

PLATFORMIZATION AND  
EDUCATIONAL GOVERNANCE:  
INSIGHTS FROM OPEN EDUCATION  
(USAF, WITH DRAWINGS)  
TEL AMIEL  
UNIVERSITY OF BRASÍLIA

UNLESS OTHERWISE INDICATED, ALL CONTENT  
TEL AMIEL, AMIEL.NET.BR



DOWNLOAD  
SLIDES



UNESCO CHAIR  
OPEN EDUCATION  
AND TECHNOLOGIES  
FOR THE COMMON GOOD



OPEN EDUCATION

# OPEN EDUCATION

OPEN  
EDUCATIONAL  
PRACTICES

# OPEN EDUCATION

OPEN  
EDUCATIONAL  
PRACTICES

OPEN  
EDUCATIONAL  
RESOURCES

# OPEN EDUCATION

OPEN  
EDUCATIONAL  
PRACTICES

OPEN  
EDUCATIONAL  
RESOURCES

FREE  
LIBRE  
OPEN  
SOURCE  
SOFTWARE

# OPEN EDUCATION

OPEN  
EDUCATIONAL  
PRACTICES

OPEN  
EDUCATIONAL  
RESOURCES

FREE  
LIBRE  
OPEN  
SOURCE  
SOFTWARE

## DIGITAL RIGHTS

PLATFORMIZATION IS MAKING 'OPEN' DIFFICULT

WE CAN USE 'OPEN' TO CHANGE THIS



# INFRASTRUCTURE

DATA

SERVERS

CABLES



LMS      PLATFORMS      APPS  
SERVICES



INFRASTRUCTURE  
DATA      SERVERS      CABLES

FOCUS > GOOGLE (WORKSPACE) & MICROSOFT (365)

LMS      PLATFORMS      APPS  
SERVICES

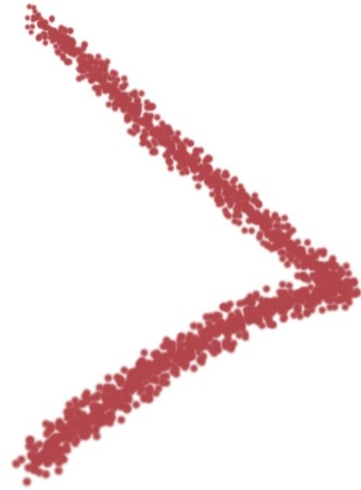


INFRASTRUCTURE

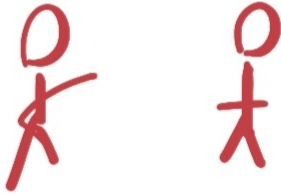
DATA      SERVERS      CABLES

BIG TECH (AMAZON, MICROSOFT, GOOGLE)

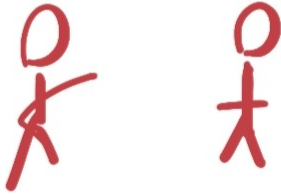
- LMS
- AUTHENTICATION
- INFORMATION  
SYSTEMS
- COMMUNICATION



PLATFORM



PLATFORM



P  
L  
A  
T  
F  
O  
R  
M

DATA

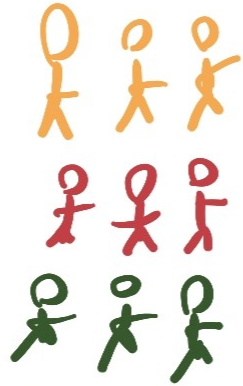
METADATA

BEHAVIOR

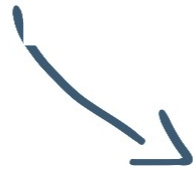
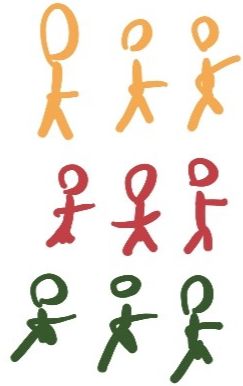
"FREE"



"FREE" →



"FREE" →

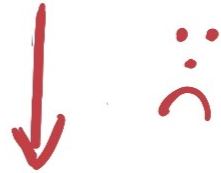
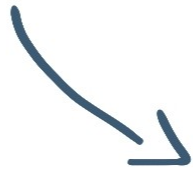
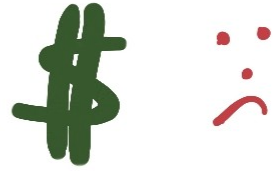
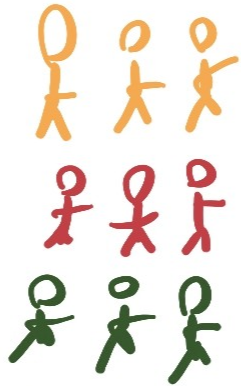


