ICT for Education in the Arab World: Opportunities and Challenges

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7. Arab mobile content and applications in relation with the areas of Education, Culture and Science (ALECSO APPs)
1- ALECSO Organization

- The Arab League Educational, Cultural and Scientific Organization (ALECSO) is an institution of the Arab League, founded in 1975 and headquartered in Tunis.
- ALECSO works to coordinate and promote educational, cultural and scientific activities in the Arab world.
- A "Plan for the Development of Education in the Arab Countries" (2008-2018) is being implemented by ALECSO.
- The implementation plan aims at systematically developing the Arab educational system, in particular, through the effective use of ICTs in education.
1- ALECSO Organization

- Four Departments: Education, Sciences, Culture and ICT.
- The ICT Department in the ALECSO organization strives to well define innovative and emerging issues, according to which, several plans and projects are being conducted, aiming to contribute in the modernization and the development of the educational Arab system.
2- ICT Department

– The ALECSO ICT Department fulfils two main missions:

   (1) providing ICT services within the organization (soft and hard)
   (2) proposing and conducting ICT projects in relation with the topics of Education, Sciences and Culture.

– The ICT Department maintains cooperation and coordination with the Arab countries in the ICT field in order to guarantee easy flow and high efficiency of exchanged information and thus reaching an optimum enrichment of development.
2- ICT Department

- The ICT department has organized its advisory board meeting (24-26 March 2014) in order to present and discuss a set of innovative and emerging issues related to its new strategy, aiming to enhance the use of ICTs in the areas of Education, Culture and Science.
All the proposed projects were approved by the ALECSO execution Council and the ALECSO General congress held in Tunisia in May 2014:

- ALECSO APPs
- Arab OERs
- Arab MOOCs
- Cloud Computing services for education
- Promoting use of ICT in education for people with disabilities
Open Educational Resources (OER) promote the aims of the international statements:

- The Universal Declaration of Human Rights (Article 26.1), which states that: “Everyone has the right to education”;

- The 2003 UNESCO Recommendation concerning the Promotion and Use of Multilingualism and Universal Access to Cyberspace;

- Many existing Declarations and Guidelines on Open Educational Resources such as the 2007 Cape Town Open Education Declaration, the 2009 Dakar Declaration on Open Educational Resources and the 2011 Commonwealth of Learning and UNESCO Guidelines on Open Educational Resources in Higher Education;
The World OER Congress held at UNESCO PARIS, JUNE 20-22, 2012 (PARIS OER DECLARATION) recommends the following:

a. Foster awareness and use of OER.

b. Facilitate enabling environments for use of Information and Communications Technologies (ICT)

c. Reinforce the development of strategies and policies on OER

d. Promote the understanding and use of open licensing frameworks.

e. Support capacity building for the sustainable development of quality learning materials.
f. Foster strategic alliances for OER.

g. Encourage the development and adaptation of OER in a variety of languages and cultural contexts.

h. Encourage research on OER.

i. Facilitate finding, retrieving and sharing of OER.

j. Encourage the open licensing of educational materials produced with public funds.
The OER project aims to promote the use and development of OERs at a Pan-Arab level.

→ Promoting Arabic OERs and making their indexing, retrieving and accessing more easier for teachers and students.

The main expected outcomes from this project cover the following:

→ Offering a wider exchange and scope of Arab OERs;
→ Ensuring the community building of these exchanged educational resources across Arab countries;
→ Enhance the quality of developed OERs in Arab countries.
4- Arab Massive Open Online Courses MOOCs

Figure 1: Timeline of MOOC developments
Adapted from Yuan and Powell (2013)
MOOCs and Open Education: Implications for Higher Education (CETIS)
The MOOC project aims to develop Arab capacity and infrastructure in Massive Open Online Courses (MOOCs) at a Pan-Arab level.

→ Promoting the use and development of MOOCs in Arabic countries;
→ Offering a Pan-Arab MOOC delivery platform;
→ Developing capacities in the use and development of MOOCs in the Arab region;
→ Pilot the delivery of MOOCs in selected subjects.
Arabic MOOCs: Introduction to Arabic language for natives and non-natives speakers
5- Cloud Computing services for education

2013: Massive transformation in education

- Cloud computing
- Consumerization of IT
- Compute storage network
- Data explosion
- New social & app patterns
This project aims to make known the advantages and benefits of using Cloud Computing services in education in Arab countries.

→ Organizing a conference on using Cloud Computing Services in the education field and make its advantages and benefits known to different stakeholders in the educational institutions;
→ Preparing a specific guideline for the effective use of cloud computing in education for Arab countries, through the implementation of a cloud computing based educational platforms;
→ Preparing a comprehensive work plan containing all the required milestones in order to set up appropriate infrastructure allowing the use of Cloud Computing services in the Arab schools and universities;

→ Develop capacity in the use of Cloud Computing services in education in the Arab region.
6- Promoting ICT in education for people with disabilities

This project aims to develop public recognition and awareness on promoting ICT in education for people with disabilities in Arab countries.

