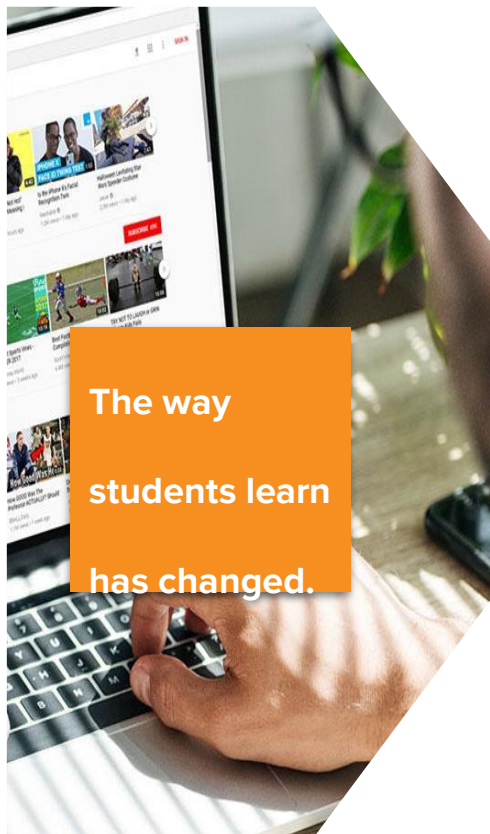


# How TikTok killed the PDF

**Danilo Macri**  
Regional Director - Instructure



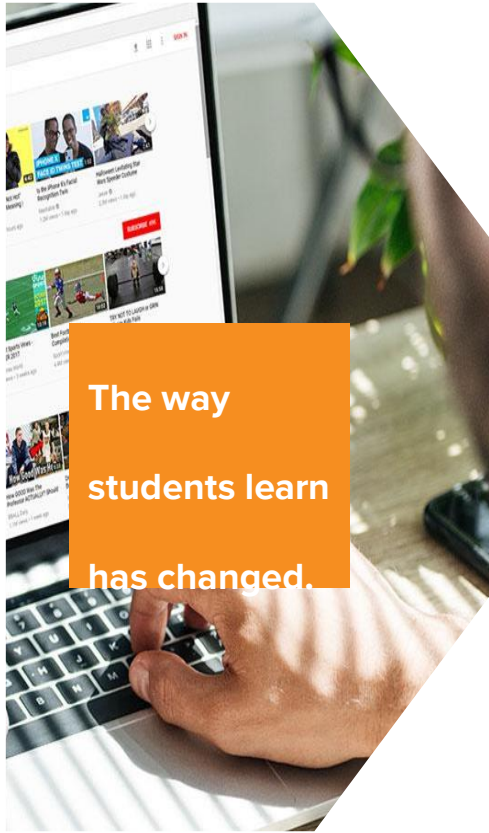
The way  
students learn  
has changed.



How students think  
about education has  
changed.



The way Forward



The way  
students learn  
has changed.



How students think  
about education has  
changed.



The way Forward

# The world has changed

The New York Times April 11, 2021

## Online Schools Are Here to Stay, Even After the Pandemic

Some families have come to prefer stand-alone virtual schools and districts are rushing

JAGRAN FOCUS Election 2022 corona Vishwas News voice of India TVS Radeon महिला हेक्टर्स

Hindi News / UP / Aligarh

**Amidst fears of Omicron, the track of modernity is back on online education, know the return**

Publish Date: Fri, 07 Jan 2022 11:26 AM (IST) Author: Sandeep Kumar Saxena

World **GULF**

Bahrain Kuwait Oman Qatar Saudi Yemen Games

## COVID-19: Saudi Arabia extends online learning

Will continue until 10th week of 2nd semester to protect students' safety

# Meet the YouTube teachers



**TED-Ed** ✓  
17.6M subscribers



**Khan Academy** ✓  
7.46M subscribers



**minutephysics**  
5.53M subscribers



**CrashCourse** ✓  
13.9M subscribers



**AsapSCIENCE** ✓  
10.3M subscribers



**MIT OpenCourseWare**  
4.13M subscribers



**CGP Grey** ✓  
5.64M subscribers



**Applied Science** ✓  
791K subscribers



**Big Think** ✓  
4.25M subscribers

# ... And the TikTok teachers



**mathswithmisschang**  
Maths With Miss Chang

[Follow](#)

195 Following 292.1K Followers 4.2M Likes

Maths teacher from London 🇬🇧  
Insta account: @mathswithmisschang 📷



**simonegiertz**  
Simone Giertz

[Follow](#)

33 Following 65.3K Followers 785.5K Likes



**maths.ling** ✓  
S.Ling是玲珑坊

[Follow](#)

220 Following 1.2M Followers 8.5M Likes



**a\_biology\_teacher**  
A Biology Teacher

[Follow](#)

385 Following 131.6K Followers 4.3M Likes



**aynperotagalog** ✓  
Teacher Ayn

[Follow](#)

