i-Scream™

Where Education Streams

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IMS Global Learning Consortium
2010 Learning Impact Awards

Category : Search/Faculty Support/Federated Digital Content Access

Product   : Digital Teaching Resource Service 'i-Scream'

Developer : Sigong Media Co., Ltd.

Implementer : Sigong Media Co., Ltd.

SIGONGMEDIA

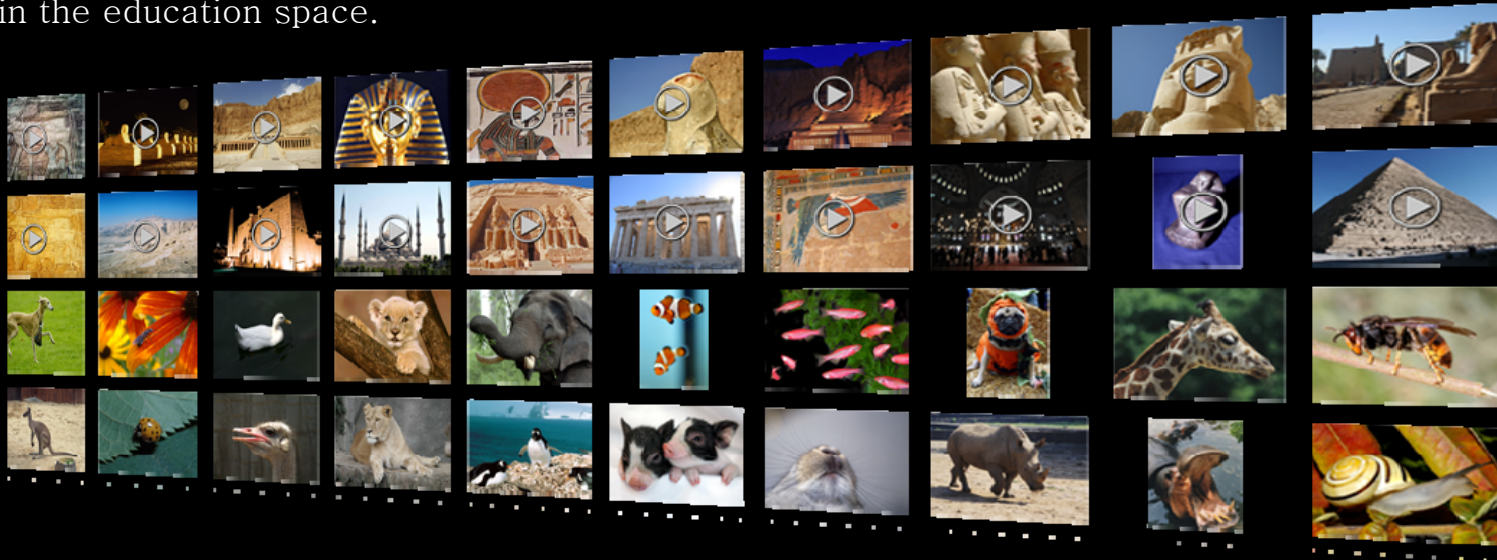Time & Space Media

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I Sigong Media

Introduction of Sigong Media

I Sigong Media

Introduction of Sigong Media

• Since 2002, Sigong Media has become the leading digital content and complete solution service provider in the field of education.

• With the best know-how in developing state of the art contents and solutions, Sigong Media creates a new concept of learning by combining multimedia contents which were carefully designed by more than 150 experts with an extensive background in the education space (Teaching, Publishing, etc.), broadcasting, production, special film production(CG/3D/4D) and digital contents.

• With a year of launching more than 96% of the Korean Elementary Teachers are using Sigong Media's solution as a paid-for-service. This alone speaks for its credibility and effectiveness in the education space.

II Introduction of i-Scream

Digital Teaching Resource Service 'i-Scream'

Digital Teaching Resource Service 'i-Scream'

• Sigong Media has developed i-Scream for several years, and we are confident that this program is unmatched in Korea both qualitatively and quantitatively.

• We have created more than 10,000 educational videos which have been developed following the contents of the government designated curriculum. In addition, I-Scream has more than 200,000 pictures and digital images based on the national curriculum and 150,000 local digital albums that include the images of 232 cities and provinces taken locally all over Korea .

