



Federal University of Rio de Janeiro

**Laboratory for Information and
Communication Technologies**

**“Some Highlights
on the (Distance) Education”**



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What is going on "out there"?



**Technological Society;
Information Society;
Consumption Society;
Market oriented Society;
Globalization.**



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**Our Society Produces
all the Time:**

**New technologies;
New products;
New solutions;**

“with the speed of light”

**Do we really need it?
Are they really effective?**



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Consuming and Over consuming

**what?
Everithing
information,
products,
technologies ...**



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**The Marketing Science
produced the terms
programmed obsolescence
and
sensed obsolescence.**



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**We must react in order not be stuck in
this trap.**



**be smart,
be aware,
have a critical thinking;**

**analyze, evaluate, compare, test,
before you adopt technology!**





I Recomend the book

**Consumers and Citizens: globalization
and Multicultural Conflicts**

from

Nestor Garcia Canclini



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I Recomend the video

The history of Stuff (youtube)

<http://storyofstuff.org/>



**What is Realy New;
What is Innovation;
What will make the difference?
What is essencial?**



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People!

I recomend a new kind of product: POS
People Oriented Solution!



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Back to the question:

What is going on out there?



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**New names, new solutions, new
concepts ...**

(or not quite)



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**Distance Education;
Flexible Education;
e-learning;
Life long learning;
Learning Networks;
Blended learning...**



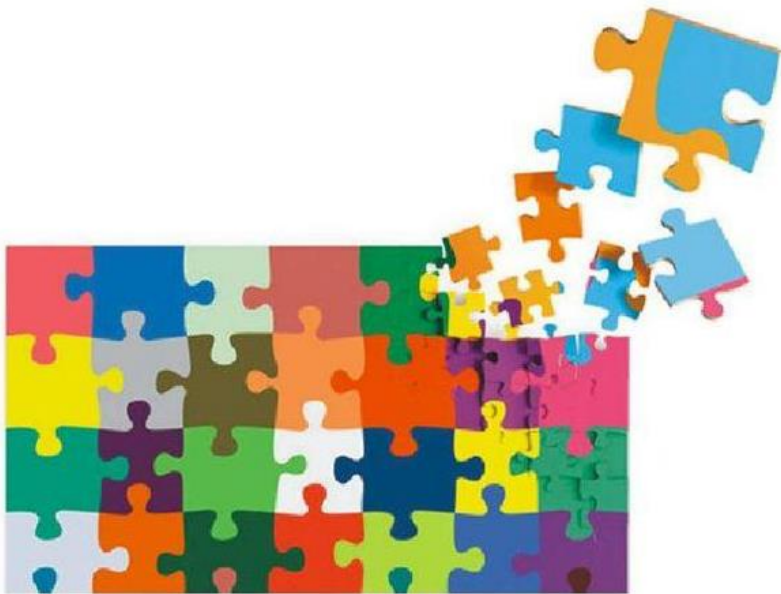
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**Mobile learning;
U-learning (ubiquitous);
Pervasive Learning.
MOOCs - massive open online courses;
Immersive Environments;
Virtual Reality;
Augmented Reality;
Social Media;
Transmedia;
Multiplatform storytelling;
Gamification.**



All this makes teaching a big puzzle

**A big challenge for
administration,
professors,
researchers.**



The main challenges:

**Decisions;
Investments;
Strategies....**

More effective solutions.





By the way ...

We are doing research in those subjects
and it means:

UAU! Lets see if it really works for
education!!!

If you want to dig into that, contact us:

latec@ufrj.br

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Thank you ☺
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