

# Generische Transformation von Learning-Content.

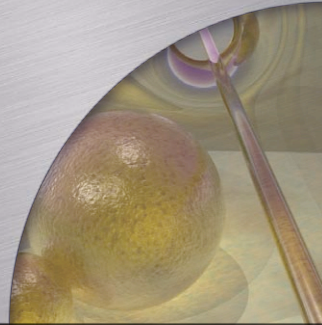
Das MOCCA-Projekt.

Michael A. Herzog, Matthias Trier  
FHTW Berlin/TU Berlin

WI2007 • 28. Februar 2007

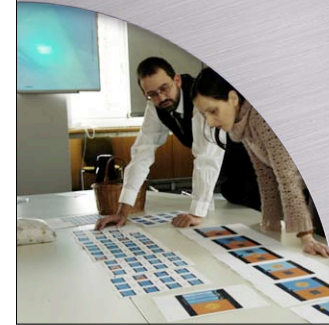
# BACKGROUND

# 1



# MOCCA-PROJECT

# 2



# CASE M-LEARNING

# 3



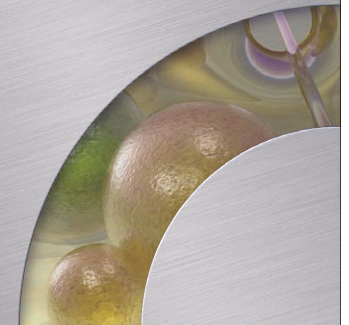
# MEDIA REPOSITORY

# 4



# BACKGROUND

# 1



# BACKGROUND

- Forschung und Lehre in der Wirtschafts- und Medieninformatik, speziell Media Content Produktion und -Management
- Projektgruppe »vbc.studiolab« Technische Universität + FHTW Berlin
- Content-Entwicklung für MBI-/CS-Kurse

# Background I



<http://www.IKAROS-PROJEKT.de>



**fhtw**  
Fachhochschule für Technik  
und Wirtschaft Berlin  
www.fhtw-berlin.de

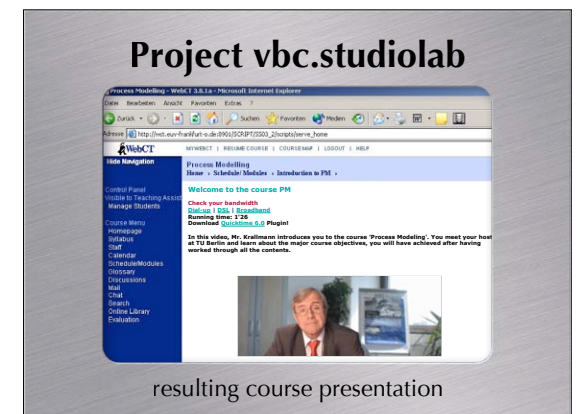
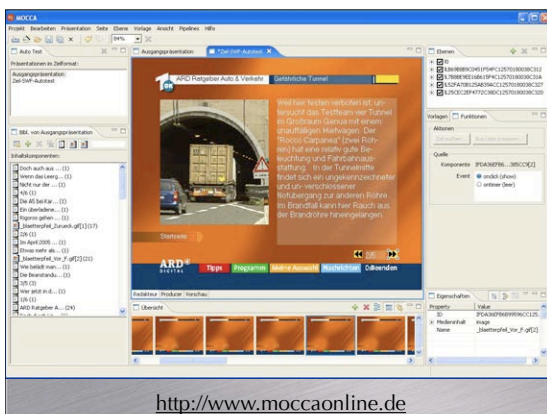
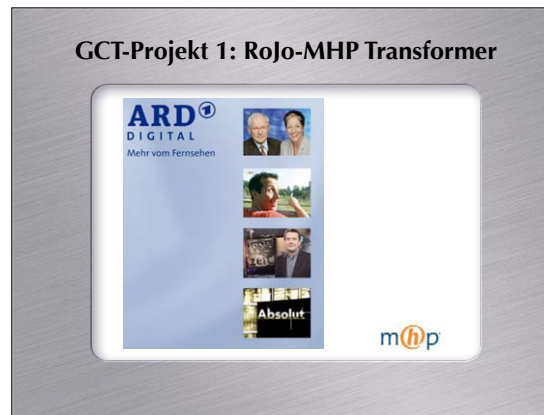
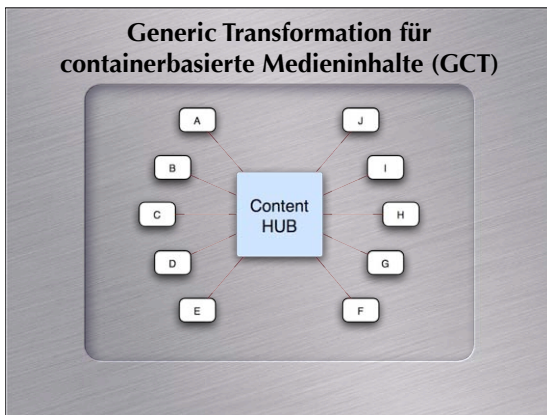
# Background II



