



What is EOD?

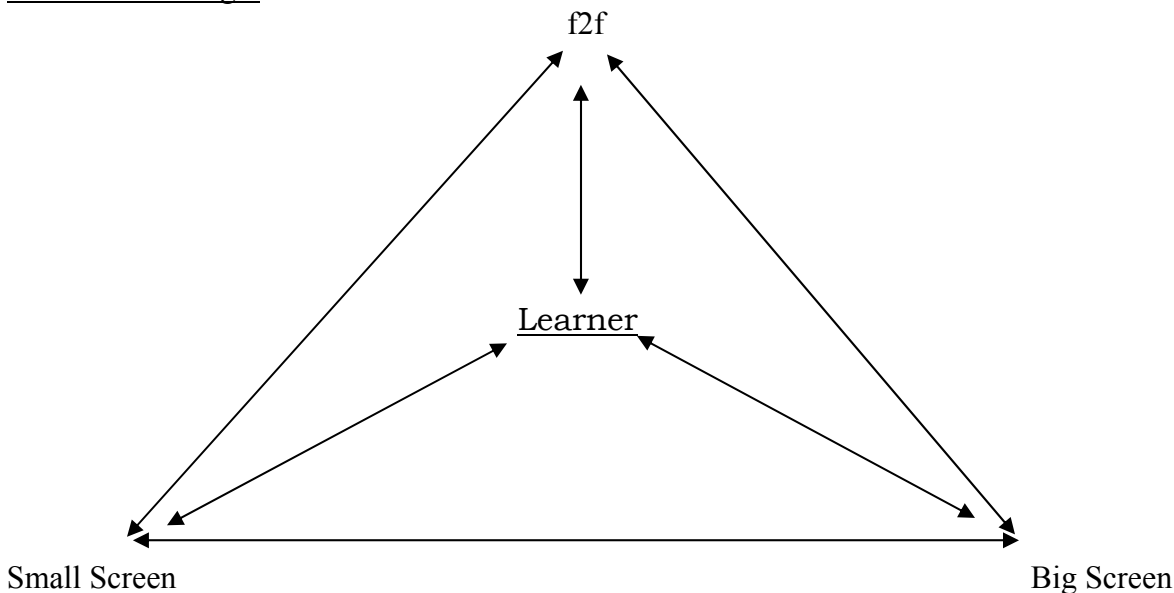
by Amanda Batson, Ph.D.

In a time that now seems long ago and far away, I wrote a masters' thesis in which I proposed the use of instructional television to teach reading. The tools, in retrospect, were crude but the idea still works. People of all ages learn in different ways. To live a healthy, active life, we must remain intellectually engaged and learn from cradle to grave. Technology tools are exploding yet the content is lacking. These terrific tools with rich digital content can address learning styles, career needs, and lifelong learning.

Education on Demand (EOD) has its roots in video on demand (VOD). The viewer, in the comfort of his/her home, chooses a program (think of movies on demand) from a television menu, presses the select button on the remote control and approves the purchase. The media distributor, e.g., a cable operator, makes the program available to the viewer and the viewer watches the movie or show. Payment is made via the subscriber's monthly invoice. The viewer never has to leave home to enjoy the program. Such user driven demand, thanks to the thriving Internet, is now leaping across platforms: cable, phones, IPTV (Internet Protocol TV), games, other handheld devices, to name a few.

EOD is a triangulated approach to providing learners with expanded, integrated, and interactive ways to learn at the time and place of the learner's choice. See diagram below. EOD helps education providers, content developers, production companies, media distributors leverage their investments and diversify revenue streams. Further EOD can help companies and organizations retain customers, communicate with key constituencies, and attract new consumers. **Most importantly EOD supports lifelong learning.** It throws open the doors to dynamic experiences with multiple points of learner entry and control.

EOD Base Triangle



The EOD Base Triangle is an equilateral figure comprised of three two-way sides. At each angle, there are multiple programs, services, and learning options. In EOD, the learner is in control and can enter the EOD experience at any of the entry points: face to face (f2f) – seminar, meeting, classroom, workshop, conference, etc; small screen (desk top, lap top, smart phones or other handheld device) – resources, productivity tools, online courses, interactive communications, video and more; big screen – programs on linear or on-demand platforms. The whole goal is freedom to learn anytime, anywhere, anyplace.

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