1 Following 2.5M Followers 30.8M Likes

Language Education

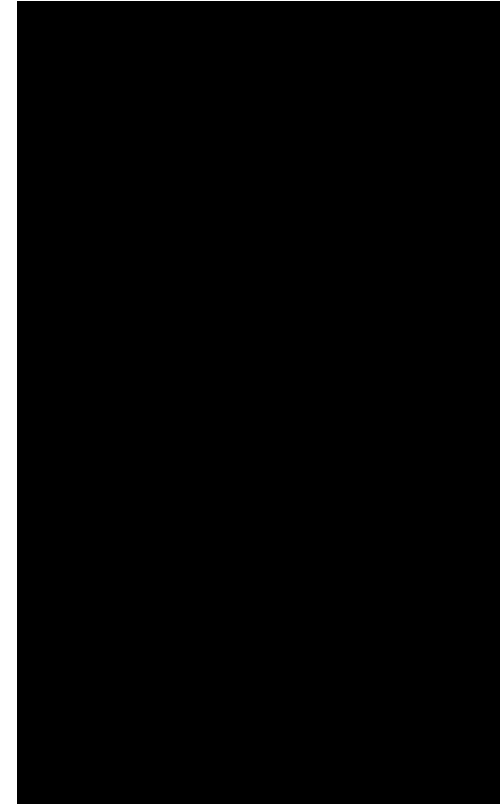


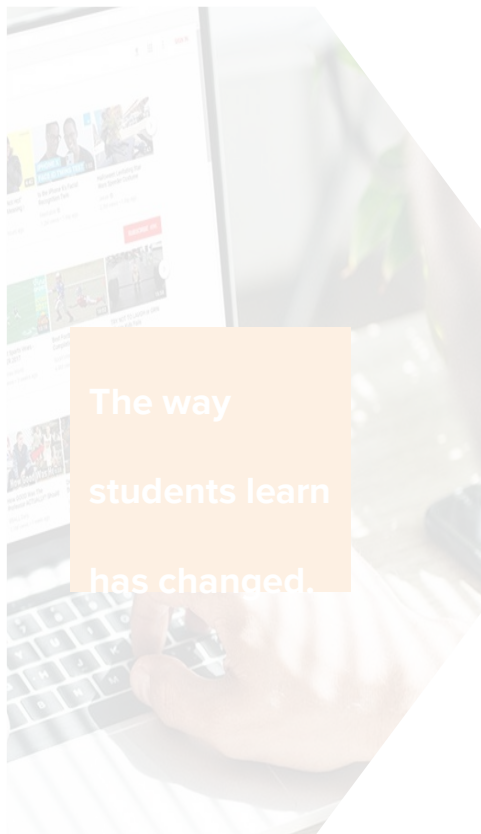
**quickmathstips**  
Maths tips !!

[Follow](#)

40 Following 646.7K Followers 10.1M Likes

Founder of QMT Tutor Link  
Online Tutoring Company





The way  
students learn  
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How students think  
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The way Forward

**95%** of adults expect HE learning to be hybrid by 2025; 74% expect >50% to be fully online.<sup>1</sup>

### Higher education institutions are moving toward delivery of hybrid services

"Is your institution considering implementing hybrid services outside the classroom, such as career services, advising, counseling, telemedicine, or other campus life activities?"

Yes, and we are already engaged in this quite a bit



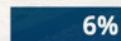
Yes, and we are engaged in this to some extent



