Thinking REALLY Big, Paradigm Shifting, Morphing the Universities

TanToday
Mac Genius
Total Posts: 734
Joined: 2008-06-18

Anyone here that has attended higher education KNOWS that it is inefficient, wasteful, boring, slow, and in the end, just about counterproductive. Yes, you come out, lazy, and programmed... and in this blistering age of information, the educational establishment is selling gold plated buggy whips and steam engines.

So, where is old Tan going today, since we all know that he is a tad on the nutsy side, and has to wear a tinfoil hat to keep the "Space Aliens" from invading his brain?

And WHY on earth, is Tan thinking this belongs on an Apple FINANCE site at all?

I'm glad you asked.

AND the BEST PART... ALL the elements are now in place, it just needs the PACKAGING and PUSH!

Shall we now examine the elements that I envision need to be connected, polished, and packaged? Sure, why not!

ELEMENT ONE: -> Smart Universities

Missouri Journalism school is Apple's dreamland

Sat, 05/09/2009 07:37 — Seth Weintraub

The University of Missouri Journalism School, which you might remember from the picture last year showing a pretty high percentage of Mac usage, is taking the Apple love one step further. They are now requiring incoming students to have iPhones or iPod Touches. According to the Missourien, Brian Brooks, associate dean of the Journalism School, thinks the entertainment device can also be a learning device:

"Lectures are the worst possible learning format," Brooks said. "There's been some research done that shows if a student can hear that lecture a second time, they retain three times as much of that lecture."

Freshmen admitted into the School of Journalism and pre-journalism students will be sent a letter notifying them of the change. Students may buy either an iPod touch or iPhone in order to meet the new requirement.

Students and their notebooks at The Missouri School of Journalism

ELEMENT TWO: -> Smart Distribution Packaging and Promotion Partner
ELEMENT THREE: -> Smart Textbooks

How the Kindle DX could be worth the price

by Don Reisinger

May 6, 2009 8:00 AM PDT

The Kindle DX is too expensive.
(Credit: CNN.com)

Amazon announced the Kindle DX Wednesday, sporting a bigger screen, more storage capacity, a built-in PDF reader, and better battery life (a full look at the new Kindle DX can be found here).

ELEMENT FOUR: -> THE ENTIRE WORLD!
Now we “Glue” them together!

IMAGINE lifetime learning, freed from travel, lecture halls, excessive costs! IMAGINE attending “school” in any country, any language, at ANY TIME, night, day, weekends?

And the final element, AUTOMATING THE ENTIRE SHEBANG!
Thinking REALLY Big, Paradigm Shifting, Morphing the Universities | The Mac Observer Forums

DawnTreader

mjpww

Joined 2007-03-26
Total Posts: 3144
Apple Fellow

THAT is the vision thing, and who BETTER to knit this all together and market it, for a small fee, than our company, APPLE?

digital babies that are flooding out into the world today.

All that is missing right now, is the MARKETING AND PROWESS to accumulate the schools, and sell the concept to the new

And you can go as FAST as your time, skills and talents can take you there.

Commuting, campuses, textbooks, frat parties, and travel.

And you can go as FAST as your time, skills and talents can take you there.

THAT is the vision thing, and who BETTER to knit this all together and market it, for a small fee, than our company, APPLE?

I cannot think of a better use for the 30 BILLION that is sitting there, rotting away in low interest bonds and accounts.

THAT is the vision thing, and who BETTER to knit this all together and market it, for a small fee, than our company, APPLE?

I cannot think of a better use for the 30 BILLION that is sitting there, rotting away in low interest bonds and accounts.

Comments?

"Pretty soon an iPhone won't even get you a date with the ugly girl in the corner."

—WallMart to Sell iPhone!

Profile PM Quote

mjpw  10 May 2009 12:13 PM | [ Report ] | [ Ignore ] | [# 1]

Power User

I thought Podcast Producer was a fictional product you dreamed up. I had to go to the Apple site and confirmed it's real!

What you suggest sounds great for places and countries who’s people can’t afford college. But what about the benefits that come with interacting with real people that a college environment provides? College isn’t just about book-knowledge, it’s about leaning how to make your way in the world of people. It’s about making life-long friendships. It’s about leaning how to socialize and get along with people from different socio-economic environments. Many of today’s young people spend too much time in front of their computers, ending up without the necessary people skills to survive in their world. Just some thoughts... I think a virtual learning environment is and could be a wonderful thing for many, many people, but I worry about too many alienated youths who wouldn’t have everything they need to succeed.

