



DRUPALCON

*Portland*

MAY 20-24 2013

**Collaborative Learning  
Systems in Drupal: A Case  
Study**

**AVRAM SAND AND FABIAN FRANZ**

**Building Bridges, Connecting Communities**



# ARE YOU IN THE RIGHT PLACE?





# ARE YOU IN THE RIGHT PLACE?

- **Education Professional?**
- **Education Enthusiast?**
- **Drupal beginner?**



# INTRODUCING POPULATION SERVICES INTERNATIONAL (PSI)





# THE TASK AHEAD

- **Build an LMS to teach marketing skills to teams based all around the world**



# WAIT A SECOND





# WHAT IS AN LMS?

- **Learning Management System**
- **System for delivery of online courses / online learning**



# WHAT IS AN LMS?







# THE TASK AHEAD

- **Build an LMS to teach marketable skills to teams based all around the world**



# THE TASK AHEAD

- **Build an LMS to teach marketable skills to teams based all around the world**
- **Make it social, collaborative, and rewarding**



# SOCIAL

- **Chat with other learners in your course**
- **Mentorships based on geographic areas**

# COLLABORATIVE



## COLLABORATE

Sometimes your best option is to say:  
"This is all her fault."



# COLLABORATIVE

- **No one works alone**
- **All learners collaborate with others on a final brief**
- **Learners receive several rounds of feedback before completing brief**



# REWARDING

- **Each learner completes the course with a full marketing brief**
- **Gamification!**

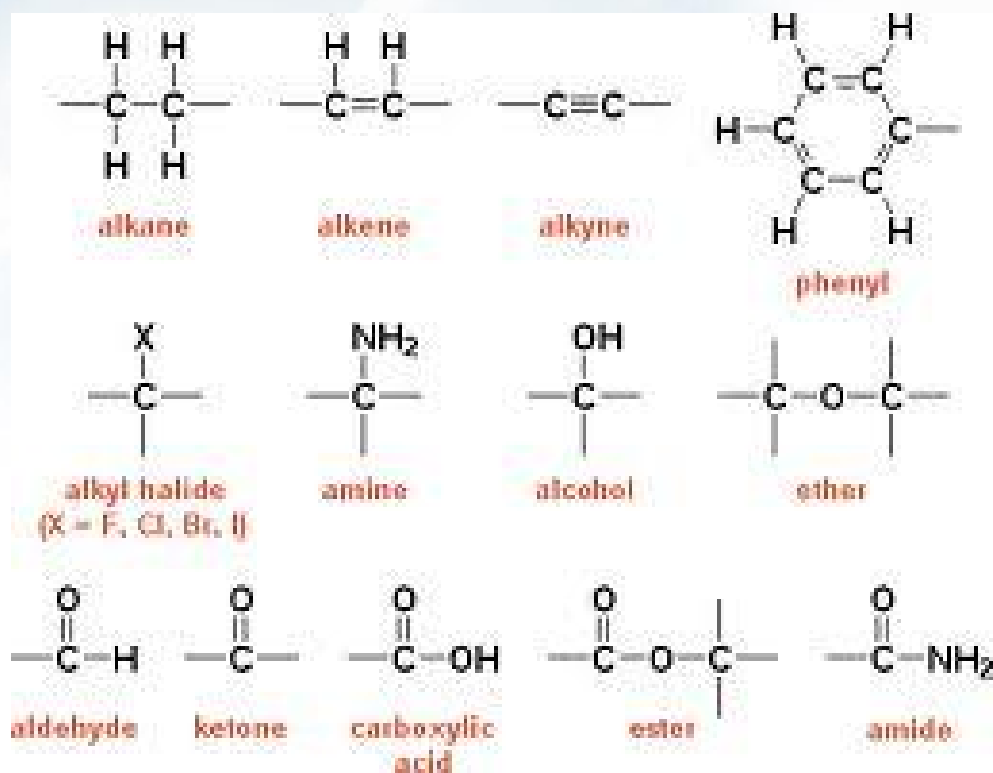
# THE MODULES



- **Organic Groups**
- **Drupalchat**
- **Achievements**
- **User Points**
- **Workbench**
- **Rules**



# INTRO TO ORGANIC GROUPS





# INTRO TO ORGANIC GROUPS



- **Permissions silos**
- **Users can join a group to gain access to content**



# COURSES AS OG

- **Learners can join specific courses**
- **Courses can be assigned mentors**
- **Contacts are grouped together by course**

# COURSES AS OG



Marketing Academy

Home Courses



John | 120 points

Home >

## The Creative Brief



Dive In

Time to finish this course  
6 hours

Key skills

Audience Insight, Creative Brief Skill

### Synopsis:

The process for getting a mass media campaign on air can be broken down into three steps.

1. Design - writing the creative brief that sets the strategy for the campaign
2. Develop - turning this strategy into a viable concept
3. Deliver - turning this concept into finished ads

The Design module focuses on the importance of identifying and using audience insight to make the creative brief as relevant and compelling to the target audience as possible. It also introduces a new tool - the Adoption Stairway - as a way of synthesizing disparate pieces of target audience research into one coherent story.