• Despite the prevailing demand for such useful digital contents from educators, no private company or government sector, before us, has been able to successfully undertake the project of such magnitude for the public education in Korea. In short, i-Scream further enables the efficiency of the educators teaching ability and creates a more effective learning platform for the educators and students in Korea that utilizes the fully integrated use of the most current digital sources.

i-Scream

III Digital Teaching Resource Service 'i-Scream'

1. Accessible

2. Affordable

3. Qualitative

4. Adoptive

5. Accountable

6. Interoperable

7. Innovative

III About Digital Teaching Resource Service 'i-Scream'

1. Accessible

A. As a web-based education service, i-Scream makes curricular materials available 24/7 from any computer with Internet access.

B. It provides an intuitive search engine and navigation capacity to enable educators to easily access by grade, subject, chapter and or unit with all types of contents.
- More than 5,400 curricular text book links with ready-made content packages
- More than 10,000 educational video clips
- More than 400,000 educational images
- More than 100,000 encyclopedia articles
- More than 12,000 interactive flash modules

C. Educators have 24/7 access to all curricular activities, extra curricular activities and essential materials for school lectures.

D. All computers can be independently used – accessible with both PC or Mac

E. All browser use available – MS Explore, Safari, Firefox

F. Alternative for network inactive areas – Super peer STB system which is a type of local server can be used so the teacher can have access to full digital resource in local Intra-net areas.

i-Scream

III About Digital Teaching Resource Service 'i-Scream'

2. Affordable

A. The cost of i-Scream for the elementary schools is decidedly low compared to purchasing conventional supplementary materials (DVDs, images, books), which schools used to spend their budget inefficiently. i-Scream has lightened the school's burden of expense and maximized the use of multimedia contents in the 21st century classroom.

- Cost reduction around 30% for each school's expenditures.
- Saving time, reduce man-power cost for searching proper materials for lecture.
- Preparation of lecture takes less time for higher quality.

B. Sigong Media fully respects the value of Open Educational Resources (OER)

We have provided complimentary service of i-Scream to:
- 2,000 schools in remote mountain and island areas, since 2008
- 800 special schools, since 2008
- 2.7 million students, since 2008

C. We expect to participate and support policy of underdeveloped countries to provide service that is affordable, yet state of the art. We are currently working with the Korean government on these specific projects.

- Currently planning to supporting the Ministry of Education in Palestine using the i-Scream solution.

i-Scream

About Digital Teaching Resource Service 'i-Scream'

3. Qualitative

i-Scream provides unique and high-quality multimedia education contents as each course is written by an educational technology specialists and curriculum experts. The contents are then examined in detail by teachers in the field and using their feedback are produced by a professional production team with the highest quality videos and digital images with up to 20 megapixels being used as raw materials.

"Since we have used the i-Scream database, the quality of the teaching has improved tremendously!"
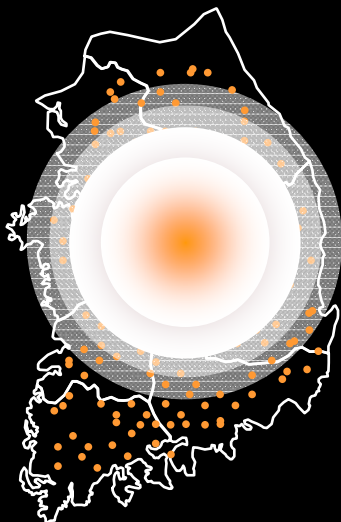—*Yongjae Kim, Yangji Elementary school in Seoul*

"A true curriculum-oriented resource..highly usable…addictive…a great introduction to current curricular topics…solid, well-written, and entertaining…"
— *Eugene Park, Deasung Elementary school in Yangpyeong*

4. Adoptive

[i-Scream at present]