Profile PM Quote

DawnTreader  10 May 2009 12:35 PM | [ Report ] | [ Ignore ] | [# 2]

Administrator

As Steve Jobs has said, education is in the company’s DNA.

What is absolutely astounding is how much of Apple’s focus in SJ’s first go-round at Apple has reemerged through his return in spectacular and revolutionary ways.

The iPod/iPhone as an educational tool further entrenches the company in the education market.

As a former educator, I remember attending a technology conference back in 2002 in which Apple reps were hawking the iPod as a means to make portable presentations and other classroom content. Now the iPod is used to distribute curriculum content directly to students.

What the analysts who are obsessed with the netbook phenomenon fail to see is the power of the iPod and the iPhone as a netbook alternative in the enterprise and education markets. The netbook does a bunch of things but none of them well versus the iPhone/iPod which provides specific and satisfactory functionality. Further, Apple is hastening the day in which printed textbooks are obsolete and the day in which classroom attendance would be necessary only a few times each semester, reducing costs for both students and schools.

Profile PM Quote

Play Ultimate  10 May 2009 05:32 PM | [ Report ] | [ Ignore ] | [# 3]

Apple Fellow

DawnTreader – 10 May 2009 12:35 PM
Further, Apple is hastening the day in which printed textbooks are obsolete and the day in which classroom attendance would be necessary only a few times each semester, reducing costs for both students and schools.
For those not aware, there is currently the video taped lectures of the Stanford iPhone Programming Class on iTunes. These lectures also include the Keynote Slides. Even though, viewers cannot get a grade or meet directly with the instructors, almost everything else is provided. Considering there is no textbook, other than Apple Developer tools, this is a preview of the future. BTW, the lectures are subscribe-able via iTunes and can be viewed on your iPhone/Touch.

> “Once we roared like lions for liberty; now we bleat like sheep for security! The solution for America’s problem is not in terms of big government, but it is in big men over whom nobody stands in control but God.” —Norman Vincent Peale

<table>
<thead>
<tr>
<th>Profile</th>
<th>PM</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>rattyuk</td>
<td>Posted: 10 May 2009 06:05 PM</td>
<td>[Report] [Ignore] [ # 4 ]</td>
</tr>
<tr>
<td>Mac Genius</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>rattyuk – 10 May 2009 12:35 PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Further, Apple is hastening the day in which printed textbooks are obsolete and the day in which classroom attendance would be necessary only a few times each semester, reducing costs for both students and schools.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DT I have to take issue with you moving this. The point of Tan’s article was to say that Apple have actually got this sewn up currently and as such the impact to the bottom line will be forthcoming. It shouldn’t really be “moved” to the education thread JUST because it talks about education.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Profile</th>
<th>PM</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>capablanca</td>
<td>Posted: 10 May 2009 09:44 PM</td>
<td>[Report] [Ignore] [ # 5 ]</td>
</tr>
<tr>
<td>Apple Fellow</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>rattyuk – 10 May 2009 06:05 PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DT I have to take issue with you moving this. The point of Tan’s article was to say that Apple have actually got this sewn up currently and as such the impact to the bottom line will be forthcoming. It shouldn’t really be “moved” to the education thread JUST because it talks about education.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ditto.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Profile</th>
<th>PM</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>DawnTreader</td>
<td>Posted: 10 May 2009 10:44 PM</td>
<td>[Report] [Ignore] [ # 6 ]</td>
</tr>
<tr>
<td>Administrator</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>rattyuk – 10 May 2009 06:05 PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DT I have to take issue with you moving this. The point of Tan’s article was to say that Apple have actually got this sewn up currently and as such the impact to the bottom line will be forthcoming. It shouldn’t really be “moved” to the education thread JUST because it talks about education.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>As you can see the topic is still present in the AFB. The reason for “moving” the topic is to provide it with an extended shelf life in the TMO forums. I could understand the objections if the topic was removed from the AFB. It’s still here and all topic posts are available for member view and continuing discussion. Because this topic straddles more than one area of member interest, it’s best to provide as many avenues for participation as are relevant to the topic.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Profile</th>
<th>PM</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>BillH</td>
<td>Posted: 11 May 2009 02:06 AM</td>
<td>[Report] [Ignore] [ # 7 ]</td>
</tr>
<tr>
<td>Power User</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

http://www.macobserver.com/tmo/forums/viewthread/75582/
I thought Podcast Producer was a fictional product you dreamed up. I had to go to the Apple site and confirmed it’s real!

What you suggest sounds great for places and countries who’s people can’t afford college. But what about the benefits that come with interacting with real people that a college environment provides? College isn’t just about book-knowledge, it’s about leaning how to make your way in the world of people. It’s about making life-long friendships. It’s about leaning how to socialize and get along with people from different socio-economic environments. Many of today’s young people spend too much time in front of their computers, ending up without the necessary people skills to survive in their world.

