

Rethinking Learning, Inquiry and Knowledge in the Big Data Age



The Department of Humanities (ENSA College, Oujda), the Laboratory of Applied Communication (FLSH College, Oujda), the CRMEF (Teaching Center, Oujda) and the Cultural Studies Unit (CERHSO, Oujda)

ORGANIZE AN

International Conference on

Rethinking Learning, Inquiry and Knowledge in the Big Data Age

Thursday, April 25th, 2019, starting 9 am

Venue: Main Conference Amphitheater, ENSA-O

Background

The era of big data (BD, for short) has a transformative impact on our learning, inquiry and knowledge. In other words, BD has emerged as a paradigm where human cognitive capacities and abilities are in front of large data whose size, complexity and velocity go beyond them. To this effect, such high BD dimensionality introduced unique challenges to our real world.

To start with, learning is nowadays customized by BD parameters. This buzz word and concept constitutes an opportunity for tailoring education to learners' needs and learning process. Besides, the heterogeneous nature of BD has made our learning and inquiry be cognitively open to deep applications. Inquiry in the BD age is mainly interdisciplinary: when working with data, there is a variety of differentiated skills being involved.

Deep learning is a specific subfield of machine learning: a new take on learning representations from data that puts an emphasis on learning successive *layers* of increasingly meaningful representations. The *deep* in *deep learning* isn't a reference to any kind of deeper understanding achieved by the approach; rather, it stands for this idea of successive layers of representations. How many layers contribute to a model of the data is called the *depth* of the model.

Knowledge has been affected directly in the BD age. Culture in itself has undergone alternation through life 1.0, 2.0, 3.0 and eventually 4.0. It was seen as simple and biological, but unable to redesign either its hardware or software. In 2.0 era, knowledge could redesign much of its software: cultural humans could learn complex new skills and update their worldview goals. In 3.0 epoch, life and knowledge turn more digital and technological. Today, factors of 4.0 will interrogate aspects of human learning, inquiry and knowledge.

The ongoing data revolution drives the establishment of new inquiry to understand the process of knowledge that has turned more *computationalized*. To this effect, research does, nowadays, acquire a poignant trend to fit how human (cultural) behavior.

On the other hand, some critics (such as Anderson, 2008) would provocatively claim the end of theory and of scientific knowledge due to the greater data availability and more accurate data.

The Organizing/Scientific Committee:

Prof. Elkouche Mohammed - University Mohamed I, Oujda, Morocco;

Prof. Ann Leake - Fulbright Fellow in Education, US Embassy, Oujda, Morocco;

Prof. Guanguami Mohammed - University Mohamed I, Oujda, Morocco;

Prof. Kharraki Abdennour - University Mohamed I, Oujda, Morocco;

Prof. El Boubebkri Abdellah - University Mohamed I, Oujda, Morocco;

Prof. Mrah Isam - CRMEF, Oujda, Morocco;

Prof. Tizaoui Hicham - CRMEF, Oujda, Morocco;

Prof. Zerriouh Mohammed - University Moulay Slimane, Bni Mellal, Morocco

THE CONFERENCE PROGRAM

8.45 – 9.15: Reception/Check-in

9.15 – 9.30: Opening Ceremony – Moderator: Guanguami Mohammed

- Prof. EL Hebil Farid – The ENSA Head;
- Prof. Belouali Saïda – The Head of Humanities Department at ENSA;
- Prof. Kharraki Abdennour – The Head of Applied Communication Lab at FLSH;
- Prof. Elkouche Mohamed – The Culture Studies Unit Coordinator at CERHSO;
- Prof. El Boubekri Abdellah – The Organizing Committee

9.30- 11.00: Plenary Session

Moderator: Kharraki Abdennour		
9.30 – 9.55	Prof. DELLAL Mohamed (Morocco)	Cyber Social Media and Human Rights Issues: Drawing the Line between Freedom of Expression and Public Order
9.55 – 10.20	Prof. Philip DIMOPOULOS (Canada)	Risk Management and Big Data in the Realm of Public Administration Institutions
10.20 – 10. 45	Prof. David ROMANO (Univ. Wisconsin, USA)	Big Data, Time, and the Vanishing Chicken: Hope for an Antidote to, and Insight into, Human Cognitive Architecture <i>(Video Recorded)</i>
15 min	Discussion	

