

Geronimo's Cadillac

Lessons for Learning Object Repositories



Sergeant, sergeant, don't you feel
There's something wrong with your automobile

Governor, governor, ain't it strange
They didn't have no cars on the Indian range

Geronimo's Cadillac - Michael J. Murphy

- **E-learning, IPR & DRM - same 'problem space'**
 - **Process Change**
 - **Organisational Models**
 - **Pedagogy**
 - **Systems Theory**
 - **Software Engineering**
 - **Mental Models**
 - **The 'Political Economy' of E-Learning**

- **IPR & DRM - as a locus for change**

“The current situation can best be described as high-level ambitions with poor implementation”

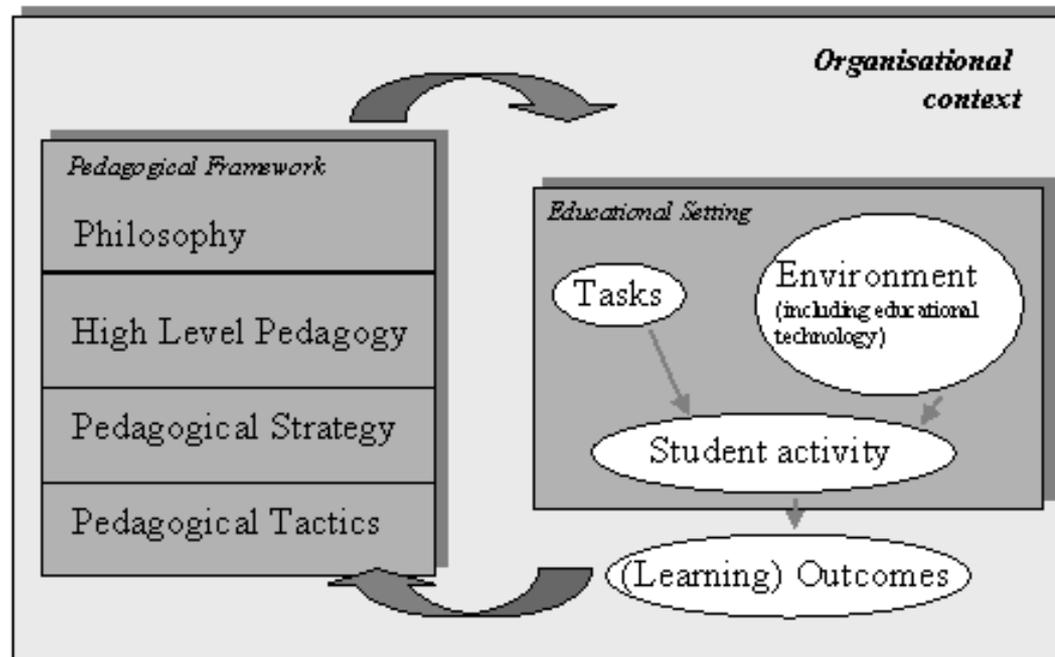
(van der Klink & Jochems, 2004, pp 151)

- **Attempts to implement e-learning are revealing underlying problems in structure and and culture – e-learning as a reification agent (Pollock & Cornford, 2000)**
- **What does this mean? - much of what is assumed is incorrect (UK e-U)**
- **These technologies carry a strong organisational and pedagogical model - to use them you have to change (Freisen, 2004)**
- **E-learning will be ineffective without the necessary changes in the structure of institutions and changes to working practices**
- **Main obstacles are philosophical, pedagogical, political, and organisational - the technical issues are comparatively minor**
- **Current concentration on technical issues is a ‘displacement activity’**

What has this got to do with IPR & DRM?

- shares many of the general problems associated with e-learning in general – particularly the largely unexplored area of organisational change and development.
- acts as a ‘lightning conductor’ to bring to the surface many difficult problems:
 - **ownership**
 - **power**
 - **control**
 - **status**
- IPR & DRM as an enabler, as a locus...

A Systems Approach is Required - Big Picture Stuff!

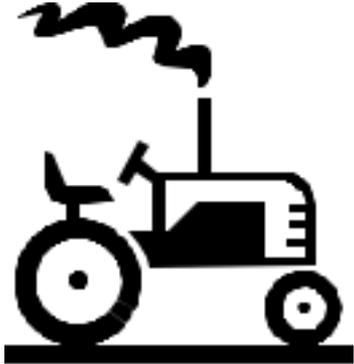


Pedagogical framework, educational setting, organisational context

From *Effective networked learning in higher education: notes and guidelines*, Lancaster University & JISC JCALT

- **Lots of guidance already exists**
 - Laurillard, Twigg, Ramsden, Postle, Goodyear et al,
- **Tradition, dominant groups and vested interests will delay and obstruct the adoption and dissemination of new knowledge as the history of science shows (Kuhn, 1996).**
- **Needs top-down action**