Storage  
Features

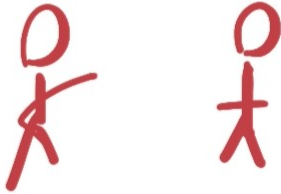




"FREE" →



Storage  
Features

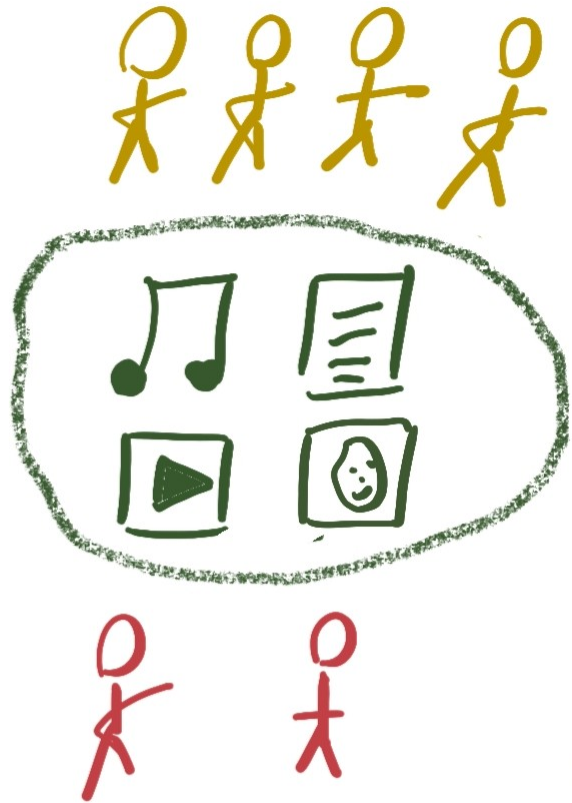


P  
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DATA

METADATA

BEHAVIOR



P  
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R  
M

DATA

METADATA

BEHAVIOR



PRODUCT  
IMPROVEMENT

FIDELITY  
LOCK-IN

MARKET

PROFILING  
PREDICTION  
ADVERTISING



$N = 646$

76 %

$G = 58\%$

$MS = 18\%$





$N = 1170$

59%

$G = 15\%$

$MS = 14\%$

HOW DOES THIS AFFECT  
PUBLIC EDUCATION  
GOVERNANCE?

institution



GOVERNMENT

BIG  
TECH

INSTITUTION  
(SECRETARIAT)

PRE-  
PLATFORM

GOVERNMENT



institution

PUBLIC

8/35/2013



COMMs

EMAIL

PUBLIC

8135/2013



COMM.

EMAIL

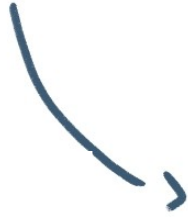
~~PUBLIC~~

9637/2018



GOVERNMENT

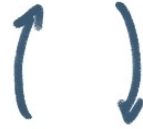
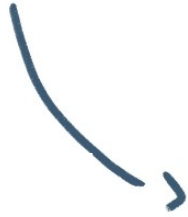
BIG  
TECH



