

Script for Presentation

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Welcome to this presentation on mobile apps

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According to The Horizon Report 2012 28 billion apps were downloaded by the end of 2011. A study by Distimo suggests that 44 billion apps will be downloaded by 2016. That's 7 apps for everyone in the world. In this presentation we will take a look at what a mobile app is, how they can make learning more engaging for students and how apps are being used in Higher Education

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An 'app' is a piece of software designed to run on a mobile device. It will do one thing, or a small list of tightly related things, very well. Whether you want to check the weather or study a new language, there is probably a free or paid app that you can access. Apps are added as an icon to the phone or tablet's home screen, and so are always accessible and often functional without an internet connection. Most devices come with apps like these already installed.

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Apps are intuitive and easy to use. They can help these students learn a new language, create and share content on any subject and of course when stored on their phone can fit in their pocket and so are always accessible.

These students have mobile devices made by different manufacturers. Each phone has a specific programming language which has implications for Institutions wishing to develop apps for students.

When developing an app there are three options available. Let's look at each one in turn.

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The first option is the Native App. These apps are coded with a specific programming language. There is a different language for a Blackberry phone, an iPhone and the Android phone

This app will make use of all the phone's features, such as the mobile phone camera, geolocation, and their address book.

The phones don't need to be connected to the internet to use a native app.

If you are a developer you will need to create an app in three different formats in order for these students to be able to download it.

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The second option is a Mobile Web App. These apps are developed by using web technologies such as HTML, CSS or JavaScript

They are installed on the home screen and launch the same way as a native app but they have no access to the features on the device

They provide real time information so you will always be up to date and they can work off line as well

They work on virtually any device with a mobile browser so unlike the native app a developer will only need to develop the app in one format

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Hybrid mobile apps are a combination of native apps and mobile web apps.

A Hybrid will connect with the device's features just like a native app and the web portions can be downloaded from the web or packaged within the app

The Facebook app is an example of a hybrid app; it is downloaded from the app store and has all the features of a native app, but requires updates from the web to function.

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Many colleges have developed map and directory apps for current students to navigate campuses and for prospective students to take virtual tours

As institutions begin to understand the potential of apps, they have built in features for students to check their grades, or to update them with breaking campus news.

Higher education institutions have also been designing apps that enhance the classroom learning Experience. The University of Warwick in the UK created an app that quizzes medical students on the human anatomy using video and audio clips.

While institutions are rapidly developing their own apps, they are also making use of external ones. Popular apps include those that help students and educators stay organized and exchange their findings and ideas with peers.

As mobile apps become an important fixture in the business world, many universities and colleges have deployed special courses and programs to teach student entrepreneurs how to design, develop, and market them.

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Here is a summary of the different types of apps we have looked at. This presentation is available as a mobile web app click on the link to download

<http://www.appcobra.com/x/angelaw17@gmail.com/mobileapps>

