Homo Zappiens

Learning and Knowledge
The Digital Mindset

Prof. Wim Veen

Faculty of Technology, Policy and Management
Homo Zappiens

Being in control of information flows
Daily Media Uses

[Graph showing media uses throughout the day, with time on the x-axis and media consumption in % on the y-axis. The graph compares various media types such as TV, radio, magazines, newspapers, internet, cell phone, and games.]
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The generation

• Playing Games
  Grand Theft Auto, World of Warcraft, PS2, Xbox, LAN Parties

• Communicating 24/7
  Via SMS, MSN, chatrooms, mobile phones

• Integrating f2f and virtual friends

• Never reading a manual

• Preferring a cell phone rather than a newspaper
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The generation for whom learning is playing
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- The generation inventing games
  Without winners or losers, without start or end, and changing the rules continuously...
Games sites for communicating with others
The War of the Shifting Sands

Dagnost, 10/11/2005

Since the beginning of recorded history, Azeroth has seen the most terrible conflicts imaginable. The War of the Ancients and the Sundering of the World. The coming of the Tides of Darkness. The return of the Burning Legion, the Scourge of Lordaeron and the rise of the Lich King. Yet all this time, deep beneath the shifting sands of Silithus, an unspeakable horror has been lying in wait, ever patient, ever enduring. Evil is stirring where mortals were never meant to tread...

To learn more about the fate awaiting the inhabitants of Azeroth, take a moment to peruse the history of the War of the Shifting Sands. Additionally, you may want to take a moment to check out the Qiraj and the Zandalari. 
Second Life: Learning in Virtual Worlds with Virtual Identities
Multiple virtual identities
Pandora Music: Mass Customization

Ever since we started the Music Genome Project, our friends would ask:

**Can you help me discover more music that I'll like?**

Those questions often evolved into great conversations. Each friend told us their favorite artists and songs, explored the music we suggested, gave us feedback, and we in turn made new suggestions. Everybody started joking that we were now their personal DJs.

We created Pandora so that we can have that same kind of conversation with you.

Learn more about how music is put together—check out the Pandora Podcast Series.
Using video clips for communication
Sharing and manipulating files for free

13 - 47
MSN is on 24/7:
10 simultaneous communications
More than 150 contacts
What do you want to do with your life?

711,361 people in 10,231 cities are doing 760,139 things including...

- have self esteem
- get my belly button pierced
- watch all episodes of "The Simpsons" ever made
- KurtAndCats wants to have more house plants
- learn to sew
- be less jealous
- encourage others
- improve my French
- go make a t-shirt
- live Finish reading "On The Road"
- staralig wants to make my own christmas cards
- exercise every day
- get more piercings
- get my lip pierced
- buy a Mao get married
- visit Las Vegas
- karaoke
- get a digital SLR camera
- find work
- I'm passionate about
- eat more cupcakes
- be less self-conscious
- go on vacation
- ice skate
- volunteer more
- Learn Kendo
- Lucy-Smith wants to get more people to understand that feeding ducks is dangerous for the ducks
- be more active
- Finish things I start
- write a good valadictorian speech
- go to Europe
- again build a house with habitat for humanity
- learn to speak German
- watch star wars
- Learn Flash
- Be a morning person
- be carefree
- to learn French
- travel to london
- Read more books
- filename wants to start walking 4 miles everyday
- Live by "Good Thoughts, Good Words, Good Deeds"
- organize my photos
- publish an article
- get confirmed at church
- open a music store
- travel to china
- learn italian
- Pink Feathers wants to have my very own playroom
- save animals
- Learn to surf
- learn to fix my car
- create a personal recipe book
- become a physician
- Make a movie
- go to Curves more
- scrapbook more
- learn to type without looking at my hands
- allwisterlia wants to see my Cubs win the World Series
- blog more
- meet lornabag
- Find a balance between the things I want to do and the things I need to do
- lose 10 pounds
- be happier
- Learn Portuguese
- Be a better blogger
- sell around the world
- shovert wants
- Tagclouds: Reaching out Globally
My summer holidays were a complete waste of time.
Before, we used to go to New York to see my brother, his girlfriend and their three screaming kids face to face.

I love New York. It’s a great place.
Homo Zappiens is

Skateboarding up the stairs

Surfing and snowboarding

Searching for extremes
Homo Zappiens is

School is for meeting friends rather than for learning
Homo Zappiens is
Homo Zappiens is

"There aren't any icons to click. It's a chalk board."

Copyright 1996 Randy Glasbergen. www.glasbergen.com
Homo Zappiens at Work

Iconic Skills

Multi-Tasking

Proces
-sing

Discontinued
Information

Non-Linear
Approach
Scanning icons, sound, colours, movements and images
Multi-Tasking

- Listening to favorite music
- Doing Math homework
- Calling a friend
- Surfing or MSN
Processing Discontinued Information

Zapping is the skill to construct meaningful knowledge from discontinued audio-visual and textual information flows

Channel 1

Channel 2

Channel 3
Non Linear Approach

Non-linear learning strategies demand a redesign of content: learning assets, objects to be accessed just-in-time.

