

# Efficient Re-use and Re-targeting of Online Learning Materials with the ILIAS Broker-Tool (IBO)

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# Structure of the Presentation

- Need for Re-use and Re-targeting
- Production of learning units with IBO
  - Functionality for Re-use
  - Functionality für Re-targeting
- Advantages and Problems of Re-use and Re-targeting

# The dilemma of producing e-learning-materials

- High costs of producing e-learning-materials
  - market provides broad and unspecific e-learning-contents (easier to refinance)
- Learners demand specific materials with a larger vocational relevance
  - expensive to produce (not easy to refinance)

- **Re-use** of content in several learning units
  - **Re-targeting:** adapt content to new purposes and target groups
- helps to produce e-Learning material at low costs
- considers the learners needs

The „ILIAS Broker Tool“ (IBO Tool) supports

- Re-Use and
- Re-Targeting

of existing parts of learning units in other (new) learning units.

# The institutional Background

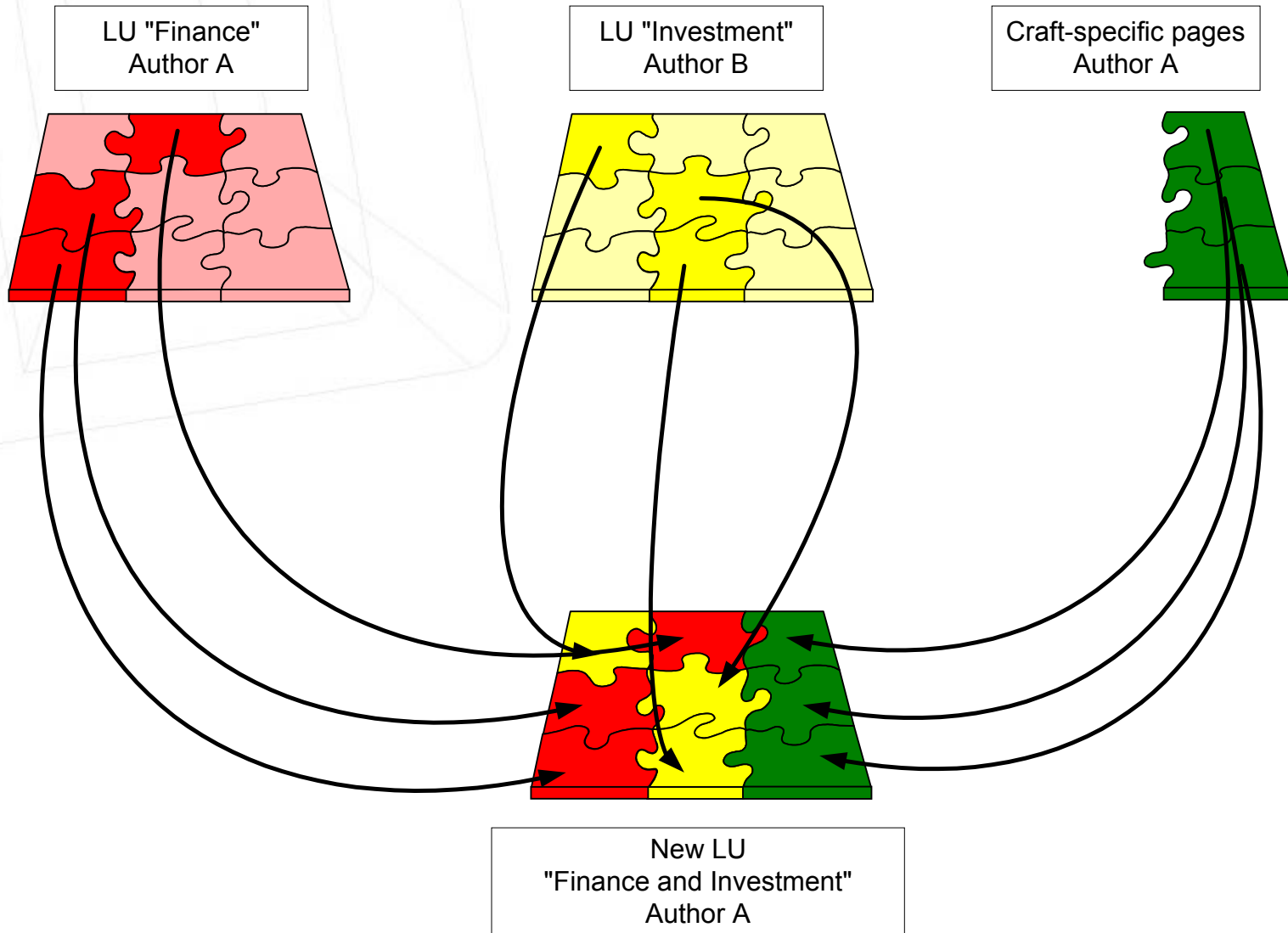
- **Project MERCUR**  
offered courses: “business administration in the craft trades”
  - a general (all-crafts) course
  - a craft-specific course for the roofer craft
- **Project Meisterassistent/in**  
offered courses: “assistant master craftsman”
  - for apprentices in the baker craft
  - for apprentices in the hairdresser craft