No, but actively planning

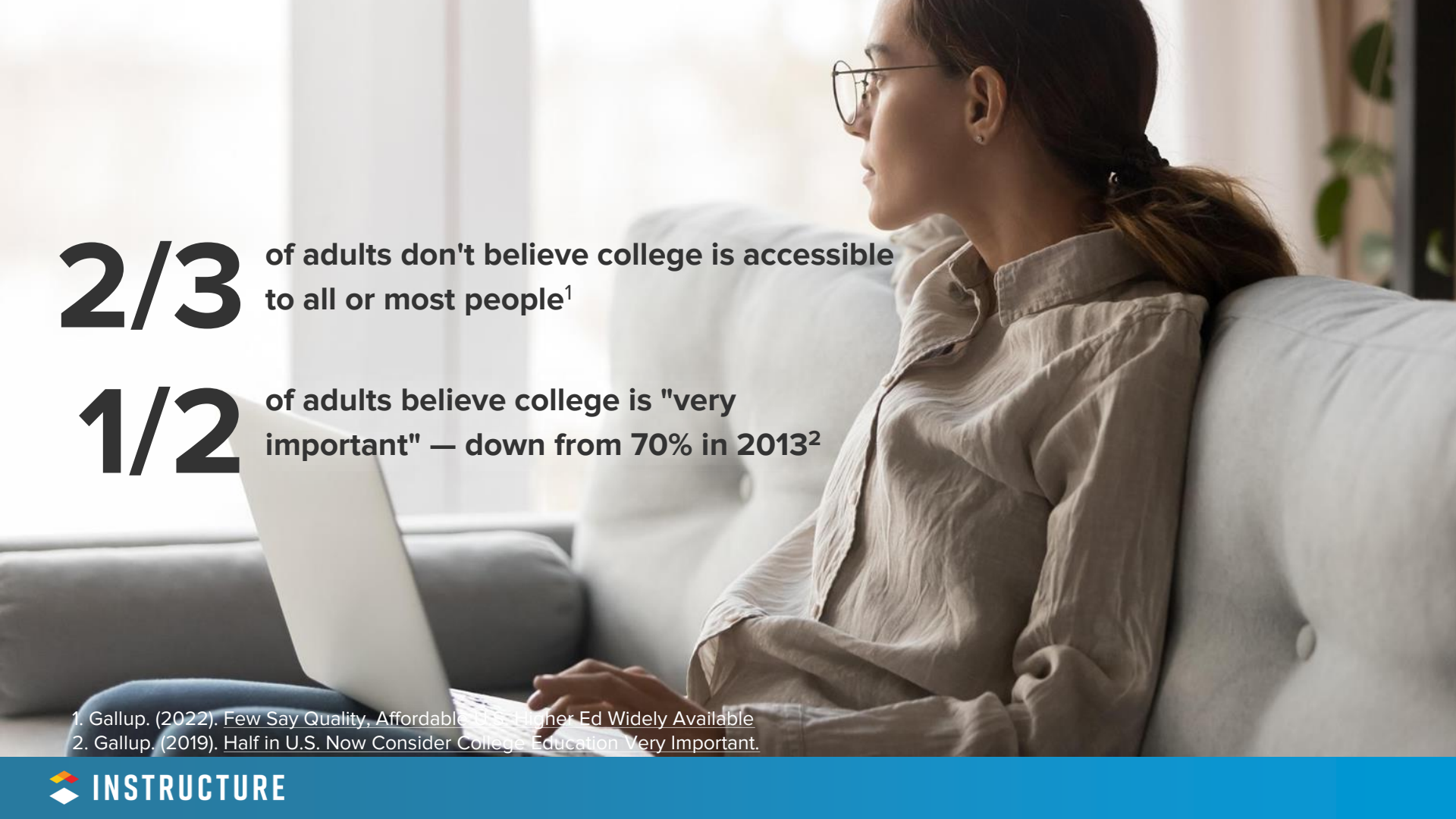


No decided not to



1. Source: World Economic Forum. (2020). Ipsos Survey: Is this what higher education will look like in 5 years?
2. Forum for a New Era in Higher Education, 2020.





**2/3** of adults don't believe college is accessible to all or most people<sup>1</sup>

**1/2** of adults believe college is "very important" — down from 70% in 2013<sup>2</sup>

1. Gallup. (2022). [Few Say Quality, Affordable U.S. Higher Ed Widely Available](#)

2. Gallup. (2019). [Half in U.S. Now Consider College Education Very Important.](#)

# Where Education is Going

We are here

## Ed 1.0

- Knowledge transfer by accredited institutions

=

Universities and high schools

## Ed 2.0

- Centralized platforms distributing education

=

MOOCs; i.e. Coursera, FutureLearn, edX, etc.

## Ed 3.0

- Decentralized instruction validated in an individual's wallet

=

Learner owns the journey and the result

Availability

Predetermined

Scheduled

On Demand

Ownership

Institution

Co-owned

Learner

# Big tech players “Skipping the queue”

IBM **SkillsBuild**  
for Students  
and Educators

(½ no degree)


Grow with **Google**

Free training, tools, and events to help you grow your skills, career, or business.



## Training and Certification

Learn from AWS experts. Advance your skills and knowledge. Build your future in the AWS Cloud.




iOS App Dev **Tutorials**

## Develop apps for iOS

Learn the basics of Xcode, SwiftUI, and UIKit to create compelling iOS apps.

🕒 14hr 40min Estimated Time

[Get started](#)



## Microsoft

TRAINING

## Discover your path

Whether you're just starting or an experienced professional, our hands-on approach helps you arrive at your goals faster, with more confidence and at your own pace.

[Browse the full catalog](#) [Customize my path](#)

A man with grey hair and glasses, wearing a light blue button-down shirt, is seated in an office. He is pointing his right hand towards a computer monitor on the left side of the frame. In the background, another person is visible holding a Starbucks coffee cup. The office environment includes green chairs and framed pictures on the wall.

**The way forward.**



**HOW DO YOU DO, FELLOW KIDS?**



## The way forward



**Empower teachers with technology**



**Create a sense of community**

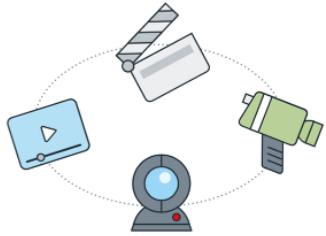


**Offer skill-based, non-traditional programs**

# 1) Empower teachers with technology



Add to My Library



**Drag & Drop or Upload Media**  
Browse your device to upload media files.

1

Browse Files



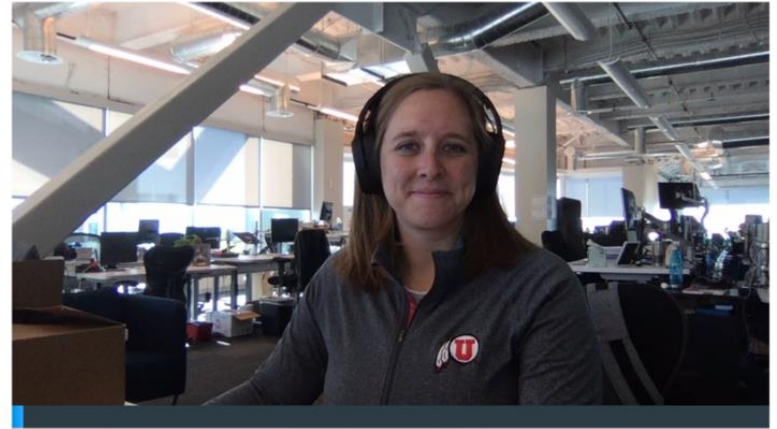
**Paste External Link**

2

YouTube or Vimeo Link

Add Video

Computer **Record** Embed



Mic

Start Recording

Webcam



RECORD



ADD



SEARCH

Screen Capture

2

Webcam Capture

Collection

# 1) Empower teachers with technology



0:40 1:42 [Volume] [Settings] [Share]

My Library

Details **Comments** Insights Captions

No Comments

1 Add a comment...

Notify me of replies

2

productmarketing.instructuremedia.com 99%

Students

Views 22 Time Viewed 1.9 hours Unique Viewers 18

Unique Viewers

Number of Plays

Download CSV

productmarketing.instructuremedia.com

0:00 / 11:47 [Volume] [Settings]

