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2011 GENERAL ELECTIONS IN NIGERIA
 CHAPTER 8 SOCIAL MEDIA TECHNOLOGY AND THE 2011 PRESIDENTIAL
 ELECTION IN CAMEROON CHAPTER 9 COMMUNICATING ELECTORAL
 INFORMATION IN RECENT ELECTIONS IN CAMEROON: A
 SOCIOLINGUISTIC PERSPECTIVE; CHAPTER 10 RADIO DRAMA ON A
 FERTILE GROUND FOR ENGINEERING DEMOCRATIC VALUES IN SUB-
 SAHARAN AFRICA; CHAPTER 11 UNDERSTANDING THE EFFECTS OF
 INFORMATION COMMUNICATION TECHNOLOGY AND POLITICS: A
 SYNTHESIZED ANALYSIS OF POLITICAL PARTICIPATION IN KENYA;
 CHAPTER 12 MEDIA AND POLITICAL PLURALISM IN GHANA'S QUEST FOR
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Sommario/riassunto

Media Role in African Changing Electoral Process analyzes the effect of mass media on African elections. Featuring contributions by leading African scholars and professionals, this book covers a wide-array of social science disciplines, political discourses, and political communication issues.

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Titolo

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Nota di contenuto

Mastering Mobile Learning: Tips and Techniques for Success;

Copyright; Contents; Foreword; Preface; Introduction; Part 1: Understanding Mobile Learning; Chapter 1: Enterprise Mobile Learning: A Primer; Business Drivers of Mobile Learning; The Mobile Learning Ecosystem; Mobile Learning Applications; Content Transmission and Retrieval; Capturing Data; Communicating and Interacting with Others; Computing Algorithms; Contextual Inquiry; Designing and Creating Mobile Learning Content; Chapter 2: The Seven Shifts in Enterprise Learning; 1. A Shift in the Location of Learning; 2. A Shift in Time; 3. A Shift in Context; 4. A Shift in the Amount of Information; 5. A Shift in the Location of Information; 6. A Shift in Learning Experiences; 7. A Shift in Control; References; Chapter 3: The Disruptive Nature of Mobile Learning; What Is Meant by Disruptive?; How Is Mobile Learning Disruptive?; The Impact on Organizations; Significant Opportunities for Mobile Exist, But They Are Not Always Immediately Obvious; HR and Training Departments Must Change How They View and Create Learning; Organizations Must Recognize the New Efficiencies and Limitations Associated with Accessing and Sharing Information; Conclusion; Reference; Chapter 4: Why Executives Should Care About Mobile Learning; Chapter 5: mLearning Is Not e-Learning on a Mobile Device; Timing; Information Access; Context; Assessment; Performance Support; User-Generated Content; The Unique Affordances of Mobile; Different Doesn't Necessarily Mean Better; Conclusion; Reference; Part 2: Strategic Thinking About Mobile Learning; Chapter 6: The Six Ps of Mobile Learning Strategy; Choose the Most Appropriate Mobile Platform; Implement Proper Procurement; Adopt Sound Policies; Properly Provision Your Devices; Publish Content for Your Users; Standardize Your Procedures; Chapter 7: The Business Case for Mobile Learning; Mobile Learning and Increasing Revenue; How You Sell; Supporting Your Sales Force; What You Sell; Cutting Costs; Reference Materials and Job Aids; Performance Support Tools; Applications for Your Company; Conclusion; Chapter 8: The New "Nomadism" as a Driver of Mobile Learning; Reference; Chapter 9: Creating a Mobile Learning Content Strategy; References; Chapter 10: Seven Easy and Inexpensive Ways to Launch Mobile Learning; 1. Micro-Blogging; 2. Create a WordPress Website or Blog; 3. Start a YouTube Channel; 4. SMS (Text) Message Alerts; 5. Create a Mobile Version of Your PowerPoint Slides; 6. Audio Podcasting; 7. Poll Everywhere; Chapter 11: Building Brand Advocacy Through Mobile Learning; A Case Study of Brand Advocacy: State Farm Insurance; References; Chapter 12: Developing a Mobile Management Strategy; Bring Your Own Device (BYOD); Security and Bring Your Own Technology (BYOT); Lost/Stolen Devices and Ex-Employees; Software and Information Homogeneity and Control

Sommario/riassunto

Discover the strategies, tools, and technologies necessary for developing successful mobile learning programs. In the modern, rapidly-expanding mobile learning environment, only clear guidelines and state-of-the-art technologies will stand up to the challenges that lie ahead. With a smart focus that combines a proven process with all-important strategies and practical applications, *Mastering Mobile Learning* stands as the most modern, comprehensive resource on the subject. It also features unique technical content previously unavailable among the literature of the mobile learning field. This book