

# “Education for the Future” means respond to the present

7h Annual ACSPN CONFERENCE

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# Who I am

Alexandre Le Voci Sayad is a Brazilian journalist and educator, focused on media literacy who holds a specialisation in Digital Business in University of California - Berkeley. He currently serves as international co-chairman of the UNESCO - GAPMIL and director of the consultancy ZeitGeist, focused on media, culture and education.

He is columnist at A Gazeta do Povo newspaper and Revista Educação magazine and also host the “Idade Mídia” TV show on Canal Futura, Brazil. He is author and co-author of several books on the field of media literacy.

Sayad is also a member of the scientific board of Comunicar Magazine (Universidad de Huelva, Spain) and the consultancy board of Educamídia teachers training (Palavra Aberta Institute and Google initiative).

He has recently joined the researchers team on Artificial Intelligence (A.I), Ethics and Media Education of TIDD / PUC (Pontifical Catholic University) in Brazil.

For further information: [alexandresayad.com](http://alexandresayad.com)





**ZEITGEIST is a free and remote lab, open to debates, research and project development.**



# ZEITGEIST

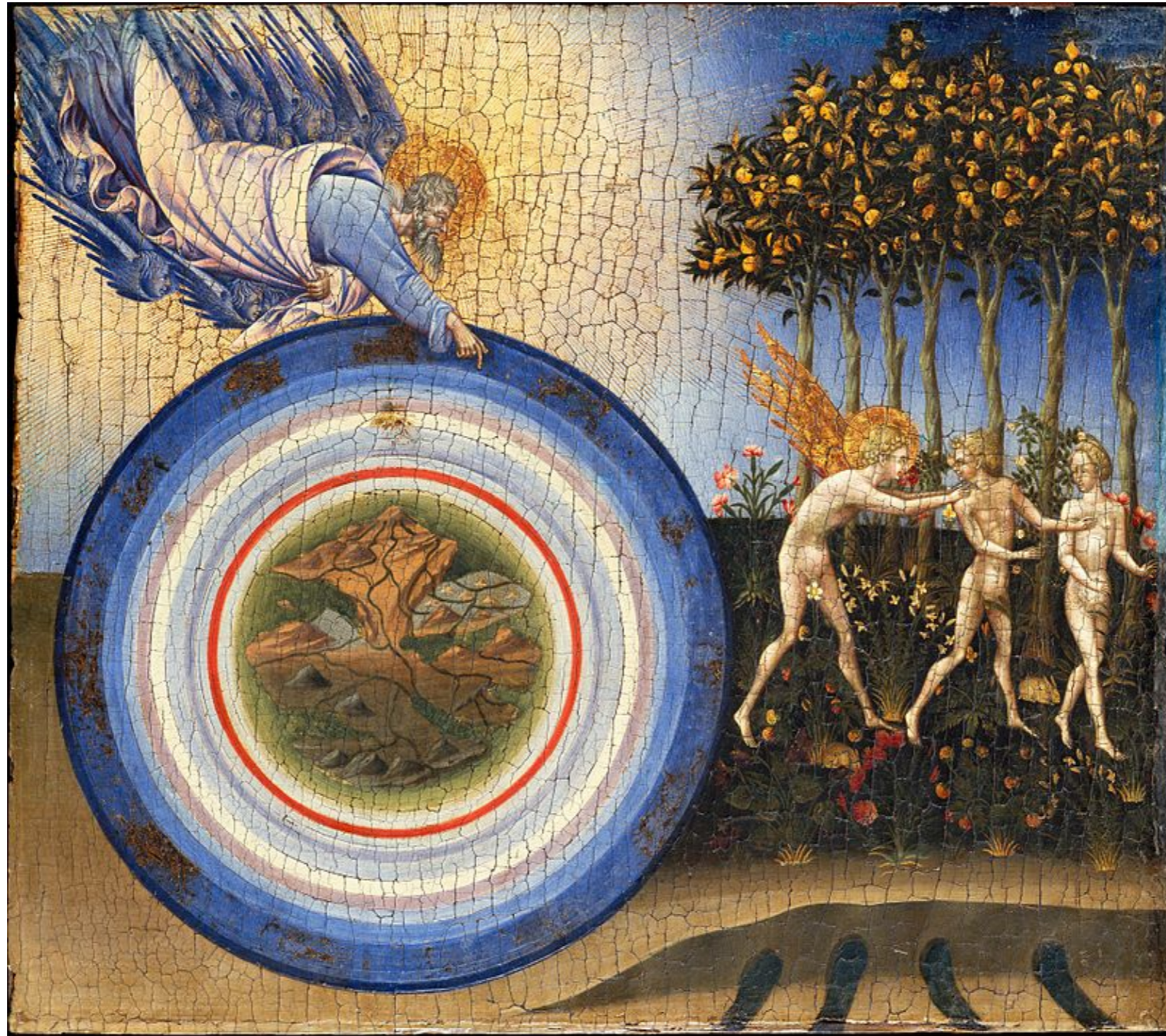
(Johann Herder - 1769)



