

CONCORSO PUBBLICO, PER ESAMI, FINALIZZATO ALLA COPERTURA DI N. 3 POSTI DI CATEGORIA D, POSIZIONE ECONOMICA D1, AREA TECNICA, TECNICO-SCIENTIFICA ED ELABORAZIONE DATI, PER LE ESIGENZE DEL CENTRO DI SERVIZIO DI ATENEO FEDERICA WEBLEARNING – CENTRO DI ATENEO PER L'INNOVAZIONE, LA SPERIMENTAZIONE E LA DIFFUSIONE DELLA DIDATTICA MULTIMEDIALE DELL'UNIVERSITÀ DEGLI STUDI DI NAPOLI FEDERICO II (COD. RIF. 1912), DI CUI N. 1 POSTO RISERVATO ALLE CATEGORIE DI CUI AL D.LGS. 15 MARZO 2010, N. 66, ARTT. 1014, COMMA1, LETT. A) E 678, COMMA 9, INDETTO CON DECRETO DEL DIRETTORE GENERALE N. 896 DEL 08.10.2019, PUBBLICATO SULLA GAZZETTA UFFICIALE IV SERIE SPECIALE – CONCORSI ED ESAMI N. 84 DEL 22.10.2019.

QUESITI NON ESTRATTI ALLA PROVA ORALE DELL'8 GIUGNO 2020 SUDDIVISI PER SCHEDA NON SORTEGGIATA

1. Con riferimento al sistema universitario italiano, il candidato analizzi il ruolo delle nuove tecnologie come driver di innovazione didattica;
2. Il candidato illustri quali sono gli aspetti salienti della fase di "analisi" del modello ADDIE;
3. Si descrivano le principali caratteristiche della piattaforma Edx 111 prospettiva comparata;
4. Si descriva qualche sistema multimediale per la realizzazione di ipertesti;
5. Leggere e tradurre da pagina 7, primo paragrafo del testo José Van Dijck, Thomas Poell and Martijn De Waal, *The platform society: Public values in a connective world*. Oxford University Press, 2018: "Since the onset of the platform in 2007, the "Airbnb experience" has quickly spread across the globe, where it is currently the market leader in online hospitality services, enabling people to lease or rent out their private spaces. With over 22,000 apartments and flats per year being advertised on the site, Amsterdam has become one of the popular destinations for Airbnb users in 2018. The upsides are clear. Citizens can earn a sizeable income by offering their private space to accommodate tourists, and tourism euros benefit the local economy. The city council has also been confronted with the downsides.' With popularity came irritation: besides garbage, noise, and rowdy tourists annoying individual citizens, the city was alarmed about safety issues. Private hosts quickly discovered Airbnb as the easiest and cheapest way to rent out their property year-round, triggering concerns of fairness and an uneven playing field for entrepreneurs in the hospitality sector. While hotels are strictly licensed with regard to safety concerns and contribute to local taxes, platforms like Airbnb defy any label that renders them part of the formal sector: they own no real estate and do not employ hotel staff, so they do not have to comply with the city's rules and regulations. The platform merely enables "hosts" and "guests" to connect online. Repeated requests from city managers to get access to Airbnb's host data, in order to enforce local regulations, were rejected on grounds~"