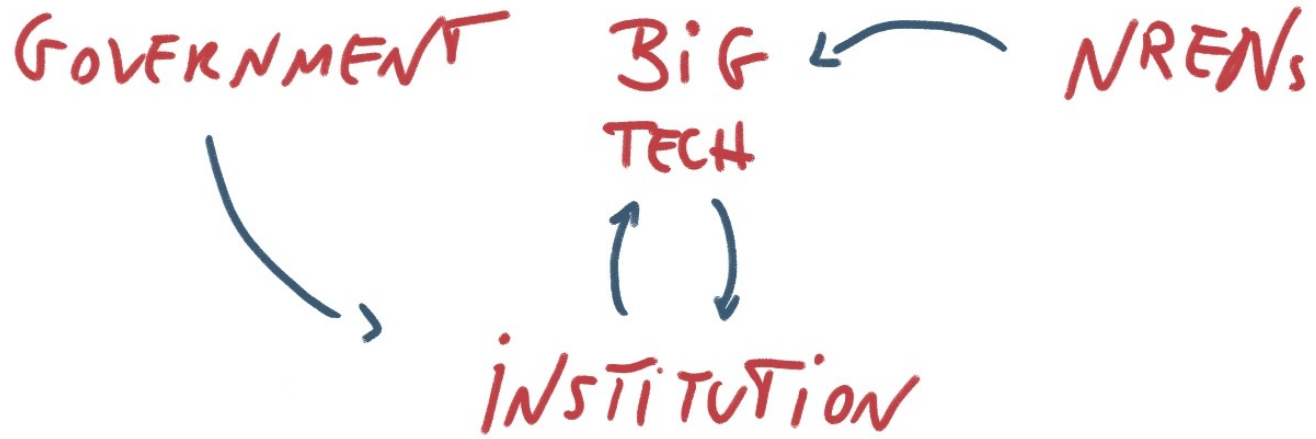
INSTITUTION

GOVERNMENT

BIG  
TECH



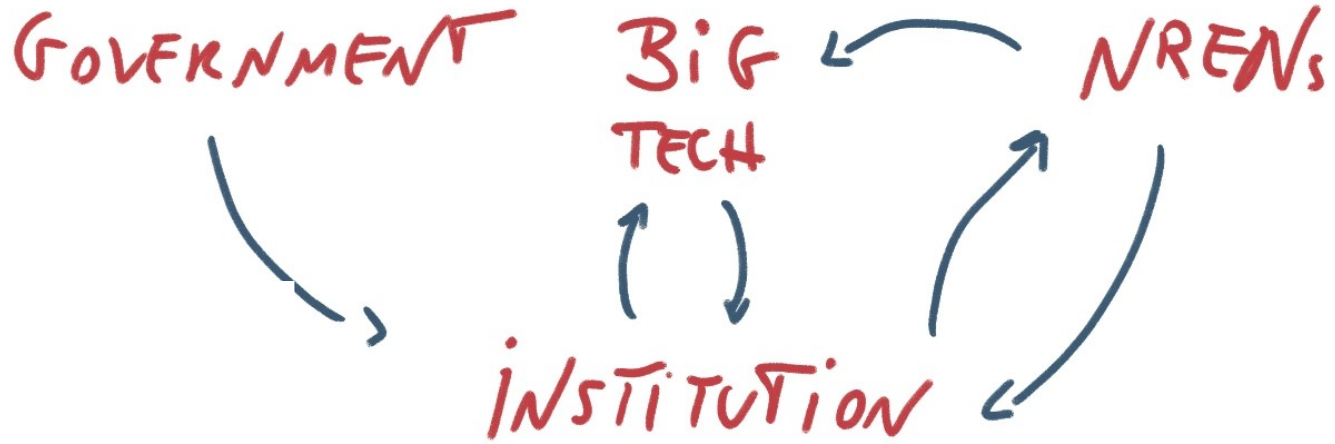
INSTITUTION

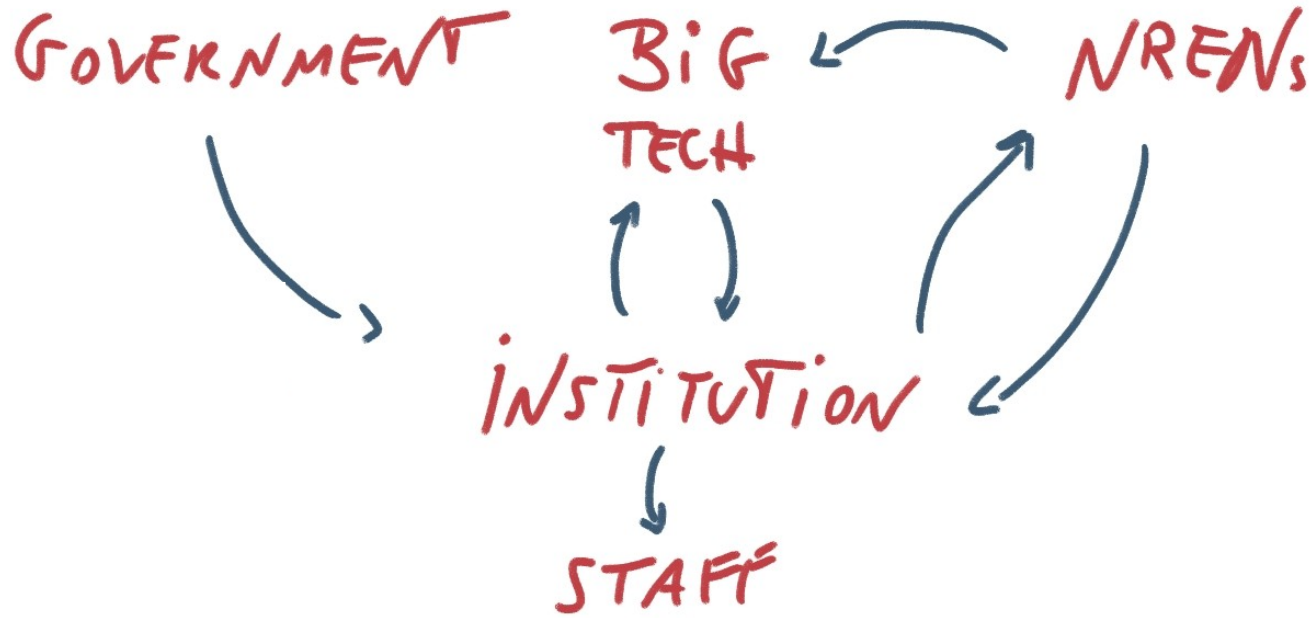


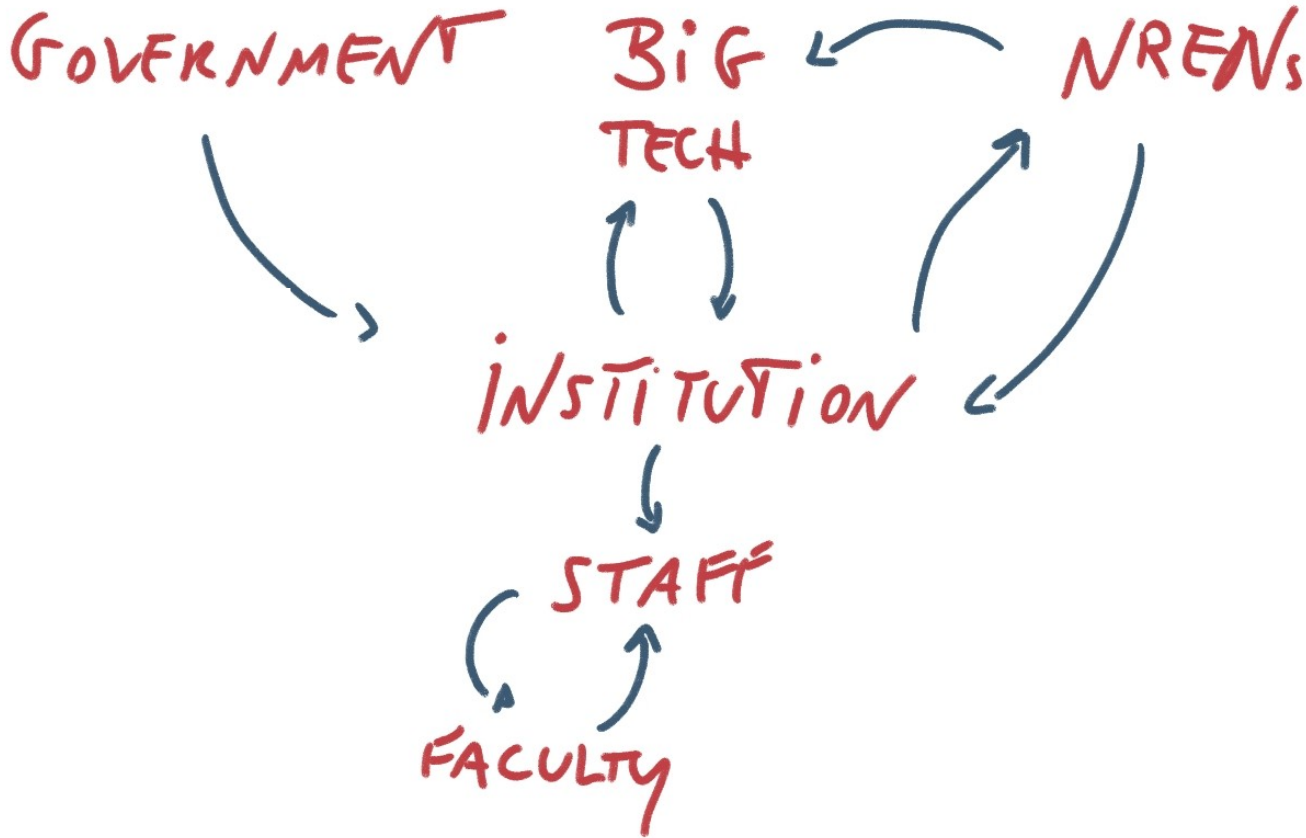
### **2.1.2 - Pela RNP**

- a) Divulgar os benefícios