



CONFERENCE
EUROPEAN CHALLENGES
2014 - 2020

CHALLENGES OF THE DIGITAL CULTURE
LEADING TO A DIGITAL EDUCATION

BONN, SEPTEMBER 27TH 2013

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PLAN

- ★ 1.- A CONNECTED CITIZEN WHO
TURNS THE FORMER PARADIGMS
UPSIDE DOWN
- ★ 2.- THE CHANGES ARE OPERATED AT
SEVERAL LEVELS
- ★ 3.- THE KNOWLEDGE OF THE CROWD
- ★ 4.- THE DIGITAL EDUCATION
- ★ 5.- CONCLUSION

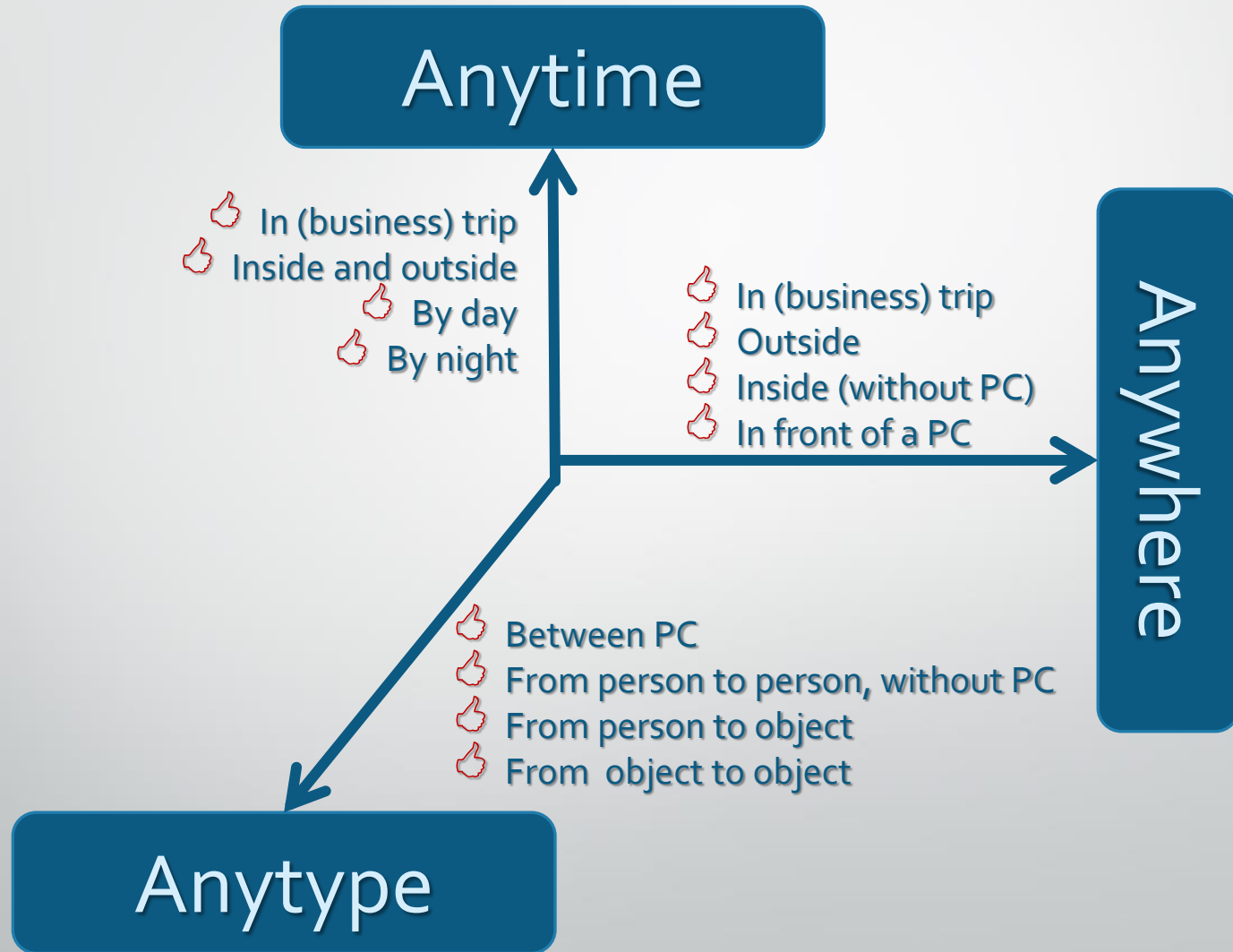


1

OUR SOCIETY IS FACING NEW CHALLENGES

1. A world marked by a **rise** of digital changes and the arrival of a new person, a **24/7** active and **connected citizen, who turns the former changes upside down.**

PERMANENT CONNEXION





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1. A world marked by a rise of digital changes and the arrival of a new person, a 24/7 active and connected citizen, who turns the former changes upside down.
2. **These changes are operated at several levels:** the economy, the social and political life and culture are immensely affected by the digitizing of the activities and by the social life.

