

**INTERNATIONAL CONFERENCE ON MOBILE
LEARNING
TAKING LEARNING MOBILE
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THE BOOK, MOBILE LEARNING: A PRACTICAL GUIDE

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1. The incorporation of mobile learning into mainstream education and training
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Part 1

The incorporation of mobile learning into mainstream education and training

Mobile phone use to pass 3 billion mark

Wednesday, 27 June 2007 17:45

Global mobile phone use will pass the three billion mark - equivalent to half the world's population - for the first time in 2007 as demand booms in China, India and Africa. The new survey by UK analyst group, The Mobile World, found more than 1,000 new customers are effectively signing up for mobile phones every minute around the world.

It took over 20 years to connect the first billion subscribers, only 40 months to connect the second billion, and just two years to reach the third.

Penetration in Europe has topped 100% of the population with 666 million mobile connections.
(<http://www.rte.ie/news/2007/0627/mobile.html>).

Part 2

The role and importance of publication in the incorporation of mobile learning into mainstream education and training

Part 3

Existing Publications

Mobile learning: a handbook for educators and trainers

Mobile learning: a handbook for educators and trainers edited by Agnes Kukulska-Hulme of the Open University of the United Kingdom and John Traxler of the University of Wolverhampton

- Structure
- Content
- Authors
- Price and Availability

*mLearning: mobile learning and performance in
the palm of your hand*

*mLearning: mobile learning and performance in
the palm of your hand* by David Metcalf
from the University of Central Florida, U.S.A.

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Part 4

Mobile learning: a practical guide

Mobile Learning: A Practical Guide

Mobile Learning: A Practical Guide

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Structure

Mobile Learning: A Practical Guide has a clearly defined structure and is divided into 5 parts:

- SMS in educational administration
- SMS in teaching and learning
- Wireless technologies in teaching and learning
- Goals for mobile learning
- Examples of successful mobile learning