do Office 365 A1 Education, gratuito para entidades educacionais elegíveis, em conformidade com o disposto a seguir:
  - I. O uso do logo do produto “Office 365” da Microsoft poderá ser feito











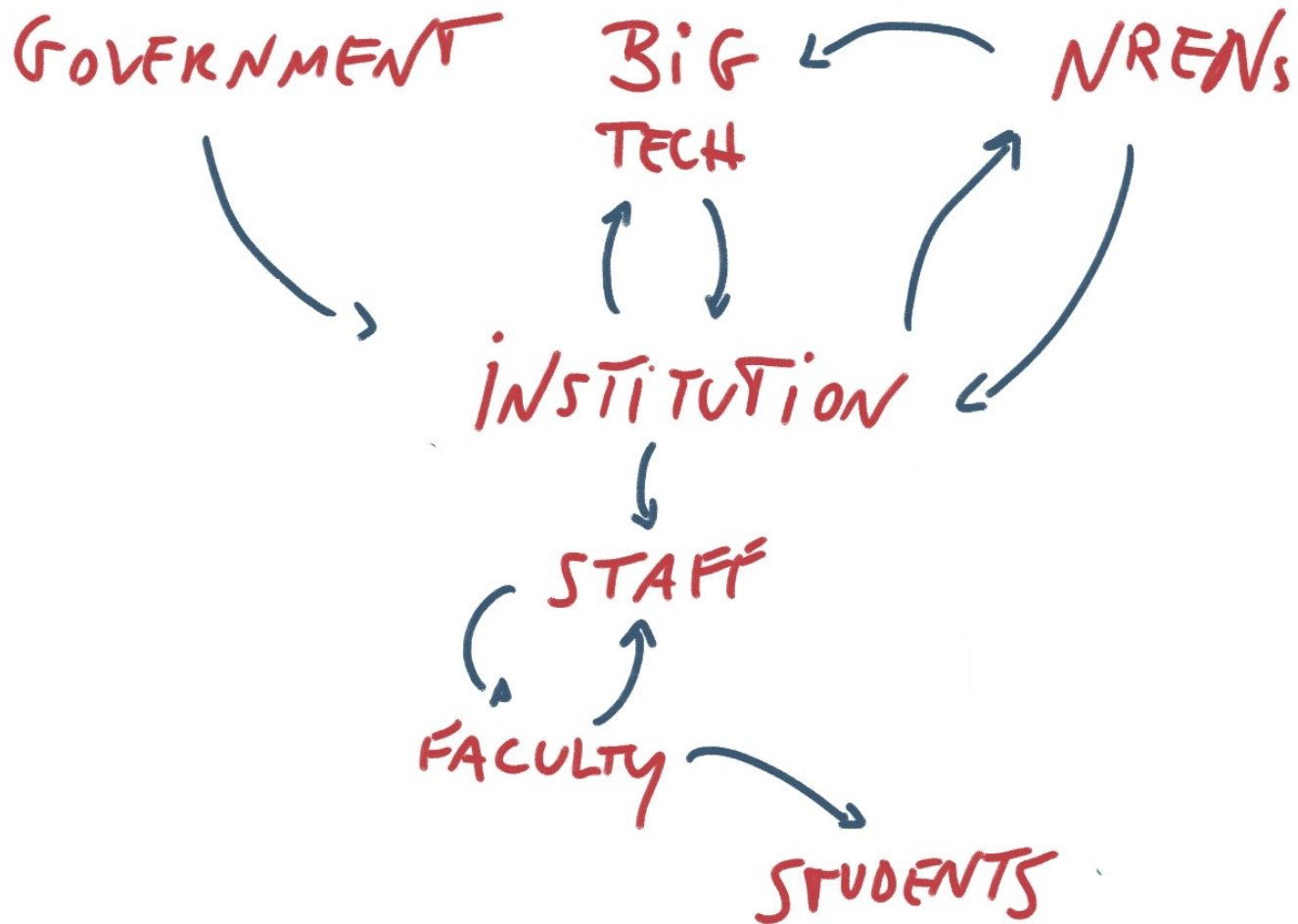
# Inscrições Abertas!

