# 21st century competencies and communities in higher education

***Higher education staff face a paradigm shift in the transformation of learning and teaching fit for purpose in the 21st century***

... one possible solution

"The **eMatrix** – a multi-purpose web platform for learning and teaching through informal open education...

... *and* accredited professional development pathways"

... to create our own online community of support

**Build:**
Design
Information
Multimedia
Social

**Features:**
Copyright choices
Guest authors
Multiple media
ShortReads

**Reach:**
Web Stats
Social Sharing
Global reach

**Issues:**
IPR
Data
Accessibility

**Future:**
Mobile
ShortReads
Social Integration
and more

trust
context
support
community

# Design

# avoid over-design
# use of typography
# use of *semantic* markup
# easy layout choices for authors

# Information Architecture

# multiple logic to finding content
# simple and clear navigation
# avoid dilemma of choice
# academic terminology!

# Media & Social

# embed any media content into articles
# multiple media items in single articles
# major social channel detailed *metadata*
# publish directly to Facebook & Twitter

# Features

# open educational resources
# copyright choices
# authors *and* contributors
# integrated assessment

# + ShortReads

# Continuing Professional Development

# accreditation
# learn as you go
# peer support

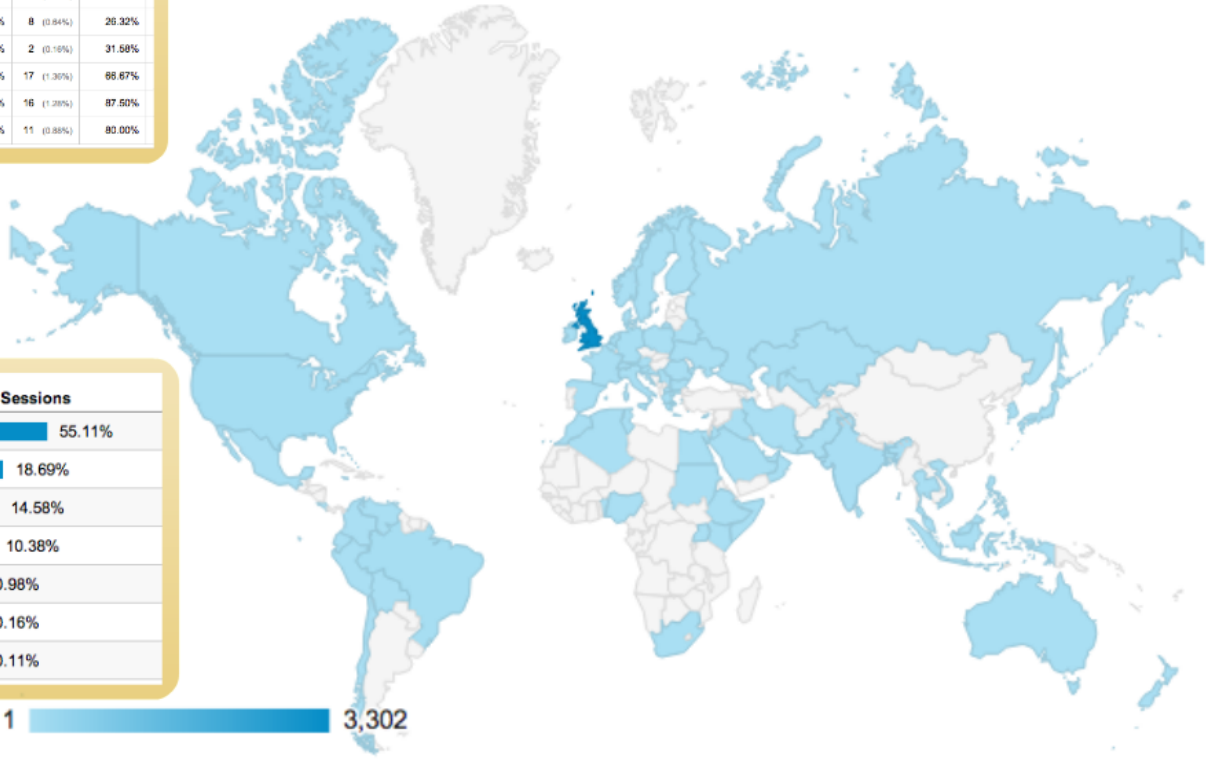
# The numbers

# web analytics
# social reach
# global reach

## global reach

| | | | | | |
|---|---|---|---|---|---|
| 1. | United Kingdom | 3,302 (87.03%) | 25.50% | 842 (67.15%) | 39.88% |
| 2. | United States | 98 (2.58%) | 90.82% | 89 (7.10%) | 79.59% |
| 3. | Brazil | 54 (1.42%) | 100.00% | 54 (4.31%) | 98.15% |
| 4. | India | 24 (0.63%) | 100.00% | 24 (1.91%) | 66.67% |
| 5. | South Africa | 20 (0.53%) | 45.00% | 9 (0.72%) | 75.00% |
| 6. | Greece | 19 (0.50%) | 42.11% | 8 (0.64%) | 26.32% |
| 7. | Malta | 19 (0.50%) | 10.53% | 2 (0.16%) | 31.58% |
| 8. | Netherlands | 18 (0.47%) | 94.44% | 17 (1.36%) | 66.67% |
| 9. | Germany | 16 (0.42%) | 100.00% | 16 (1.28%) | 87.50% |
| 10. | Ireland | 15 (0.40%) | 73.33% | 11 (0.88%) | 80.00% |

## country




| | Operating System | Sessions | % Sessions |
|---|---|---|---|
| 1. | Windows | 2,091 | 55.11% |
| 2. | Macintosh | 709 | 18.69% |
| 3. | Android | 553 | 14.58% |
| 4. | iOS | 394 | 10.38% |
| 5. | Linux | 37 | 0.98% |
| 6. | (not set) | 6 | 0.16% |
| 7. | BlackBerry | 4 | 0.11% |

## operating system

# user flow

Country / Territory
United Kingdom
3.3K
United States
98
Brazil
54
India
24
South Africa
20
...
296
Starting pages
3.79K sessions, 2.06K drop-offs
/
1.73K
/tutorials/detail
325
/expertise/detail
315
/expertise
139
/weblearn
133
(>100 more pages)
1.16K
1st Interaction
1.74K sessions, 350 drop-offs
/expertise
215
/tutorials
198
/
147
/weblearn
119
/expertise/...-expertise
111
(>100 more pages)
949
2nd Interaction
1.39K sessions, 319 drop-offs
/expertise/detail
158
/expertise/...-expertise
149
/
117
/tutorials/...-tutorials
73
/tutorials/detail
72
(>100 more pages)
820
3rd Interaction
1.07K sessions, 248 drop-offs
/expertise/detail
108
/expertise/...-expertise
87
/
83
/expertise
77
/weblearn/detail
77
(>100 more pages)
638

# Issues

# data protection
# employer IPR
# accessibility
# engagement

# Future Plans

# author groups

# partner institutions

# responsive (mobile)

# more

*Bookmarklet to add any content to an article*
*Smart connect using open auth for Tw, FB, G+*
*Full Facebook integration*
*Badging, Rating and Liking of articles*
*Collaborative closed areas*
*User Profile areas*

qanda