Since its maiden launch in March 2008, the adoption for i-Scream has shown overwhelmingly growth.
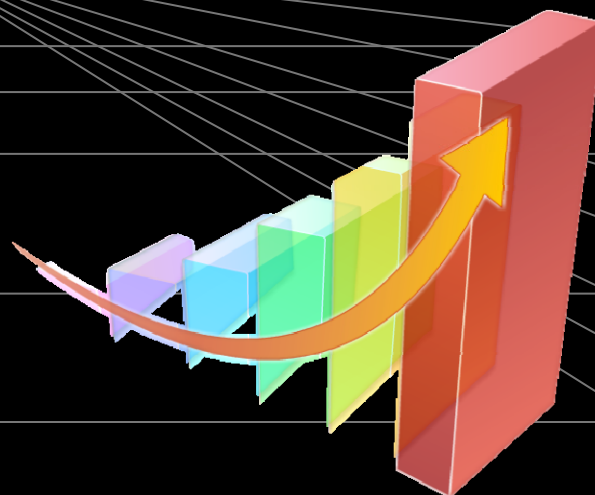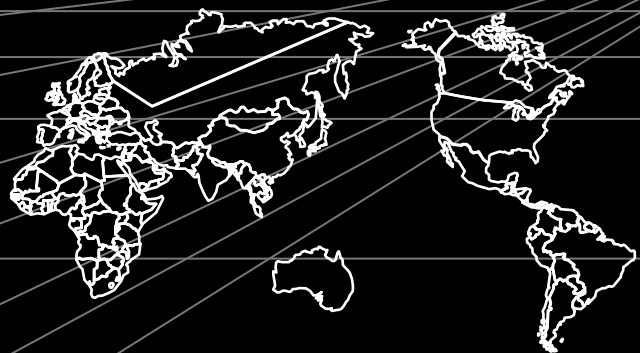
Now, No. 1 Educational contents & service leader in Korea.

Total number of elementary educators in Korea who have paid for the i-Scream in 2010.
- 120,389 out of 124,892 (96.40%)

Total number of elementary students in Korea who are exposed to and or use i-Scream in 2010.
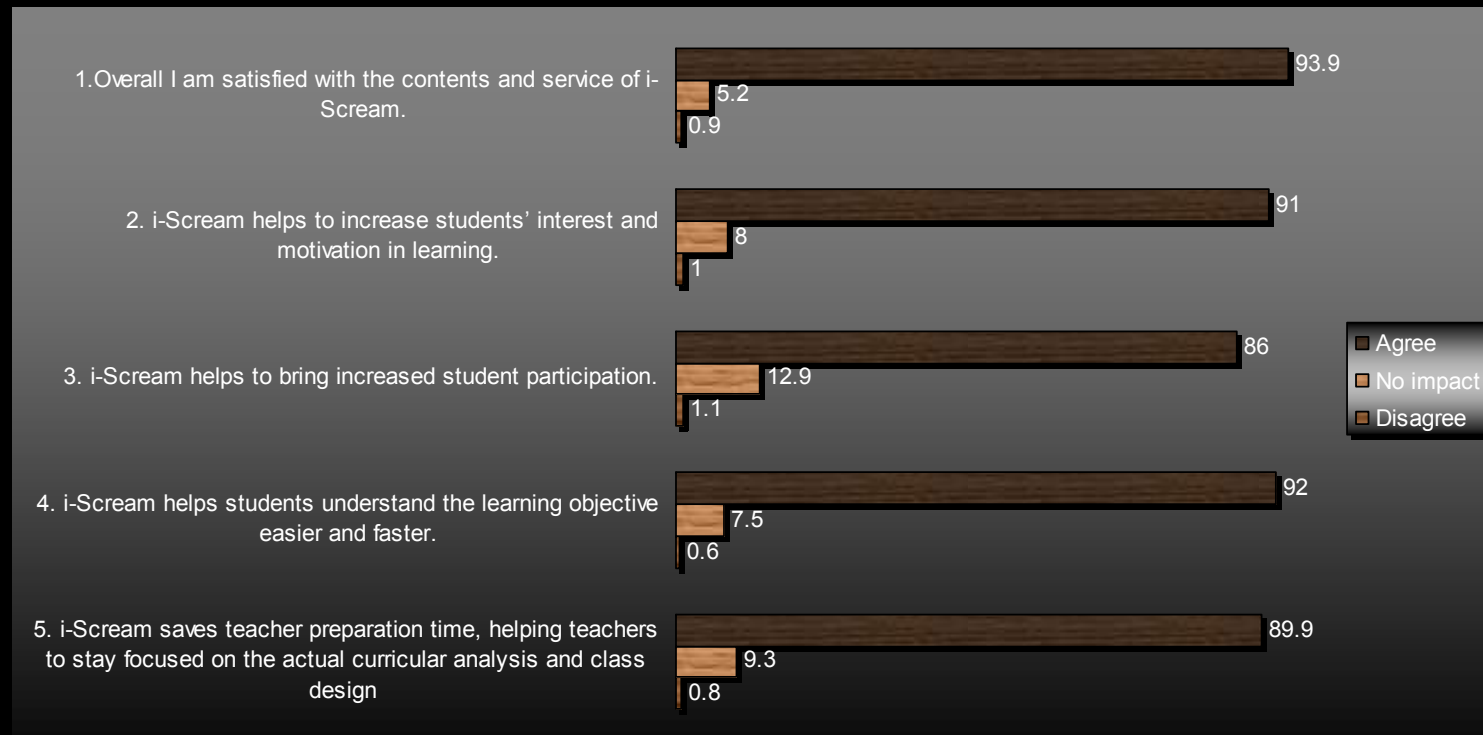- Appox. 3,200,000 out of 3,474,395 (92.10%)

