



Departamento de
Investigaciones
Educativas

16.º CONGRESO INTERNACIONAL

SOBRE REFORMAS EN LA EDUCACIÓN SUPERIOR

16th INTERNATIONAL CONFERENCE ON HIGHER EDUCATION REFORM

Sociedad digital y educación superior: impacto y consecuencias para las políticas

Digital Society and Higher Education: Impact and Consequences for Policy

Ciudad de México, del 11 al 13 de septiembre de 2019

Mexico City, September 11-13, 2019

Programa/Programme



Welcome



Dear Colleagues,

The Department of Educational Research of the Center for Research and Advanced Studies welcomes you to the 16th International Conference on Higher Education Reforms.

This series of conferences began in 2003, when, thanks to the initiative of our colleague Hans G. Schuetze, prominent academics from various parts of the world gathered at the Center for Policy Studies in Higher Education and Training at the University of British Columbia to discuss the policies and reforms that were ongoing in higher education of those years.

Since then, practically interrupted, the Conference has been held in various parts of the world. Ten years ago, the 9th Conference was held in Mexico City, in this same venue, so we are greatly satisfied to be hosts for the second time.

In the 16th Conference, we want to stimulate international research and reflection on the role of higher education in the digital society in order to provide a space for researchers, decision makers and leaders of higher education that allows us to broaden our understanding of impacts of technological transformation on higher education and its contributions to sustainable development and social justice.

We wish that your stay at the DIE, Cinvestav be stimulating and productive, and that the work of the 16th Conference be successful.

Best regards,
Germán Álvarez Mendiola
Conference Chair

Organizing Committee

Germán Álvarez-Mendiola. Conference Chair, Department of Educational Research, Center for Research and Advanced Studies

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Celso Garrido. Department of Economics, Universidad Autónoma Metropolitana, Azcapotzalco

Mitzi Morales-Montes. Faculty of Behavioral Sciences, Autonomous University of the State of Mexico

Miguel Alejandro González-Ledesma. Department of Educational Research, Center for Research and Advanced Studies

Miguel Ángel Casillas-Alvarado. Center for Research and Innovation in Higher Education, University of Veracruz

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Shinichi Yamamoto. Oberlin University, Tokyo, Japan

Pavel Zgaga. University of Ljubljana, Ljubljana, Slovenia

Wednesday, September 11, 2019

9:00 - 10:00 **Registration** - Julián Villarreal Auditorium

10:00 - 10:30 **Welcome and Opening Session** - Julián Villarreal Auditorium

Introduction to the 16th International Conference on Higher Education Reforms. Germán Álvarez-Mendiola, Conference Chair, Professor and Head of the Department of Educational Research, Center for Research and Advanced Studies, Mexico

Welcome to Center for Research and Advanced Studies. José Mustre de León, Professor and General Director of the Center for Research and Advanced Studies, Mexico

10:30 - 11:30 **Keynote Session 1** - Julián Villarreal Auditorium

Chair: Germán Álvarez-Mendiola

The Future of Knowing in Digital Times. Schools and Universities Facing the Challenges of Mobile Connectivity Media. Inés Dussel, Department of Educational Research, Center for Research and Advanced Studies, Mexico

11:30 - 12:00 **Coffee break**

12:00 - 13:30 **Paper Session 1** - Julián Villarreal Auditorium

Chair: Miguel Alejandro González-Ledesma

Digital Society and Higher Education: Impact and Challenges. Celso Garrido, Metropolitan Autonomous University, Azcapotzalco, Mexico City

Policies for Digital Society and Higher Education in Mexico. Germán Álvarez-Mendiola and Fanny Urrego-Cedillo, Department of Educational Research, Center for Research and Advanced Studies, Mexico City

Key Elements for ICT Integration in Higher Education Institutions in Mexico. Marina Kriscautzky-Laxague and Guillermo Rodríguez-Abitia, General Directorate of Computing, Information, and Communication Technologies, National Autonomous University of Mexico, Mexico City

The Era of the Specialized Application Software. Miguel Ángel Casillas-Alvarado and Alberto Ramírez-Martinell, Center of Research and Innovation on Higher Education, University of Veracruz, Xalapa, Veracruz, Mexico

Discussion

13:30 -15:00 **Lunch** (ticket included in registration fees)

15:00 - 16:00 **Plenary Session. Panel 1** - Julián Villarreal Auditorium

Chair: Judith Kalman

Digitalization of Higher Education - Possibilities, Practice and Policies. Hans G. Schuetze; Maria Slowey; German Álvarez-Mendiola; Shinichi Yamamoto, Muir Houston, and Carlos Ornelas

16:00 - 17:40 **Paper Session 2** - Julián Villarreal Auditorium

Chair: Miguel Ángel Casillas-Alvarado

Incorporation of Online Distance Education in a University with Face-to-Face Tradition. Manuel Moreno-Castañeda, Former Rector of Virtual University System of University of Guadalajara, Mexico

