

"GLOCALIZATION": CENTRE OF ELEARNING GLOBALIZATION AND LOCALIZATION

Duration of the project: February 2003 – March 2004

Home page of the project: www.sztaki.hu/dms-eng under column „projects-glocalization”

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Keywords: Glocalization; eLearning; Localization; Globalization; Curriculum

1. Introduction

The aim of the project is to promote one of the promising segments of the Hungarian content industry, the production of multimedia-based electronic educational materials that includes the localization of foreign learning materials, and the adaptation of Hungarian language learning materials to foreign language environments (“Glocalization”).

2. Key aspects of the project

Within the framework of the project, we shall develop technical and business models and solutions through which

- Learning materials can be made portable using the eLearning database between the different eLearning frameworks.
- Private entrepreneurs, small entrepreneurs, and developers of larger firms can work together on development of learning materials in teams using the Internet technology.
- A critical mass of learning materials available to most of the domestic distance learning systems can emerge in a central database of standard learning materials. This may dramatically speed up the spreading of eLearning in Hungary

The Hungarian eLearning projects implemented so far have the typical weakness that the created learning materials can be used only in their specific eLearning Management System.

As a result of the project it will be possible to develop and store learning materials - with the aid of the portable eLearning database developed within the framework of the project - in a format that will allow the portability of the learning materials between the different eLearning Management Systems through automatic export/import procedures.

Online extracting of learning materials from the joint learning material database through online access to the database – and not only through offline conversions - is a new solution. This will allow the application of far more flexible licence arrangements between education providers and learning material developers with taking into consideration actual use, since this system will ensure the detailed tracking of learning material usage.

3. Innovative technical components

The realization of the concept of the project is based on the following innovative technical components:

- Spreading of international eLearning standards in Hungary.
- Integrated XML-SQL in the database technology.
- Internet teamwork in the development of learning materials.
- Using modern multimedia technologies in the localization of learning materials.

4. Social benefits

The project has the following social impacts:

- The project contributes to equal opportunities in education and in job creation as well. It increases access to eLearning systems, while the development of learning materials by virtual teams supports distance work.
- The project promotes the faster spreading of eLearning methodology in Hungary through producing a sharp increase in eLearning materials available. It also contributes directly to lifetime education through more efficient knowledge transfer and social programs.
- The project contributes to the development of Hungarian content industry, by establishing its “EU compatibility”.
- The project increases Hungarian export through the globalization of Hungarian learning materials.

In the course of the project a still non-existent co-operation model will be developed for the teamwork of the different participants of the eLearning market. Subsequently this may be used as a basis for international cooperation models.

5. Tasks and products

Task 1: A summary analysis will be prepared outlining the market trends, standards, and methodologies of international eLearning.

Task 2: A central eLearning database will be developed, that will contain a meta-database of Hungarian and foreign learning materials, a starting set of learning materials, intelligent searching and navigation tools, and export/import functions.

Task 3: An organizational, technological and business model will be developed. This model will support co-operation between the Hungarian companies dealing with education through the joint database of learning materials.

Task 4: A universal eLearning database architecture will be developed, which - through its flexible structure - will support the standardized storage of learning materials and their multimedia elements, in order to make them available through the most well known distance training systems of Hungary.

Task 5: A distributed development model will be developed, which will support the learning material development teamwork of individual and company developers. The model will cover both the technical and the organizational aspects

Task 6: An experimental phase of this content industrial project will be implemented, in the course of which SMEs, individual developers, eLearning material owners and eLearning service providers will prepare an initial central learning material database. The application of the database will be demonstrated through an experimental training project.