# Arte Clásica - Discóbulo de Míron (455 a.c)



# Giovanno di Paolo (1402)



# David - Michelângelo (1501 - 1504)





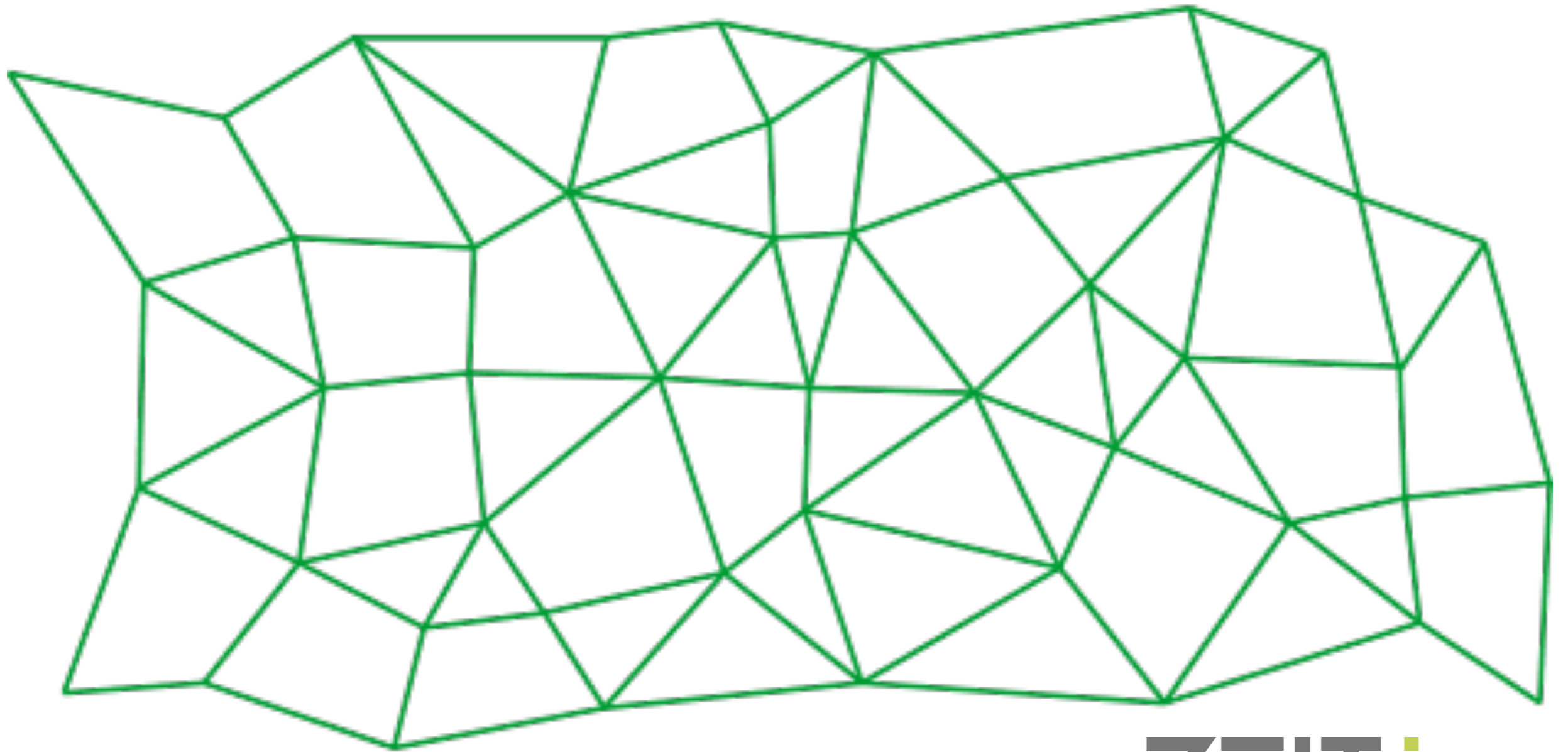
# Communication up to 1980



# Korczak / Freinet



# Communication Nowadays



# Gutenberg/Zuckerberg



**ZEIT** ■  
**GEIST** EDUCATION  
CULTURE  
MEDIA

# 2019 *This Is What Happens In An Internet Minute*



# At a glance: According to a recent BID research (Inter-American Bank of Developing) in LAC region

- 60% of teachers are not ready to deal with ICT
- 95% of the students are not going to school
- Digital Mentoring is a key element for quality in education. Lack of it has made 10 points difference in learning within a country (micro-regions).



# UNESCO and MIL

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Media and Information Literacy (MIL) means that students and teachers understand the **role and functions** of media and other information providers, and possess basic skills to **analyse and use** media and information for **self expression**, to become **independent learners/critical thinkers** and to participate in the **professional, governance and democratic processes** of their societies.





# What's GAPMIL all about?

GAPMIL is a focused and permanent international Alliance, multi stakeholder, aiming at:

- articulating concrete partnerships to drive MIL development and impact globally;
- enabling the MIL community to speak as one voice on certain critical matters, particularly as it relates to policies;
- further deepening the strategy for MIL to be treated as a composite concept by providing a common platform for MIL related networks and associations globally.