Functioning of Two Virtual Higher Education Institutions in Mexico. Different Institutional Logics, Different Results. Fátima Coiffier-López and Cynthia Zenteno-Bustamante, Department of Educational Research, Center for Research and Advanced Studies, Mexico City

Building Online or Hybrid Experiences in Higher Education. Eugenia Garduño, International Consultant, Mexico City, and Marc S. Schwartz, The University of Texas at Arlington, USA

Translational Research and Evidence-Based Education, Alternatives to Mobilize Knowledge in Higher Education. Melchor Sánchez-Mendiola, Graduate Studies Division of the Faculty of Medicine and Head of the Coordination of Educational Development and Curriculum Innovation of the Autonomous National University of Mexico, Mexico City

Tensions in university education in the digitalized world. Some notes for institutional policies. Adriana Gewerc-Barujel, Faculty of Education Sciences, and Stellae Research Group, University of Santiago de Compostela, Spain

Discussion

17:40 - 18:30 **Keynote Session 2** - Julián Villarreal Auditorium

Chair: Hans G. Schuetze

Japanese Higher Education in the Digital Age. Shinichi Yamamoto, Professor Emeritus of the Universities of Tsukuba, Hiroshima and Oberlin, Japan

Thursday, September 12, 2019

10:00 - 11:00 **Keynote Session 3** - Julián Villarreal Auditorium

Chair: Germán Álvarez Mendiola

Online in an Offline World, Judith Kalman, Department of Educational Research, Center for Research and Advanced Studies, Mexico City

11:00 - 11:30 **Coffee break**

11:30 - 13:00 **Parallel Paper Session 1**
Session 1A - Julián Villarreal Auditorium

Chair: Wietse de Vries

Higher Education in the Digital Society - In relation with access to Higher Education. Shinichi Yamamoto, Professor Emeritus of the Universities of Tsukuba, Hiroshima and Oberlin, Japan

Moocs as Part of National and Institutional Policies to Expand Higher Education and Advance UN'S Sustainable Development Goals: The Case of Mexico. Ricardo Mercado del Collado, Center of Research and Innovation on Higher Education, University of Veracruz, Xalapa, Veracruz, Mexico

Mexico's Intercultural Universities and the Digital Divide. Marion Lloyd, Research Institute on University and Education, National Autonomous University of Mexico, Mexico City

Digital Inclusion through MexicoX; Measurement and Prospects. Norman Sánchez-Matías, MexicoX Platform, Directorate General of Educational Television, Ministry of Public Education, Government of Mexico, Mexico City

Discussion

11:30 - 13:00 **Session 1B** - Master's program classroom

Chair: Mitzi Morales-Montes

A Comparative Study of the Global Excellence Initiatives. Dmitry Kochetkov, Centre for Science and Technology Studies, Leiden University, The Netherlands, and Centre for Scientometrics, and Development of the Scientific Journals, Peoples' Friendship University of Russia (RUDN University), Moscow, Russia

The effects of ICT on Academic Working Conditions. Wietse de Vries, Autonomous University of Puebla, Mexico

The Quality of Online Education Driven by Adequate Regulation. Abraham G. Cárdenas-González, Head of Anáhuac Online, Anáhuac University, Mexico City

Branding Building of Private Higher Education Institutions in the Digital Age. The Cases of Chile and Mexico. Alejandro González-Ledesma, and Germán Álvarez-Mendiola, Department of Educational Research, Center for Research and Advanced Studies, Mexico City

Discussion

13:00 - 14:30 **Lunch** (ticket included in registration fees)

14:30 - 16:00 **Plenary Session. Panel 2** - Julián Villarreal Auditorium

Chair: Maria Slowey

Plagiarism and Digital Practices

Héctor Vera, Miguel Alejandro González-Ledesma, Catalina Inclán, Mariana Tovar and Fermín Reyes

16:00 - 17:30 **Parallel Session 2**

Session 2 A - Julián Villarreal Auditorium

Chair: Shinichi Yamamoto

Public Policies and Organizational Actions for Student Retention in Virtual Higher Education: A Comparative Study of Two Mexican Cases. Cynthia Zenteno-Bustamante, Department of Educational Research, Center for Research and Advanced Studies, Mexico City

A Digital Society Demands a Digital Citizenship. Diana Sagástegui-Rodríguez, Department of Education Studies, University Center of Social Sciences and Humanities, University of Guadalajara, Mexico

Use of Online and Blended Learning in a Multidisciplinary Curricula and Promotion of Global Citizenship (Policy Implication for a Contact University in South Africa). Ike Mokhele, Central University of Technology, Free State, South Africa

Empowerment of Women, Affirmative Actions Through the Use of Reasoned Technology. Agustina Ortiz-Soriano, University of the Ciénega of the Michoacán de Ocampo State, and Juana Gaviño-Contreras, Polytechnic University of Sinaloa, Mexico

