

## 2. Plataformas comerciales de aprendizaje en línea.

Las nuevas tecnologías además de incorporar medios para desarrollar contenidos para que los alumnos aprendan o adquieran habilidades, son entornos de intercambio de comunicación, información, actividades y contenidos en donde se da lugar al proceso de enseñanza – aprendizaje.

Las plataformas de aprendizaje son los medios adecuados para proporcionar conocimientos, habilidades, actitudes y valores, por lo que seleccionar la que nos permita lograr el objetivo del modelo educativo es imprescindible. La IESP del presente caso de estudio, hizo una comparación de las principales plataformas educativas comerciales existentes, similar a la que ahora expondremos, extraída del estudio elaborado por Marshall University de West Virginia; para satisfacer las necesidades tecnológicas con la congruencia hacia su modelo educativo de “educación distribuida”.

Plataformas Comerciales:

1. [Blackboard](#)
2. [Convene](#)
3. [Embanet](#)
4. [eCollege.com](#)
5. [IntraLearn](#)
6. [Symposium](#)
7. [TopClass](#)
8. [WebCT](#)
9. [The Learning Manager](#)

10. [WebMentor](#)
11. [Lotus Learning Space](#) (not reviewed at present)
12. [Integrated Virtual Learning Environment \(IVLE\)](#)
13. [Softarc FirstClass](#) (not reviewed at present)
14. [LUVIT](#)
15. [Milken Educator Virtual Workspace \(MEVW\)](#) (not reviewed at present)
16. [IMSeries](#) (not reviewed at present)
17. [Asymetrix Librarian](#)
18. [Serf](#) (not reviewed at present)
19. [Virtual-U](#)
20. [eduprise.com](#)

<b>DEVELOPMENTAL FEATURES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
Content format will allow for simple transfer to/from another vendor's platform	★	★	★	★	★	★	★	★	★			★		★			★		★	★
Platform uses open data standard so that it can communicate with existing university database applications	★	★	★	★	★	★	★	★	★	★		★		★			★		★	
Content can be	★	★	★	★	★	★	★	★	★	★		★		★			★		★	★

authored on PCs running Windows 95/98/NT																		
Content can be authored on Macs running OS 7.5 or greater	★	★	★	★	★	★	★	★	★		★	★					★	★
Courses can be taken using a PC running Windows 95/98/NT	★	★	★	★	★	★	★	★	★	★		★	★			★	★	★
Courses can be taken using a Macintosh running OS 7.5 or greater	★	★	★	★	★		★	★	★		★	★			★		★	★
Platform provider is supportive of implementing IMS standard within product	★	★	★	★	★	★	★	★	★		★	★			★		★	★
Platform provider is supportive of implementing AICC standards within product	★	★	★	★	★	★	★	★	★						★		★	★
Platform utilizes	★	★	★	★	★	★	★	★	★		★	★			★		★	★



platform's authoring software																			
Short answer questions can be created\scored with platform's authoring software	★	★	★	★	★	★	★	★	★				★			★			★
Essay questions can be created\cored with platform's authoring software	★	★	★	★	★		★	★	★			★		★			★		★
Platform supports question database for management of test questions	★	★		★	★	★	★	★	★			★				★			★
Platforms supports reporting features for test questions	★	★	★	★	★	★	★	★	★			★		★					★
Platform supports Microsoft Internet Explorer 4.x and newer browsers	★	★	★	★	★	★	★	★	★			★		★			★		★
Platform supports testing stage for courses to debugged	★	★	★	★	★	★	★	★	★				★			★		★	★

before making them live to students																			
Platform allows author to view course as student without logging out	★	★	★	★	★	★	★	★	★	★	★					★		★	★
Platform has built-in threaded discussion list capabilities	★	★	★	★	★	★	★	★	★	★	★			★				★	★
Platform has built-in chat capabilities	★	★	★	★	★	★	★	★	★	★	★			★				★	★
Platform can be integrated with Real networks video and audio products	★	★	★	★	★	★	★	★	★	★	★			★		★		★	★
Platform can be integrated with Macromedia Shockwave products	★	★	★	★	★	★	★	★	★	★	★			★		★		★	★
Vendor provides development services	★	★	★	★	★	★	★	★	★	★	★			★		★		★	★
Management component will create reports for tracking	★	★	★	★	★	★	★	★	★	★	★			★		★			★

student progress																				
Platform has a feature to import existing test questions in a tab-delimited format	★	★	★		★	★	★	★	★										★	

