VIRTUAL MOBILITY, an introduction
02.12.2016
Virtual Mobility

Agenda

1. Characteristics of Virtual Mobility
2. Challenges of a Virtual Mobility Project
3. Coordination and Design of a Virtual Mobility Project (Example)
Virtual Mobility

1. Characteristics of Virtual Mobility

✓ Access to study schemes in a foreign country via new information and communication technologies ⇒ Virtual Room (Internet)

✓ Communication activities with teachers and fellow students abroad without travelling

✓ Considered a necessary addition to traditional ways of studying abroad
Virtual Mobility

2. Challenges of a Virtual Mobility Project

✓ Safe platform for exchange
✓ Tasks that
  ✓ are attractive for students
  ✓ demand communication and exchange
  ✓ fit in the partners’ curricula
  ✓ fit in the partners’ schedule
✓ Introduction to each other
✓ Means of exchange that meet the students’ requirements
✓ General challenges of virtual communication
✓ Upkeep of interest and tension during the project
3. Coordination and Design of a Virtual Project (Example)

Virtual classroom → e-twinning (twinspace)

- **Existing instruments/tools**
  - Pages
  - Materials (files, images, videos...)
  - Forums
  - Project Journal
  - Teachers’ Bulletin

- **Imbedded instruments/tools**
  - Calendar (deadlines)
  - Pin board (actual posts)
  - Apps (riddles etc.)
  - Links (e.g. Doodle, Survey Monkey)
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3. Coordination and Design of a Virtual Project (Example)
Virtual classroom → e-twinning (twinspace)
Virtual Mobility

3. Coordination and Design of a Virtual Project (Example)

Tasks

✓ Necessity of exchange and communication
  - Internationally mixed groups
  - Culture of both countries
  - Research in The Netherlands and Germany with the same questionnaire (coproduction)
  - Exchange of results and discussion of evaluation

✓ Transparency of project process
  - Time frame
  - Expected products
  - Logical development of project progress
Virtual Mobility

3. Coordination and Design of a Virtual Project (Example)

Tasks

<table>
<thead>
<tr>
<th>Steps</th>
<th>Content</th>
<th>Timeframe</th>
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</thead>
<tbody>
<tr>
<td>step 2</td>
<td>Finding suitable commercials on Youtube etc.</td>
<td>15.04.2016 - 22.04.2016</td>
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<tr>
<td>step 3</td>
<td>Setting up questionnaires</td>
<td>09.05.2016 - 20.05.2016</td>
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<td>step 4</td>
<td>Conducting the survey</td>
<td>23.05.2016 - 30.05.2016</td>
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<td>step 5</td>
<td>Evaluating the surveys (creating marketing reports)</td>
<td>06.06.2016 - 10.06.2016</td>
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<td>step 6</td>
<td>Presenting results (creating videos)</td>
<td>13.06.2016 - 17.06.2016</td>
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<td>step 7</td>
<td>Talking about results</td>
<td>20.06.2016</td>
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<tr>
<td>step 8</td>
<td>theoretical input (cultural dimensions/differences) and possible relevance for marketing/commercials (Global Marketing)</td>
<td>Week 09 - 27.02. - 03.03.</td>
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<td>step 9</td>
<td>Setting up questionnaires (focus 1: cultural differences between Germany/The Netherlands, focus 2: Do Dutch people/Germans prefer commercials that address the cultural stereotypes or not, one open question should ask for a preferred national commercial)</td>
<td>Week 10 - 06.03. - 10.03.</td>
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<td>step 10</td>
<td>Evaluating the results (start of marketing report), choosing at least three commercials per country (based on results of survey → commonly preferred commercials) that can be used to illustrate the results of the survey and phrase conclusions with regard to cultural influence on designing commercials</td>
<td>Week 12 - 20.03. - 24.03.</td>
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<td>step 11</td>
<td>Preparing presentations of results (each group for both countries), film first versions of own presentation/get in touch with Dutch/German Members within the group and give feedback, finish marketing report</td>
<td>Week 13 - 27.03. - 31.03.</td>
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<tr>
<td>step 12</td>
<td>Presenting results in the classroom (marked presentations), hand in marketing report (will also be marked)</td>
<td>Week 14 - 03.04. - 07.04.</td>
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4. Discussion

✓ Questions?
✓ Remarks?
✓ Advice?
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Thank you for your attention!
Kick-off in Hoorn

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