



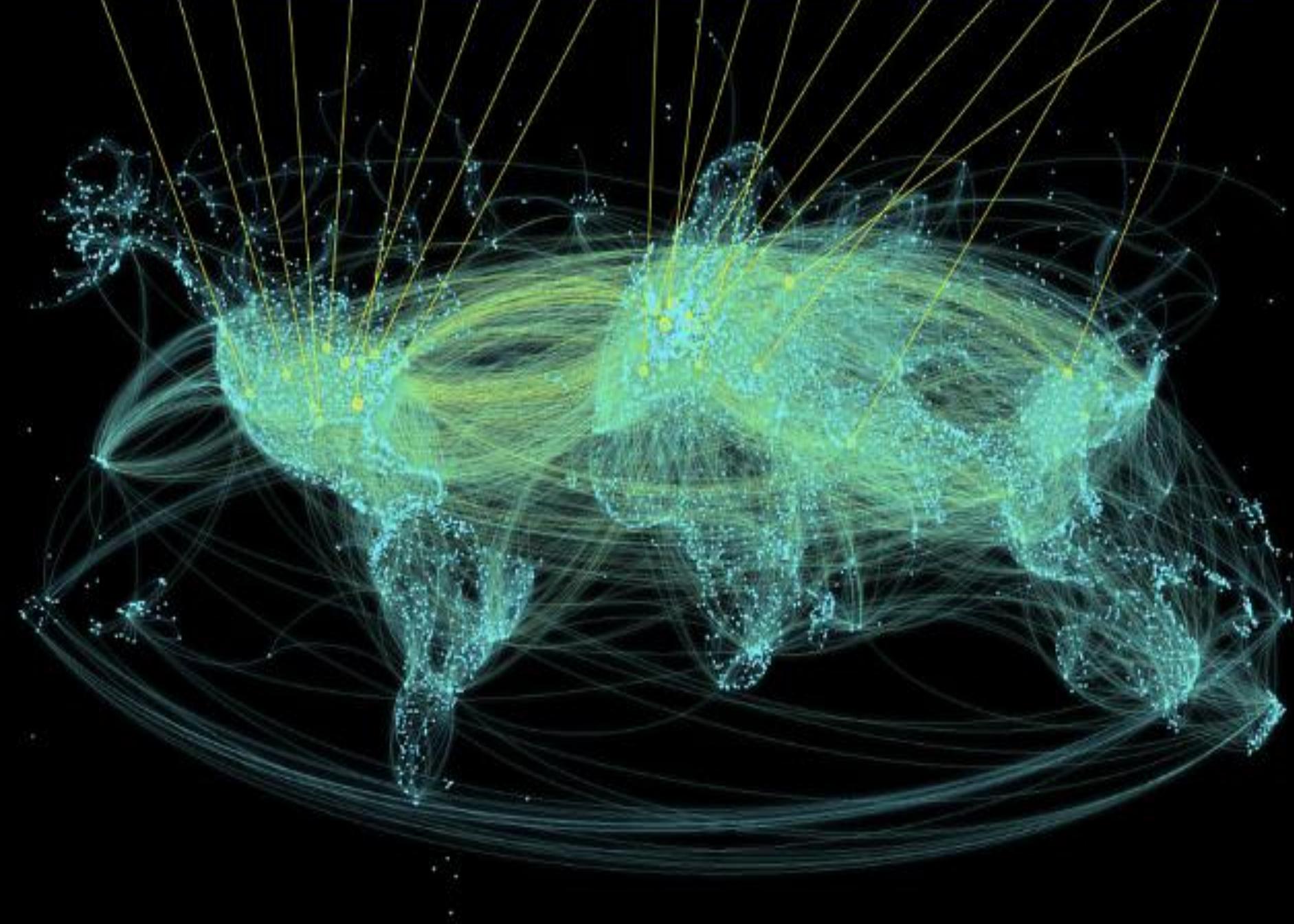
Ver e aprender com o *Crash Course*: novos paradigmas na transmissão de conhecimento online

CONGRESSO DE CIBERCULTURA / Circum-navegações em redes transculturais de conhecimento, arquivos e pensamento
Universidade do Minho / Instituto de Ciências Sociais / 13-14 outubro 2016

Luís Pinto / Universidade do Minho



Los Angeles Denver Dallas Houston Minneapolis Atlanta Chicago Toronto New York Madrid Paris London Rome Amsterdam Frankfurt Munich Istanbul Dubai Moscow Beijing



Hartley, J.(2003)

CULTURA : produção /circulação de significados, sentidos e consciência

MODERNISMO : Razão, Progresso, Ciência, Sociedade Aberta, Tecnologia e Comunicação.

NOVA ECONOMIA fundada sobre o conhecimento

CIBERESPAÇO = INTELIGÊNCIA COLETIVA

"É uma inteligência distribuída por toda parte, incessantemente valorizada, coordenada em tempo real, que resulta numa mobilização efetiva das competências."