11.00 – 11.20: Tea/Coffee Break

Morning Concurrent Panels

<p style="text-align: center;">Rethinking Intercultural Communication in the Digital Era</p> <p style="text-align: center;">Moderator: Ann Leake</p> <p style="text-align: center;">Reporter: A</p> <p style="text-align: center;">Location: Amphitheater</p>		
11.20 - 11.35	ELBOUBEKRI Abdellah (Mohamed I Univ., Oujda)	Promoting Intercultural Education through Online International Collaborative Learning (COIL)
11.35 - 11.50	BELKBIR Riham (Sidi Mohamed Ben Abdellah Univ., Fez)	ICT Tools to Improve the Quality of Intercultural Communication in Moroccan Classes of English
11.50 - 12.05	ELHAJ Bouazza (Abdelamek Saadi Univ.)	Toward a Conceptualization of Intercultural Communication
12.05 - 12.20	AMZAOUROU Oulaid (ENS, Moulay Ismail Univ.)	Investigating the Cross-Cultural Dimensions of Educational Web 2.0 Acceptance: The Case of Moroccan and American Students
12.20 - 12.35	CHAARA Mostafa (Mohamed I Univ., Oujda)	The Intercultural Approach to Language Education: Maintaining Learners' Social Identity in the Big Data Age
15 min	Discussion	

<p style="text-align: center;">Rethinking Teaching/Learning Knowledge in the ICT Age</p> <p style="text-align: center;">Moderator: Lamjahdi Ahlam</p> <p style="text-align: center;">Reporter: B</p> <p style="text-align: center;">Location: Room X</p>		
11.20 - 11.35	DERRAZ Naoual (Mohamed I Univ., Oujda)	Teachers and Learners New Roles Within ICTs
11.35 - 11.50	MOUSAOUI Oussama (Sidi Mohamed Ben Abdellah Univ., Fez)	The Flipped Classroom Model and the University Students' Classroom Engagement
11.50 - 12.05	IMOURI Elmoustapha (Mohamed V Univ.)	Blockchain Technology in Education
12.05 - 12.20	BENFILALI Ismail (Sidi Mohamed Ben Abdellah Univ., Fez)	ICT in Education: A Scope for Enhancing the Quality and Productivity of Teaching and Learning
12.20 - 12.35	ZERIOUH Mohammed & ACHAMRAH Mohamed (Sultan Mly. Sliman & Mohamed V Univ.s)	Toward a Strategic Approach to ICT Implementation in Moroccan Universities: The Case of <i>Moulay Ismail Univ.</i>
15 min	Discussion	

Afternoon Concurrent Panels

Beyond Communication and Open Data		
Moderator: El Kouche Mohamed		
Reporter: C		
Location: Amphitheater		
1.00 - 1.15	AKKAOUI EL Hachmi (Mohamed I Univ.)	The Ecstasy of Communication and the Changing Sociability Patterns
1.15 - 1.30	OUBAHA Driss (ENS, Abdelamek Saadi Univ.)	The Effects of Social Networks on Face to Face Communication in Morocco
1.30 - 1.45	EL AMRANI Fatima Zahra (Sidi Mohamed Ben Abdellah Univ., Fez)	Beyond Open Data: The Changing Face of Language Learning and Teaching in Moroccan Higher Education
1.45. - 2.00	Lamjahdi Ahlam (Mohamed V Univ.)	The Use of Web 2.0 Tools: A central Issue for Teachers in the 21 st Century
15 min	Discussion	

Inquiries in Identity, Media Literacy and Education		
Moderator: El Boubekri Abdellah		
Reporter: D		
Location: Room X		
1.00 - 1.15	AITHATTANI Hanae, KHOUMSSI Khaoula & TAHIRI JOUTI Hiba (Sidi Mohamed Ben Abdellah Univ., Fez)	Teaching Media Literacy in the Millennial Era: Implications and Challenges
1.15 - 1.30	BAOUCH Farah (Hassan II, Ben M'sik Univ.)	The New Digital Community Virtualizing Moroccan
1.30 - 1.45	KHOUMICH Abderrahim (Moulay Ismail Univ.)	Students' Attitudes towards Open Education in a Digital Era
15 min	Discussion	

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Lunch
