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## **Using Online Opportunities to Overcome Challenges in Materials Design**

*Which groups among us face which challenges?*

### 1. Materials writers

*Challenge:* Helping materials writers and their works in print transition to the digital age and the online learning environment.

*Opportunity:* Online video hosting sites facilitate this transition.

**Model:** *EnglishWithStacy*, Stacy Hagen's YouTube channel  
<http://www.youtube.com/englishwithstacy>

- a. How has the Internet changed the expectations of ELLs?
- b. How is the role of a materials writer changing?
- c. Why should a materials writer invest the time and effort to create online videos?

*Tips:*

- Create videos which build on the content from your books and do not simply duplicate it.
- Make it possible for the videos to be a stand-alone resource, and give each video the flexibility to be used in and out of the classroom.
- Be sure to discuss such a project with your publisher and gain their approval.

### 2. Classroom teachers

*Challenge:* Creating and delivering study materials to one's students, specifically original exercises based on existing videos.

*Opportunity:* ESLVideo.com offers a set of convenient and user-friendly tools for creating and distributing online quizzes. Tutorials guide content creators through the process.

**Model:** Groundhog Day Weather Forecast 2009  
[http://www.eslvideo.com/quiz\\_new.php?id=7101&pagenum=1](http://www.eslvideo.com/quiz_new.php?id=7101&pagenum=1)

- a. Who is a materials writer?
- b. Where does feedback and support come from?

*Tips:*

- If using an existing video, be sure it is designed for embedding and distribution. Otherwise, request permission to use it for educational purposes.
- Be open to advice from more experienced materials writers. (See site help for quiz makers).

### 3. Technophobes/ emerging webheads

*Challenge:* Gaining experience with online tools and searching for an appropriate platform.

*Opportunity:* EnglishCafe.com is an example of an online English community for ELLs and ELTs. Easy tools for quizzes, blog posts, and multimedia lessons are available with immediate distribution to an appropriate audience.

**Model:** Jessica Dold's "Cold Feet" Lesson.

<http://www.englishcafe.com/lessons/cold-feet-and-other-idioms-87196>

- a. How do you choose a platform for your online materials?
- b. How quickly can one learn to build a multimedia lesson?

*Tips:*

- Examine multimedia lessons published by other teachers. Observe how they use the same sets of tools in different combinations and for different purposes. Note the reviews and ratings in order to understand what is liked and what is in demand.
- Be prepared to maintain a degree of interaction with online users. Word-of-mouth is still the best form of promotion, and feedback from loyal followers will keep you sensitive to their needs.