RECURSOS COGNITIVOS = TECNOLOGIA INTELECTUAL

Lévy , P.(1999)

Learning



Ctrl



Visual : imagens, vídeos, demonstrações



Auditivo : podcasts, gravações, aulas orais



Leitura e escrita : textos, anotações

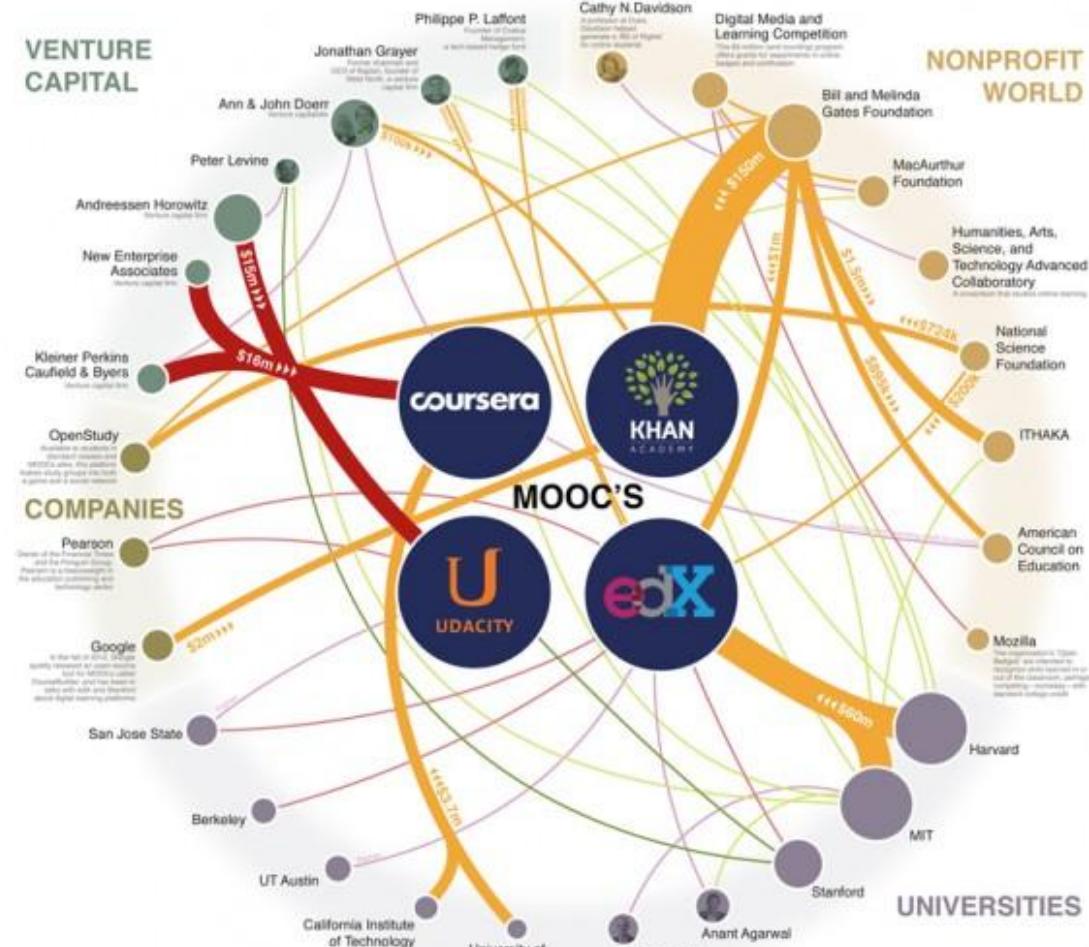


Cinestésico : experiências *hands on* , tentativa-erro, resolução de problemas

Major Players in the MOOC Universe

Millions of students have signed up for "Massive Open Online Courses," and hundreds of universities are offering some form of web-based curriculum. Most students aren't paying much for these classes, if they're paying anything at all. So where is all that knowledge—and all the cash—coming from?

■ Investor ■ Donor ■ Professor ■ Alumni/fellow ■ Technology service ■ Board service



coursera

This for-profit MOOC partners with 62 colleges (and counting) for its classes. The company is experimenting with a new service that makes money by letting professors do its grading, and attracted \$20 million in venture capital in its first year.

Khan Academy

Salman Khan made waves when he quit his job as a hedge fund analyst to record short video lectures on everything from embryonic stem cells to—you guessed it—hedge funds and venture capital.

Udacity

This for-profit MOOC, started by Stanford professor Sebastian Thrun, partners with individual professors to offer courses. By March 2013, Udacity had raised more than \$21-million in venture capital.

edX

Harvard and MIT put up the original \$60-million to start this nonprofit MOOC. So far, students can only take classes from Harvard, MIT, and Berkely, but classes from 3 more universities are coming soon.

Companies to watch

MOOCDegree

This startup's main selling point is real-world application. It wants to let students earn credit for activities at the college, that is, at least nine colleges are planning to participate, and seven have signed the contract.

Canvas Network

This company's main competitor is one of Coursera's biggest competitors in the LMS field, Desire2Learn. Canvas Network has already recruited 100 colleges to partner with it, and more than a dozen more are in the pipeline. The company has received more than \$8-million in investments.

