Evolutionary Learning:

The Acquisition of Capabilities Required to Operate in the Future Workplace

Changing The Landscape of the
Professional Development Learning Environment

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Situational Analysis

Innovation, knowledge and growth

Changes to the skills base of occupations

Digital literacy as a critical catalyst to effective participation in the knowledge economy

The range of digital technologies that must be addressed will continually increase in the future.
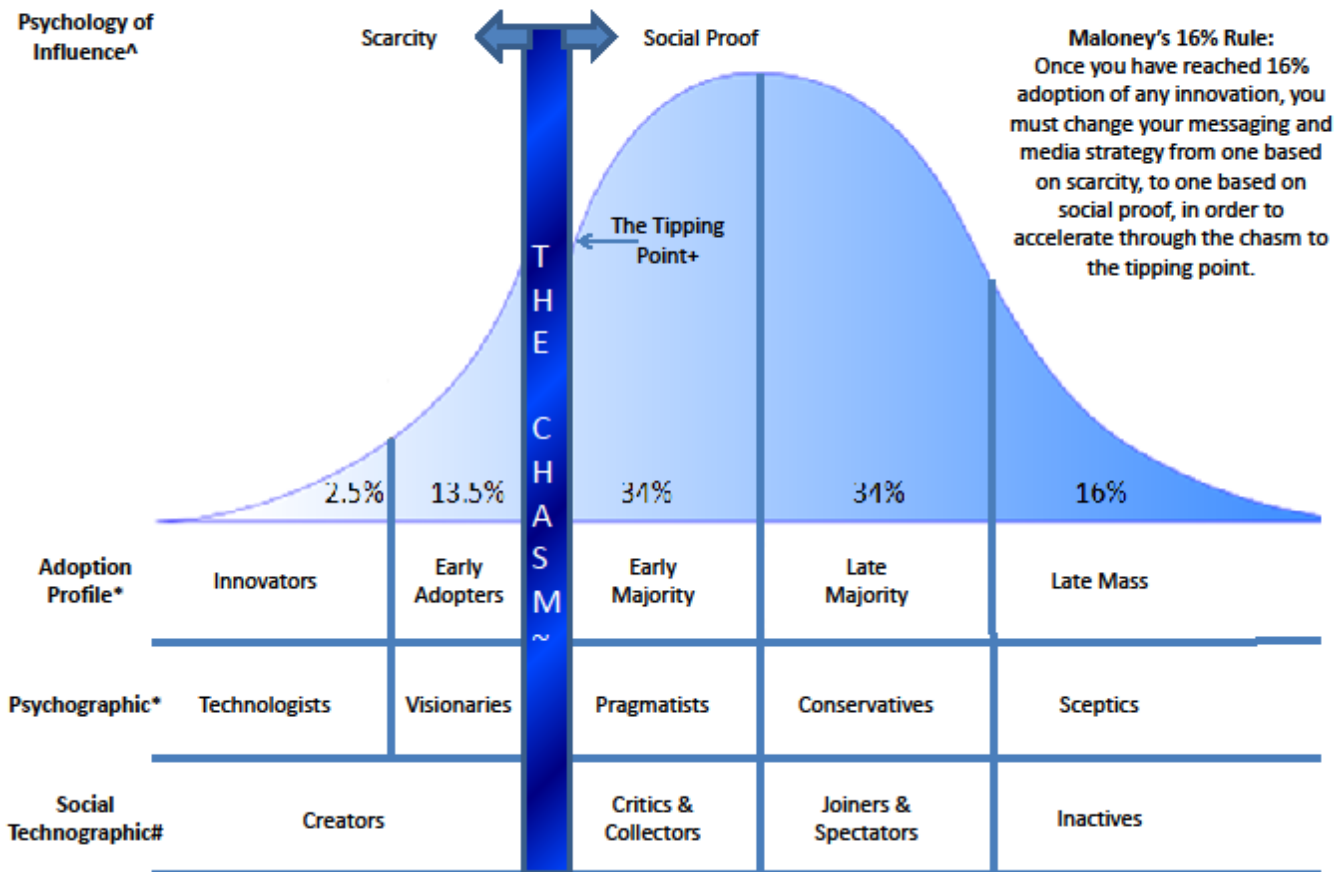
Evolution of Social Practices

If technology is an extension of evolution then dependence is inevitable.

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The Secret to Accelerating Diffusion of Innovation: The 16% Rule

Accelerating Diffusion of Innovation: Maloney's 16% Rule©

Maloney's 16% Rule: Once you have reached 16% adoption of any innovation, you must change your messaging and media strategy from one based on scarcity, to one based on social proof, in order to accelerate through the chasm to the tipping point.

	Innovators	Early Adopters	Early Majority	Late Majority	Late Mass
	2.5%	13.5%	34%	34%	16%
Adoption Profile*	Innovators	Early Adopters	Early Majority	Late Majority	Late Mass
Psychographic*	Technologists	Visionaries	Pragmatists	Conservatives	Sceptics
Social Technographic#	Creators		Critics & Collectors	Joiners & Spectators	Inactives

Psychology of Influence^ — Scarcity — Social Proof — The Tipping Point+ — THE CHASM~

^ Robert Cialdini *Everett Rogers #Forresters ~Geoffrey Moore + Malcolm Gladwell

(Maloney, C. 2010)

Mobile Technology

"It's the technology most adapted to the essence of the human species-- sociability".   Arthur Molella

(Garreau, J, 2008)

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The Research

The project aims to merge the humanistic desire for socialisation and the social applications of mobile technologies to enhance the adoption of these technologies in education.

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The Research (c.)

Participants: 40 TAFE teachers

Methodology: Mixed methods research design

Significance: The research contributes to the discourse about new forms of professional learning by describing how self generated change of practices may lead to organisational effectiveness.

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References

References:

Garreau, J, (2008), *Our cells, Ourselves*, Washington Post. Accessed 27th May 2008. at http://www.washingtonpost.com/wp-dyn/content/article/2008/02/22/AR2008022202283.html?sid=ST2008022202336

Maloney, C. 2010. Accessed December 8th, 2010 at http://maloneyonmarketing.com/2010/05/10/the-secret-to-accelerating-diffusion-of-innovation-the-16-rule-explained/

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