Introduction to Psychology

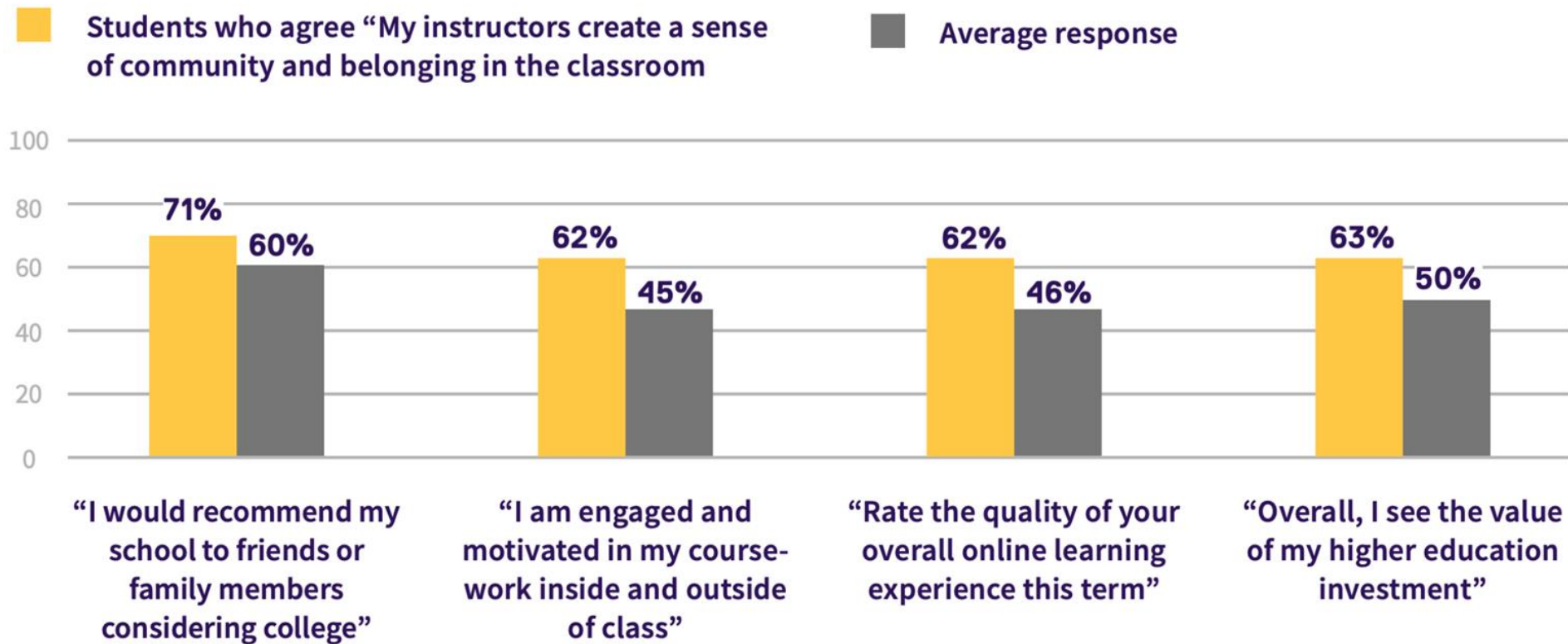
Details Comments Insights **Captions**

Natalie Baker

Kevin Meredith	Kevin Meredith	Aaron Jurel	Erin Cartwri...	James Casey	Natalie Baker	Panda Professor	Jane Belo	Rebecca Berardi	Christina Thomas
Bill Blend	Thiago Fernand...	Greg McCully	Annie Bern	Guy Burnette	Adebayo Owusu	Dominik Robin	Jesse Saeger	Chandra Shaw	George Kasabian



## 2) Create a sense of community



Source: Top Hat. (2021). 3,052 College Students on the Good, the Bad and Learning Post-COVID.