5. Accountable

[Before and After]

Educator Survey conducted in Spring, 2010 (n=6,387 / response late 100%))

"i-Scream has many benefits for both teachers, students and the school as a whole. Teachers can save time while also getting access to the highest-quality education materials available. This means that more focus can be put on actual teaching and less on technical and or practical problems when creating or using extra education material. Student's attention is held longer and they are able to better concentrate in their classes by the use of multimedia resources, often improving the motivation, learning, and academic engagement of students."

1. Overall I am satisfied with the contents and service of i-Scream.
93.9
5.2
0.9

2. i-Scream helps to increase students' interest and motivation in learning.
91
8
1

3. i-Scream helps to bring increased student participation.
86
12.9
1.1

4. i-Scream helps students understand the learning objective easier and faster.
92
7.5
0.6

5. i-Scream saves teacher preparation time, helping teachers to stay focused on the actual curricular analysis and class design
89.9
9.3
0.8

Legend:
- Agree
- No impact
- Disagree

6. Interoperable

Our CMS manages and delivers every type of digital content including video, images, animation, flash, music, audio and complex multimedia. We put this data into our CMS with tagging data so that we can export to any different type of service applications with a minimum customization.

[As is]
1. IPTV : Provide i-Scream's contents to 3 major IPTV management companies
   (KT, SK and LG) in Korea starting with pilot service in August 2009.
2. Internet : Signed an agreement with KERIS Edunet to provide i-Scream's content.
3. Web portal : Signed an agreement with Daum Communications, the largest Korean
portal, to provide i-Scream's programs.

[To be]
1. Currently, APIs for mobile and portable device platform is under development.
2. We have become a member of IMS GLC Korea to meet global standards and raise
interoperability to a new level. Based on this, we plan to establish curricular material
service for educators around the world.

i-Scream

7. Innovative

A. Served as momentum to shift 96% of Korean primary educational systems into digital systems.

B. Recognized as a role model for the government's distribution plan of digital textbook for 2013.

C. Received recognitions from various government agencies for i-Scream's innovativeness.

D. Received numerous and specific inquires from various countries in the world.

2009 Korea Contents Grand Award
● The Prime Minister of Korea

2009 IT Innovation Award
● The Minister of Ministry of Knowledge Economy

2008 Educational Information Commendation
● The Minister of Ministry of Education, Science and Technology

2008 Digital Contents Award
● The Minister of Ministry of Culture, Sports & Tourism

2008 Korean Multimedia Technology Award
● Korea Communications Commission

IV Top Six Superior Learning Impacts

1.	The 1st Fully-Integrated Educational solution 'i-Scream'
2.	Enhances Educator Teaching Ability
3.	Enhances Student Learning Experience
4.	Easy to Use / Intuitive User Interface
5.	Peer, Share, Open Teaching Environment
6.	Extraordinary customer service, Real-time Request Board

IV Top Six Superior Learning Impacts

1. The 1st Fully-Integrated Educational Solution in Korea

[i-Scream integrates contents, services and technologies as No. 1 one-stop education service]