- Capacity building for webmasters and developers on improving web sites accessibility;
- Translating the Web Content Accessibility Guidelines (WCAG 2.0) to Arabic;
- Translating the “Model Policy on Inclusive ICTs in Education” document to Arabic;
- Organizing a conference on ICT and Accessibility.
Web Content Accessibility Guidelines (WCAG) 2.0

Lead translating organization:
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النسخة الإضافية:
Dated URI of the original W3C document
MOBILE APPS SUCCESS STORIES
Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.

Instagram was created by Kevin and Mike, and launched in October 2010. The service rapidly gained popularity, with over 100 million active users as of April 2012.

The service was acquired by Facebook in April 2012 for approximately **US$1 billion** in cash and stock.
London student Nick D'Aloisio had a problem: He needed to study for exams efficiently, but too many websites just repeated the same information over and over. The solution was Summly, which D'Aloisio launched in 2012.

The app produces short summaries of news stories, designed to be read in full on a smartphone screen without a single scroll.

The app took off beyond the 17-year-old's wildest dreams, and less than a year after its release, Yahoo purchased the property and development rights for nearly $30 million.
In 2009, Chad Mureta was on his way home from attending an NBA game when he hit a deer with his car, resulting in a horrific car wreck that kept him in and out of the hospital for the next six weeks.

While there, Mureta read an article about mobile app millionaires. Looking at his mounting hospital bills and the iPhone 3G he'd purchased the day before the accident, he had an idea.

A few months later he launched his first app, Fingerprint Security Pro. The app became a bestseller and produced $700,000 in revenue.

Mureta was inspired. By 2012, the entrepreneur was running four app-development companies including App Empire, with more than 55 apps and 50 million downloads.
INTERNATIONAL CONTEXT AND ICT GLOBAL MARKET
The Global Mobile Market

- Around 3,000 Millions of Mobile Devices in 2013 and expected to exceed 5,500 Millions over 2017, 60% of these devices are Smart Phones;

- Around 102,000 Millions of downloads of Mobile apps in 2013 and expected to exceed 270,000 Millions over 2017;

→ A growing trend of developing mobile apps that are mainly stored and shared in Mobile Markets;

* Gartner
Smartphone Penetration in the Arab World

Compared penetration rate (2012)

• Study conducted over 40 countries by Google in 2012

• The #1 country worldwide in Smartphone penetration is the UAE with 62%

• Saudi Arabia: 60%

• Egypt: 26%, 2012

• Tunisia: 21%, December 2012

• In Egypt, Saudi Arabia and UAE, study found that 29%, 60% and 64% of Respondents to the survey, respectively, access the internet on their smartphone at least once a day
Mobile Users and Apps Market
Mobile Applications (2012)

• Smartphone applications annual revenue in 2011 totaled over 43 million USD in KSA, UAE and Jordan combined, and expecting to reach over 200 million USD by the year 2015.

• Arabic language applications are also on the rise, with over 46% of mobile users in Saudi Arabia market preferring Arabic, while browsing their smartphone.

• Main Smartphone Application language in KSA, UAE and Jordan is English, respectively, at 50%, 90% and 91.4%
The Arab region: Arab Mobile Markets and Applications are still considerably lower than expected (from both quantity and quality point of views), especially in the fields of Education, Culture and Science (although the spreading out of Mobile devices); *Gartner*
ALECSO APPS PROJECT
ALECSO APPs Project

The ALECSO APPs project is a threefold beneficial project aiming to promote and develop mobile applications in the Arab countries in the areas of education, culture and science;

→ Creating a Pan-Arab web-based repository for mobile applications (AlecsoApps Store);
→ Developing a specific editor (AlecsoApps Editor) allowing the intuitive build of Arabic mobile applications for non-technical end-users;
→ Organizing an Arab competition (AlecsoApps Award) with precious awards to encourage Arab developers to innovate and create mobile applications and populate the ALECSO APPs store.
AMECSO Apps project:

• Introducing new traditions for developing and using Arab Mobile Applications within a central Arab Mobile Market for all Arab countries;

• Providing a technical and formal framework for Arab developers and users of Mobile Applications;

• Giving the opportunity for Arab young Developers to submit their applications without any barriers (financial or procedural) and to innovate and excel;

• Boosting the Arab industry of Mobile Applications (especially in the fields of Education, Culture and Science).
COMPONENTS

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جائزة الألكسو للتطبيقات الجوالة

جوائز بقيمة 50000$

مسابقة كبيرة تتضمن أفضل تطبيقات عربية

في مجالات التربية والتعليم وعلوم الألغام التعليمية

شارك الآن
أنشئ تطبيقك الجوّال في 4 خطوات

خلال بضع دقائق فقط يمكنك إنتاج تطبيق هاتف ذكي أو لوحة رقمية داعمة للنطاقات أندرويد أو ويندوز.
ALECSOAPPS EDITOR : STEP 1
منهجية الألكسو لانتاج التطبيقات الجواله

قم باختيار الألوان

- عنوان
- عنوان ثالثي (الخلفي)
- رابط
- رابط (الخلفي)
- الخلفي (الخلفي)
- فقرة (الخلفي)
- تعليق (الخلفي)
- المحتوى
- المحتوى الثانوي (الخلفي)
- المحتوى الثاني (الخلفي)
ALECSOAPPS EDITOR : STEP 3
ALECSOAPPS EDITOR : STEP 4
THANKS FOR YOUR ATTENTION