<b>INSTRUCTOR TOOLS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
Course planning	★		★	★	★		★	★	★			★		★			★		★	★
Course managing	★		★	★	★		★	★	★			★		★			★		★	★
Fast course revising	★		★	★	★		★	★	★			★					★		★	★
Course monitoring	★		★	★	★		★	★	★			★		★			★			★
Instructional designing	★		★	★	★		★	★	★			★					★		★	★
Presenting information	★		★	★	★		★	★	★			★		★			★		★	★
On-line testing	★		★	★	★		★	★	★			★		★			★		★	★
On-line grading	★		★	★	★		★	★	★					★			★		★	★
Managing records	★		★	★	★		★	★	★			★		★			★		★	★
No HTML knowledge required	★		★	★	★		★	★	★			★		★			★		★	★
Customization of student curriculum			★		★		★	★	★								★		★	★
Student tracking	★		★	★	★		★	★	★			★		★			★			★
Automated grading	★		★	★	★		★	★	★			★					★			★

Level of control over design	★		★	★	★		★	★			★	★			★		★	★	
Instructor can assign specific course material to individual or group of students	★			★	★	★		★	★							★		★	★
Multiple choice self test tutorial questions - (automatic marking)	★			★	★	★		★	★			★	★			★			★
"Fill in the blank" self test tutorial questions - (automatic marking)	★			★	★	★		★	★			★				★			★
Customized feedback to tutorial questions				★	★	★		★	★			★				★			★
Redirect path of tutorial depending on question answers				★		★		★								★			
Timed quizzes (graded with permanent mark retention)	★				★	★		★	★			★				★			
On line marking and grades management of timed quizzes	★			★	★	★		★	★			★				★			
Generate random set of questions	★				★	★		★	★			★				★			★
Allows developer to preview course as a student	★			★	★	★			★			★				★		★	★



INSTRUCTIONAL FEATURES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Platform choice can be customized to incorporate SPU distinctives	★		★	★		★	★	★		★							★			
Faculty to student asynchronous communication is possible	★	★	★	★	★	★	★	★	★	★		★		★						★
Faculty to student synchronous communication is possible	★	★	★	★	★	★	★	★	★	★		★		★						★
Faculty can make their own changes to content	★	★	★	★	★	★	★	★	★	★		★		★			★			★
Training is provided for faculty	★	★	★	★	★	★	★	★	★	★		★		★			★			★
Courses can have consistent interface	★	★	★	★	★	★	★	★	★	★		★		★			★			★
Platform supplies access to library resources other than the university's present holdings	★	★	★	★	★	★	★	★	★	★										★
Online help is available to help student use library resources	★	★	★	★	★	★			★			★		★						★
Platform includes an internal e-mail client	★	★	★	★	★	★	★	★		★		★		★			★			
Platform has e-mail management capabilities for students	★	★	★	★	★			★		★				★			★			
Platform has e-mail management capabilities for faculty	★	★	★	★				★		★				★			★			
Platform supports multiple instructors for a single course	★	★	★	★	★	★	★		★	★		★		★			★			★

STUDENT TOOLS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Authentication	✱		✱	✱	✱		✱	✱	✱			✱		✱			✱		✱	✱
Bookmark management			✱		✱		✱	✱	✱			✱		✱					✱	✱
Multimedia support	✱		✱	✱	✱		✱	✱	✱			✱		✱			✱		✱	✱
Private e-mail			✱	✱	✱		✱	✱				✱		✱			✱		✱	
File submissions	✱		✱	✱	✱		✱	✱	✱			✱		✱					✱	✱
Threaded discussions	✱		✱	✱	✱		✱	✱	✱			✱		✱					✱	✱
Course Chat rooms	✱		✱	✱	✱			✱	✱			✱		✱					✱	✱
Logged chat	✱		✱	✱	✱			✱	✱					✱						✱
Whiteboard	✱		✱	✱	✱			✱	✱					✱						
Self-assessing	✱			✱	✱		✱	✱	✱			✱					✱			✱
Progress tracking	✱			✱	✱		✱	✱	✱			✱		✱			✱			✱
Desktop based file management for uploading to server				✱				✱	✱			✱		✱					✱	✱
Study skill building	✱			✱	✱		✱	✱	✱			✱					✱		✱	✱
Un-timed quizzes	✱			✱	✱		✱	✱	✱			✱		✱			✱			✱
One question-at-a-time function	✱			✱	✱		✱	✱	✱			✱					✱			
Bulletin board/conferencing tools	✱			✱	✱		✱	✱	✱			✱		✱					✱	✱
Image database				✱	✱			✱	✱											✱
Student access to own grades	✱			✱	✱		✱	✱	✱					✱			✱		✱	✱