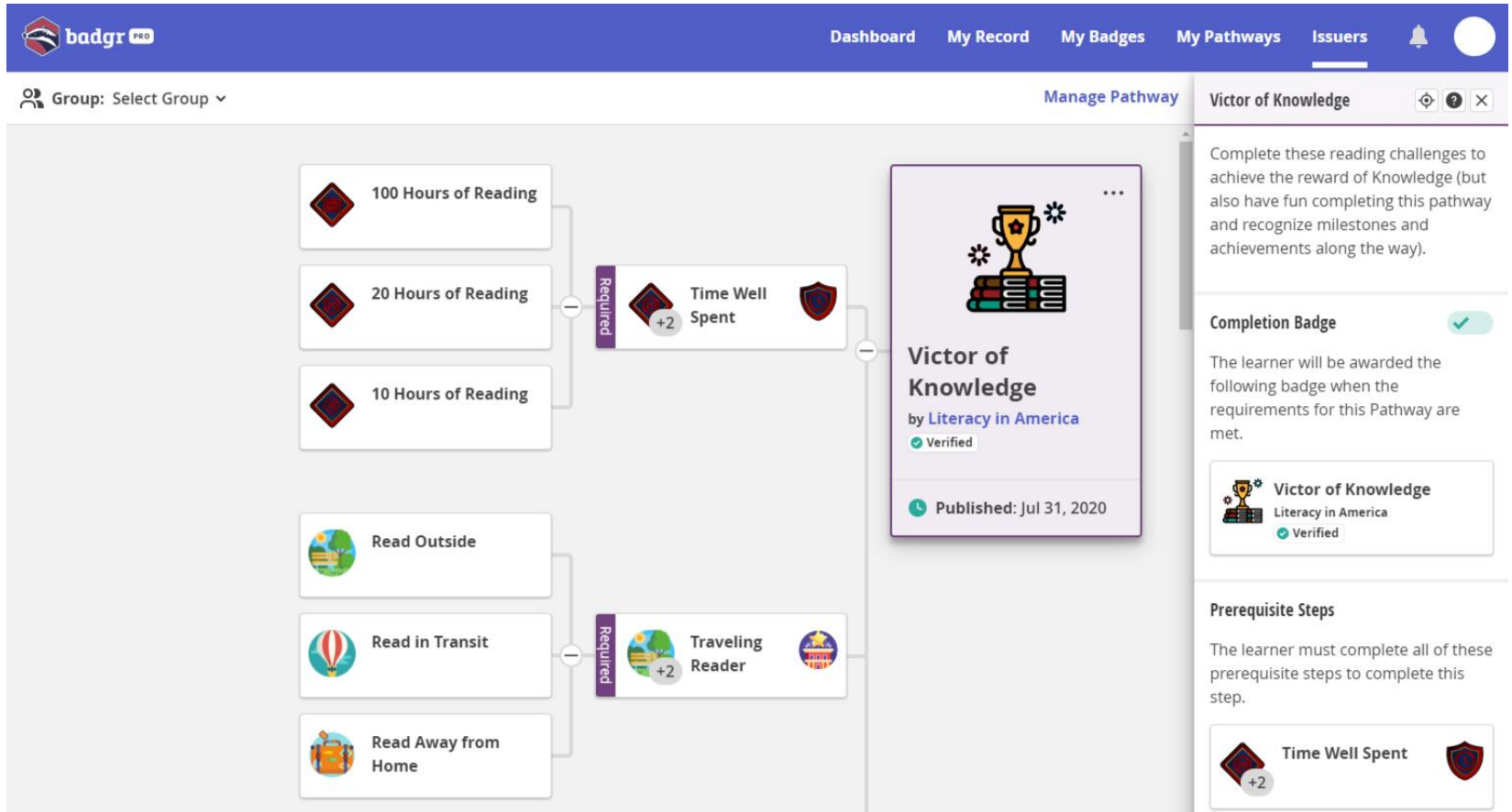
## 2) Create a sense of community



**“It gave them a safe space to decompress and talk about the exam just like they would do on Campus.”**

PAUL TOWERS, UNIVERSITY OF WOLVERHAMPTON

### 3) Offer skill-based, non-traditional programs



The screenshot displays the Canvas Badgr Pro interface for managing a pathway. The top navigation bar includes 'Dashboard', 'My Record', 'My Badges', 'My Pathways', and 'Issues'. The main content area shows a pathway diagram with the following components:

- 100 Hours of Reading** (diamond badge)
- 20 Hours of Reading** (diamond badge)
- 10 Hours of Reading** (diamond badge)
- Read Outside** (globe icon)
- Read in Transit** (hot air balloon icon)
- Read Away from Home** (truck icon)
- Time Well Spent** (diamond badge with +2 and shield icon)
- Traveling Reader** (globe icon with +2 and book icon)
- Victor of Knowledge** (trophy icon, by Literacy in America, Verified, Published: Jul 31, 2020)

The pathway is managed under the title 'Victor of Knowledge'. The right sidebar provides details for this pathway:

- Victor of Knowledge** (with expand, help, and close icons)
- Complete these reading challenges to achieve the reward of Knowledge (but also have fun completing this pathway and recognize milestones and achievements along the way).
- Completion Badge** (with a green checkmark icon)
- The learner will be awarded the following badge when the requirements for this Pathway are met.
- Victor of Knowledge** (Literacy in America, Verified)
- Prerequisite Steps**
- The learner must complete all of these prerequisite steps to complete this step.
- Time Well Spent** (diamond badge with +2 and shield icon)

☰ 2023 > Credentials

Home page

Moduli

Nuove analisi

Compiti

Discussioni

Voti

Pagine

File

BigBlueButton

Collaborazioni

Rubriche

Google Drive

Office 365

Studio

## What are the Most Shared Badges?

Last 30 Days

Export Data

Total Shares

61

Facebook

9

Twitter

11

LinkedIn Feed

9

Pinterest

7

Canvas ePortfolios

19

LinkedIn Profile

6

🔍 Search Badges

Results Per Page 10 1 - 10 of 42



[Astrophysics - The Basics](#)

No Awards

[Stephan Fortier - Sandbox](#)



[Key Skills in Physiotherapy](#)

No Awards

[Lunex University](#)



[Astrophysics - Research Project](#)

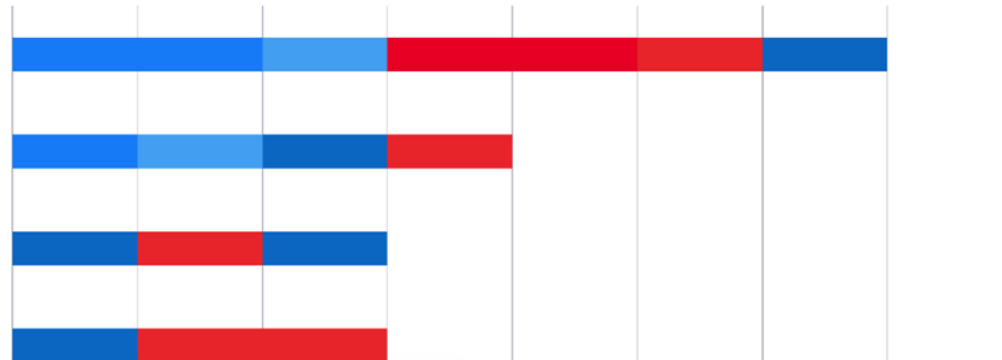
No Awards

[Stephan Fortier - Sandbox](#)



[Microsoft Power BI Data Analyst](#)