Just some thoughts... I think a virtual learning environment is and could be a wonderful thing for many, many people, but I worry about too many alienated youths who wouldn’t have everything they need to succeed.

+1! I've always said that College is fun except for the school part. Their are elements of truth within that but the part I never discussed much was in most ways the College part was also the most difficult but posed the most opportunities for learning. It's where I was first introduced to the obstacles presented by a group (frat) living in some form of self limiting never land. Where the popular or least divisive individual gets elected to office. If that's not training for the real world I don't know what is.

I don’t think everyone has quite grasped what I was TRYING to communicate.

The EDU markets are MASSIVELY inefficient.

Just think about the $$$$ that can be made, by opening up THE ENTIRE WORLD to US Universities, with AAPL as the iEduStore raking off a percentage as the integrator and packager.

Think the APP STORE and the iTUNES STORE.

This will integrate the ENTIRE shebang, AND hook EVERY new graduating student FROM ANY SUCH programs, and mainline them right into the arteries of the worlds corporations.

THAT was the emphasis, NOT what it would do for teaching "heads full of mush."

"Pretty soon an iPhone won't even get you a date with the ugly girl in the corner." —WalMart to Sell iPhone!

Problem is that when viewing the site on the iPhone you are taken to an entirely different part of the board making reading the thread and then getting back to AFB a lot more difficult than the usual single click as you are now somewhere else. Do the reverse so people who are reading in Education can be brought here BUT this seems a little heavy handed.
I agree. What I was saying was that some AFB members don’t go to the other areas.

artman1033  Posted: 11 May 2009 11:14 AM
Apple Fellow
If the BEST OF THE BEST professors have their lectures on itunes, the ENTIRE college experience will change.

But if the colleges and universities fight this, it will never happen. I am SURE they will fight it. The colleges and universities continue to build new buildings.

It may take a REVOLT by parents. It MAY TAKE a generation.

Total Posts: 1693
Joined 2007-10-28

I am STILL an APPLE-LOOOGIAN, but I stopped taking the Kool aid intravenously on June 9th and went cold turkey on July 15th
You can call me GRANDPA!
gatesofhell wrote:
The response to this thread has been ARTMANESQUE to say the least.

Not so sure. Employers still use college degrees as a screening process for potential employees. By having the lectures on-line, it may help students that may have missed a day or who needs to review material. In the case of the iPhone Class at Stanford, the lectures are posted 2-3 days after the lecture. Which is nice, but does not give the enrolled student the option to cut class and watch later. Further, the student will still need to attend classes and turn in assignments in order to get a grade and eventually graduate. So I'm not sure the university will suffer by these offerings. (BTW, when I was in college, years ago, many of the lectures were tape recorded. The difference is that I had to make the effort to go to the library to listen to them)

One potential benefit may be to open up more Extension classes for off-campus students. But this may be nothing more than what some extension universities offer currently. With iTunesU, though, there is an easy way for marketing, distribution and possibly sales.

"Once we roared like lions for liberty; now we bleat like sheep for security! The solution for America’s problem is not in terms of big government, but it is in big men over whom nobody stands in control but God." —Norman Vincent Peale

artman1033 – 11 May 2009 11:14 AM

Good idea and concept. Only problem is that there is one non-Apple piece of hardware in this scenario—the Kindle DX!

"It never was my thinking that made the big money for me. It always was my sitting." — Jesse Livermore

Total Posts: 3144
Joined 2007-03-26

Mac Genius
Good idea and concept. Only problem is that there is one non-Apple piece of hardware in this scenario—the Kindle DX!

Therfore, to control everything, Apple NEEDS to come up with an alternative with a color display. Kiss Kindle goodbye.

"Once we roared like lions for liberty; now we bleat like sheep for security! The solution for America’s problem is not in terms of big government, but it is in big men over whom nobody stands in control but God." —Norman Vincent Peale

Total Posts: 532
Joined 2007-06-21

Zeke
My wife’s university “gives” each student a laptop upon enrollment (for $30K per year you should get SOMETHING). For years the students had a choice of Mac or PC. In 2005 the Mac population was about 7%. In 2006 it was about 30%. In 2007 it was about 60%. In 2008 they stopped offering a choice. Now it’s Macs only. Lectures are available for video review on laptop or iPod. Campus news is on an RSS feed. Registration for classes is on line on the internet and wireless all over campus. Academic advisors work via email. This is inexorable. It’s not about to be reversed any time soon.