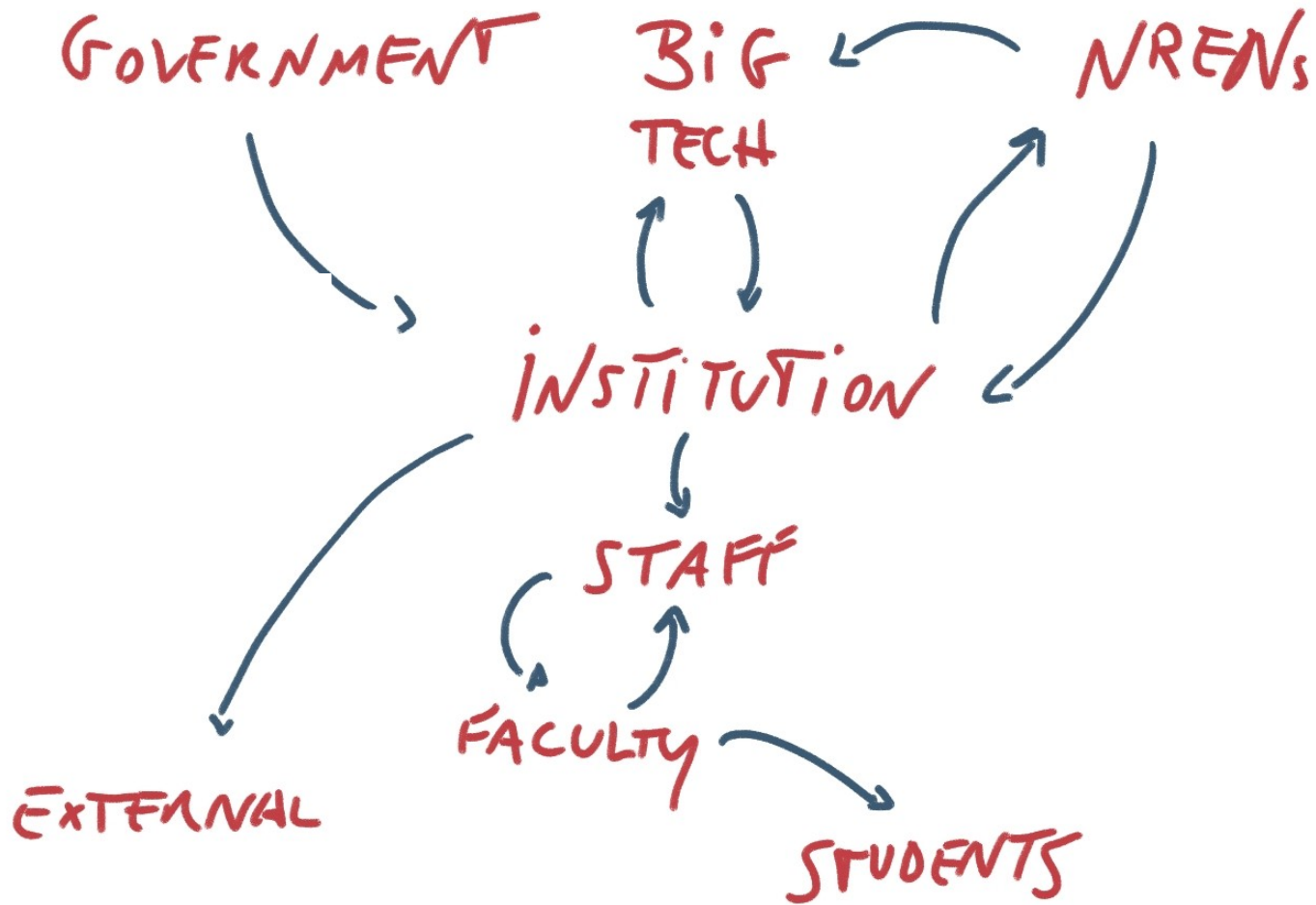
## Office 365 para Docência - 1º/2022

Período de Realização: 06 a 14/12/2021

Período de Inscrições: 01 a 23/11/2021

[www.capacitacao.unb.br](http://www.capacitacao.unb.br)