THE BUSINESS WORLD WILL FACE 10 BIG CHALLENGES

A work less
monotonous

Networking/
spreading

With weak links

Within the
framework of the
digital world and
social networks

Off frame work

More spontaneous

In simulation and
constant testing

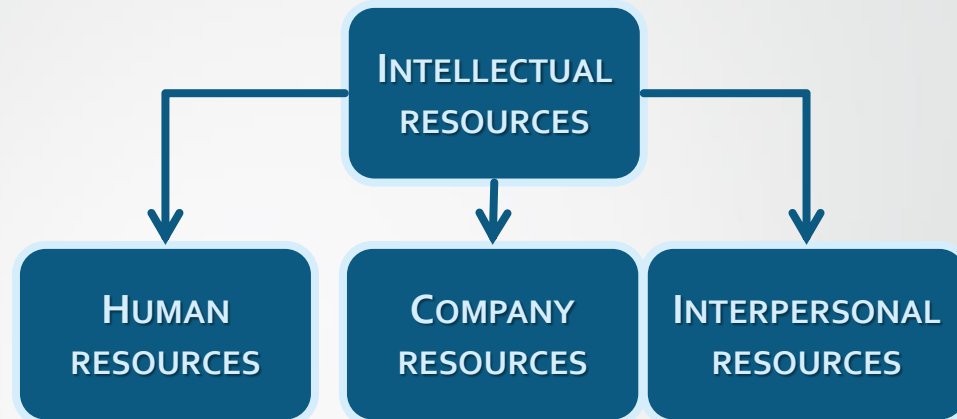
Looking for new
trends

Hyperconnectivity
work

Work on site

These changes will imply a formal and
informal work, which will cross the
borders of a company.

THE DIGITAL COMPANY



★ Human resources:

- ★ Technical and social skills, motivation of the executives and partners,
- ★ patents, copyrights, etc.

★ Company resources:

- ★ Organization and process,
- ★ Internal culture of cooperation, etc.

★ Interpersonal resources :

- ★ Customers identification,
- ★ Networking with customers and partners,
- ★ Recruitment efficiency, etc.

A NEW CITIZENSHIP IS BORN

- ★ A new kind of citizenship is settling down with the digital sociability: **participation and contribution**.
- ★ Was it a Twitter revolution in Tunisia? A Facebook revolution in Egypt? **What really matters with the digital culture in this region is not the usage and use of a specific platform.**
- ★ It is rather the ideal transmitted by the digital culture. This ideal stands for **transparency, access and sharing**, which overcomes every obstacles for the community.
- ★ **The fundamental input of the digital culture is the idealization to access information, knowledge and political participation.**

FREEMIUM PUBLIC SERVICES

- ★ Search engines, social networks, online maps, video channels, sharing websites etc. are, in some aspects 'public services' as well as those provided by the government itself.
- ★ As 'real' service utilities, these services are free, for the general public in particular. It is financed by companies, the only ones that can afford advertisement.
- ★ The progressive transfer of common 'material' service utility towards digital 'immaterial' service utility means making the internet consumption boom. For the citizen, it means less moving, thus less request from the physical networks and much less use of the physical infrastructures.

A NEW HUMAN RIGHT TO PROTECT ?

- ★ Technologies obviously increase the possibilities **we are given to progressively scan our body, our production and the link to the environment.**
- ★ Besides, they increase the **power of control, exploitation and even nuisance** of the well-equipped (moral or physical) persons.
- ★ Some **technical statistics** analyses the links between non-significant datas in theory and come up with profiles of individuals, opinions or behaviors.
- ★ Risks are high of abusive or excessive use of these technologies and tools. **Where is the line between usable datas and pry into someone's private life?**

PRESERVE THE INDIVIDUAL SPHERE OF THE 24/7 CONNEXION

- ★ The development of networking interactions, melting personal and professional exchanges, leads to **more and more communication and reactivity**.
- ★ Similarly, these digital resources are instantaneous and bring reactivity in the leading actions and their expected answers.
- ★ A lack of quasi instantaneous reactivity will lead to tension and stress: **'the goal is to react anytime to everybody'**.
- ★ Permanent connexions tend to become a kind of dependance both reassuring and oppressing.