No Awards



### 3) Offer skill-based, non-traditional programs



#### Analytics Dashboard

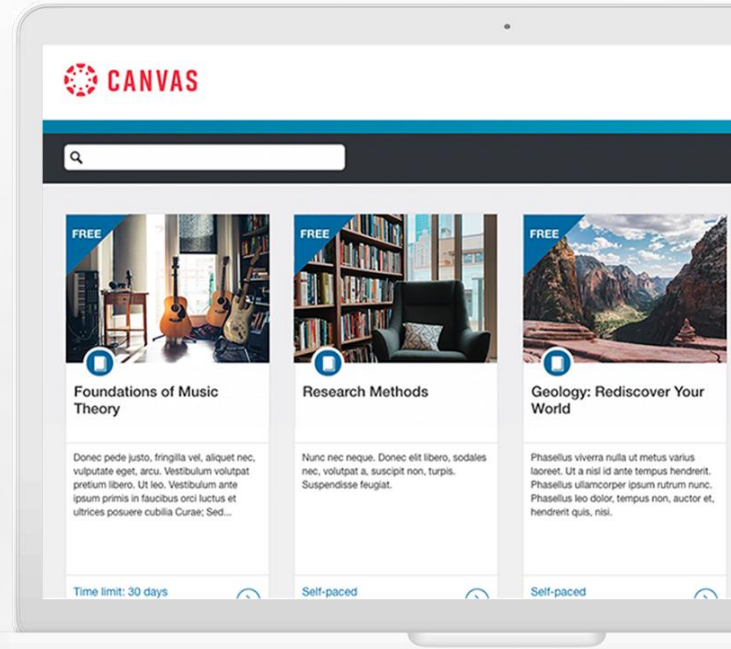
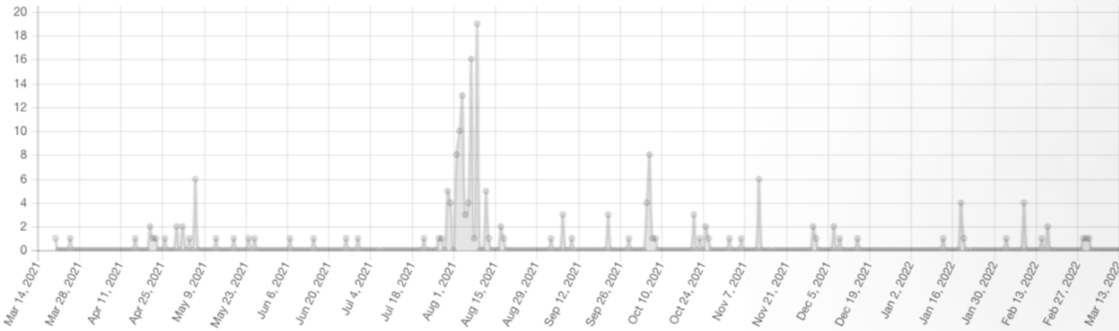
Catalog: hesales.catalog.instru | Listing: All Listings | User: Filter by name or e-mail | Start Date: 03/18/2021 | End Date: 03/18/2022 | Date preset: Past year | CSV Export: Download