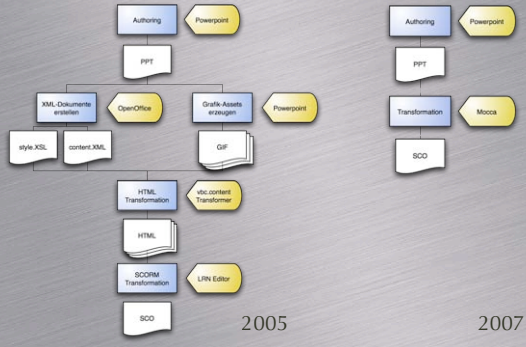
vbc.studiolab



**VGI** Virtual Global University  
School of Business Informatics  
[www.vg-u.de](http://www.vg-u.de)



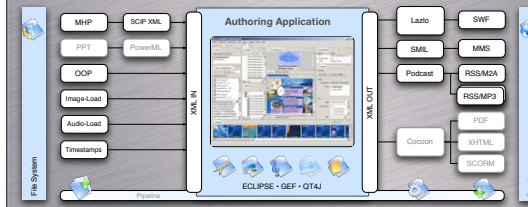
# SCORM Produktionsprozess



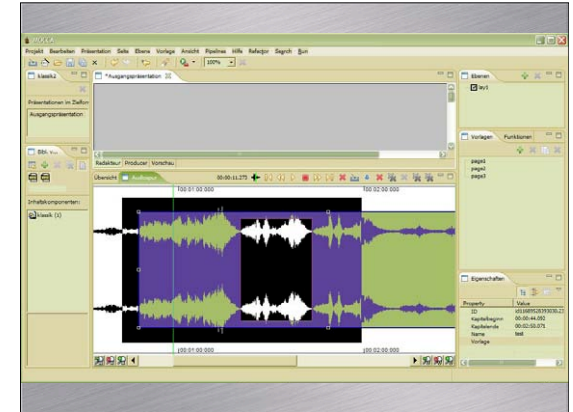
2005

2007

# MOCCA architecture



<http://www.moccaonline.de>

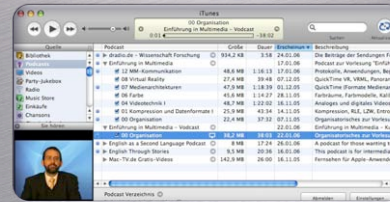


# CASE M-LEARNING

# 3



# Mobile Learning - Podcast konsumieren



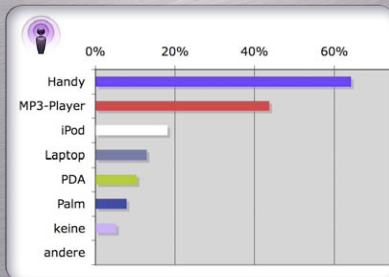
Ansicht eines RSS-Vodcast im Podcatcher iTunes

# Learning on the go



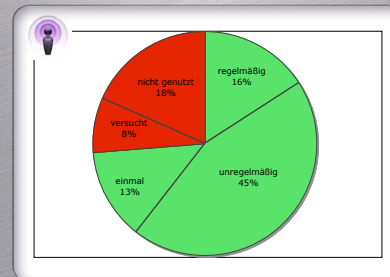
Podcast | Vodcast

# Learning on the go



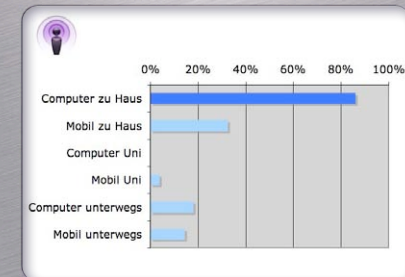
Nutzung mobiler Endgeräte

# Learning on the go



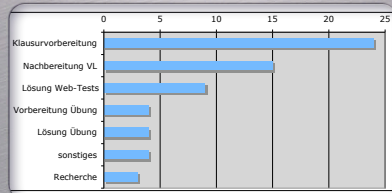
70% der Teilnehmer haben das Angebot genutzt.