Coursedrone

Founded by a single grad student, this company is only just starting to compete with other MOOCs. So far, only a handful of universities have joined it and it has received more than \$10-million in venture capital.

Lumosity

Developers, authors, professors, and comedians create and sell cognitive-behavioral training programs that help people train their brains. Lumosity has raised more than \$10-million in venture capital.

Theia

One of Coursera's older rivals, this platform allows users to build their own free MOOCs. Theia has invested \$1-million.

Spannring

Founded by a student, Jieun Rappaport, who originally called it ClickableLesson, this platform allowed anyone to build an e-learning course. Now, the company has shifted focus. The new iteration, price cut in half, will change the way people teach and learn everything.

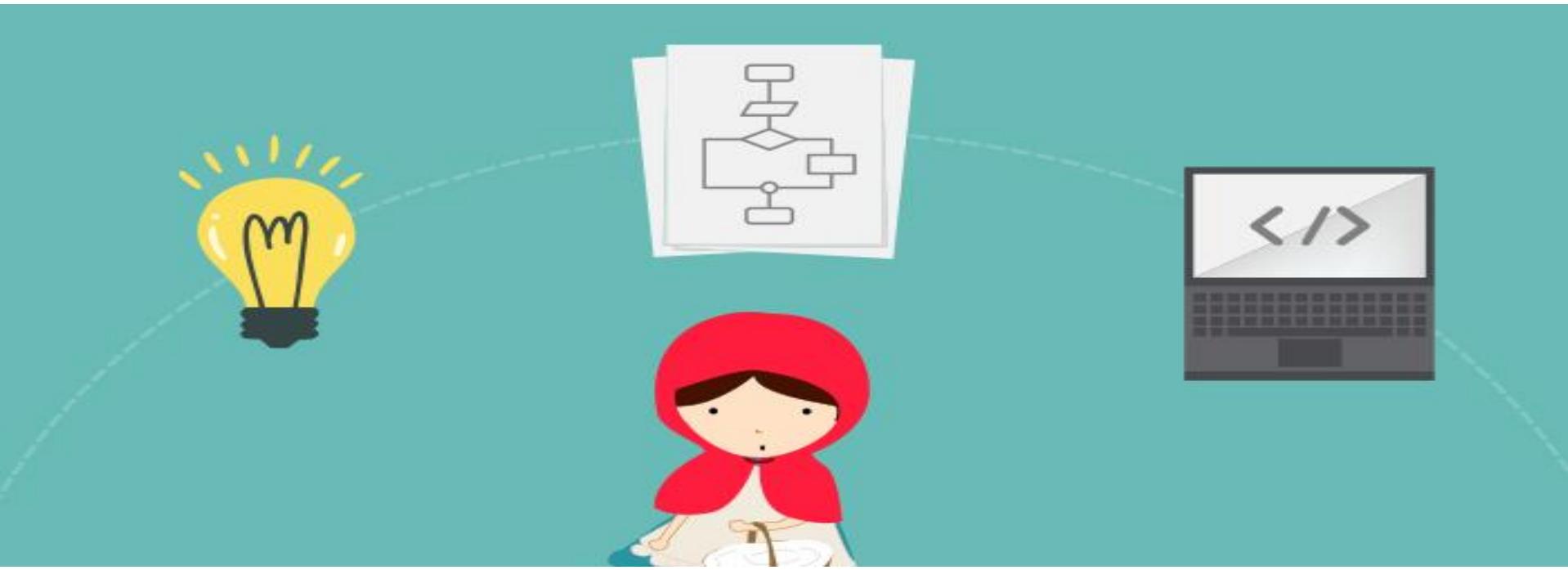
Concept and text by XARISSA HOLDWAY, illustration by NIGEL HAWTIN

Sources: The Chronicle of Higher Education, Financial Times, National Science Foundation, The New York Times, TechCrunch, CNN, Wired, and Yahoo! Finance

TED







**“Há um consenso na literatura, em que a narrativa fornece meios naturais e poderosos para reter e transmitir informação.
(...)**

Além disso, a investigação nas neurociências diz-nos que o cérebro humano está naturalmente predisposto a receber e recordar cada experiência humana dentro da estrutura de uma história.”

(Eck, J., 2006)

“ Se quisermos alcançar os mais novos e moldar as suas mentes de forma crítica temos de saber como é que se expressam ideias e emoções visualmente “

M. Scorsese

- Aproximadamente **65%** da população aprende visualmente
- O cérebro processa informação visual **60.000** vezes mais rapidamente do que informação escrita
- **90%** da informação que chega ao cérebro é visual
- Materiais de apoio audiovisuais melhoram a aprendizagem em **400%**
- A nossa visão consegue registar **36.000** mensagens visuais por hora

Fonte: Visual Teaching Alliance

A Internet aumenta a nossa capacidade de saber , mas está a impedir a nossa capacidade de saber mais e de formas mais complexas (...).

Por vezes precisamos saber mais do que os factos, por vezes queremos compreender.

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