**191**  
Enrollments

**200.00**  
Revenue

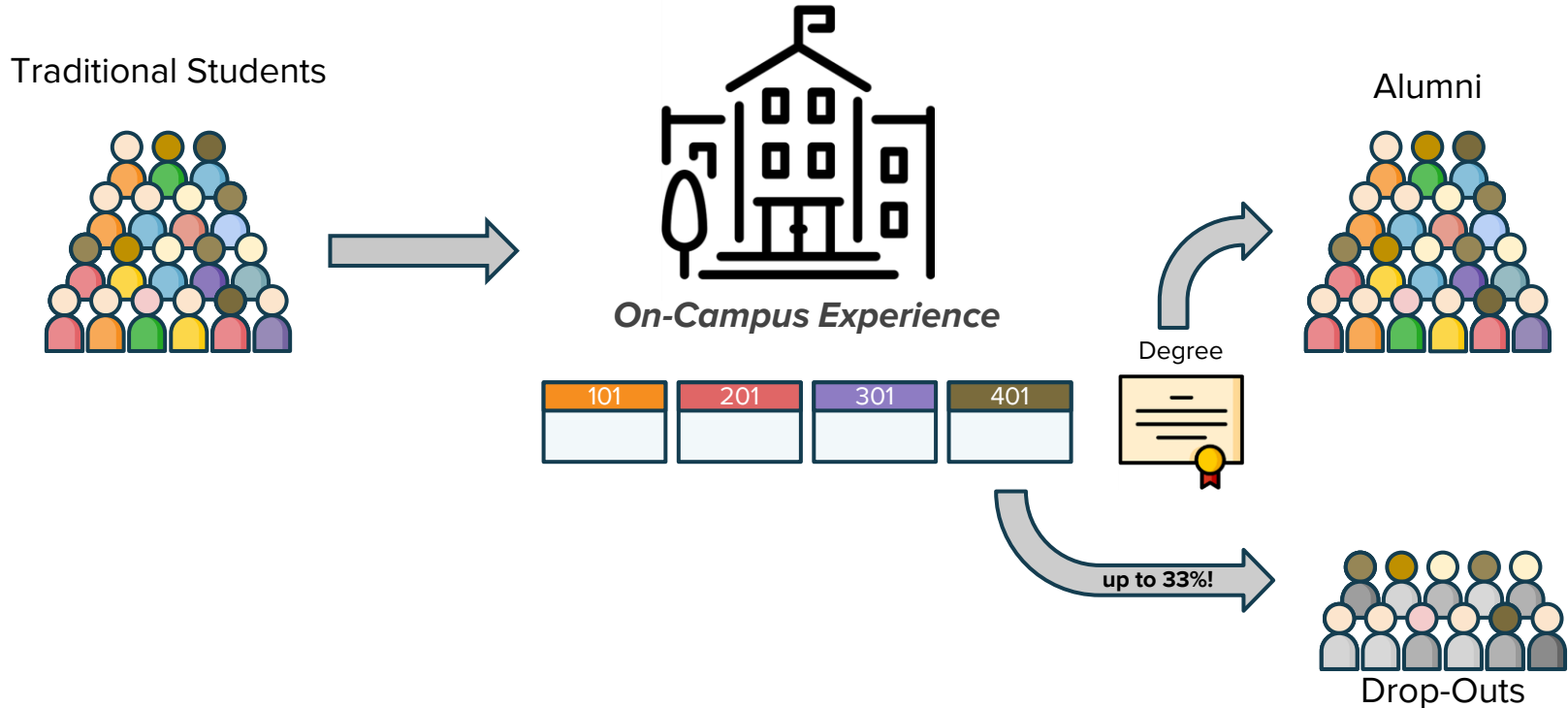
**168**  
User Registrations

**14**  
Completions



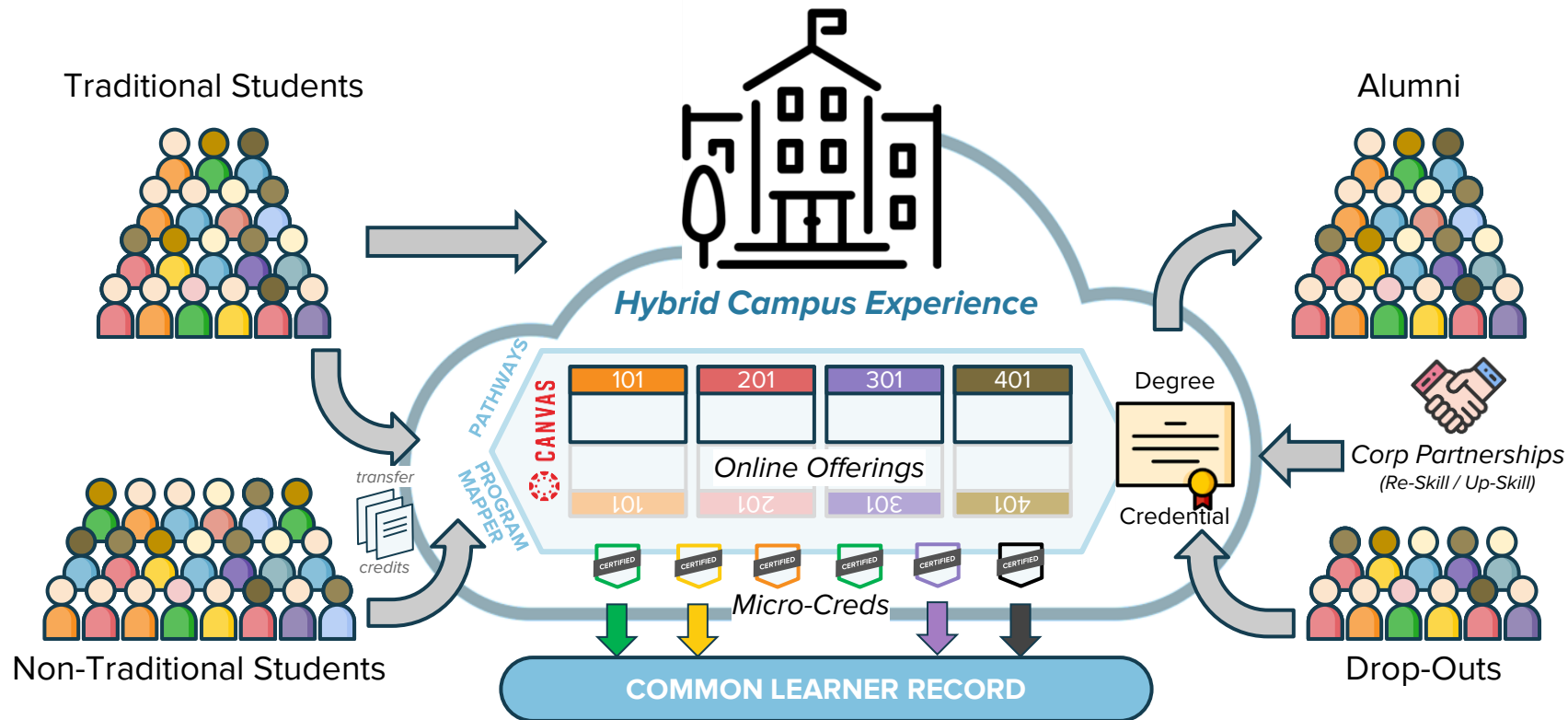
### 3) Offer skill-based, non-traditional programs