# Learning on the go



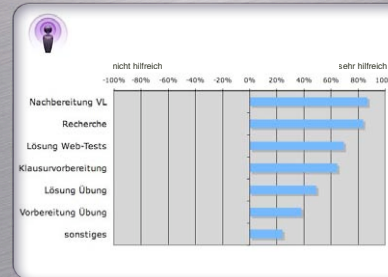
Ort der Rezeption

## Learning on the go



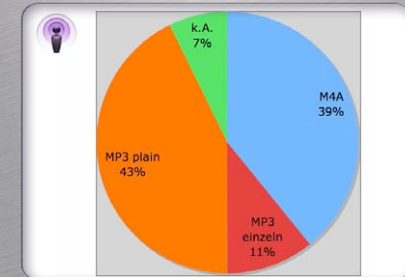
Zweck der Nutzung

## Learning on the go



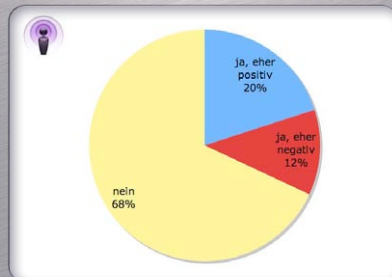
Nutzwert

## Learning on the go



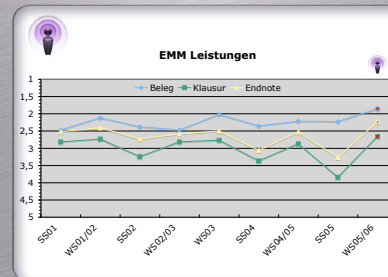
Podcast | Vodcast

## Learning on the go

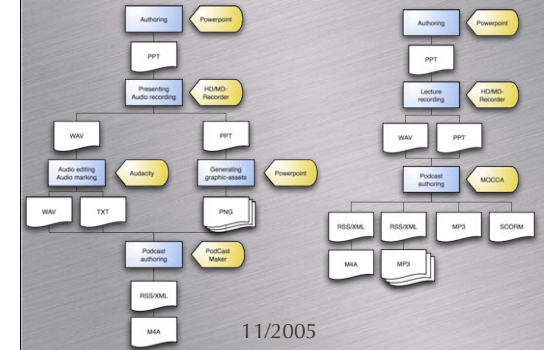


Hatte das Podcast-Angebot Einfluss auf Ihre Anwesenheit zu den Vorlesungen?

## Learning on the go



## Podcast Produktionsprozess



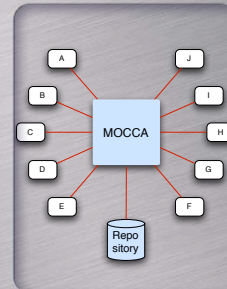
11/2005

## MOCCA MEDIA REPOSITORY

# 4



## GCT-Projekt 3: Content Repository

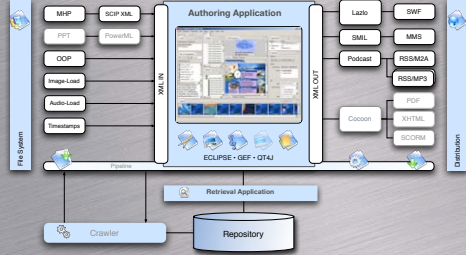


## Generisches Datenformat MoCCA-XML



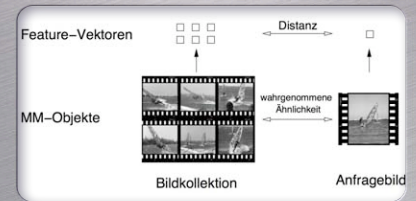
- Abbildung vektorbasierter Medienformate aus verschiedensten Projektdatenformaten
- Anlehnung an SVG 1.2
- Unterstützung zeitbasierter Medien
- 80:20 Paradigma

# Content Repository



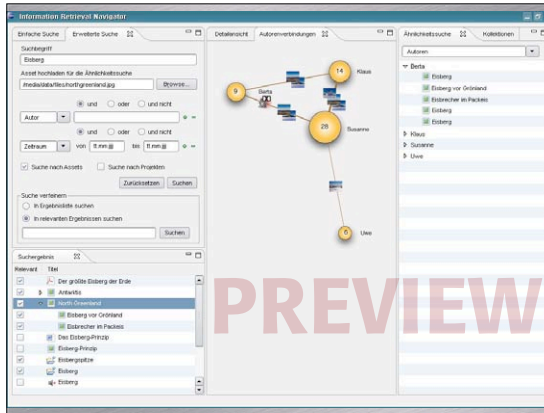
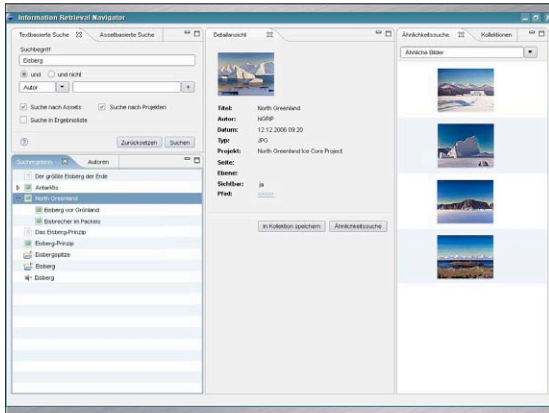
# MMR • Retrieval-Konzepte

- Suche nach Assets und Projektdaten
- Nutzung der Volltext-Daten aus Authoring-Projekten
- Basis: Generische Datenstruktur
- Vollautomatische Transcodierung in das Enterprise Repository (Crawler)
- CBR für das Auffinden von
  - Asset-Varianten (andere Auflösung, Bildausschnitt)
  - Ähnliche Bild- und Tondateien



# CBR • Feature Extraktion

Quelle: Ingo Schmitt, Ähnlichkeitssuche in Multimedia-Datenbanken. Retrieval, Suchalgorithmen und Anfragebehandlung, Oldenbourg 9/2005



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