1. Il candidato esponga le specificità della policy inglese di didattica digitale rispetto al contesto internazionale.
2. Il candidato illustri il modello freemium nell'ambito della didattica a distanza, riportandone alcuni esempi.
3. Si descrivano le principali caratteristiche e finalità della piattaforma Class Central.
4. Si descrivano quali sono i possibili strumenti da utilizzare per la spedizione di un documento di ampie dimensioni via posta elettronica (ad esempio We Transfer, etc.);
5. Leggere e tradurre da pagina 16, primo paragrafo del testo José Van Dijck, Thomas Poell and Martijn De Waal, *The platform society: Public values in a connective world*. Oxford University Press, 2018: "information and reach substantial groups of users. As it stands now, there is no real public "space" inside the corporately run ecosystem. Infrastructural platforms have started to penetrate existing societal arrangements as the ecosystem is increasingly mingling with established institutional structures. To some extent, governments and public institutions, for their functioning, have all become predicated on the use of private online infrastructures—indeed, almost a turnaround from the industrial revolution of the nineteenth century when infrastructures still depended to a large extent on public investments. Some scholars have argued that the Big Five's infrastructural platforms function more or less as utilities or "superplatforms" because they provide crucial basic information services upon which other sectoral platforms can be stacked or built (Andersson-Schwarz 2017). Indeed, the exchange of goods, services, information, and communication is unthinkable without these platforms as mediators connecting them to users or customers. However, the core of infrastructural platforms is not impenetrable, and other platforms are not exactly "stacked on top" but rather interwoven with or integrated into these core platforms." In their insightful article, Plantin et al. (2016) raise the question of whether the central nodes operated and owned by a few "ecosystem-builders" should be considered platforms, infrastructures, or both. The quintessence of their argument is that all infrastructural services are becoming "platformized": while the major platforms are turning into infrastructures that are inherently essential." As they conclude, the Big Five platform owners have laid the foundation for a system that offers its users convenience in exchange for control over their data, to the extent that the "total infiltration of basic needs also imposes potentially dire political, environmental and ethical risks" (15). Infrastructural platforms can obtain unprecedented power because they are uniquely able to connect and combine data streams and fuse information and intelligence. SECTORAL PLATFORMS AND THEIR HYBRID ACTORS Besides infrastructural platforms, we can also distinguish sectoral platforms, which offer digital services for one specific sector, such as health, retail, or transportation. Some of the best-known sectoral platforms have no material assets, have no sector-specific employees, and offer no tangible products, content, or services: they are merely "connectors" between individual users and single providers. Airbnb serves "

1. Il candidato esponga le specificità della policy italiana di didattica digitale rispetto al contesto internazionale.

2. Il candidato illustri le potenzialità dell'uso dei MOOC ai fini dell'internazionalizzazione attraverso l'analisi di alcune esperienze concrete.

3. Si descrivano le modalità di apprendimento a distanza utilizzate dalla piattaforma Polimi Open Knowledge.

4. Illustra le caratteristiche principali di posta elettronica (es GMAIL, Outlook etc.);

5. Leggere e tradurre da pagina 13, primo paragrafo del testo José Van Dijck, Thomas Poe11 and Martijn De Waal, *The platform society: Public values in a connective world*. Oxford University Press, 2018: "many of them owned and operated by the Big Five; they form the heart of the ecosystem upon which many other platforms and apps can be built. They also serve as online gatekeepers through which data flows are managed, processed, stored, and channeled. Infrastructural services include search engines and browsers, data servers and cloud computing, email and instant messaging, social networking, advertising networks, app stores, payment systems, identification services, data analytics, video hosting, geospatial and navigation services, and a growing number of other services (see Figure 1.1). A second type are *sectoral platforms*, which serve a particular sector or niche, such as news, transportation, food, education, health, finance, or hospitality. We will return to them in a moment, after exploring the powerful position of the Big Five infrastructural platforms. Alphabet, the corporate umbrella for all Google services, offers a number of key facilities in the ecosystem: a search engine (Google Search), a mobile operating system (Android), a web browser (Chrome), a social network service (Google+), an app store (Google Play), payment services (Google Wallet, Android Pay), an advertising service program (AdSense), a video-sharing site (YouTube), and a geospatial information system (Google Maps, Google Earth). Perhaps just as important but much less visible are crucial services such as Google Cloud Platform, which encompasses fifty-three services, including Google Compute (Hardy 2016). Verily Life Sciences (formerly Google Life Sciences) became an independent subsidiary of Alphabet in 2015. More recently, Alphabet has invested substantially in artificial intelligence by purchasing the British company DeepMind and Sidewalk Labs, an organization to develop urban innovation infrastructure. Alphabet has also consolidated its hardware division by boosting distribution of its inexpensive laptop Chromebook, which has preinstalled Google software packages—everything from browsers and mail to specific apps. Next to Alphabet-Google, Facebook dominates data traffic as it controls 80% of the market for social networking services, reaching over two billion monthly users worldwide. Facebook acquired Instagram (in 2012) and WhatsApp (in 2014) because it broadened its original demographic and widened its app suite by adding platforms with appealing visual and messaging features. Together, Facebook and Google control more than 60% of online advertising—the dominant component of many Web-based business models." Facebook and Google also control a substantial share of online identification services (Facebook Login), an important entrance to many other services. Moreover, through its popular "family of mobile apps" (Facebook, Messenger, Instagram, and WhatsApp), Facebook has gained substantial control over people's personal information streams. Another major player in the ecosystem is Amazon, which vents out one of the world's biggest digital retail platforms, including its extensive logistic network for the distribution of physical goods. It also leads the market for cloud server space"

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