Publishing & Education Paradigm in the Digital Era

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There is a great privilege to have the chance to share some ideas on this very exiting subject: the New Paradigm of Learning and Education in the Digital Age.
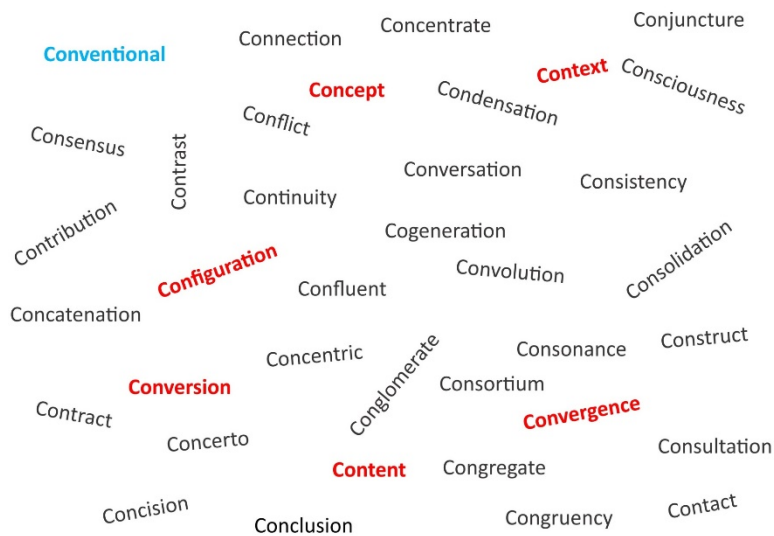
You may ask a very legitimate question: what do have in common these two figures? First image, of course, represents Leonardo Da Vinci, as he drew himself in a famous self-portrait. In the second image is another Leonardo, a very contemporary one, but nearly unknown. This is Leonardo, the *Leonardo Leopard*, the mascot of an educational book series for very young readers, designed and marketed by Integral Publishers.

The two Leonardos – the Inventor and the Toy – are the symbols of the same syntagm: Learning is a Game. Publishing is a Game.

Knowledge is a Game too. You may find in the next picture some words / concepts that are frequently connected with *Knowledge*. And, because I started from the idea that Everything is a Game, I designed this image as a Game. I randomly selected the letter C and I searched for words starting with C and being connected with concept of Knowledge. I built a Knowledge Cloud of words. No particular reason to select the letter C, I am pretty sure we can get similar results using any other letter. It just happened like that.

The Knowledge Cloud (C-Based)

Conventional Connection Concentrate Conjuncture
Concept Context Consciousness
Consensus Conflict Condensation
Contrast Conversation Consistency
Continuity
Contribution Cogeneration Consolidation
Configuration Convolution
Confluent
Concatenation
Concentric Consonance Construct
Conversion Conglomerate Consortium
Contract Convergence
Concerto Consultation
Content Congregate
Concision Congruency Contact
Conclusion

As you can see, some worlds have a particular resonance / consonance with the concept of *Knowledge*. They are highlighted in red. We may discover they have a particular sense in defining the Publishing process. If we replace Publishing with Education, we may find no differences; the processes are so similar, that the words became inter-changeable.

There is dynamic shift from *Conventional* (the day before yesterday) to *Content* and *Configuration* (yesterday's kings), and moving further to *Contextualization*, *Conversion* and *Convergence* (this morning stars). Where are heading to? Here are some issues that may deserve some attention.

Publishing – Where we are

The Day Before:	Yesterday:	Today
• Conventional	• Content	• Concept
	• Configuration (Format)	• Content
		• Configuration (Format)
		• Context
		• Conversion
		• Convergence

Media Convergence. Usually, it is mostly considered the technological convergence, both in software convergence and hardware convergence, not forgetting the entrepreneurial convergence. I would pay more attention to the *Configuration / Format* convergence, regardless of device usage, *the social media as a convergent environment* and, last but least, *the contextualization as a form of convergency*. The final frontier looks to be *the self-generated content on cross / convergent media*.