ETHIC AND PERFORMANCE OF THE DIGITAL WORLD

- ★ The leverage of the production power, through the digital tools and streams of our professional and private life, questions the ethic.
- ★ Seen through the '*homo faber*', the lasting performance, errorless, with no weaknesses, pictures a machine, reflected by an optimized digital human being.
- ★ This process can be improved through cerebral interfaces, cybernetic implants, nanotechnologies strenghtening the immune system.
- ★ This perspective of a progressive digital grow in biology is real (it is not sci-fi anymore).



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3. A deep change has occurred: the **'knowledge of the crowd'**, establishing a new balance : from a pyramid-shaped power in the rigid structures to a cross-disciplinary power in fluid systems.

SOCIALLY AND ECONOMICALLY EMANCIPATING TECHNOLOGIES

- ★ At the crossroads of humanities, humanitarian approaches and engineering appear new programs targeting the *Liberation Technology*.
- ★ Similarly, the voluntary participation of thousands of contributors to the *Wikipedia* project underlines the same phenomenon.
- ★ The digital culture fits into a collective and united movement: the power of the multitude.

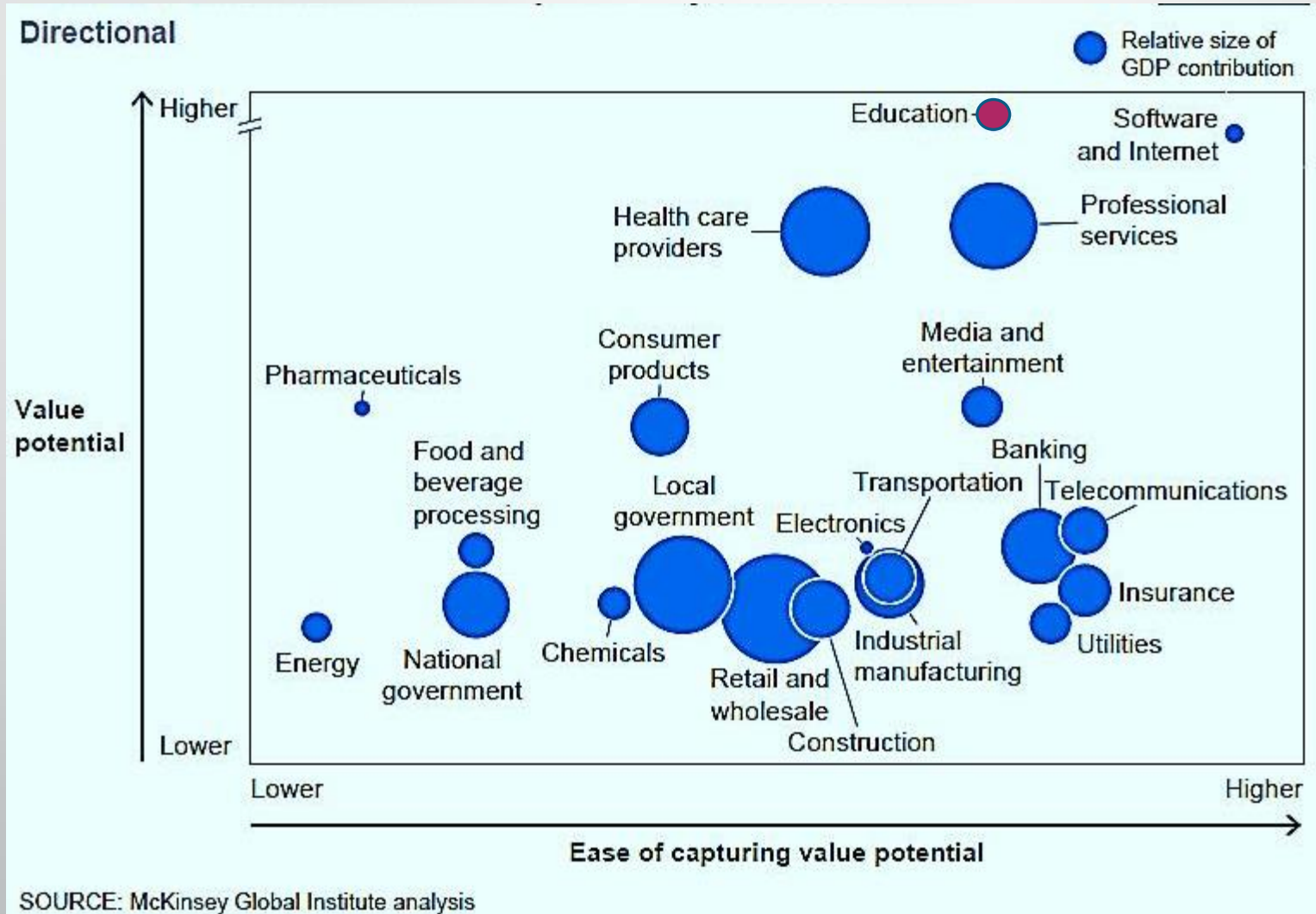


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4. For the first time, educators, teachers, instructors are facing 'enhanced' learners, who make them lose their knowledge monopoly.

