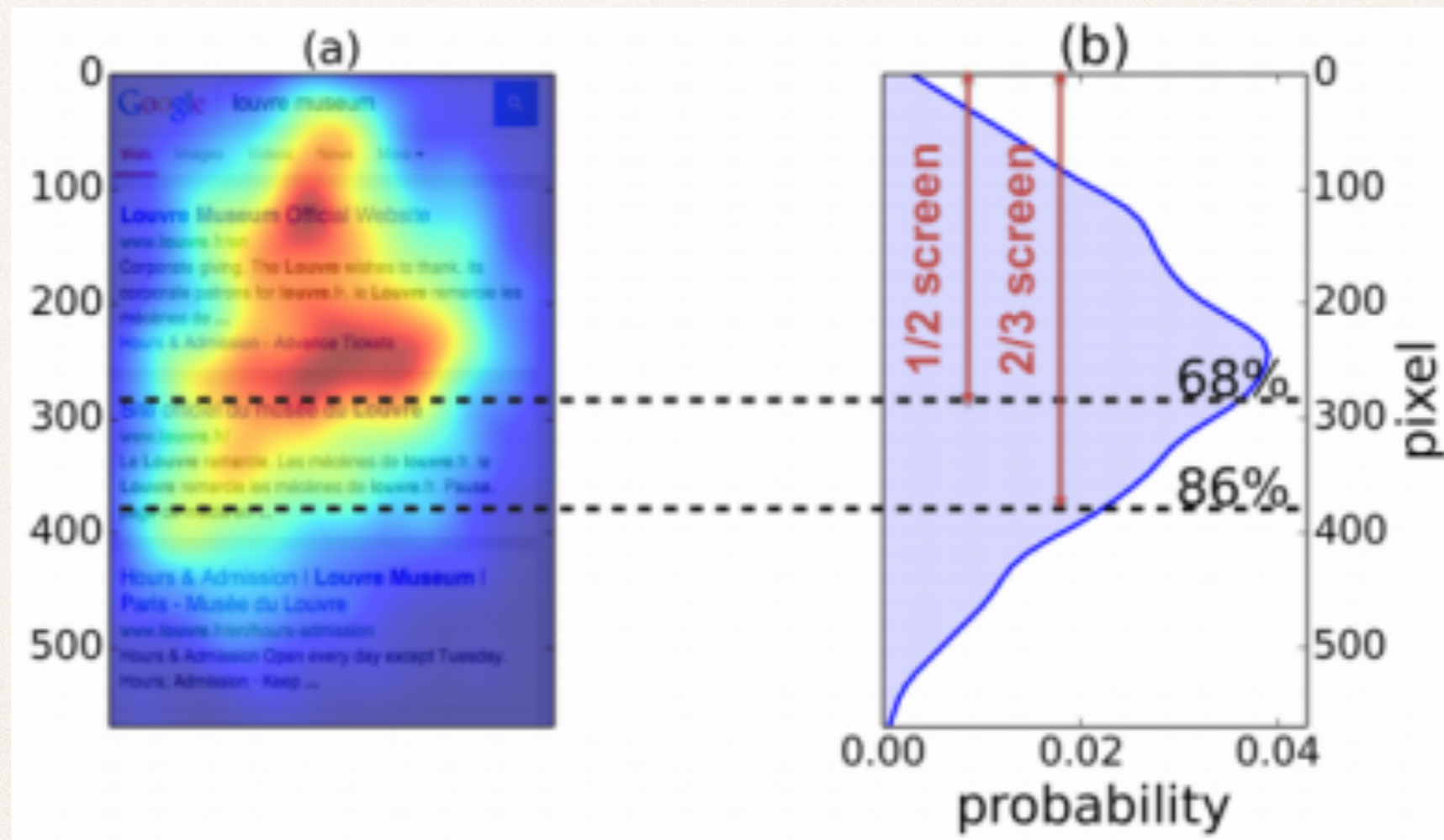
Considerations

2. Know your learners mobile reading habits

- ❖ Scan and surf for information
- ❖ Want to receive information "on demand"
- ❖ Prefer manageable chunks of content
- ❖ Read with distractions (use mobile while watching TV)
- ❖ Read for convenience
- ❖ Understand features of mobile



Primarily view center of the screen



More Insights

A letter to Daddy

Daddy,

I am coming home to get married son, so get out your checkbook. I'm in love with a boy who is far away from me. As you know, I am in Australia, and he lives in Scotland.