# What concepts and practises are under MIL “umbrella” concept?

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- } Media Education
  - } Educommunication
  - } Media Literacy
  - } Science Literacy
  - } News Literacy
  - } Cyberculture / Internet
  - } Internet and Private Policies
  - } Information Science
  - } Library Sciences
  - } Public Policies on Childhood, Youth, Education, Communication and Technology
  - } Games and Virtual Currency
  - } Cinema / Audiovisual Education
  - } Freedom of Expression
  - } Freedom of Press
  - } ICT and Ethics
  - } Artificial Intelligence
- 



# FIVE LAWS OF MIL

## LAW 3

Information, knowledge, and messages are not always value neutral, or always independent of biases. Any conceptualization, use and application of MIL should make this truth transparent and understandable to all citizens.

## LAW 2

Every citizen is a creator of information/knowledge and has a message. They must be empowered to access new information/knowledge and to express themselves. MIL is for all – women and men equally – and a nexus of human rights.



## LAW 4

Every citizen wants to know and understand new information, knowledge and messages as well as to communicate, even if she/he is not aware, admits or expresses that he/she does. Her/his rights must however never be compromised.

## LAW 1

Information, communication, libraries, media, technology, the Internet as well as other forms of information providers are for use in critical civic engagement and sustainable development. They are equal in stature and none is more relevant than the other or should be ever treated as such.