1. Rich multimedia contents

2. i-Scream Home for students
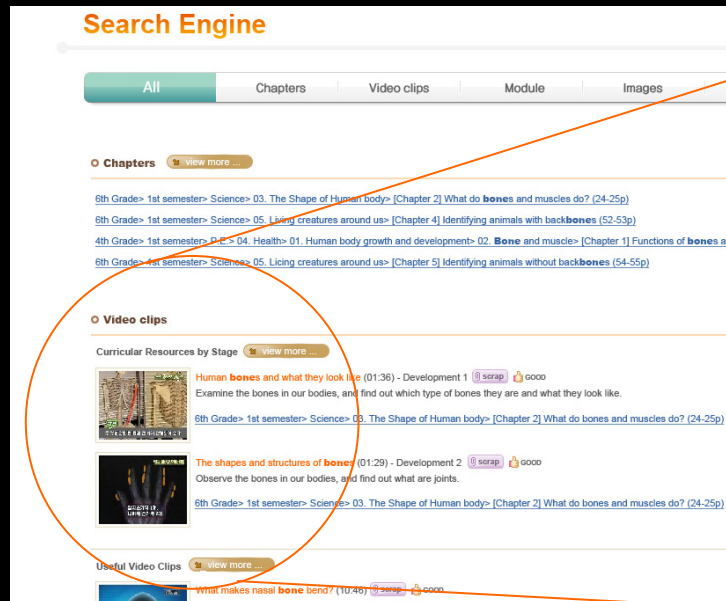
i-Scream

3. Useful tools for lecture

4. The largest SNS for Educators

5. Real-time Request Board

IV Top Six Superior Learning Impacts

2. Enhances Educator Teaching Ability with rich multimedia contents

Search engine result page (above left): educators can use the most efficient and useful search engine to find the specific educational resource within the i-Scream DB. The results include a list of chapters, video clips, images and encyclopedia articles.

Enlarged result page (above right): Results are listed by a search engine in response to a keyword 'bone' query. Educators can add any or all of contents in i-Scream and use them in their classroom.

● Educators who would spend countless hours searching for supplements to enhance their lesson plans are now able to save hours of time while getting the most up to date materials in short period of time.

● i-Scream helps educators keep focused on teaching. It provides a variety of multimedia including video clips, curricular images, local images, interactive flash modules and encyclopedia articles which certainly enrich the learning experience for students.
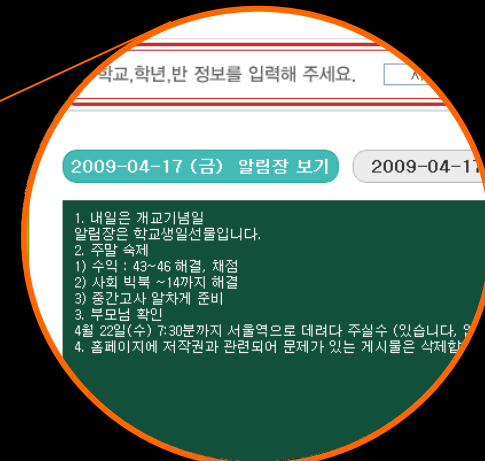
Class Notice Board (see above left): Students and their parents can check out all the class announcements and learning contents which are posted by the educator on the Class Notice Board.
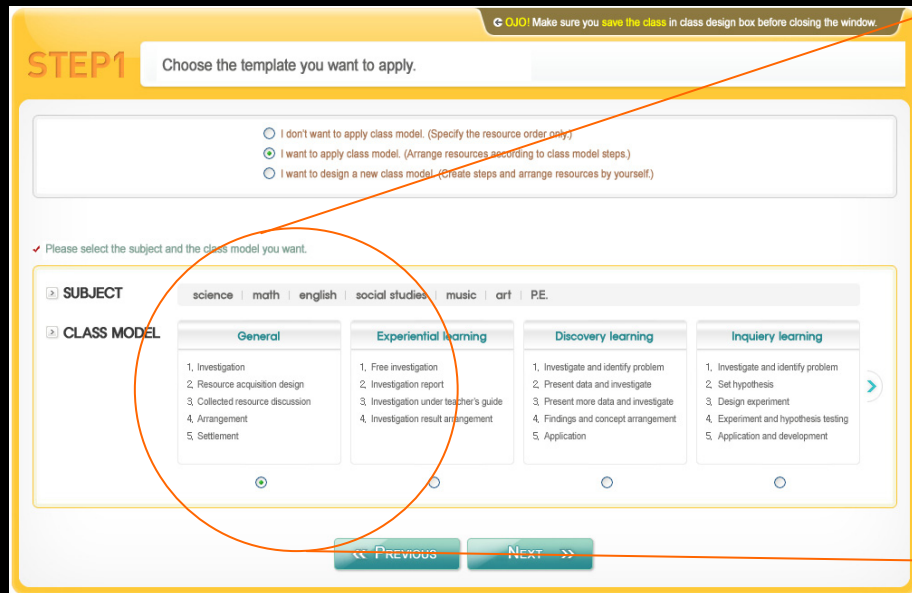
● At home, students can have access the educational content delivered by teachers online. The students are then able to review and improve their learning experience by exploring additional and related material that is presented in a way that encourages enjoyable learning.