We met on a dating website, became friends on Facebook, had long chats on Whatsapp. He proposed to me on Skype, and now we've had two months of relationship through Viber.

My beloved, favorite Dad, I need your blessing, good wishes, and a really big wedding.

Lots of love and thanks

Your favorite daughter, Lilly

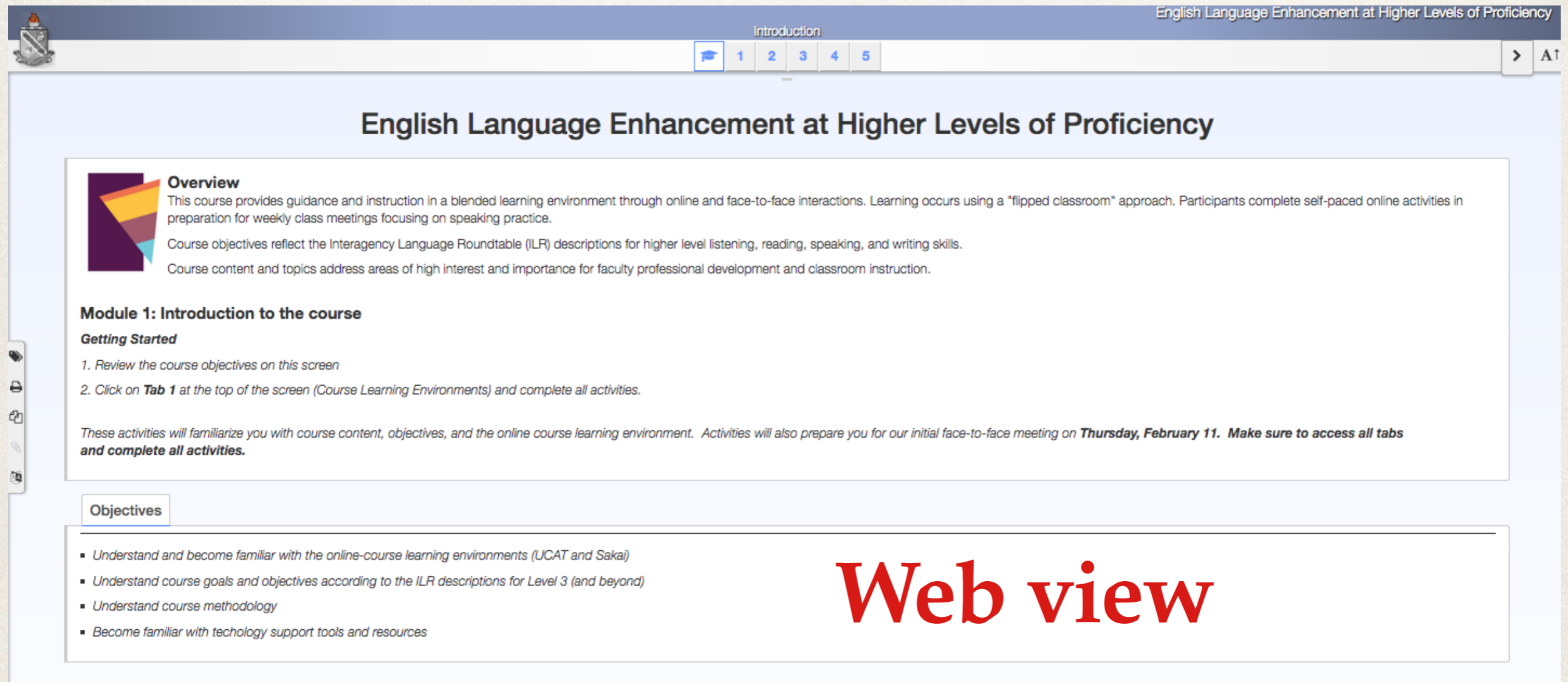
Considerations:

3. Writing - Mode of Delivering Content



Responsive Web Design

web design to provide optimal viewing, easy reading and navigation across a wide range of devices



English Language Enhancement at Higher Levels of Proficiency

Introduction

1 2 3 4 5

English Language Enhancement at Higher Levels of Proficiency

Overview

This course provides guidance and instruction in a blended learning environment through online and face-to-face interactions. Learning occurs using a "flipped classroom" approach. Participants complete self-paced online activities in preparation for weekly class meetings focusing on speaking practice.

