

Analysis of the number of "Outdoor Learning Textbook" downloads and further utilization promotion strategy in Toya-Usu UGGp

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Toya-Usu UGGp is a geopark where many schools visit for educational travel from inside and outside the region. Since 2011, we have set the learning theme provided by this region to 'Disaster reduction education using geopark'. We propose a disaster education guided tour to schools and travel agencies that combines Volcano Meister, a disaster reduction education guide in this area, and the "Outdoor Learning Textbook Series". The number of requests for this guided tour is increasing every year.

This "Outdoor Learning Textbook Series" is a useful text for school teachers because it corresponds to the Course of Study in Japan. Volcano Edition / Cultural and History Edition / Vegetation around Usu Volcano Edition are available. We distribute it to local schools and PDF data is also published on our web page. Analyzing the number of downloads, you can see that the number is not constant throughout the year. Especially many downloads from May to June and August.

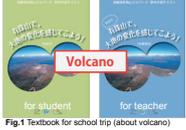
From this result, you can see that downloads are increasing during the preparatory season of school excursion from June to July and September in Japan. The total number of downloads so far is about 9,000 times. This text is intended to be copied and distributed by teachers and travel agencies, so it is considered to be used many times the number of downloads.

About the textbook we made for school (Yokoyama, 2015)

Lineup of the Textbook

Let's feel the Change of the Earth in Mt.Usu!

Connected with learning contents of unit "Formation and change of land" of the 6th grade's science.



For Elementary school
Now, these textbooks are modified for junior high school, and shown on Web.

Let's feel the wisdom of ancient people!

Connected with learning contents "Research to ancient history and heritage" of the 6th grade's society.



For High school
Especially for students working of the project learning

Let's study the Birth and Transition of the Forest in Mt.Usu!

Connected with learning contents "Vegetation and transition" of the basic biology studying to learn in high school.



Character of the Textbook

Contents arranged along the learning process of school trip from pre-learning to post-learning.

Pre-learning

Students learn about where they will go, what is Geopark, what happen around Mt.Usu and history of Toya-Usu Geopark area. (Fig.4)

Learning at the field

We want students to look and feel a lot at the field. So there are the learning target, check column and memo column to only one page of spread. (Fig.6)

Post-learning

There are some blanks filling in a summary and composition after the learning. (Fig.7)



Fig.4 Part of contents about pre-learning of school trip in Textbook, a location of the destination, about geopark, a history of formation of the area, about recent eruptions

For teachers...

There are some informations for teachers to lead their students. These informations are attention of leading student and learning instruction not the guidance of viewpoint. (Fig.5)



Fig.5 Example of the pre-learning (for teachers)

Fig.6 Part to use at the Field

Fig.7 Part to use post-learning

Trends in the number of downloads (2016 - 2018)

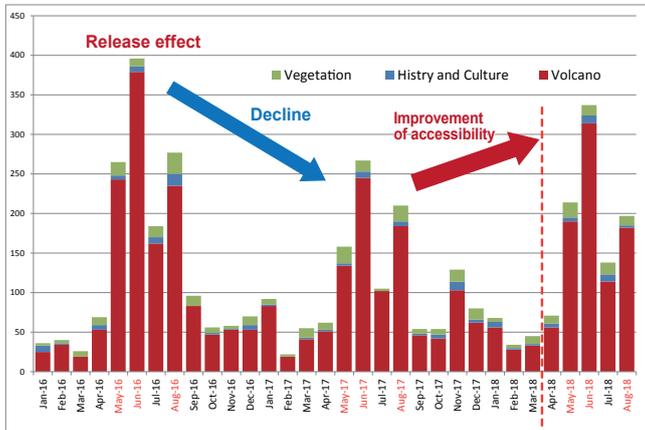


Fig.8 Trends in the number of downloads (2016 - 2018)

Number of downloads by textbook type

Textbook Type	2016												2017												2018												Total
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	
Volcano, Science for Elementary School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Science for Junior High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Science for High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Tracking Map	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for Junior High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for Teachers	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Science for Elementary School (Additional Version)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Science for Junior High School (Additional Version)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Science for High School (Additional Version)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Tracking Map for Teachers	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for Elementary School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for Junior High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for Teachers	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Science for Elementary School (Additional Version)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Science for Junior High School (Additional Version)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Science for High School (Additional Version)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Tracking Map for Teachers	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for Elementary School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for Junior High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Volcano, Kamachi for Teachers	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Vegetation for High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
Vegetation, High School	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	
IT	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36	

Fig.10 Number of downloads by textbook type

Analysis

The number of new downloads declined the year after release. The reason is that the release effect decreases and the number of PC viewers decreases due to the shift to smartphones.

In June 2018, the web page was renewed to become Mobile-friendly, and accessibility was improved. The number of downloads in May and June was 29% higher than the previous year.

Our textbooks were downloaded many times from May to June and August. In June - July and September, tourists of educational travel often visit. One month before that trip, it seems that the textbooks are downloaded for the preparation.



Educational travel in Japan

In Japan, school excursions called "Shugaku Ryoko" are incorporated into the school curriculum. Many schools choose destinations suitable for education. Geoparks have become its good destination.



Fig.9 School Educational Travel in Japan

Next Strategic Plans

Volcano

There are so many needs to learn volcanoes. Increase opportunities for promotion to tourism fairs and travel agencies to further enhance the popularity of our text books.

History / Culture

This field is an important learning resource. Hidden needs are very big. In addition to the geopark website, it is necessary to place a link banner on our textbook on the external web page that introduces history and cultural sites, and attract people of interest.

Vegetation

Due to the revision of Japanese guidelines for teaching and reform of university entrance exams, the need to utilize fields in science education at high school is increasing. Further use can be expected by increasing opportunities for promotion in and out of the region.

For international

Responding to the growing need for educational travel from overseas, we should also consider other language-ization of the textbooks.