



Some statements about media/ict

- Media are not just a technology; they foster human communication



Media are communication technologies



Some statements about media/ict

- Media are not just a technology; they foster human communication
- Media are cognition amplifiers

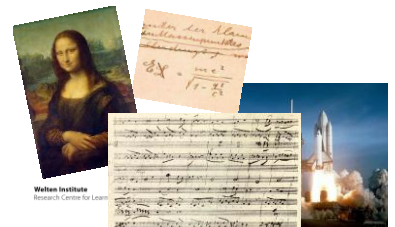


Media are cognition amplifiers

- Media help to:
- Express our thoughts
 - Elaborate our thoughts
 - Accumulate our thoughts



Media are cognition amplifiers



Some statements about media/ict

- Media are not just a technology: they foster human communication
- Media are cognition amplifiers
- Media are the carriers of human culture and civilisation



We accumulate knowledge



Animals cannot accumulate knowledge



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- Media are not just a technology: they foster human communication
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- We are in a media revolution



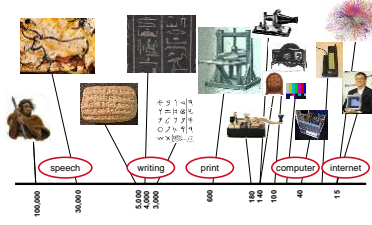
Celebrating the new pope



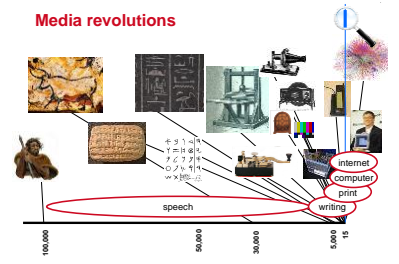
Celebrating the new pope



Media revolutions



Media revolutions





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- Media are cognitive prostheses

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Supporting physical functions



Supporting cognitive functions



Media and us



- Perception
- Memory
- Data processing
- Connectivity

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- We are in a media revolution
- Media are cognitive prostheses
- Human cognition is linked with our environment

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Exploiting our environment



Cognition is linked with the environment

- John Dewey (1938): Experiential Learning

Also in:

- Constructivism (Piaget)
- Social learning (Bandura)
- Cognitive apprenticeship (Collins, Brown & Newman)
- Situated cognition (Godden/Baddeley)
-



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Our qualities are in mastery of our tools



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Show me about your media and I will tell you who you are



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We shape our tools and thereafter our tools shape us.

Marshall McLuhan, 1965

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Thank you for your attention!

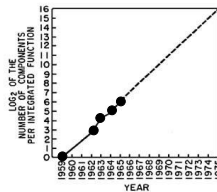
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Moore's law (1965)



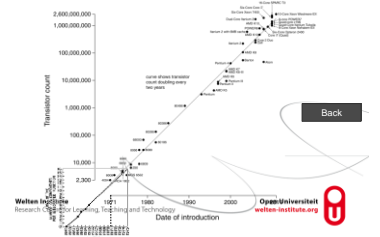
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Microprocessor Transistor Counts 1971-2011 & Moore's Law



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