Course objectives reflect the Interagency Language Roundtable (ILR) descriptions for higher level listening, reading, speaking, and writing skills.

Course content and topics address areas of high interest and importance for faculty professional development and classroom instruction.

Module 1: Introduction to the course

Getting Started

1. Review the course objectives on this screen
2. Click on **Tab 1** at the top of the screen (Course Learning Environments) and complete all activities.

These activities will familiarize you with course content, objectives, and the online course learning environment. Activities will also prepare you for our initial face-to-face meeting on **Thursday, February 11. Make sure to access all tabs and complete all activities.**

Objectives

- Understand and become familiar with the online-course learning environments (UCAT and Sakai)
- Understand course goals and objectives according to the ILR descriptions for Level 3 (and beyond)
- Understand course methodology
- Become familiar with technology support tools and resources


Web view

Mobile View

Mobile Web

website retrieved on a handheld device or tablet, with features similar to other websites and accessed over the Internet, but designed for smaller handheld display and touch screen interface - may also provide access to mobile specific features


Welcome to WebWonders
for those who are Wondering how to Wander the Web and What you will find



Click on a page link to access Web 2.0 and Mobile learning information including a matrix of tools and sample applications for developing language proficiency.

<u>Web 2.0 Tools</u>	<u>Sample Applications</u>	<u>Mobile Apps for Language Learning</u>	<u>Presentations</u>	<u>Other Resources</u>
Some useful tools for language learning with sample applications	Applications that align to curriculum standards and support language learning	Many categories of mobile apps that support and enhance language learning	<ul style="list-style-type: none">• Tasking the Technology• Flashcard Apps for Language Learning• Moving Beyond the Boundaries: Language Learning with Mobile Devices	TexTESOL Keynote Address

WEB WONDERS | CONTENT LINKS



Welcome to my **Simpl** mobile website. On this site you will find helpful resources for mLearning with a focus on best practices and strategies for second language acquisition. So feel free to wander and discover all that mobile has to offer.

**Desktop Web
PbWorks wikisite**

**Mobile Web
(Simpl App)**

Source: duda mobile editor, <https://www.duda.com>

Apps

applications downloaded and installed on a mobile device (not browser based) - access from Google Play or Apple App store; content may or may not need Internet connection (viewable offline)



Considerations:

4. Writing that is more than "transfer" of information

Welcome to WebWonders

for those who are Wondering how to Wander the Web and What you will find



Click on a page link to access Web 2.0 and Mobile learning information including a matrix of tools and sample applications for developing language proficiency.

Web 2.0 Tools

Some useful tools for language learning with sample applications

Sample Applications

Applications that align to curriculum standards and support language learning

Mobile Apps for Language Learning

Many categories of mobile apps that support and enhance language learning

Presentations

- [Tasking the Technology](#)
- [Flashcard Apps for Language Learning](#)
- [Moving Beyond the Boundaries: Language Learning with Mobile Devices](#)

Other Resources

[TexTESOL Keynote Address](#)

Cancel

Publish

Web Wonders

WEB WONDERS

CONTENT LINKS

APP SAMPLING



Welcome to my **Simpl** mobile website. On this site you will find helpful resources for mLearning with a focus on best practices and strategies for second language acquisition.