# Oficina

Google for Education para pais

Dia: 19/10/2017

1ª oficina: 16h30 às 18h

2ª oficina: 19h às 20h30

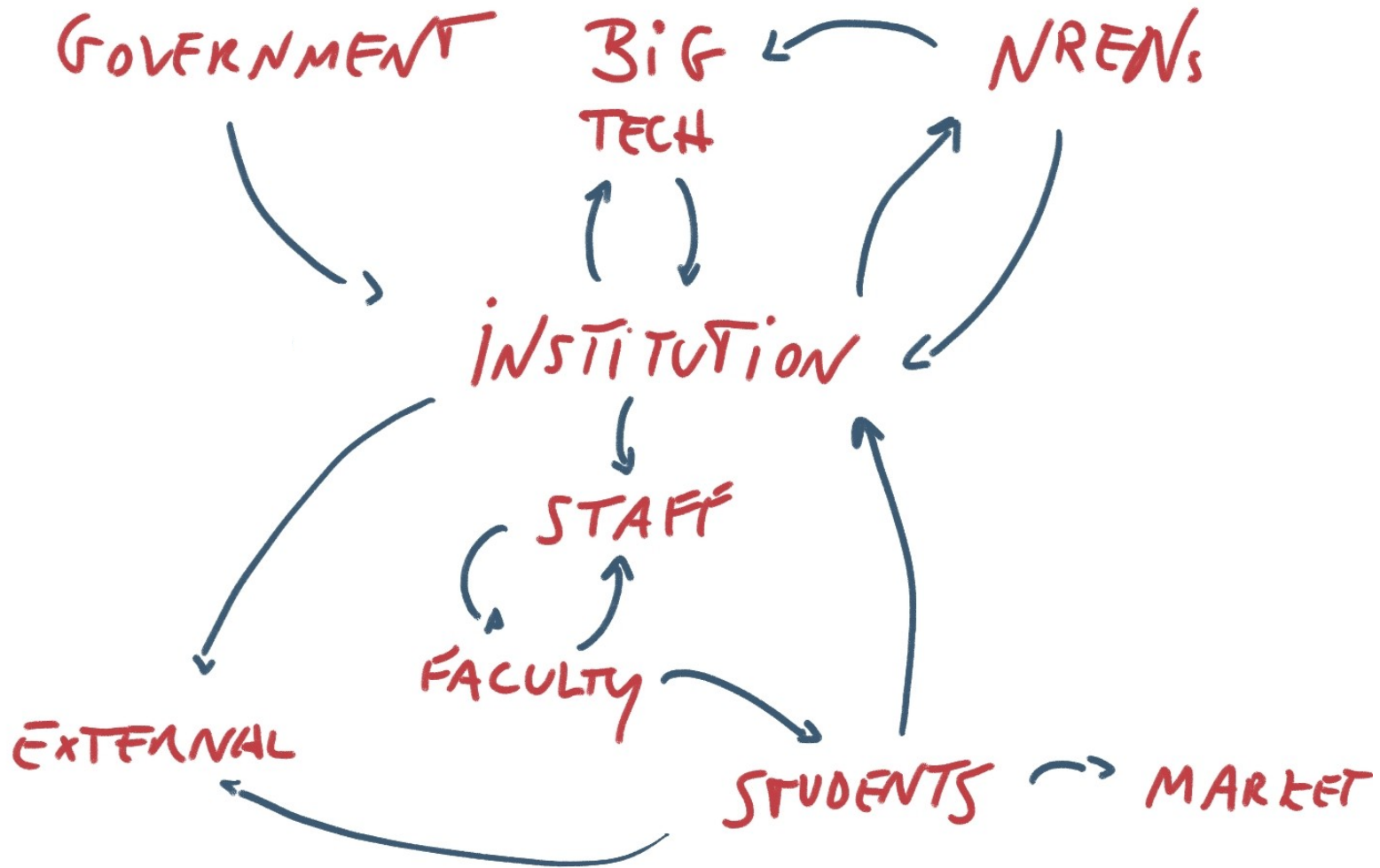
Local: Biblioteca do colégio

**Atenção!** É necessário que o responsável tenha uma conta de email Google (Gmail).

PARENTS

ACCOVNT

As inscrições devem ser feitas entre os dias  
03/10 e 10/10 no site do Colégio





NOT 'TOOL' BUT  
INTERMEDIARIES TO RIGHTS

SOME ROLES ARE REVERSED

NEW ROLES ARE CREATED

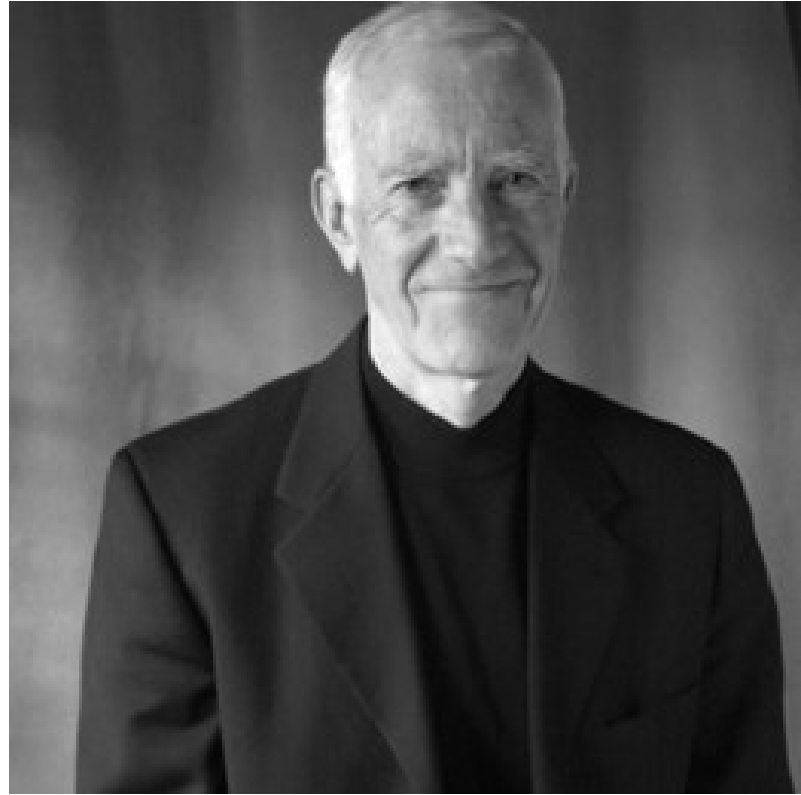
POWER RELATIONS DRASTICALLY CHANGE



TO EXTOL THE **CONSUMER** IS TO  
DENY THE **CITIZEN**

WHEN CONSUMERS BEGIN TO ACT, THE  
**FUNDAMENTAL DECISIONS HAVE**  
**ALREADY BEEN MADE**

(BORGMANN)