Linear

Non-linear
Mind Mapping
• Interpreting
• Everything is of same importance
• Object
• Book is static
• Always same end
• One way communication
• Reader is spectator

• Configuring
• Choosing different paths, opportunities
• Object and process
• Game is dynamic
• Multiple ends
• Games are communities
• Player is immersed
• Transportation of person
Different media lead to different skills
Parents are good at reading…

Aoccdrnig to a rscheearch at an Elingsh uinervtisy, it deosn’t mttaer in waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer is at the rghit pclae.

The rset can be a toatl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae we do not raed ervy lteter by it slef but the wrod as a wlohe.
but less good at visual cues

Look at the chart and say the **COLOUR** not the word

YELLOW  BLUE  ORANGE
BLACK  RED  GREEN
PURPLE  YELLOW  RED
ORANGE  GREEN  BLACK
BLUE  RED  PURPLE
GREEN  BLUE  ORANGE

Left - Right Conflict
Your right brain tries to say the colour but your left brain insists on reading the word
Homo Zappiens learns differently...

<table>
<thead>
<tr>
<th>Homo Zappiens</th>
<th>Homo Sapiens</th>
</tr>
</thead>
<tbody>
<tr>
<td>high speed</td>
<td>conventional speed</td>
</tr>
<tr>
<td>multi tasking</td>
<td>mono tasking</td>
</tr>
<tr>
<td>non linear approaches</td>
<td>linear approaches</td>
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<tr>
<td>iconic skills first</td>
<td>reading skills first</td>
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<tr>
<td>connected</td>
<td>stand alone</td>
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<tr>
<td>collaborative</td>
<td>competitive</td>
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<tr>
<td>learning by searching</td>
<td>learning by absorbing</td>
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<tr>
<td>learning by playing</td>
<td>separating learning and playing</td>
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<tr>
<td>learning by externalizing</td>
<td>learning by internalizing</td>
</tr>
<tr>
<td>fantasy</td>
<td>reality</td>
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</tbody>
</table>
Homo Zappiens Develops Meta Cognitive Skills

- Enquiry based approaches
- Networked learning
- Experiential learning
- Collaborative learning
- Active learning
- Self organisation
- Problem solving strategies
- Expliciting knowledge to others
Homo Zappiens’ Reference Framework

• Is digital and multimedia oriented

• Is menu, keywords, and tags oriented

• Relies on challenge, creativity, and self-esteem
For Homo Zappiens

- The Net is an extension of self
- Sharing is winning
- Profiling is expressing yourself
- Services are personalized
- Peers are your references
- You matter in an organization
YouTube: Winning by Sharing
Learning is the interactive process of searching for meaning

Knowledge is communication about meaning
Learning by aggregation

- Learning digitally is
  - aggregating distributed and discontinued information
  - stay current with peers in networks where each hold a part
  - sharing knowledge
  - prosumption
Content is for free

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Content is for free
VMware-Microsoft Battle Looming

Posted by kdawson on Monday February 26, @04:39AM
from the he-who-controls-the-Iron dept.

An anonymous reader writes

"On Monday VMWare will release a white paper detailing its concerns with license changes on Microsoft software that may limit the ability to move virtual-machine software around data centers to automate the management of computing work. Two choice quotes: "Microsoft is looking for any way it can to gain the upper hand," said Diane Greene, the president of VMware. And, "This seems to be a far more subtle, informed and polished form of competitive aggression than we've seen from Microsoft in the past," said Andrew I. Gavil, a law professor at Howard University. "And Microsoft has no obligation to facilitate a competitor."

> microsoft (tagging beta)

Read More...
Sharing content on the net

all your bookmarks in one place
bookmark things for yourself and friends
check out what other people are bookmarking

get started

hotlist

Tags
A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

tags to watch

family
Ancestry.com - Genealogy and Family History Records
Face recognition genealogy
parent hacks

crafts
DIY Jewel Case Frames: Wonderful Wall Art Faster than you can say Polar Bears!
craftgirl: Cheap screen printing tutorial
Pixelgirlshop Presents Fine Art & Handmade Goods

ruby
urtmark | urtmark
RubyForge

search
pcNames.com | Free Domain Search Engine
Buddit
Google
New Models for Content Development and Distribution
Innovating Learning at the Workplace

Digital Me
- Multiple Identity
- Ownership
- Self expression

Learning
- Active
- Informal
- Situated
- Producing
- Selfregulated

Content
- Aggregated
- Distributed
- Discontinued
- Collective
- Shared

Digital Us
- Fluidity
- The Net as Oxygen
- Peers as Reference
- Extension of Self

Company
- Innovation
- Creativity
- Productivity
- Sustainability

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Further Readings

www.amazon.co.uk
www.bol.com
Is there time left for questions?

w.veen@tudelft.nl