

# 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



# Virtual Mobility

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

Virtual classroom → e-twinning (twinspace)

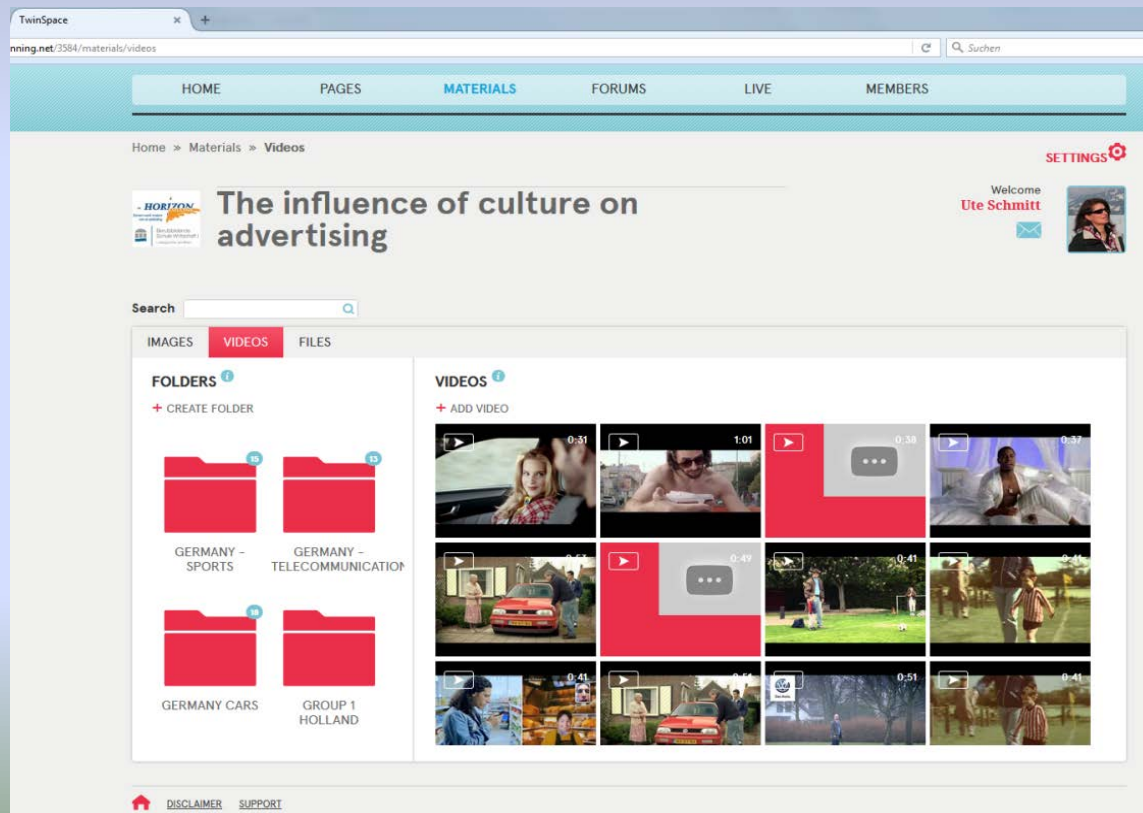
- ✓ Existing instruments/tools
  - Pages
  - Materials (files, images, videos ...)
  - Forums
  - Project Journal
  - Teachers' Bulletin
- ✓ Imbedded instruments/tools
  - Calendar (deadlines)
  - Pin board(actual posts)
  - Apps (riddles etc.)
  - Links (e.g. Doodle, Survey Monkey)



# Virtual Mobility

## 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

Steps	Content	Timeframe
step 1	Getting to know each other	11.04.2016 - 15.04.2016
step 2	Finding suitable commercials on youtube etc.	15.04.2016 - 22.04.2016
step 3	Setting up questionnaires	09.05.2016 - 20.05.2016
step 4	Conducting the survey	23.05.2016 - 30.05.2016
step 5	Evaluating the surveys (creating marketing reports)	06.06.2016 - 10.06.2016
step 7	Presenting results (creating videos)	13.06.2016 - 17.06.2016
step 8	Talking about results	20.06.2016

A	B	C	D
ps	Content	Timeframe	Date
step 0	Dutch and German teachers form bilateral groups,	until week 09	until 23.02
step 1	students get to know each other (informal contacts (WhatsApp Groups/Skype))	week 09	until 03.03.
step 2	theoretical input (cultural dimensions/differences) and possible relevance for marketing/commercials (Global Marketing)	Week 09	27.02.-03.03.
step 3	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)	Week 10	06.03.-10.03.
step 4	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	Week 12	20.03.-24.03.
step 5	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	Week 13	27.03.-31.03.
step 6	Presenting results in the classroom (marked presentations), hand in marketing report (will also be marked)	Week 14	03.04.-07.04.



# Virtual Mobility

## 4. Discussion

- ✓ Questions?
- ✓ Remarks?
- ✓ Advice?



# Virtual Mobility

Thank you  
for your attention!



# Kick-off in Hoorn

02.12.2016