Example of notice posting (above right) :
Notices regarding mid-term exam and or weekend assignment are posted on April 17, 2009.
(below right) Learning contents which were delivered by the educator via i-Scream home. Students can study further with i-Scream.

4. Easy to use / Intuitive User Interface for useful tools for lecture

A Content Authoring Tool called Class Design Wizard (above left): educators can design their own lesson page and immediately publish it online using educational resources either within i-Scream or through the educator's own PC or both.
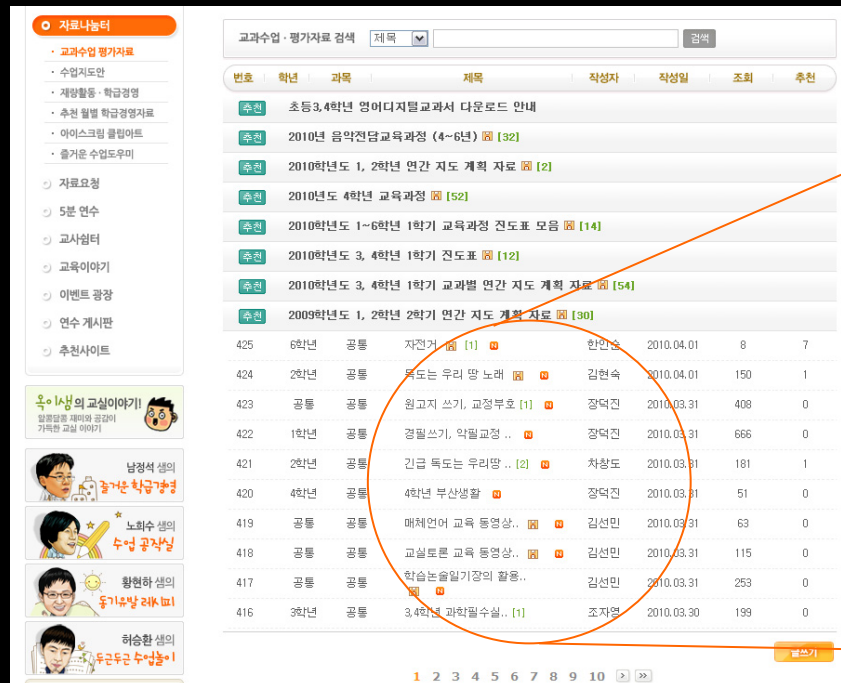
Enlarged Class Design Wizard (above right): For science subjects, Class Design Wizard provides 4 different types of class models – General, Experiential Learning, Discovery Learning and Inquiry Learning.

● i-Scream provides various useful tools for educators. Class Design Wizard is one of the popular tools in i-Scream. It provides A variety of class models are provided for each subject to help teachers obtain their educational goals more easily and effectively. In this way, teachers can choose the most appropriate class model effectively and match the contents according to their specific educational goals and design their unique class materials accordingly.

