

Digital Competence Strategy Seminar

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Tapio Varis

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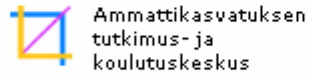
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Challenges of the 21st Century

- Digitalization: analog to digital
- Globalization: local to global
- Economic trends: the role of the information and communication technology
- New literacies and competences

21st Century Literacy in a Convergent Media World

- From Information Society to Knowledge Society and Society of Dreams
- eKnowledge
- Education, e-learning
- Workplace Skills
- New Citizenship and the Role of Civic Engagement



Education and Culture

Promoting **Digital Literacy** A new paradigm

José Manuel Pérez Tornero
Brussels, February 27th, 2004



UAB

Universitat Autònoma
de Barcelona

Digital literacy as operational knowledge

Reductionism

T.Varis 2004



A technological process



Historical, social and cultural process



Educational inventions

- The phonetic alphabet
- Printing
- Telematics (computers connected to networks)

A technical change




Dimension	Objects	Process
Technical	Computers and the Media	Computerization and mediatization
Semiotic	Programming and audiovisual languages	Visualization and virtualization
Ideological	Science and technology	Programmed society
Organized socialization dimensions	Transnational actors	Globalization and cyberspace



Digital literacy is key to:

- Learning to learn
- Learning to work
- Facilitating job opportunities
- Providing each citizen with skills and knowledge to live and work
- Providing the confident use of new tools for assessing and using knowledge

Mental and semiotics change

Basic Competence 	Alphabetical Competence 	Digital Competence 
Basic operations and manipulations	Linked to texts	Computers and screens
Basic cognitive operations	Linked to alphabetical signs	Computer signs and icons
Oral and body expression	Linked to reading and writing	Basic computer languages
Personal and community media competence	Communicative textual competence	On-line interactive media competence
Basic socio-communicative competence	Socio-communicative textual competence	Global socio-communicative competence associated to cyberspace

Basic questions

- Whose responsibility (society, learner?)
- Temporary telework, virtual family?
- Educational goals?
- Critical thinking skill
- Social competence
- Multicultural world
- Basic values

A sociocultural change

Dimension	Modern Societies	Information Societies
Technical	Print and books	Computers and telematics
Semiotic	Alphabetical and linear writing	Interactive and hipermedia systems
Ideological	Modern thinking and industrial capitalism	Post-modernism and financial capitalism
Organized socialization	Family, community and national	Global societies and cyberspace



Knowledge management

- Anticipating changes in working life and in industrial structures
- Incentives for the development of know-how (taxation practices etc)
- Wide-scale cooperation

eWorld

- “On-line” civil society, net groups
- Local contents
- ICT in everyday life, work
- ICT as employer
- B2C e-commerce
- B2B e-commerce
- e-governance
- B2E employees
- Legislation, ethics
- New pedagogy

21st Century Literacy Summit

Berlin, 7-8 March 2002

- technology literacy
- information literacy, contextual literacy
- global literacy
- media creativity
- social competence and responsibility

eLearning Competencies

- What knowledge and skills will enable people to do human resource development work?
- General competencies
- Management competencies
- Distribution method competencies
- Presentation method competencies

Critical thinking and social competence

- Alvin Toffler (2000): need for critical thinking to what people see in television or read in newspapers to question the so called "truths"
- Social geography (social competence)