



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO Institute  
for Information Technologies  
in Education

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UNESCO Institute  
for Information  
Technologies  
in Education

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**Proactivity  
as an end and a means  
of MIL**





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## UNESCO IITE

UNESCO Institute for  
Information  
Technologies in  
Education (IITE) is  
**located in Moscow,**  
Russia

UNESCO **Category 1**  
Institute (since 1997)

**Mission** is to serve as a  
facilitator and enabler in  
promoting ICT for  
achieving **SDG #4**

**MIL** is one of the focuses  
of activities





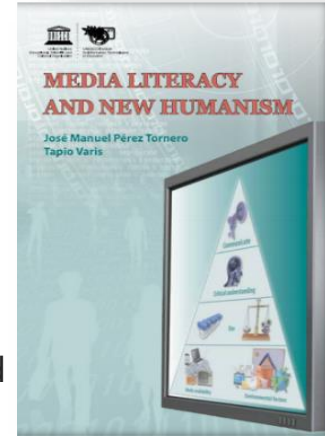
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## UNESCO IITE activities

1. **MIL-based professional development of teachers and educators**
  - Localization of the UNESCO MIL Curriculum for Teachers – series of round tables and meetings; publication of the Russian edition
  - Series of publication (in Russian and English)
  - Development of the mobile learning app on MIL (in Russian and English)
  
2. **Policy advocacy, sensitizing governments to the importance of MIL**
  - Organisation of and participation in MIL-related events in Russia and abroad





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**MIL:  
visions and  
grounds**

## UNESCO CI Sector

focus on the digital citizenship, preventing violent, promoting intercultural/interreligious dialogue, peace, equality, digital safety, etc.

**Shaping  
the values**

## UNESCO IITE

capacity building for teachers, students and others involved in education: proactive behavior in interaction with information and media

**Shaping new patterns  
of the behavior**

**Complementarity**





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## MI- Proactivity

### Proactivity is the ability:

- to **choose the model of behavior**, based primarily on your own will, interests, attitudes, beliefs and values (regardless of the situation or context)
- to **take responsibility** for your own **actions and decisions**, rather than looking for causes in outside circumstances or other people
- to be aware of the **existence of choices** and of **consequences** of actions and behavior
- to achieve **perceived goals** while ignoring non-thematic media messages or procedures

The more proactive we behave, the more we become a subject of relations, a **plenipotentiary actor** in the information and communication flow that surrounds us and increasingly permeates every aspects of our lives

# Proactivity vs Reactivity

REACTIVITY

vs

PROACTIVITY

Stimuli – response

stimuli – conscious choice – response

To be MI-proactive means:

- to interact with and to be a part of the media flow on **your own rules**, and not on someone else's rules
- to ensure that you can **autonomously shape** your life in a world of modern technology
- to **manage your attention** – the most valuable treasure and commodity nowadays

Reactive behavior:

- **immediate reaction** to stimulus (no "mediator" between the external world, affecting you, and your behavior)
- is **run by the signals** coming from outside and not by one's own deliberate reasons and motives



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## What does threaten our “media sovereignty”?

- Media are increasingly ubiquitous
- Personalization of digital services steadily expands
- Technologies are for the benefit of its creators/owners
- Attention is a scarce commodity (while we take it for granted)
- Technologies impose on us new habits

If this is **not recognized**,  
the effects that technology provokes  
threat our independence  
and force us to subservient to interests of others  
instead of performing our own tasks

Proactivity  
through and for  
MIL:  
why now?



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## Promoting MIL for Teaching and Learning in Digital Environment

### Our approach

“Standard” MIL competencies

+

Shaping proactive patterns of behavior

### Important themes

- digital services’ algorithms and interfaces
- attention management
- internal locus of control (limits of responsibility)
- thinking errors (cognitive errors, errors of emotion, perception, memory)
- consequences of communication





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