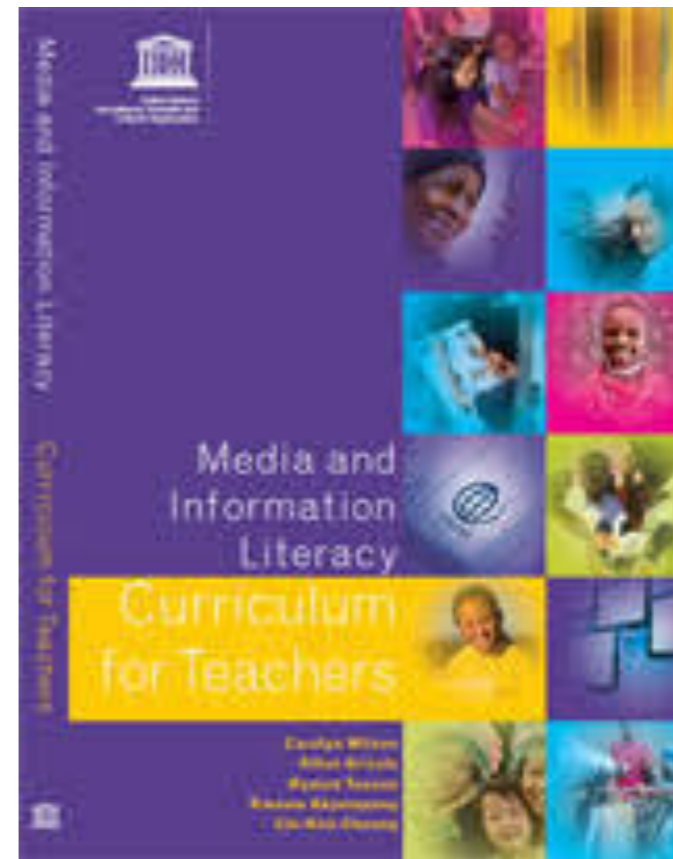
## LAW 5

Media and information literacy is not acquired at once. It is a lived and dynamic experience and process. It is complete when it includes knowledge, skills and attitudes, when it covers access, evaluation/assessment, use, production and communication of information, media and technology content.



# MIL Curriculum for Teachers

- Released in 2011; Public Policies standards in 2013.
- Meeting for reviewing and updating: Serbia, 2019; EAU, 2019, Uganda 2019; Costa Rica 2020, Jamaica 2020 and South Korea 2020.



# milclicks

MEDIA AND INFORMATION LITERACY

*Em Português*



/milclickspor



/milclicksportugues



/ClicksMil

# PORCENTAGEM DE PROFESSORES BRASILEIROS DE ESCOLAS URBANAS QUE PARTICIPARAM EM CURSOS OU PALESTRAS NOS ÚLTIMOS 12 MESES



Total de professores de escolas urbanas (%) (2018)

Licenças de uso de recursos educacionais obtidos na Internet



Programas de computador ou aplicativos de criação de conteúdos educacionais



Diretrizes curriculares para o uso de tecnologias no processo de ensino e aprendizagem



Uso de tecnologias na avaliação dos alunos



Formas de orientar os alunos sobre o uso seguro do computador, da Internet e do celular



Uso de tecnologias em novas práticas de ensino



Uso de tecnologias em conteúdos da própria disciplina de atuação



0 20 40 60 80 100

Fonte: TIC Educação 2018, CETIC.BR

#MILCLICKS #AMI  
#ALFABETIZACAOMIDIATICA



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MEDIA



# PROFESSORES

O APRENDIZADO A PARTIR DE VÍDEOS E TUTORIAIS ONLINE PASSOU DE

**59%** PARA  
EM 2015

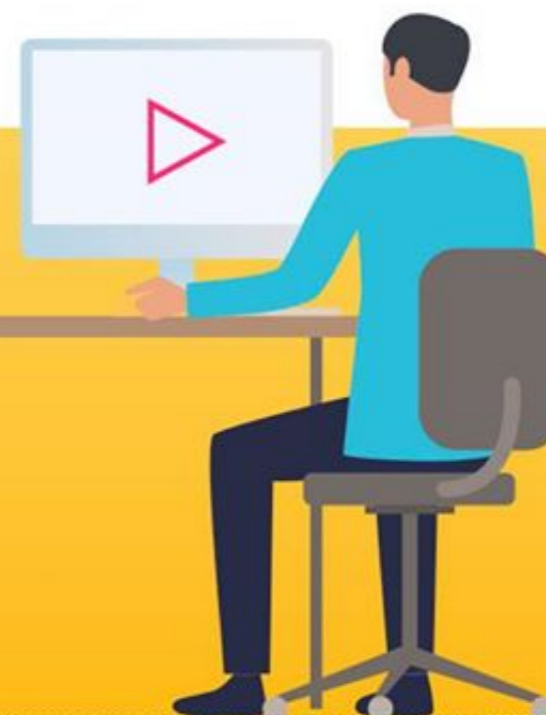


**75%**

EM 2018

Percentuais semelhantes entre professores que lecionam em escolas públicas e particulares.