POTENTIAL INTEREST OF THE DIGITAL WORLD RANGED BY SECTORS



THE « M-EDUCATION », A BOOMING POTENTIAL

- ★ In 2015, there will be more learners using the Internet **on a smartphone** than on a PC.
- ★ At the same time, the *Cloud computing* allows us to get rid of the link of a hard drive.
- ★ These evolutions will allow learners to break away from their computer, PC or laptop, and **to do everything online**, when moving at the same time.

TWO BREAK-UPS

- ★ **The disintermediation**, which Internet facilitates, stands for the decrease or cut of the mediators in the acquisition of knowledge and skills.
- ★ **The networking mediation** stands for several actors getting together to co-create or co-use service deals or didactic products.



Massive Open Online Course
Cours en ligne ouvert et massif

THE EDUCATION SYSTEM HAS TO BE TRANSFORMED

★ New educational ecosystem...

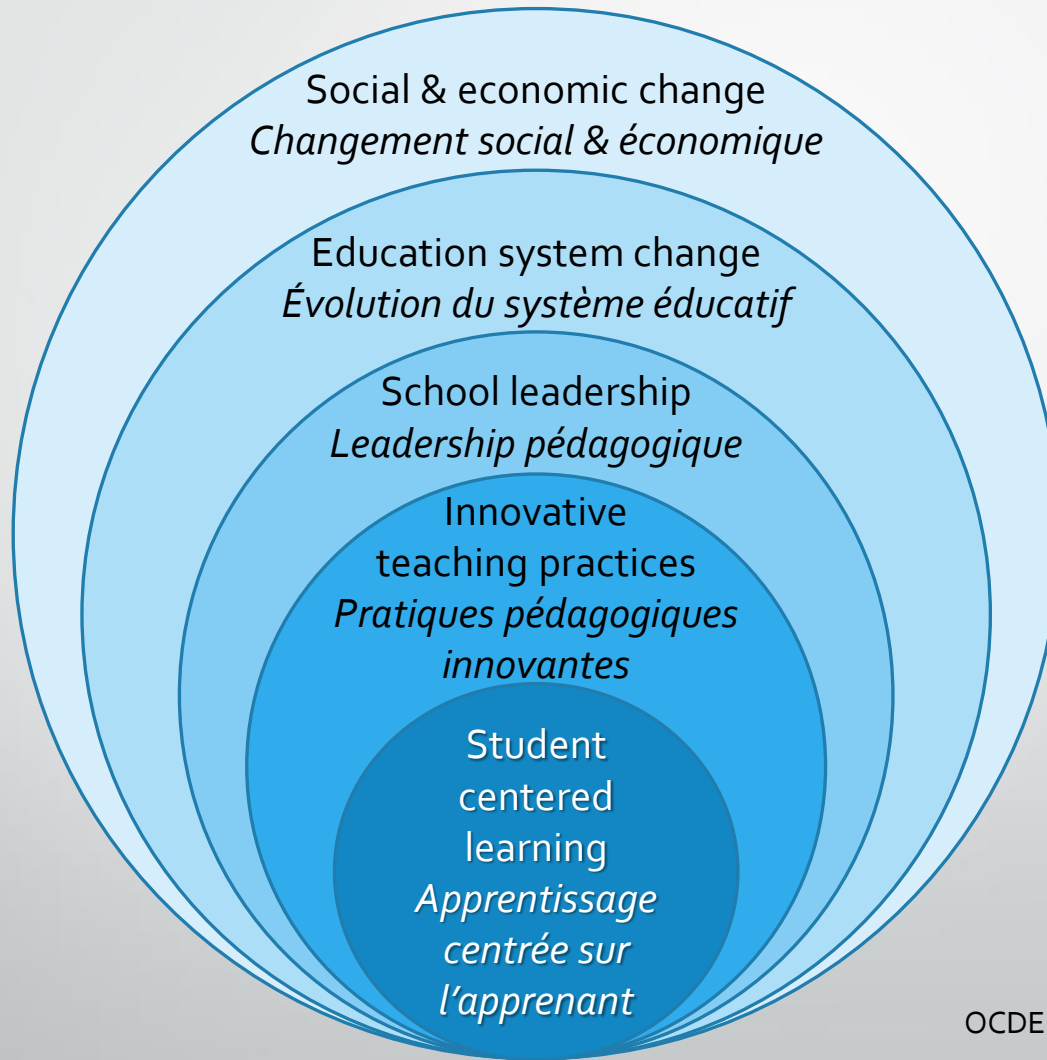
- a. Through the creation of teaching **database**,
- b. Enriched by the '**big data**' (data collected on Wikipedia, social networks, the internet of objects...) and
- c. The '**open data**' (e-learning, socio-economic and environmental data) and
- d. **The permanent traceability** of the online and offline learning path (geographical positioning) of learners,