The Develop module focuses on the pitch process with your Ad agency - how to evaluate their proposals and give feedback in such a way as to bring alive the strategy outlined in your brief. In this module you will be presented with a case study from PSI India,

Chat (0)

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# COURSES AS OG



## Mentors



Mari Lembke



Terrie Naumann



Maryam Mccaw



Vasiliki Kravitz



Eusebia Bibb

## Who's taking this course



Eusebia Bibb

Marketing Expert



Vasiliki Kravitz

Marketing Team Member



Xenia Terranova



Sheree Prost

Marketing Team Member



Lawanna Yeung

Marketing Team Member



Venessa Bluhm

Marketing Team Member



Shamika Mccaskill

Marketing Team Member



Terrie Naumann

Marketing Team Member



Nicolasa Hurston

Marketing Team Member



Mari Lembke

Marketing Team Member



Ok Leventhal

Marketing Team Member



Barney Deasy

Marketing Team Member



Kyla Hinkle

Marketing Team Member

# COURSES AS OG



A screenshot of a web browser displaying a course page. The browser address bar shows 'clients.trellan.org/psi-idrupalcom/content/introductory-video'. The page header includes the 'psi Marketing Academy' logo and navigation links for 'Home' and 'Courses'. A green notification banner at the top reads 'Congratulations, you are now enrolled in The Creative Brief. You earned 20 points For filling the profile field.' Below the notification is a breadcrumb trail: 'Introduction &gt; Insight &gt; The Creative Brief Template &gt; Practice &gt; Design a Creative Brief &gt; Development'. The main content area features a 'Checklist' on the left with three items: '1 Introductory Video', '2 How to use the Marketing Academy', and '3 Introduction to the Creative Brief Course'. The 'Introductory Video' item is highlighted. The video player area is currently black. A search overlay is visible on the right side of the page, showing search results for 'Introductory Video' with the message 'No related documents found.' and 'Brief Video' listed as a result. A 'Chat (0)' button is located at the bottom right of the search overlay.

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# DRUPALCHAT WITH YOUR COURSEMATES



A screenshot of a Drupal chat interface. The main window shows a video call with a man's face, which is partially obscured by a red play button icon. To the left, there is a sidebar with navigation links: '2 How to use the Marketing Academy' and '3 Introduction to the Creative Brief Course'. In the foreground, two chat windows are open. The first window, titled 'Eusebia Bibb', shows a text input field with 'Hey Eus' and a 'Send' button. The second window, titled 'Venessa Bluhm', shows a chat history with messages from John Doe and Venessa Bluhm. On the right side, there is a list of users under the heading 'Your members', including Eusebia Bibb, Marketing Team Member, Vasilia Kravitz, Sheree Prost, Linanna Young, Venessa Bluhm, Shamika McCaskill, Keli Manzanares, and Mercedes Mierles. At the bottom right, there is a 'Chat (2)' button.

# REWARDING LEARNERS WITH ACHIEVEMENTS



- **Achievements module lets you award badges and achievements (like in video games)**
- **Warning: Requires some custom code**



# REWARDING LEARNERS WITH ACHIEVEMENTS

- **hook\_achievements\_info()**
- return array(
  - 'chat-ninja' => array(
    - 'title' => variable\_get('psi\_chat-nija', 'Ninja!')
    - 'description' => '...',
    - 'points' => 0,
    - 'images' => array(
      - 'locked' => '/url/to/image',
      - 'unlocked' => '/url/to/image',





# REWARDING LEARNERS WITH ACHIEVEMENTS

- **achievements.api.php**
- `$old = achievements_storage_get('chat-ninja', $user->uid);`
- `achievements_storage_set('chat-ninja', $new_msg_count, $user->uid);`
- `achievements_unlocked('chat-ninja', $user->uid);`
- `achievements_locked('chat-ninja', $user->uid);`

# REWARDING LEARNERS WITH ACHIEVEMENTS



**Pilot Participant**  
You registered on the pilot version.



**Audience Insight Skill - Level 1**  
Audience Insight Skill - Level 1



**Develop a Creative Brief Skill - Level 1**  
Develop a Creative Brief Skill - Level 1



**Expert Contributor**  
For contributing.



**Chat Ninja**  
You are always there, behind a smoke curtain, paying attention to every message in the chatroom.

# REWARDING LEARNERS WITH ACHIEVEMENTS ...AND POINTS



# REWARDING LEARNERS WITH POINTS



The screenshot displays the Moodle 'Grade item' configuration page. At the top, there is a navigation bar with options for 'Englisch', 'Übersetzen', 'Nein', and 'Englisch nie übersetzen'. The main content area is divided into several sections:

- EVENT:** A section for 'Field is filled on account' with a 'delete' button and an 'Add event' link.
- CONDITIONS:** A section for 'None' with 'Add condition', 'Add or', and 'Add and' links.
- ACTIONS:** A section for 'Count points for user' with a 'Show row weights' link and 'edit'/'delete' buttons. The parameters are: Count: 10, Points category: General, Entry: (account), Description: For filling the profile field, Operator: (and), Reference: (field-name), Midstate: Use the site default.
- SETTINGS:** A section with a 'Save changes' button.