Access to course grade distribution				*	*			*	*				*	*							*	
Automated glossary tool				*	*			*	*			*	*						*	*		
Automated index tool				*	*						*	*				*						*
Online assistance	*			*	*			*	*			*	*			*	*			*	*	*
Search tool for course content	*			*	*			*	*			*	*			*	*			*	*	*
Student presentations area	*			*	*			*	*			*	*			*	*			*	*	*
Allows students to view all current courses in which they are registered after logging in									*				*			*	*			*	*	*

<b>TECHNICAL SUPPORT</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	
External e-mail	*		*	*	*		*	*	*			*		*			*				
Security features	*		*	*	*		*	*	*			*		*			*		*	*	*
Assignable administrator role	*		*	*	*		*		*			*				*		*	*	*	*
Batch add instructors	*		*	*	*		*		*				*			*		*		*	*
Batch add students	*		*	*	*		*	*	*				*			*		*		*	*
Template creations tools			*	*	*		*	*	*			*		*			*		*	*	*
Built-in instructor manual	*		*	*	*		*	*	*			*		*			*		*	*	*
Built-in student manual	*		*	*	*		*		*			*		*			*		*	*	*
Database	*		*	*	*		*	*	*			*		*			*				*

<b>ADMINISTRATOR TOOLS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	
Server	*		*	*	*		*	*	*			*		*			*		*	*	*

Client/Web interface	*	*	*	*	*	*	*	*			*	*			*	*	*	*
Authorization tools	*	*	*	*	*	*	*	*			*				*	*	*	*
Logout feature	*	*		*	*		*				*				*			
Resource monitoring	*	*		*	*	*	*	*			*	*			*	*	*	*
Remote access tools	*	*		*	*	*	*	*			*	*			*			*
Crash recovery tools	*	*		*	*	*	*	*			*				*		*	*
Student support tools	*	*		*	*	*	*	*			*				*	*	*	*
Instructor support tools	*	*		*	*	*	*	*			*				*	*	*	*
Administrator support tools	*	*		*	*		*				*	*			*	*	*	*
Built-in file management tools		*		*			*	*			*	*			*	*	*	*
Ability to export raw data	*	*	*	*	*	*	*	*			*	*			*	*	*	*
Customization of text messages	*	*	*	*	*	*	*	*							*	*		
Resume session function		*		*			*	*							*			*
Security access	*	*	*	*	*	*	*	*			*				*	*	*	*
Variable level of security	*	*	*	*	*	*	*	*			*				*	*	*	*
Online registration	*	*	*	*	*	*	*	*			*				*	*	*	*
Registered markers	*	*		*			*	*							*	*		
Batch process for inputting student accounts	*	*	*	*	*	*	*	*			*	*			*	*	*	*
Guest account creation	*	*		*	*	*	*	*			*	*			*	*	*	*

<b>ADMINISTRATIVE FEATURES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
University will have sole ownership of		*	*			*		*			*		*			*		*	*	

custom code used to create courses																																								
University will have sole ownership of course content	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★		
Platform provider will provide technical support to University students	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	
Platform provider will provide technical support to University faculty and staff	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	
Platform provider will host courses on their server	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★
Platform provider will advertise courses	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★
Platform provider can provide documentation and contacts to demonstrate a positive track record with higher education	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★
Pricing structure is based upon number of students within the course		★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★
Platform is focused on locally developed courses as opposed to "canned" courses	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★
Platform has large startup cost with minimal continual costs						★							★	★	★													★												

<b>SOFTWARE COSTS</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Start-up costs	★			★	★		★	★	★					★			★				
On-going costs	★			★			★	★	★					★			★				

Site pricing																			
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HARDWARE REQUIREMENTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
UNIX server																				
NT 4.0 server																				
CGI-enabled Web server																				
Java-enabled Web browser																				
Mac OS																				
Solaris																				
Linux																				

Fuente: <http://www.marshall.edu/it/cit/webct/compare/comparison.html>

La plataforma comercial elegida por la IESP, objeto del presente caso de estudio, fue WebCT por ser, dada la comparación mostrada en los cuadros anteriores, la de características mas completas, de fácil aprendizaje, flexible y que se consideró le permitirían lograr el modelo educativo tanto como aprovechar las instalaciones de hardware y de software existentes, sin una inversión excesiva.