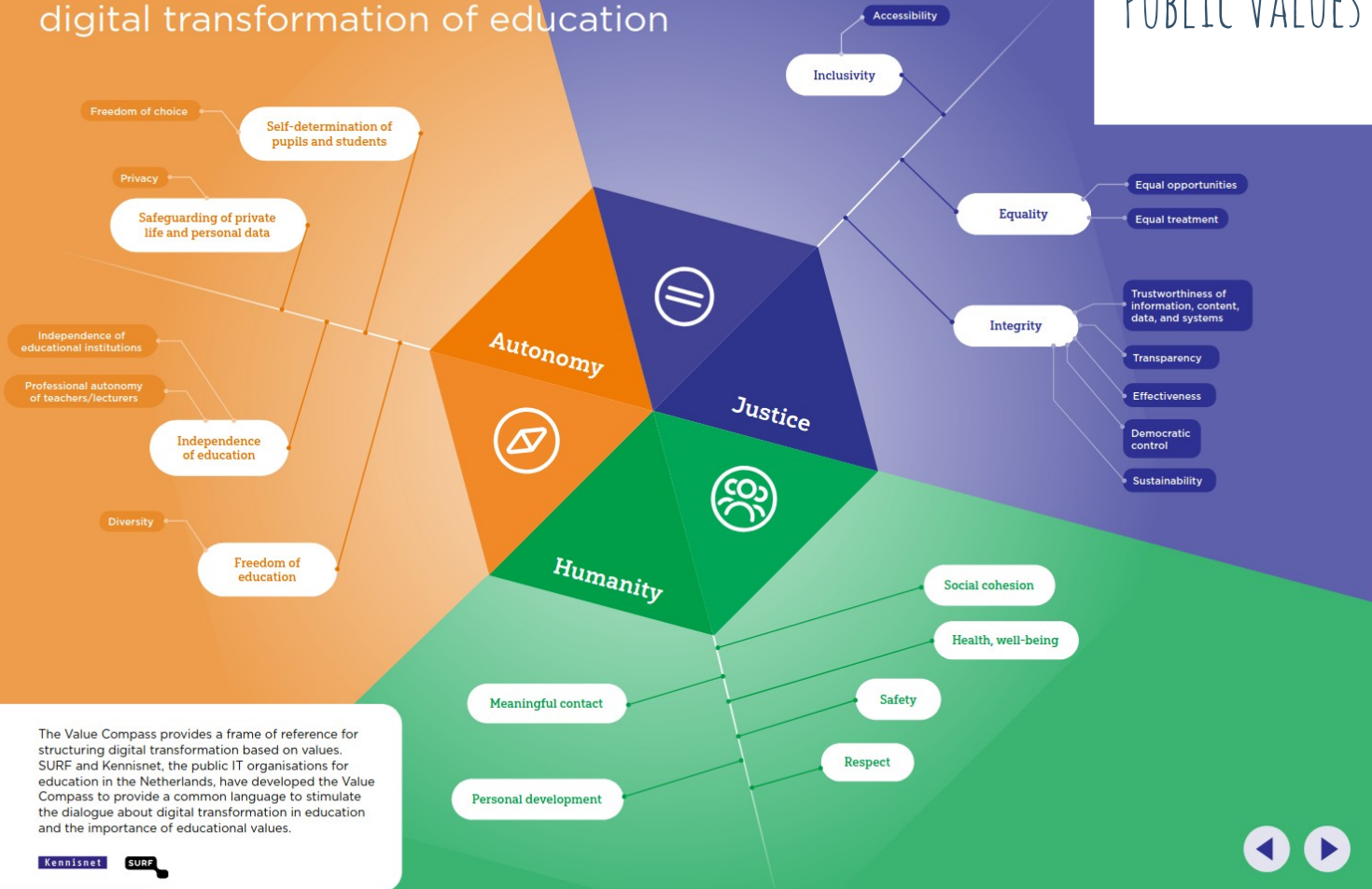


① Policy  
PLAN + PROTECT

STATE  
INSTITUTION

# Value Compass for digital transformation of education

# PUBLIC VALUES BASED PROCUREMENT



The Value Compass provides a frame of reference for structuring digital transformation based on values. SURF and Kennisnet, the public IT organisations for education in the Netherlands, have developed the Value Compass to provide a common language to stimulate the dialogue about digital transformation in education and the importance of educational values.

