

Lecture One



Trimester 2, 2017
Jason Harding (PhD)

Lecturer Jason Harding

Details

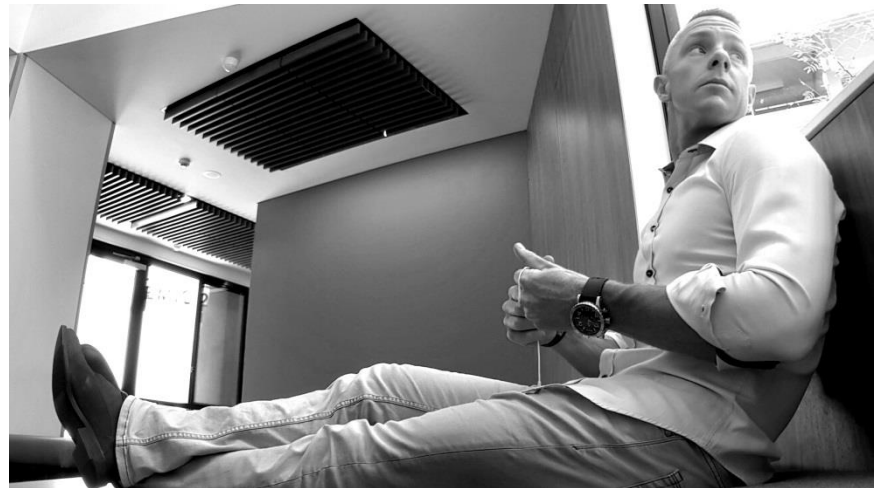
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Lecture One Outline

1. 1220hsl Focus (Number One - Official)
2. 1220hsl Focus (Number Two - Covert)
3. Technological Convergence
4. Is Google A Part Of Your Mind?
5. 1220hsl Assessment
6. www.1220hsl.com
7. Introducing Kevin Kelly
8. Write Me Something (AT1)
9. A Quick Story
10. One Final Question (Heading Towards Next Week)

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1220HSL Focus (Number One – Official)

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1220HSL is focused on how technology, humanity, and business. It is focused on how technology can be used to achieve specific business goals and can be easily be utilised in any business context.

There is a strong focus on developing your ability to generate effective and innovative solutions in your future career, however the course also focuses on developing student's abilities to succeed in university.

For example, although the course's conceptual content is focused on technology and this is important in today's rapidly changing and converged business environment, the theoretical and practical content is, for the most part, just the platform used to teach transferable knowledge and skills in three main areas ...

1220HSL Focus (Number One – Official)

1. *To be able to write well and get your point across clearly, succinctly, and convincingly*
'This Is Where I Stand'
2. *To be able to produce what you have proposed. Learn, adapt to, and utilize new technology, think outside the square, and be creative to solve problems*
'This Is My Website'
3. *To be able to pitch ideas effectively using oral communication . To deliver a powerful presentation*
'This Is What I Now Know'

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1220HSL Focus (Number Two – Covert)

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This course is focused on technology. It is focused on technologically driven shifts in industrial, cultural, and social paradigms, and the subsequent impact on humanity and business.

Over the first five weeks it will challenge you to take a stand on whether technology is *"an inherent component of human evolution"* (Kelly, 2005) or simply a slippery slope toward *"ubiquitous subservience to giant computers"* (Lanier, 2015).

I want you to think critically over this period. And get your head around some key concepts and the opinions of some key individuals.

1220HSL Focus (Number Two – Covert)

After that you will get a chance to shift how you are thinking and working on this course.

You will get a chance to plan and develop a live fully functional website for a business or an idea you may want to set up in the future. And I really do not care what the business or idea is – so long as it is yours – that it inspires you – that you have a passion for it – and in the words of Gallo (2014) that it, “*makes your heart sing*”.

If you can find a way to give this website assignment personal meaning and purpose you have half the battle won – It will not feel like ‘work’ or ‘study’ anymore. And we can help you here. In fact in a large part our job here is to simply help you define what inspires and drives you and then simply show you how to turn that into something tangible. This is a chance to be creative.

1220HSL Focus (Number Two – Covert)

At the end of this course I want you to look back over everything you have done and tell me what you now know. I will also ask you to tell me, from the bottom of your heart, why you think you are still breathing.

You will get just over seven minutes to stand up and put your ideas and reflections forward. This is public speaking. One of the most important skills you can possess.

This is a chance to tell a powerful story.

1220HSL Focus (Number Two – Covert)

This entire course is a chance to play with and show us ...

... who you are and what you stand for.

The value in this course lies in its focus on philosophy and the power of creativity and individualism.

... the value lies in its focus on you, who you are, your epic ideas, where you stand, and what is essentially your story.

1220HSL Focus (Number -Two Covert – Four Areas)

1. *Technology*
2. *Philosophy*
3. *Creativity*
4. *Individualism*

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Technological Convergence

Convergence

United from different directions

A **merger by groups** or tendencies that were **originally opposed** or very different

Technological Convergence

In **computing terms**, a converged environment is one in which a user can access a wide range of multimedia services using **any device and any type of network connection**

- Think internet access using a mobile ...
- Think television and news accessed via the internet ...
- Think phone calls via Skype ...
- Think emergency broadcasts via social media ...

Refers to previously separate technologies such as voice, data, and video that now share resources and interact with each other

This creates **new possibilities** (both personal and professional)

Technological Convergence

We are now surrounded by a multi-level convergent media world

The ways in which we communicate and seek information are reforming and adapting

This is **changing the way we create, consume, learn and interact** with each other

Technological Convergence

This is not just a technological shift or a technological process ...