# REWARDING LEARNERS WITH POINTS



← None →

Add another item

### Language

Add information about your **language**

Languages Spoken: English x

Add

Add your **country**

Country: None

# Chat (1)



# COLLABORATIVE BRIEFS

- **Students work together on 'homework'**
- **Students work with teachers**



# PEER REVIEW

- **Each brief is an Organic Group**
- **Author shares a first draft with a group of peer reviewers**
- **Reviewers add feedback**

# PEER REVIEW



Marketing Academy

## Hit it! Fill in your template

The Your Creative Brief - Template has been shared with:

Download

### Your Creative Brief - Template

Share

- 1. Design - Partner-Centric for...
- 2. Partner-Centric for...
- 3. Partner-Centric for...





# PEER REVIEW

EVENT	OPERATIONS
User has been granted with OG role	delete
<a href="#">+ Add event</a>	

## Conditions

[Show row weights](#)

ELEMENTS	OPERATIONS
<a href="#">+</a> Content is of type Parameter: <i>Content</i> : [og-node], <i>Content types</i> : Brief	edit delete
<a href="#">+</a> Text comparison Parameter: <i>Text</i> : [granted-og-role], <i>Matching text</i> : Peer Reviewer, <i>Comparison operation</i> : regular expression	edit delete
<a href="#">+ Add condition</a> <a href="#">+ Add or</a> <a href="#">+ Add and</a>	

## Actions

[Show row weights](#)

ELEMENTS	OPERATIONS
<a href="#">+</a> Send mail Parameter: <i>To</i> : [granted-account:mail], <i>Subject</i> : You have been selected to..., <i>Message</i> : Hi [granted-account:field...]	edit delete
<a href="#">+ Add action</a> <a href="#">+ Add loop</a>	

## ▶ SETTINGS

Save changes

Chat (0)

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# PEER REVIEW

**NOT COLLABORATIVE  
ENOUGH?**



# PEER EDITORS

- **OG Role that allows specified collaborators to work simultaneously on a draft**

# PEER EDITORS



A screenshot of a web application interface for a course titled "Marketing Academy". The interface is dark-themed with a white content area. At the top, there is a navigation bar with the "psi" logo, "Marketing Academy", and links for "Home" and "Courses". Below this is a progress bar with several steps: "Introduction", "Insight", "The Creative Brief Template", "Practice", "Design a Creative Brief", and "Development". The current step is "Practice", which is highlighted. The main content area displays the title "Hit it! Fill in your template" and a paragraph of placeholder text. Below this is a large card titled "The Your Creative Brief - Template brief has been shared with:" which lists three users: Keli Marzoukes (Peer Editor), Vanessa Blufin (Peer Reviewer), and John Doe (Client). There are two green buttons: "+ Add another peer reviewer" and "+ Add another peer editor". To the left of the card is a vertical checklist with five items, where the second item "Select a peer reviewer" is highlighted. To the right of the card is a sidebar with a search bar and a list of resources, including "Resources for Creative Brief", "123", "TEST", and "Brief Video". At the bottom right, there is a chat icon labeled "Chat (1)".

# MENTOR FEEDBACK AND BRIEF APPROVAL



- **After peer review, student has opportunity for mentor feedback prior to final approval**
- **Workbench Moderation does the heavy lifting**

# MENTOR FEEDBACK AND BRIEF APPROVAL



Browser interface showing a configuration page for a workflow rule. The page includes a translation bar at the top, a 'delete' button, and sections for 'Conditions' and 'Actions'.

**Conditions** Show row weights

ELEMENTS	OPERATIONS
<input type="checkbox"/> OR	edit delete Add condition Add or Add and
<input type="checkbox"/> Content's previous moderation state Parameter: Content (node), Moderation moderation:Kudos Peer Review	edit delete
<input type="checkbox"/> Content's previous moderation state Parameter: Content (node), Moderation moderation:state:Draft	edit delete
<input type="checkbox"/> Content's current moderation state Parameter: Content (node), Moderation moderation:state:Session Leader	edit delete
<input type="button" value="Add condition"/> <input type="button" value="Add or"/> <input type="button" value="Add and"/>	

**Actions** Show row weights

ELEMENTS	OPERATIONS
<input type="checkbox"/> Send mail Parameter: To (node:author), Subject (node:node) has been .., Message Hi (user field:first-name), ...	edit delete
<input type="button" value="Add action"/> <input type="button" value="Add loop"/>	

Chat (0)



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**QUESTIONS? BE IN TOUCH!**

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**What did you think?**

**Evaluate this session at:  
[portland2013.drupal.org/schedule](http://portland2013.drupal.org/schedule).**

**Thank you!**