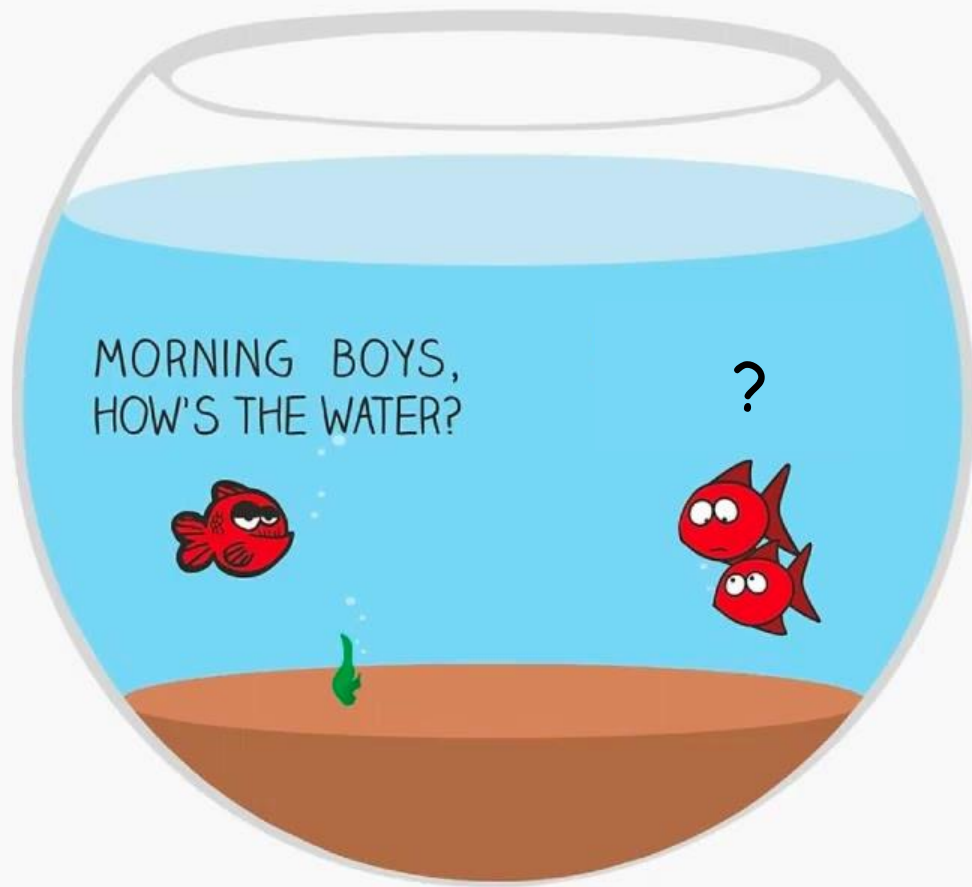
## The Traditional Student Experience with Higher Ed



### 3) Offer skill-based, non-traditional programs

## The Lifelong learning Experience with Higher Ed

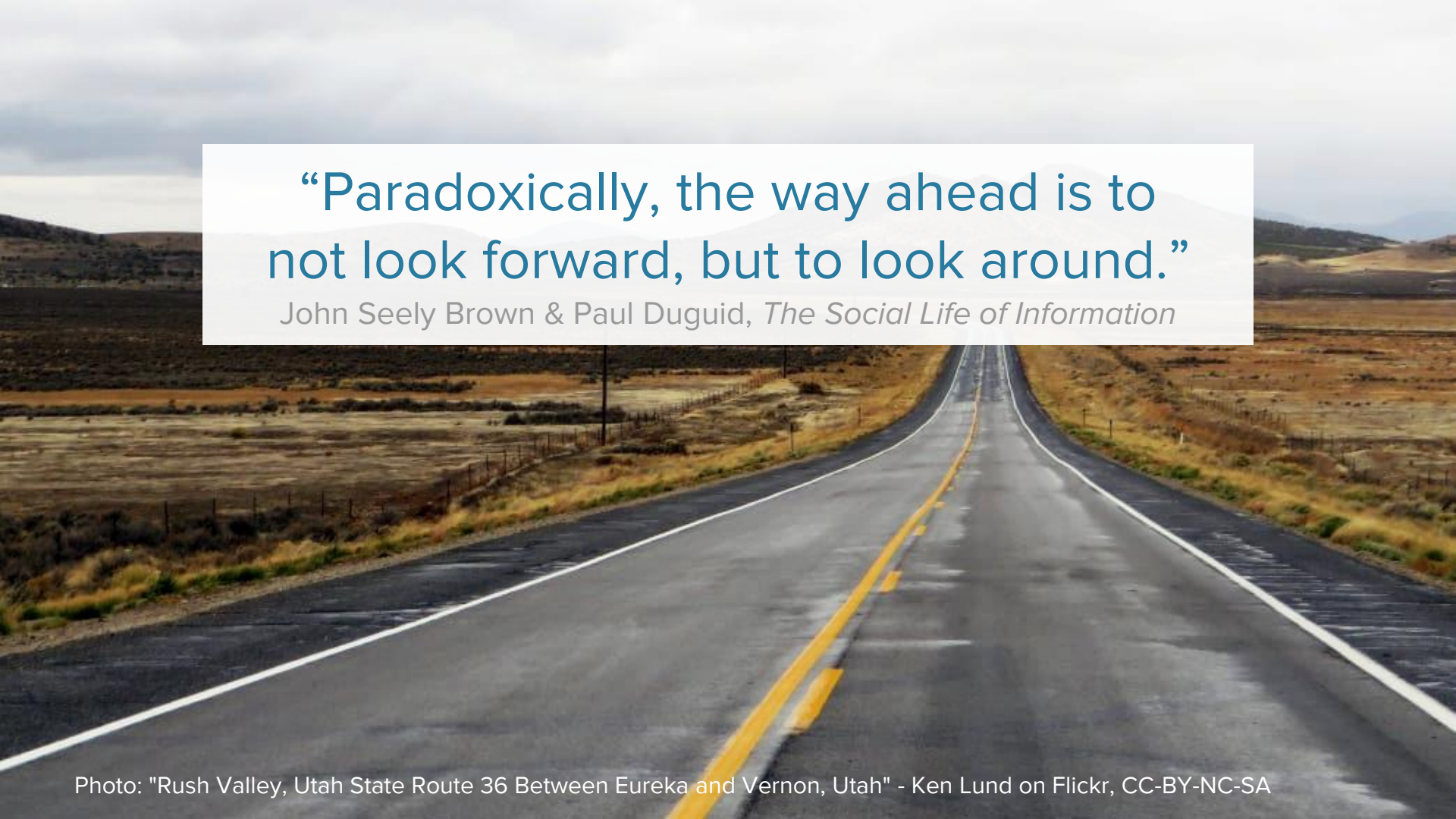




MORNING BOYS,  
HOW'S THE WATER?

?





“Paradoxically, the way ahead is to  
not look forward, but to look around.”

John Seely Brown & Paul Duguid, *The Social Life of Information*