Considerations:

5. Writing for mobile screens

Format content for the learning environment



But don't forget - Content is king - "...mobile learning can be used for learning through creativity, collaboration, and communication." (Kukulska-Hulme, Sharples, & Milrad (2015))

It's all in the approach

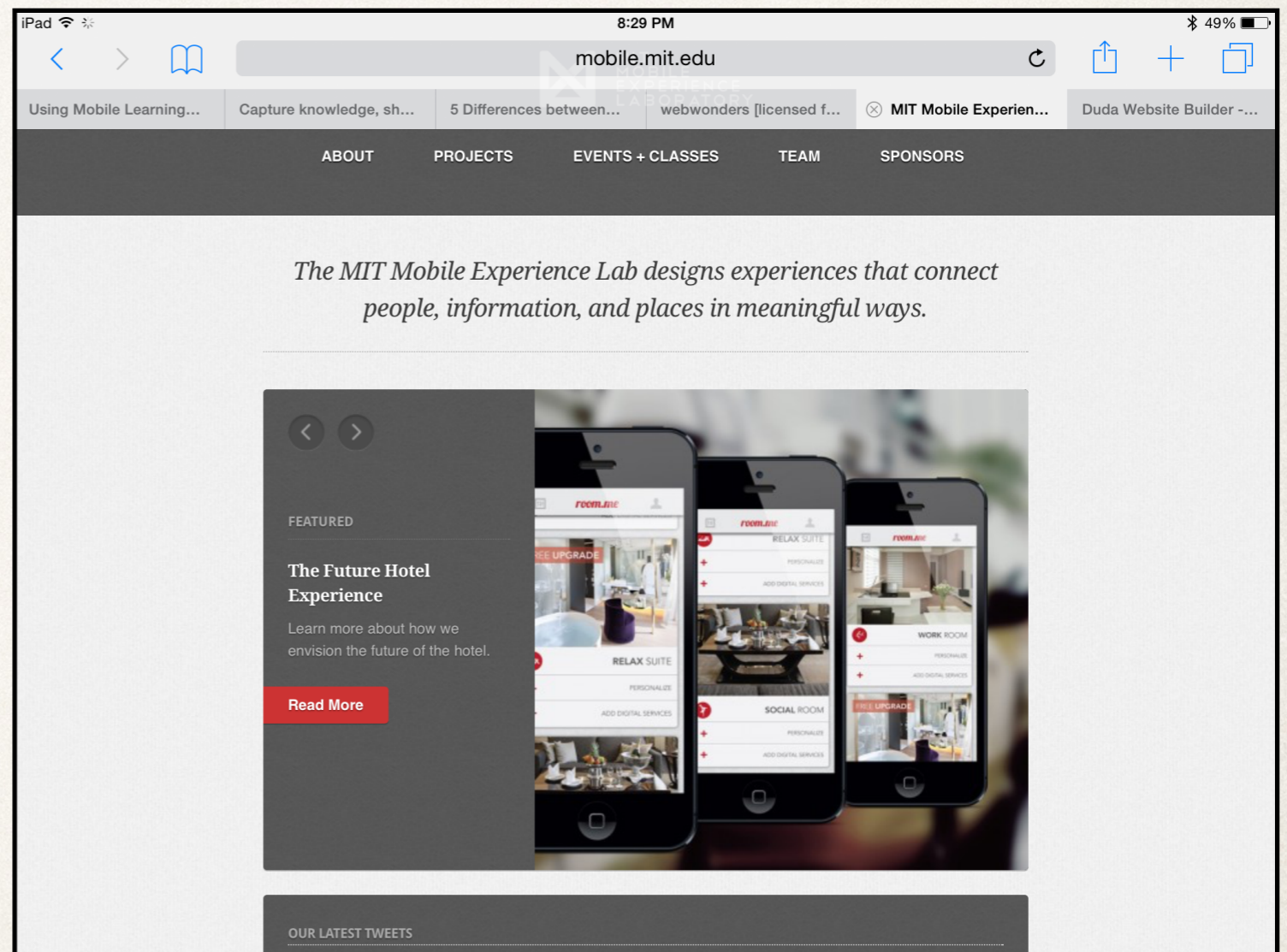
Keep it Simple

One or two main ideas
per page

Content-rich Headlines