★ leads to the production of targeted educational services adapted to every learners and facing in real time their actual expectations.

DECOMPARTMENTALIZING WITHOUT DECONSTRUCTING

- ★ Today organization of school combines the **hierarchical, matrix and networking structures**.
- ★ The first important step would be on the internal network so as **to erase the obstacles between subjects**.
- ★ The network does not mean to dominate the **organizational structure or to turn school into a democracy**. The digital culture enriches the culture at school to transform it in the end. It does not mean to replace it.
- ★ However, the real challenge is the internal decompartmentalizing, which is essential to reinforce the coherence of cross-disciplinary projects.

GRAPH OF THE EDUCATION CHANGES



OCDE 2010

EMANCIPATION *VERSUS* EMPOWERMENT

★ **Emancipation** states a very important dimension in the digital culture, especially in the **British culture**. It consists of getting the learners do 'by themselves'. They are free to make/create, with no hierarchical supervision. They are independent because school trusts them and that they can access the digital tools and the information.

★ **In a more French approach** of the leadership notion, we do not refer to emancipation but **empowerment**, which is different. The one's responsible has to face his choices in front of a legal authority.



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DIGITAL EVOLUTIONS REPRESENT A WONDERFUL PROGRESS IN VIEW OF EDUCATION AND DEMOCRACY

OVERALL ACTORS HAVE TO KEEP THESE NEW METHODS IN
MIND AND LEAD THE NEW GENERATION OF CITIZENS,
LEARNERS, TEACHERS, PARENTS...

A FUNDAMENTAL CHALLENGE OF SOCIETY:
TO DEVELOP, NEXT TO
'THE EDUCATION THAT PREPARES'
AN 'EDUCATION THAT INSPIRES',
WHICH LEADS ALL ALONG EVERYONE'S BUILDING,
DEVELOPMENT AND AUTONOMY.

THE CHANGE OF PARADIGM HAS TO BE SEEN THROUGH A
GLOBAL PRISM, GATHERING ALL THE MEMBERS OF
EDUCATION: EDUCATORS, LEARNERS, PARENTS, LEADERS
ETC.

TO BE FULLY AWARE OF THESE NEW CHALLENGES,
LEARNERS HAVE TO KEEP BEING CURIOUS OF THE
WHOLE RANGE OF REALIZATIONS AND HUMAN
THINKING, FLOURISHING IN VARIOUS AREAS SUCH
AS SCIENCE, TECHNOLOGY, PHILOSOPHY,
ECONOMY AND THE DIGITAL WORLD.


LEARNERS HAVE TO BE FED BY CROSS-DISCIPLINARY
APPROACHES, WHICH ARE MELTING AND ENRICH ONE
ANOTHER.

THE GOAL IS TO MOBILIZE THE CIVIL SOCIETY,
TO INVOLVE IT BUILDING A NEW MODEL OF SOCIETY.

THE SYSTEMIC, THE COMPLEXITY WERE CRUCIAL AND STILL
ARE TO UNDERSTAND THE WORLD.

UNDERSTAND THE COMPLEXITY OF THE DIGITAL WORLD AND HIGHLIGHT THE COEDUCATION.

THE QUESTION IS NOT TO KNOW WHETHER WE ARE FOR OR
AGAINST CHANGES BUT WHICH KIND OF CHANGES WE
WANT.



TECHNOLOGY WILL GIVE US WHAT
WE WILL MAKE OUT OF IT.

TECHNOLOGIES ARE A SOURCE TO HELP CREATE.

www.centre-robert-schuman.org
www.european-net.org

Thank you for your attention!
I am listening to your questions...