It also includes **shifts within the industrial, cultural, and social paradigms**

We wanted this guys. We wholeheartedly subscribed to it

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Is Google A Part Of Your Mind?

Is Google A Part Of Your Mind?



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1220HSL Assessment

Assessment – Current Standpoint

Assignment One - 'Current Standpoint' – Online Quiz - 0% - You Will Do This In A Sec

- *Due Date: Week One (In Lecture) 2017*
- *Weighting: 0%*
- *Submission: Online (Online Quiz)*

Assignment One titled, 'Current Standpoint' is an online quiz that simply assesses your current knowledge, understanding, and personal standpoint on what technology is and what it means in a personal and professional context. This assignment simply challenges you to put your current tacit knowledge into words. It is both test and personal challenge. Just tell us what you think here. This assignment will be read but not marked. It is a chance to practice how you put your opinion forward with the written word. Your efforts here will assist you later in the course - in particular with the third assignment.

Assessment – Learned Standpoint

Assignment Two - 'Learned Standpoint' – Online Quiz - 10% - Due Week Four

- *Due Date: Week Four 2017 (In Workshops)*
- *Weighting: 10%*
- *Submission: Online (Online Quiz – Completed In Your Normal Workshops)*

Assignment Two titled, 'Learned Standpoint' is an online quiz that follows up from Assignment One and once again simply assesses your knowledge, understanding, and personal standpoint on what technology is and what it means in a personal and professional context. The only difference is this time around we are interested in what you have learned from the lectures and if any of it has altered your personal standpoint. This assignment will be marked. It is worth 10% of your final grade. And once again your efforts here will also assist you later in the course - in particular with the third assignment.

Assessment – This Is Where I Stand

Assignment Three - 'This Is Where I Stand' – Written Piece - 35% - Due Week Six

- *Due Date: Week Six (Sunday Midnight) 2017*
- *Word Count: 1500 words*
- *Weighting: 35%*
- *Submission: Online (Turnitin)*

The third assignment titled, 'This Is Where I Stand' is a short (1500 word) piece of writing that requires you to reflect on the advent and offering up of the Internet for mass public consumption, alongside society's ubiquitous subscription of the resultant technologically converged global village, and how it has forever altered the way humanity and business function. Think of this assignment as a chance to show off your newly educated perspective on technology and where you stand personally on that.

Assessment – My Website

Assignment Four - 'This Is My Website' – Live Website - 35% - Due Week Ten

- *Due Date: Week Ten (Sunday Midnight) 2017*
- *Weighting: 35%*
- *Submission: Online (provide tutor with administrative rights)*

Assignment Five, 'My Website', requires the development of a website, based on a business idea that you are passionate about. It designates a defined shift in the course from a focus on the philosophical to the practical.

The biggest question to ask yourself prior to submitting your website is, 'Would I (as a potential customer) be interested in booking or purchasing a product or service from this company's website?'

Assessment – This Is What I Now Know

Assignment Five - 'This Is What I Now Know' – Presentation - 20% - Due Week Twelve

- *Due Date: Week Twelve (In Lecture And Workshops) 2017*
- *Presentation Length: 7.5 minutes*
- *Weighting: 20%*
- *Submission: Face to face presentation (in workshop)*

The assignment titled, 'This Is What I Now Know', is another defined shift in the course from a focus on the practical to critical reflection and public speaking. It directly targets your ability to speak in public and get your ideas across in a powerful and engaging manner.

This assignment requires you to deliver a presentation focusing on the following five areas:

1. Who you are. 2. Your learned standpoint on technology. 3. Your business idea. 4. Your website. 5. What you have learnt. You will only have 7.5 minutes to speak and get all your ideas across.

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**Introducing
Kevin Kelly**

Introducing Kevin Kelly



Kevin Kelly: Technology's epic story.

In this wide-ranging, thought-provoking talk, Kevin Kelly muses on what technology means in our lives - from its impact at the personal level to its place in the cosmos (www.ted.com).

[Click To Watch](#)

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Write Me Something

Write Me Something

... guys this is your first assignment ...

what does technology mean to you ...

I will give you 3 minutes ...

9

A Quick Story

A Quick Story



A Quick Story

There was this lady that lived near us for ages. And I used to interact with her regularly - usually running back from the surf. When she moved away she gave me some seeds which I planted in a terracotta pot once owned by my Nana. This sunflower was the result. Epic looking flower. Super bright. Like the smile on my daughter's face the moment she saw it had bloomed. But it had the opposite effect on me. For when I spotted it early the same morning I suddenly realised that I didn't even know the lady's name. It has been said that there are two very different ways in which we see people: as a 'you' and as an 'it' (Martin Buber's theory cited by Patrick Stokes in New Philosopher Magazine @newphilosophermagazine Issue 2 2013, p.23). And what I realised this one particular morning was that this lady was just an 'it' to me. A simple object that I navigated around and dealt with in a base-level, pre-programmed, and mechanical fashion. Whenever I said 'Hi' to this lady it was "more for the sake of form than feeling" (Stokes, 2013 again). A heartbreaking look into the mirror. Which left me wondering why she would bother giving someone like me a handful of sunflower seeds.

*In my opinion this type of situation is amplified once online guys.
In that context I want to ask you, "do you exist online, is it real to you, do you think it lacks something"?*

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One Final Question

One Final Question

... could you give me a decent academic argument for how internet-based technological convergence has forever changed business ...

"Its 2015. Uber, the world's largest taxi company owns no vehicles. Facebook, the worlds most popular media owner creates no content. Alibaba, the most valuable retailer has no inventory. Airbnb, the world's largest accommodation provider owns no real estate"

Next week I will introduce you to two influential figures, Philip Evans and Don Tapscott ...