*Total de professores de escolas urbanas (%) (2018)*



Fonte: TIC Educação 2018, CETIC.BR

#MILCLICKS #AMI  
#ALFABETIZACAOMIDIATICA



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Suécia  
Sverige

# New chapters?

## A.I (and Big Data)

- Present since 1959 (Machine Learning)
- Really different from SciFi
- Nowadays: From sites on the internet to marketing calls and city cameras
- Backpropagation: Deep Learning
- Ethic impact: “blindboxes”, “bias”, data privacy.
- ps: 5 thousand satellites in orbit right now.



# Next Chapter?

## PUBLIC POLICIES ON MIL

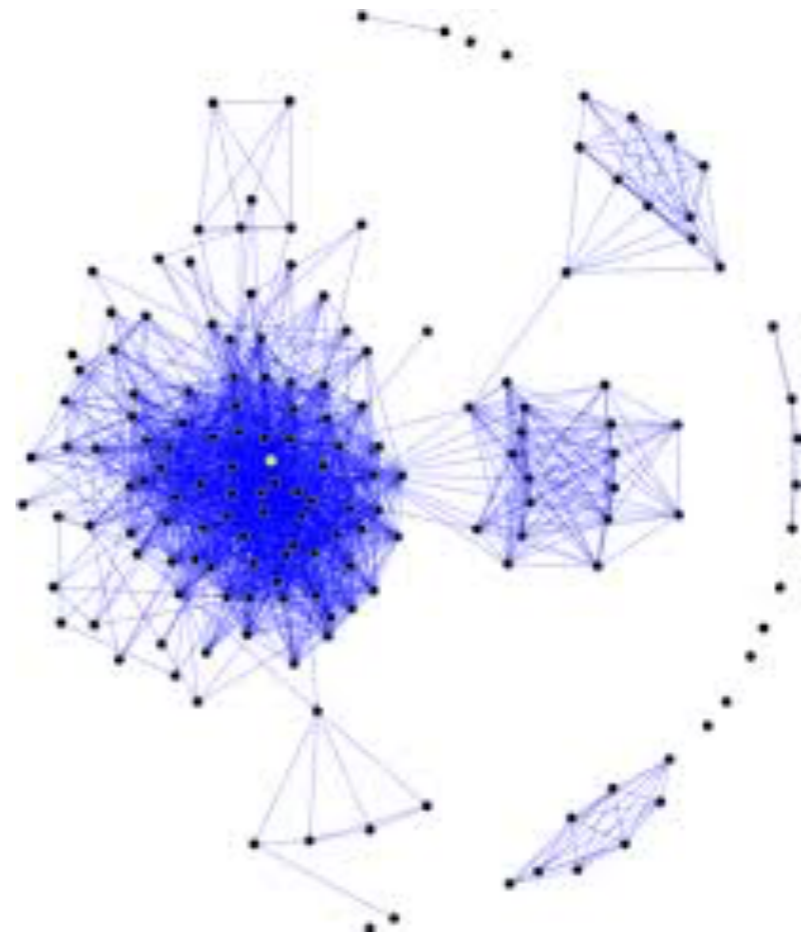
MIL CITIES



# A city as a network of places, people and actions

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- } What does connect places and people?  
Communication does.



# Educating Cities - Main Proposals

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- } Established by the cities that were represented at the 1st International Congress of Educating Cities, held in Barcelona (Spain) in 1990.
- } Information Society: You can learn anywhere, everywhere - How to strength experiences and public policies?
- } Based on articulation, collaboration and integration among public, private and social organisations.
- } Cidade Escola Aprendiz: “Neighbourhood as a School” recognised by Harvard University as a case of city innovation.



# Theorizing: Educating Cities to MIL Cities

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- } You can be Media and Information educate everywhere
- } Technology as a tool to improve access and quality of learning processes
- } MIL and clarity as a goal for local administration
- } Collaboration, integration and articulation of the variety of curricula and initiatives



# What a MIL City looks like?

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- } Layer One - Developing Infrastructure: Free Wifi broadband should be provided in public
- } Layer Two - Implementing eGovernment
- } Layer Three - Building Intelligence through Big Data
- } Layer Four - Engaging Local Media
- } Layer Five - Fostering Public Events on MIL
- } Layer Six - Creating a City Curriculum
- } Layer Seven - Creating innovative Certification and Recognition



# MIL on Brazilian Media: MIL as Lifelong Learning



# Thank you!

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