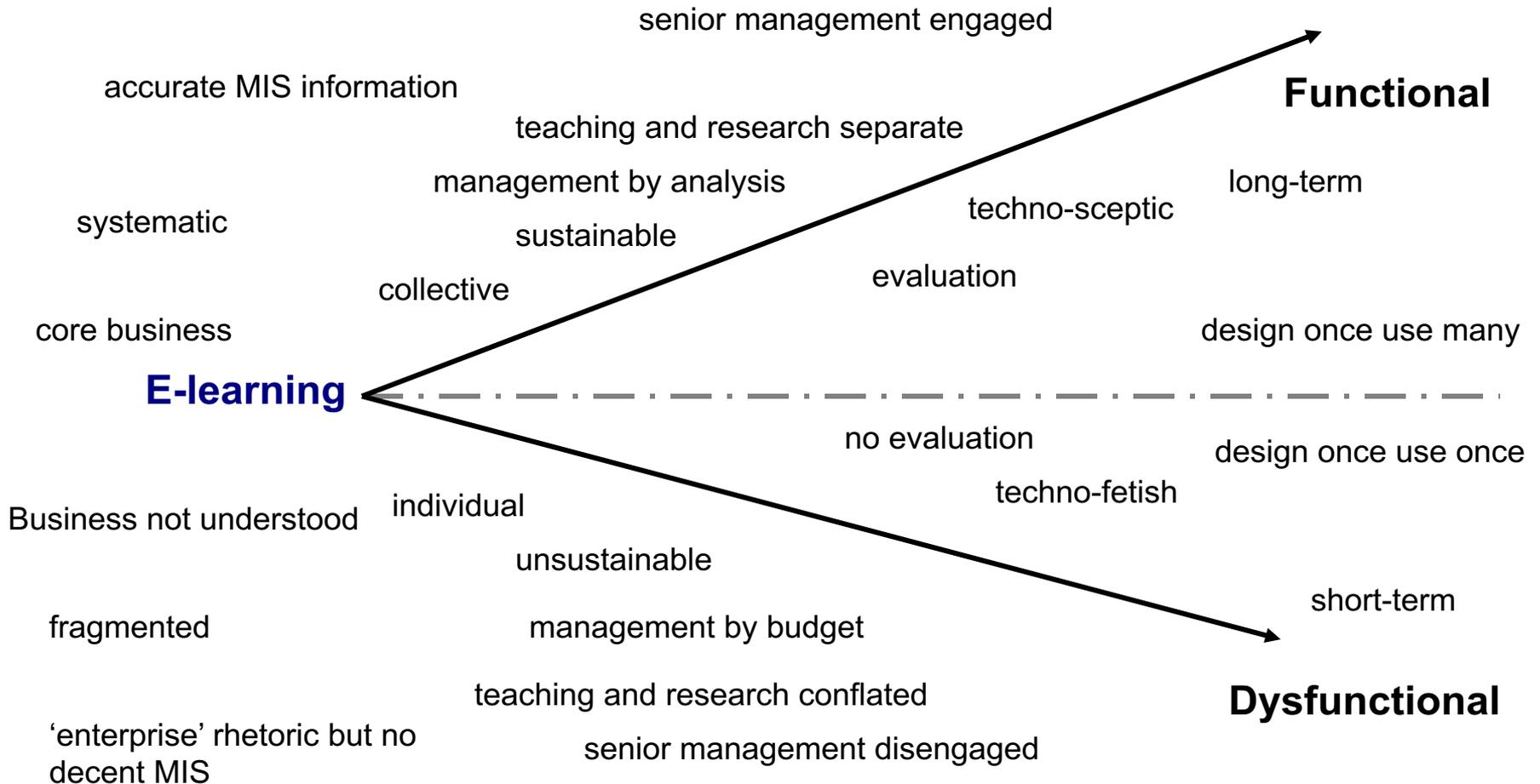
Here and There....



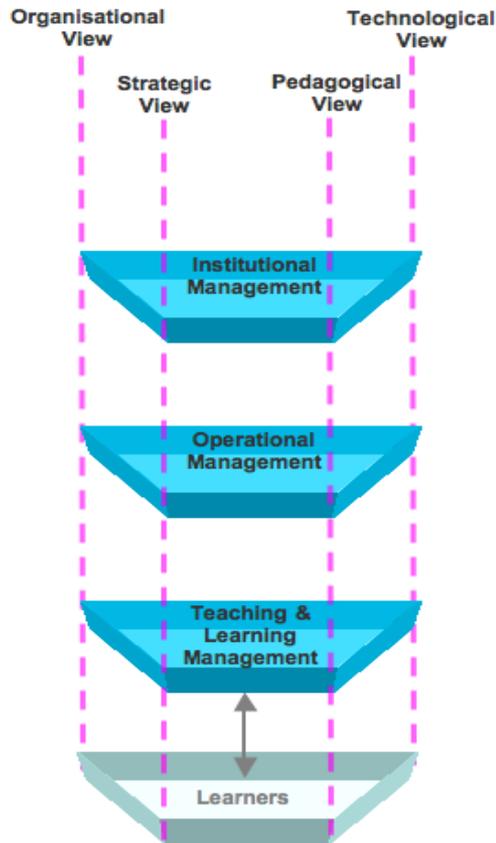
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There

A Mirror Image of E-Learning...



Tools to Support a Systems Approach



TrustDR Organisational Model

Level \ View	Teaching & Learner Management	Operational & Curricular Management	Institutional Management
Pedagogical			
Technological			
Organisational			
Strategic			

Fig. 2 Basic Analysis and Audit Tool Derived from the Model

derived from van der Klink & Jochems, 2004

The Future of E-learning?



“Geronimo, last free leader of the Apache nation agreed to a peace treaty and was sent to live on a reservation. As a peace offering the US government made a gift to Geronimo of what was at that time one of the most advanced items of technology they had – a new Cadillac motor car. Geronimo was forced to pose in it for photographs but after this the car was used as a chicken coop.”

www.digitalinsite.co.uk

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