Some statements about media/ict

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

Media are communication technologies

Media are cognition amplifiers

Media help to:
- Express our thoughts
- Elaborate our thoughts
- Accumulate our thoughts
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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• We are in a media revolution

Celebrating the new pope

Celebrating the new pope

Media revolutions

Media revolutions
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Media and us
- Perception
- Memory
- Data processing
- Connectivity

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)
  - …
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

We shape our tools and thereafter our tools shape us.

Marshall McLuhan, 1965

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Thank you for your attention!

Moore’s law (1965)