5. Peer, Share, Open Teaching Environment in the largest SNS for Educators

Educators Community (see above left): It is one of the largest online communities for educators to share resources made by themselves and or others.
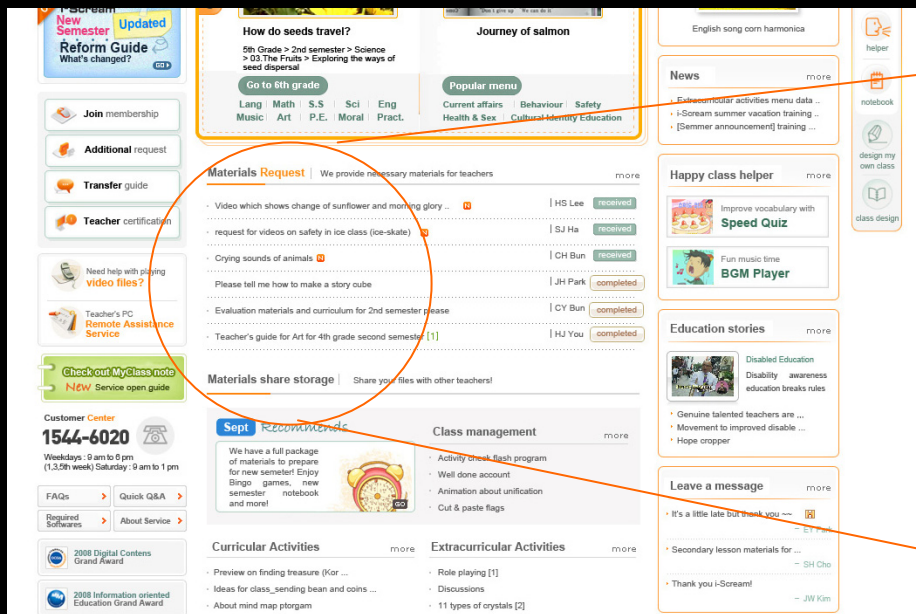
Enlarged Board of Educators (above right): New curriculum resources are posted by educators to improve education nationwide.

● i-Scream provides a Teacher's Community: this is a space for data sharing, namely, the largest SNS for elementary teachers in Korea. In this community, over 12 million members are free to upload and share education materials so that fellow teachers and educators can redesign the materials and share them again enabling open forum of useful and real education content. The materials made by teachers themselves are very popular among other teachers. Any useful materials are free to download and share amongst members.
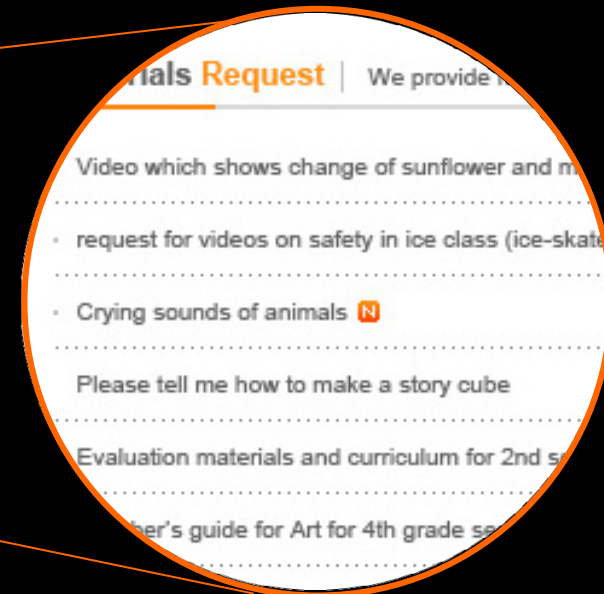
6. Extraordinary customer service, Real-time Request Board

Request Board (see above left): It is one of the teachers' favorite service of i-Scream. Any requests for educational resources are welcome on the Request Board. Most of teachers benefit from Request Board by asking for certain educational resources they cannot find by themselves.

Enlarged Request Board (above right): New requests for educational resources are posted by educators on the Request Board.

● A real time feedback service has been set for teachers to help them develop effective teaching. On the Request Board, teachers can request any educational materials they need and our staff are there ready to respond to the needs of teachers. If we fail to find the right resource, then we actually make it for them! Since its launch, i-Scream has provided 5,767 extra materials requested by teachers with fast and accurate response, winning acceptance among educators.

V The Key Summaries of i-Scream

i-Scream

V The key summaries of i-Scream

i-Scream

[As is]

1. Within the first year of our launch, more than 75% of elementary teachers nationwide had joined the paid subscription. After the first year of launching, i-Scream captured more than 96% of the market share (as of March, 2010).

2. As a premier next-generation digital textbook role model, i-Scream received many proposals for cooperation from various government sectors and relevant institutions. In 2009, i-Scream provided its content to 232 local regions through an agreement with KERIS.

3. Through the use of i-Scream education services were expanded through IPTV which is well above and beyond the existing ICT service.

4. Sigong Media signed an MOU with Intel to establish a cooperation model for the student tablet PC.

[To be]

1. Continue our on-going research to implement international standards for educational content to provide primary content based on Open Education Resources (OER). We joined IMS Korea in 2009.

2. Establish a task-force-team to focus on the Google android based mobile-learning service.

3. Developing digital educational content which reflects a variety of languages and cultures.

Thank you

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