In this case, the *future of publishing* may include, as a first step, some *Extended Format Augmented Reality* and *Virtual Reality Books*, driving fast though *Contextual Resources / Contextual Publishing*, to reach quite soon the *Artificial Intelligence Books / Resources* and *5G-Books* and *XG-Books*. What really is an *Artificial Intelligence Book* or a *5G Book*? What a *XG Book* should look like? These are questions to be answered. Maybe some of you have already the answers.

Future of Publishing

- Extended Format Augmented Reality and Virtual Reality Books
- Contextual Resources / Contextual Publishing
- Artificial Intelligence Books / Resources
- 5G-Books to XG-Books

These changes of the *Product* and of the *Process* may induce a change of the *Market* too. Probably the *Market* may shift to an *Environment*. *The New Publishing & Education Environment*.

Is *a One Customer Environment* (no longer a *Market*) too much? Or to little? Is anything we can handle? What about moving from *Customized Mass Content* to *Mass Customized Content*? Managing a *Cloud of Knowledge* vs. a *Cloud of Consumers*, we may generate a *Cloud of ProdUsers*. The concept of *ProdUser* was introduced by Axel Bruns, but the *ProdUser Cloud* is a little bit more.

This Education / Publishing cycle is – as everything else – nothing more than a spiral. Moving in space from a circle, we can draw a round learning stairway, the *Spiral of Learning*. From *Self-education* to *Self-Generated Assisted Self-Education* (passing through *Human Assisted Education – Computer Assisted Education – Knowledge Cloud Assisted Self-Education*). The circle seems to be closed. Again, what's next?

Intelligence Generation(s)

- Animal Intelligence (A1I)
- Human Intelligence (HI)
- Artificial Intelligence (AI)
- Hybrid Intelligence (HI)
- X-Breed Intelligence (XI)

It is all depending on the evolution of the *Intelligence*. The rest are only consequences. *Animal Intelligence – Human Intelligence – Artificial Intelligence*. We know more or less about them. What about the *Hybrid Intelligence*? With regards to the *X-Breed Intelligence*

there is very little knowledge about it. I have just invented this concept, special for this presentation. Maybe it is not such a stupid idea. We usually name X, *the unknown*. This is what we are talking about.

To make it even more complicated, we can consider transferring some concepts from Astrophysics and implementing them in the area or Knowledge, with particular focus on its arms, Publishing and Education. *Non-linear Knowledge*, *Worm-Hole Access to Knowledge*, *Dark Knowledge* and *MultiKnowledge* may be not empty speculative concepts, but ideas with practical applicability in a touchable future.

Concepts from Astrophysics to Publishing & Education

- Curved Space
- Worm Hole
- Dark Energy
- MultiVerse

- Non-linear Knowledge
- WH-Access to Knowledge
- Hidden Knowledge / The Dark Side of the Knowledge
- MultiKnowledge

Coming back to Earth, we have to face some demanding challenges: the very visible *5G Challenge* and, a little bit later, the *XG Challenge*, whatever may mean *X Generation* in this case. Some companies produce *Augmented Reality Books / Content* and or some kind of *Virtual Reality Books / Content*. Next on list, *Smart Books / Content, Artificial Intelligence Books / Content, 5G Books / Content, XG Books / Content* may be on your priority list.

Back on Earth

- 5G Challenge
- XG Challenge

  – Augmented Reality Books / Content
  – Virtual Reality Books / Content
  – Smart Books / Content
  – Artificial Intelligence Books / Content
  – 5G Books / Content
  – XG Books / Content

I would like to use this opportunity to address you a Call for Projects / Partnerships. We may need to work together to face this great challenge. The New Paradigm of Publishing & Education in the Digital Age offers us a huge opportunity. It is our chance to use it.

And, please do not forget. Learning is a Game. A Game of Knowledge. This is why, five years ago, Integral Publishers drafted its logo: The Game of Knowledge. This is the game we are in.