Short paragraphs

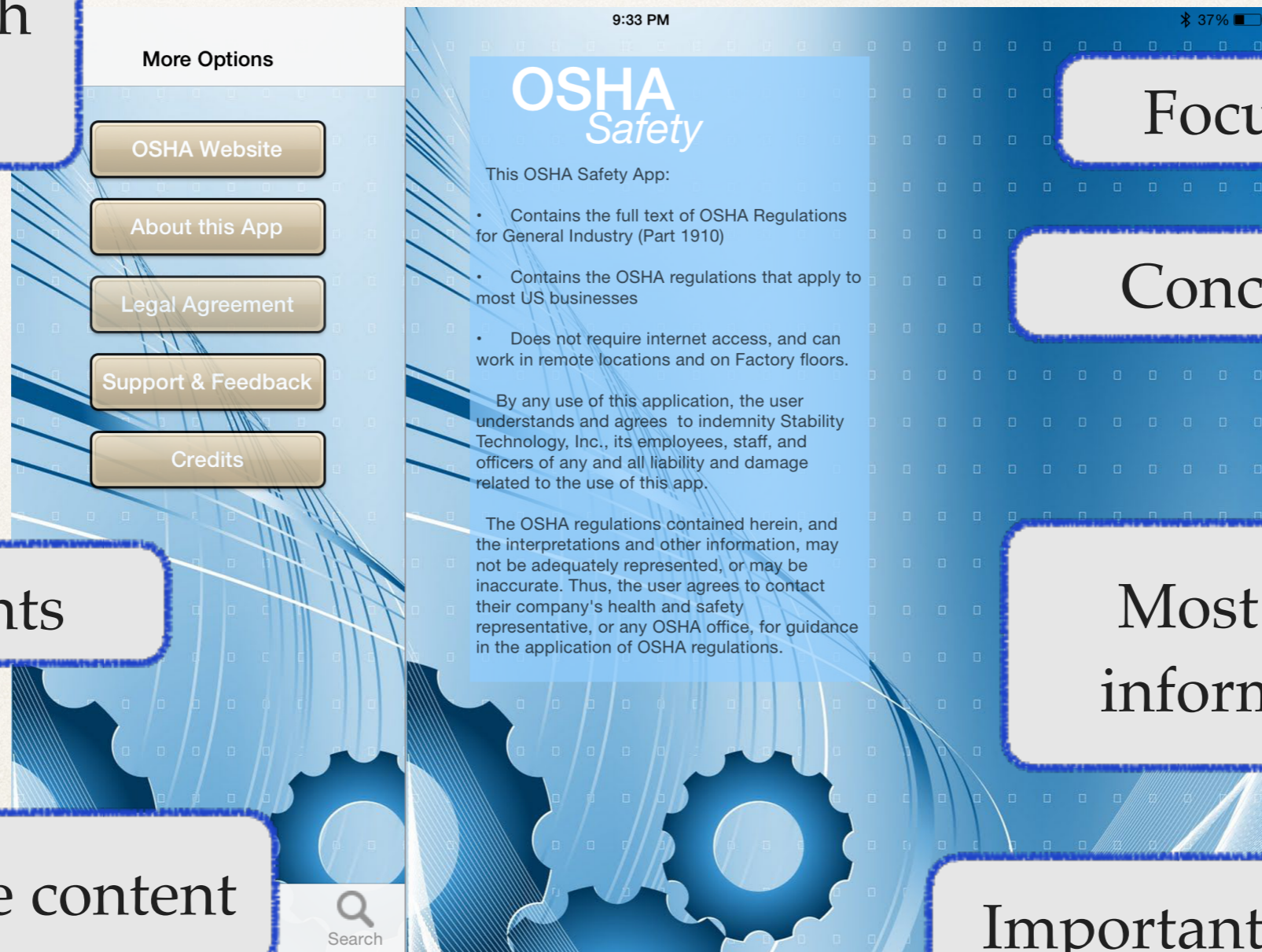
Present info in small
chunks



It's all in the approach

Tips for writing

Content-rich titles



Focused topic

Concise / direct

Bullet points

Most important information only

Single page content

Important info up front

It's all in the approach

Take advantage of features of mobile

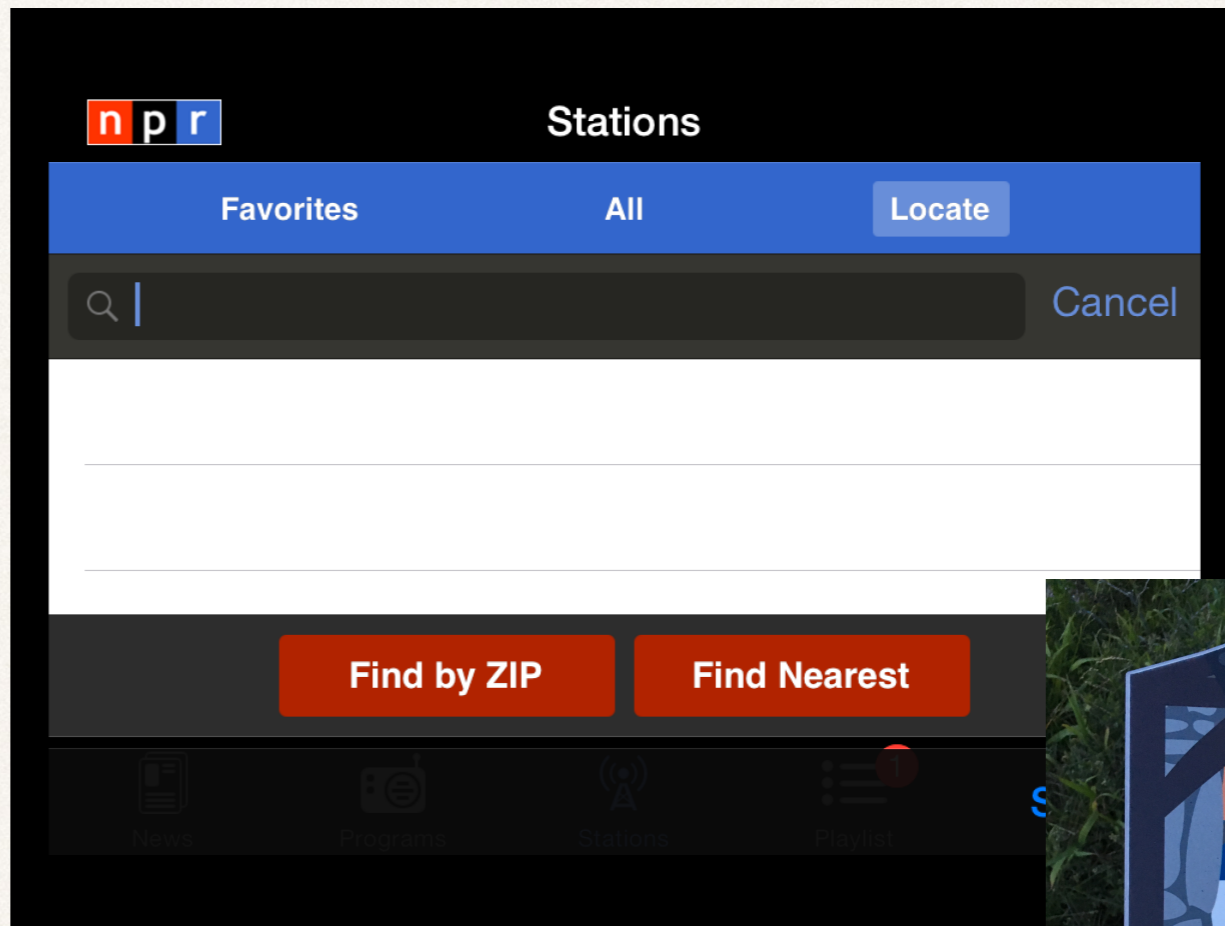
Links

Location-based
learning

Camera / Video

SMS

Location Services



[http://myoncell.mobi/
8319989458/840?qr=qr](http://myoncell.mobi/8319989458/840?qr=qr)

It's all in the approach

Use Graphics

Contextualize content

More engaging GUI

People view images more than they view text - so, only use images if they advance your point

(Patel, 2015)

(How to write content that engages mobile users, <http://contentmarketinginstitute.com>)

