7th European Conference on e-Learning
Grecian Bay Hotel, Ayia Napa, Cyprus, 6 - 7 Nov. 2008

Dr. Antonio Cartelli – University of Cassino (Italy)
E-learning and E-Citizenship Between PKM and PST

University of Cyprus
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Knowledge Society

changes induced on subjects and society

New teaching-learning processes

e-learning

New meanings for citizenship
e-citizenship

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I.C.T. and education

education to technology

The first transformation is well described by Taylor’s metaphors: tutor, tool and tutee

education with technology

The second transformation has at least three reasons:

a) activity theory and information systems
b) Internet and the changes in the contexts of education
c) the spreading of e-learning and online learning

education within technology
Citizenship, born in modern history as opposite to the medieval subjection, is today related to subjects’ legitimate rights, more than to people’s responsibilities and duties.

New technologies changed people’s social life and gave them new instruments for expressing their will. Main effects of this new citizen-government relationship can be found in the targets to be hit by public administrations (Liikanen 2003). **E-citizenship** implies deeper changes in people and processes: people cannot wait for information given to them, they must use technology to find and manage information by themselves.

**Problems**

- Digital divide
- Digital generational gap
E-learning and E-Citizenship Between PKM and PST

Environmental changes influencing education - citizenship

More importance of informal technological contexts with respect to formal ones in people education & social life

subject

Need for new literacy and competences

Need for new skills and strategies
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**Personal Knowledge Management**

At UCLA, in the Anderson School of Management, and at Millikin University professors aimed at the creation of a program for their MBA students, to help them to face the information explosion that the Internet was producing.

**UCLA**
- searching/finding
- categorizing/classifying
- naming things/making distinctions
- evaluating/assessing
- integrating/relating

**Millikin**
- retrieving information
- evaluating information
- organizing information
- collaborating around information
- analyzing information
- presenting information
- securing information

Special tools are integral part of PKM. Several changes intervened in recent years to amplify the above set of skills. They are required today to exploit the new generation of “super-search engines”, to manage the new media, to access qualified information (less ranked by authorities, and more by crowds) etc.
Personal Strategic Thinking

The need for a PST definition lies on the reduced support to process management from PKM.

- **Strategic thinking** as an important element of strategic management (including strategic planning) looks useful for complementing PKM in helping people to adopt the right decisions, or to be successful in the solution of their problems and in the hitting of the predefined targets.

- The main difficulty in the definition of a **Personal Strategic Thinking** program is the personalization of the general laws concerning companies and corporate (Strategic thinking), or the extraction of the key principles to be adopted by subjects in the personal view of a strategic behavior.
### Attempt of a categorization for Personal Strategic Thinking

<table>
<thead>
<tr>
<th>Elements to be considered for strategic thinking</th>
<th>Company or corporate</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competencies and skills</td>
<td>Analysis of company’s strengths and weaknesses</td>
<td>Personal competences, know how</td>
</tr>
<tr>
<td>Products and Offerings</td>
<td>Portfolio of offerings, associated brands</td>
<td>Subject’s specialization and capabilities (e-portfolio)</td>
</tr>
<tr>
<td>Environment and Industry</td>
<td>Governmental/political environment, connection/dependence with others</td>
<td>Communities/Society the subject belongs to, behavioral/personal features, knowledge/communication features</td>
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<tr>
<td>Markets and Customers</td>
<td>Target customers. Strategies for customers’ needs</td>
<td>Knowledge sources/clients</td>
</tr>
<tr>
<td>Competitors and Substitutes</td>
<td>Comparing company strength/offerings with those by competitors</td>
<td>Internal and external sources and conflicting needs must be compared</td>
</tr>
<tr>
<td>Suppliers and Buyers</td>
<td>Companies supplying the corporate</td>
<td>Subjects’ specialization within the community and ability in supporting other people in the community</td>
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**Implementation of practices by means of IT and ICT as a tool for PKM and PST**

Most important features for the tool are:
- presence of an **on line information system** implementing the processes for the management of the information produced and managed by a group of persons in a given context,
- presence of **different functions and tasks** for the people accessing the information system (producers and consumers of information). Differently allowed people will access special areas of the system for the management of the information,
- **social networking communication tools** must be available (they can be opened to the information consumers): messaging, forums, chats and other tools, both for synchronous and asynchronous communication,
- **web areas for sharing texts, images and other documents** must be available to groups or subgroups of people working on the system (the information producers), and instruments for the collaborative analysis and development of documents must be present (instruments for cooperative learning)
Conclusion

The main ideas one can deduce are:
- knowledge phenomena in communities and organizations have deep side effects on subjects (tri-partition of knowledge construction and evolution),
- Management Information System (MIS) to be used for organizational knowledge management when well planned and made are tools for PKM,
- the “implementation of practices with the ICT” help subjects in the development of PST, and the information systems implementing the practices are the tools to be used to hit the target,
- a successful development of subjects’ PKM and PST lies on the interaction of knowledge phenomena involving subjects, communities and the whole society each other.