# Characteristics of the Projects

4 different target groups

- with nearly identical curricula in each project
  - but with craft-specific needs
- common parts of the learning units can be used
- only craft-specific parts of the learning units have to be produced from scratch

# Production of a new course with the IBO TOOL



# The necessity of meta data

- As ILIAS stores the content in a data base, it is possible to find pages by using a search engine
- Therefore the content has to be described by meta data to enable authors to identify and to locate content
- ILIAS considers Metadata concepts (e.g. IMS, Ariadne, Dublin Core)

# IBO Search Engine

ILIAS Editor - Microsoft Internet Explorer

Datei Bearbeiten Ansicht Favoriten Extras ?

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## Chapter "IBO" Link

**Courses Overview** | Info/Options | Chapters | Page List | Glossary | Multiple Choice | Multimedia

**Search for public pages**

**Title of the page:**   **Language:**

**Courses:** Allgemeine Versuche - Mercur (384)  
Arbeits-, Sozial- und Umweltrecht (369)  
Aufgaben der Personalführung (359)  
BdH-Kurs 9911: Zwischenprüfungsergebnisse ReWe (343)  
Betriebswirtschaftliche Auswertung (429)  
Bürgerliches Gesetzbuch (BGB) (367)

It's possible to select several entries with CTRL + Mouseclick(Windows)

**Authors:** Gudrun Steeger (153)  
Bettina Mayer (551)  
Christoph Görlach (463)  
Dirk Habermann (473)  
Experten für multimediales Training (469)

**Co-authors:** Gudrun Steeger (153)  
Bettina Mayer (551)  
Christoph Görlach (463)  
Dirk Habermann (473)  
Experten für multimediales Training (469)

It's possible to select several entries with CTRL + Mouseclick(Windows)

