

## **MIKI Learning with Uhlberg Academy**

Use of Social media tools is quickly becoming more prominent and integrated into everyday life. This is also true for the e-learning sector. Uhlberg Advisory has just tested a new, unconventional tool and created some handy, practical and convenient applications to examine the production of learning content and its integration into the virtual world.

The tool is called „MIKI“, coined from the terms „magazine“ and „wiki“. MIKIs are online magazines which can be produced and edited by several people, each having equal rights. It is a social media publishing platform which facilitates simple but appealing web publishing. Every important function, such as recommending, forwarding, embedding etc. can be found within the MIKI.

But the MIKI is also a platform for new business models, offering the opportunity to monetarize content and integrate e-commerce. You can think of MIKI as a kind of modern glossy magazine which can contain texts and images, but also videos. Visitors can leaf through the pages and leave comments or take part in surveys. Via the proffered e-commerce function, visitors can be led directly to a shop as well.

Since the MIKI is mainly an open platform and the integrated editor is easy to use, an author can quickly define and finalize a learning sequence with minimal effort and a limited amount of tools. Learners are taken to the interactive web2.0-world from the beginning onwards and can spontaneously connect with the community or generate new learning sequences of their own from the existing MIKIs.

Uhlberg Advisory has created some test sequences which have already become very popular. Instructions for the correct handling of sports equipment and training measures have already received more than 4000 hits within the time period from the beginning of April until the middle of September – and this with a complete absence of advertising.

What else can these MIKI learning sequences be used for? Well, they are especially appropriate for pictured instructions and visually enhanced training measures. Thus you can e.g. teach social behaviour, but also installation guides.

Since access is simple and production does not require any specialist knowledge, it has a short setup time and is very cost effective. Participants can use all the usual interaction options of a social media tool in order to test, use, contact, or even adapt the MIKI to their own requirements.

Here, you can see some examples:

- <http://my-miki.com/miki/miki-learning---abnehmen-mit-lena-sarai-und-miha-bodytec>
- <http://my-miki.com/miki/uhlberg-advisory---e-learning-international>
- <http://my-miki.com/miki/casa-colori---farbenspiel-im-rohbau>

Would you like to know more about MIKI?

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