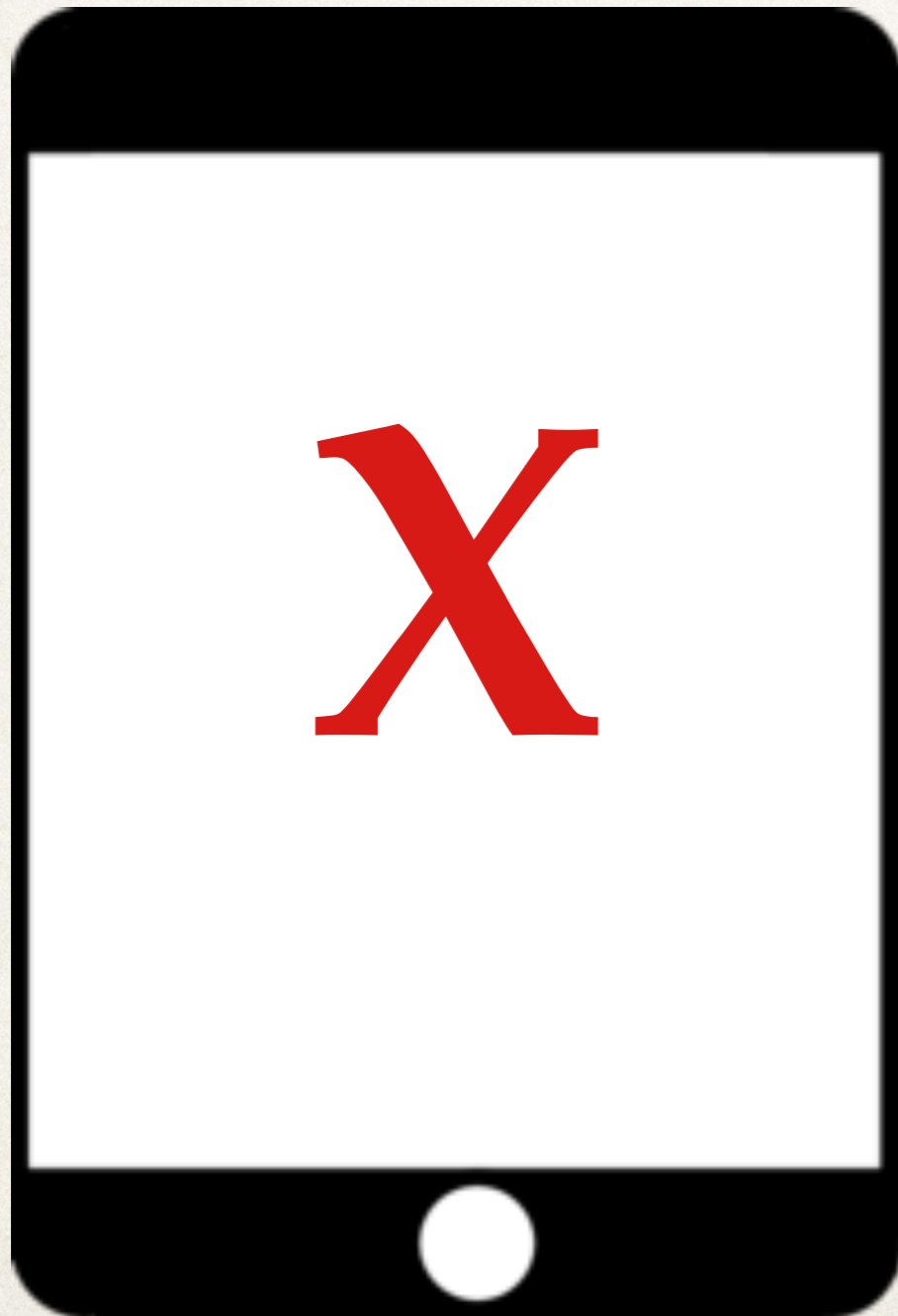


Speak English Around Town App

Important to Remember

- ❖ Content is King
- ❖ Mobile environments / resources
support pedagogy
- ❖ Design for the end user

Remember the "KISS"



**Keep it simple
and stupendous**

In case you were wondering.....

Daddy' response

My Dear Lilly,

Like Wow! Really? Cool!

Whatever....I suggest yu two get married on Twitter, have fun on Tango, buy your kids on Amazon, and pay for it all through Paypal.

And, when you get fed up with this new husband, sell him on eBay.

Love,

Your Dad

Questions ?

CALL-IS / MWIS InterSection

TESOL, 2016

April 6



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Defense Language Institute

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