**Keywords:**

**Type of material:** Standardtext

**Depth of material:** Basiswissen

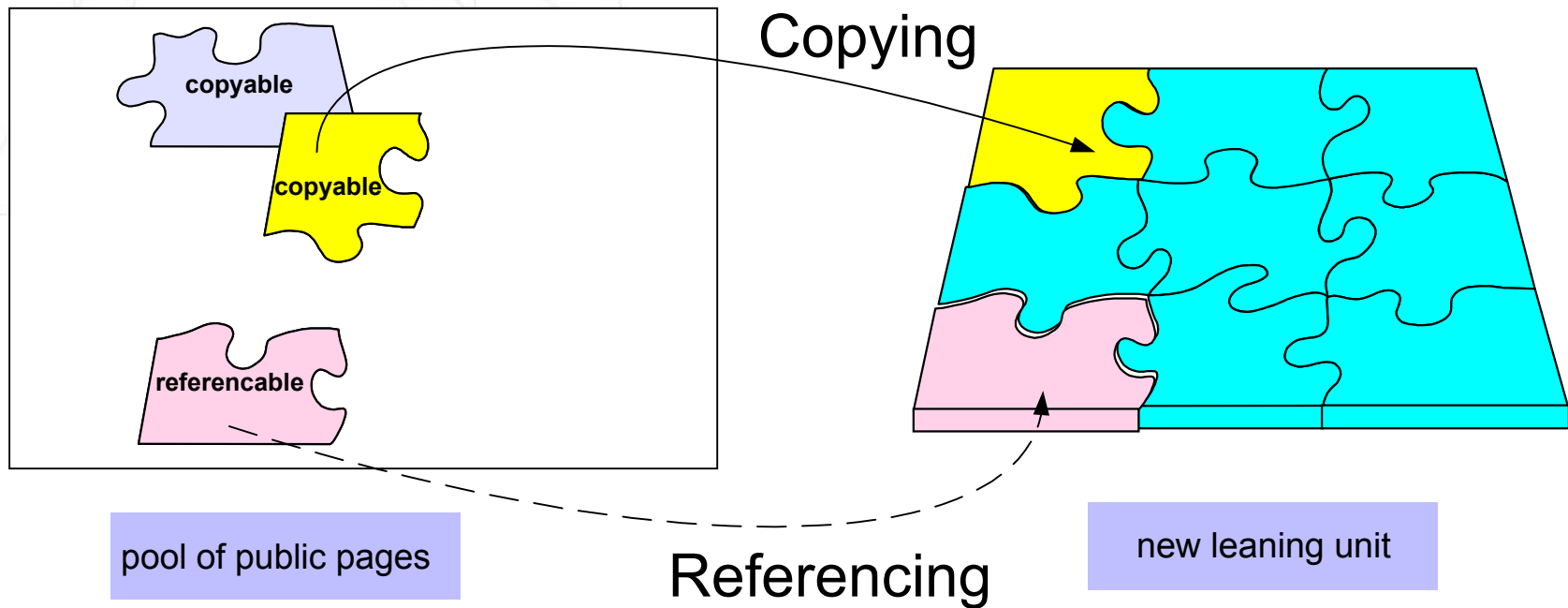
**Pages copyable:**  Yes  No

**IBO categories:** Gast  
1. Gruppe der Bau- und Ausbaugewerbe  
1.4 Dachdecker  
2. Gruppe der Elektro- und Metallgewerbe  
3. Gruppe der Holzgewerbe  
4. Gruppe der Bekleidungs-, Textil- und Ledergewerbe  
5. Gruppe der Nahrungsmittelgewerbe  
5.57. Bäcker

Internet

# Re-use of single pages

Single pages can be re-used in two ways:



# Referencing Pages

- Page remains part of the origin learning unit
- Page can not be changed and modified in the new learning unit
- If the author of the origin learning unit changes the page, the the referenced page in the new learning unit will change too
- The author of the origin learning unit can see in his „Page List“ which learning units refer to his pages

# Page List

ILIAS Editor - Microsoft Internet Explorer







Datei Bearbeiten Ansicht Favoriten Extras ?

Zurück Suchen Favoriten Medien Links »

ILIAS

## Edit Page List

Courses Overview Info/Options Chapters Page List Glossary Multiple Choice Multimedia

ID	Title		Status
6409(102)	Ausblick und Perspektiven	-/-	linked
6828(102)	Distributionspolitik	 	
6406(102)	Entwicklungsorientierte Strategie	-/-	linked
6405(102)	Kommunikationspolitik	-/-	linked
6397(102)	Konkurrenzorientierte Strategie	-/-	linked
6404(102)	Kundenorientierte Strategie	-/-	linked/referenced and online in: Überblick über Marketingstrategien (420)
6399(102)	Leistungspolitik	 	
6394(102)	Preispolitik	-/-	linked
6404(102)	Rahmenbedingungen	-/-	linked/referenced and online in: Überblick über Marketingstrategien (420)

Internet

# Notification System

- If the author changes pages in an origin learning unit ILIAS automatically generates a notification for all authors who are referencing to those pages
- The author can add comments to the notification

- Page becomes part of the new learning unit
- Page can be changed and modified in the new learning unit (Re-targeting)
- The author of the origin learning unit has no influence on site changes of other authors

- Adapt existing learning units to new target groups
- Assign learning units to learners of specific target groups
  - by specifying the attributes of the target group in the **user profile** (e.g. profession)
  - by specifying the attributes of the target group in the **learning unit** (“**IBO**”-**Category**: e.g. profession)

# Advantages of Re-Use and Re-Targeting with IBO

- Reduction of redundant work
  - pages only have to be produced once
  - similar pages can be copied and reused
  - changes on referred pages are automatically adapted in all learning units

# Problems of Re-use and Re-targeting with IBO

- “metadata-dilemma”
- reliability of content originally produced for another craft sector
  - quality of content made by another author has to be proved
- content-ownership-problem
  - who earns the money?
  - billing gets more complicated with re-use and re-targeting

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