**Kennisnet** **SURF**



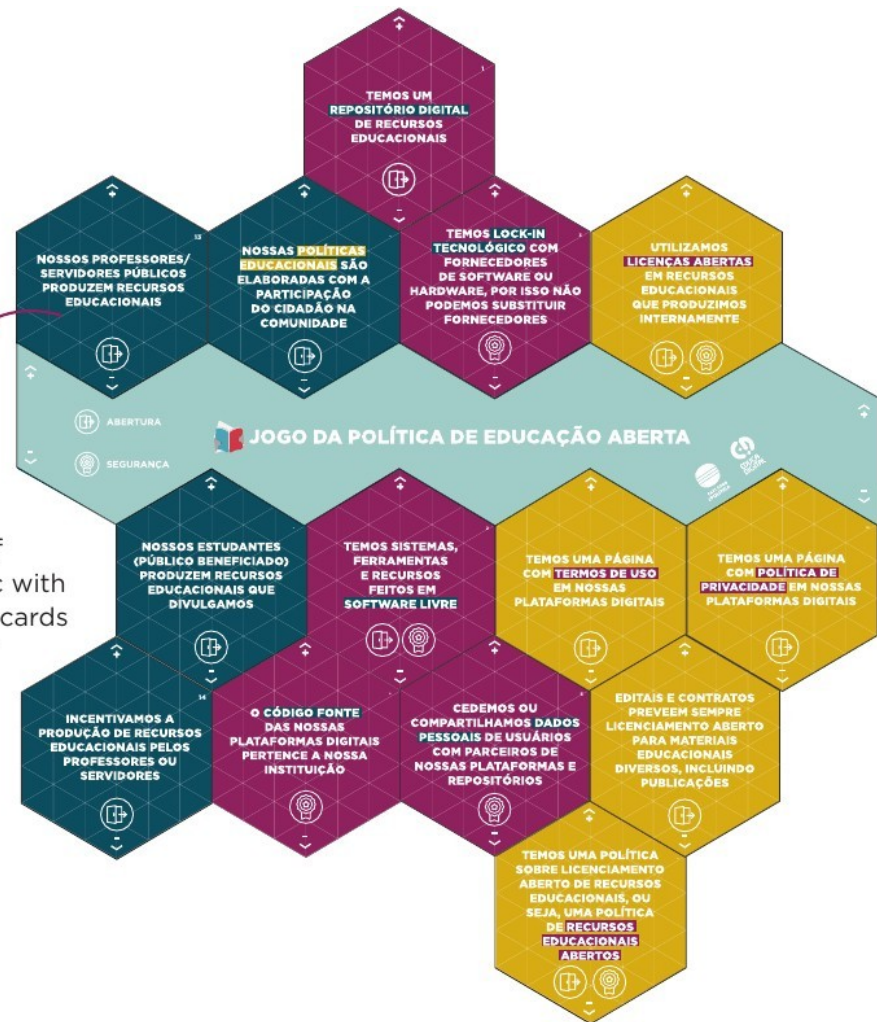


POLICY GAME

# OPEN EDUCATION



Example of infographic with diagnostic cards positioned



① Policy  
PLAN + PROTECT

STATE  
INSTITUTION

② COOPERATION  
COOPERATIVES

STATE  
INSTITUTION  
GROUPS

# Easy, safe, big.

Sciebo is a non-commercial cloud storage by universities for universities, where you can securely store your research, study and teaching data.

Features

FREE SOFTWARE, FEDERATED,  
BETER THAN PROPRIETARY





① Policy  
PLAN + PROTECT

STATE  
INSTITUTION

② COOPERATION  
COOPERATIVES

STATE  
INSTITUTION  
GROUPS

③ RESISTANCE  
STRATEGIES

TEACHERS  
STUDENTS  
STAFF

COLLECTIVE,  
NOT MARTYR



[Home](#) > [Supporters](#) > **Microsoft Corp.**

[Home](#) > [Supporters](#) > **Google**

[Home](#) > [Supporters](#) > **Facebook**

# Microsoft

# Google

# Facebook

**Last updated:** 2023-02-02

**Last updated:** 2023-02-06



TEACHING MEDIA LITERACY

USING **BIG TECH**

IS TEACHING

"RESPONSIBLE GAMBLING"

# Higher Education for Good

Teaching and Learning Futures



Edited by  
Laura Czerniewicz and Catherine Cronin



# 3RD UNESCO OER WORLD CONGRESS

OPEN SOLUTIONS AND AI  
FOR INCLUSIVE ACCESS TO KNOWLEDGE

NOVEMBER 18-19, 2024  
DUBAI, UAE



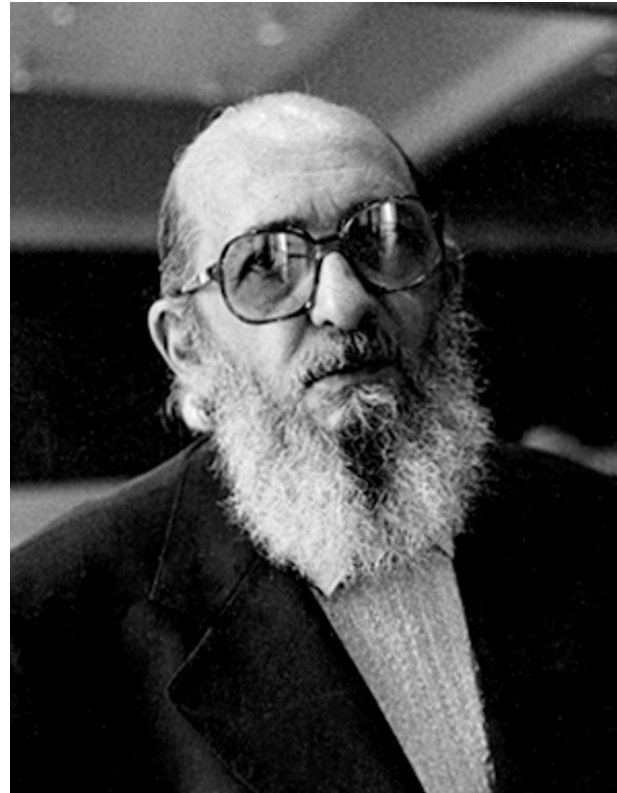
REGISTER :)





THE WORLD  
IS NOT

THE WORLD  
IS BECOMING





PERSONAL: AMIEL.NET.BR

CHAIR: CATEDRA.FE.UNB.BR

DATA: EDUCACAOVIGIADA.ORG.BR



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OPEN EDUCATION  
AND TECHNOLOGIES  
FOR THE COMMON GOOD