Discussion

16:00 - 17:30 **Session 2 B** - Master's program classroom

Chair: Fanny Urrego-Cedillo

Strategies Around Academic Plagiarism in Mexican Public Higher Education Institutions. Noble Ideals, Unfortunate Realities. Mitzi Morales-Montes, School of Behavioral Sciences of the Autonomous University of the State of Mexico, and Ivonne Lujano-Vilchis, PhD Student in Education Policy and Evaluation, Arizona State University, USA

Administrative Procedures and Sanctions Against Plagiarism. Mariana Tovar and Fermín Reyes, Legarreta y Asociados, S.C., Mexico City

Impact of International Indexes on Science and Technology Policies and Research Practices. The Case of the Educational Research Magazines in the Countries of Iberoamerica. Alejandro Márquez-Jiménez and Armando Alcántara-Santuario, Research Institute on University and Education, National Autonomous University of Mexico, Mexico City

Media and Digital Education in Mexico as a Study Field. A Bibliometric Perspective. Janneth Trejo, Research Institute on University and Education, National Autonomous University of Mexico, Mexico City

Internationalization and inbreeding at UAM: a look from the Social Network Analysis. Juan Carlos López-García and Daniel Hernández-Gutiérrez, Autonomous Metropolitan University, Lerma, State of Mexico

Discussion

17:30 - 18:30 **Keynote Session 4** - Julián Villarreal Auditorium

Chair: Inés Dussel

Publish and Impoverish: Reflections about the Use of Simplistic Forms of Accountability in Higher Education Research, Gustavo Fischman, Arizona State University, USA

20:00 - 22:00 **Conference Dinner** (please get the ticket at the registration desk)

Friday, September 13, 2019

10:00 - 11:00 **Keynote Session 5** - Julián Villarreal Auditorium

Chair: Germán Álvarez-Mendiola

The Role of the IT Director of Higher Education in The Era of Digital Society: The Need to Create Synergy, Nadja Starocelsky, Southern University of Chile, Chile

11:00 - 11:30 **Coffee Break**

11:30 - 13:00 **Parallel Paper Session 3**
Session 3 A - Julián Villarreal Auditorium

Chair: Hans G. Schuetze

The Use E-learning at a University Technology in a Higher Certificate in Renewable Energy Technologies. Lindiwe Bokopane, Department of Electrical, Electronic and Computer Engineering, Central University of Technology, Free State, South Africa

How Should Graduate School Education at Research University be Reformed: Findings from the NRC Graduate Student Survey 2006. Soichiro Aihara, Shibaura Institute of Technology, Japan

Research in the Digital Age: Secondary Data, Social Media and Governance Issues. Muir Houston, School of Education, University of Glasgow, Scotland

Digital Society: Open Access and National Repository in Mexico. Alejandro Canales-Sánchez, Research Institute on University and Education, National Autonomous University of Mexico, Mexico City

Discussion

11:30 - 13:00 **Session 3 B** - Master's program classroom

Chair: Celso Garrido

Digital Humanities Network (RedHD): Alternative Knowledge Constructions. Miriam Peña-Pimentel, Bibliographic Research Institute, National Autonomous University of Mexico and Jonathan Girón-Palau, Research Institute on University and Education, National Autonomous University of Mexico

Federal Public Policies for the Use of ICT in Classroom Learning. The Case of the Network of Communities for the Renewal of Teaching-Learning in Higher Education at the Autonomous University of the Hidalgo State. Maricela Zúñiga-Rodríguez, and Coralia Juana Pérez-Maya, Autonomous University of Hidalgo State, Mexico

Muegnet: New Model for Planning, Construction and Monitoring Based on Moldable Networks and Collaborative Mechanisms. Eliseo Steve Rodríguez-Rodríguez, Arte en Software, S.A. de C.V., Mexico City

Cientum: Transforming Researcher Resume Data into Information to Support Institutional Decision Making. Glauco Roberto Munsberg, Technological Development Center, Federal University of Pelotas, Brazil

Discussion

13:00 - 14:00 **Plenary Session. Panel 3** - Julián Villarreal Auditorium

Chair: Miguel Alejandro González-Ledesma

The Initiative of the Higher Education Consortium for the Digital Society in Latin America and the Caribbean. Celso Garrido, Germán Álvarez-Mendiola, Alfredo Camahi, and Miguel Guajardo-Mendoza

14:00 - 14:30 **Conference Closure** - Julián Villarreal Auditorium

Chair: Hans G. Schuetze

Conference report. Maria Slowey, Dublin City University, and Wietse de Vries, Autonomous University of Puebla

Invitation for next Conference in Glasgow. Muir Houston, School of Education, University of Glasgow, Scotland

Final words. Germán Álvarez-Mendiola, Department of Educational Research, Center for Research and Advanced Studies, Mexico City

Keynote speakers



Gustavo E. Fischman

Professor of educational policy at the Mary Lou Fulton Teachers College, Arizona State University and the coordinator of the area research Community, public knowledge and democracy of FLACSO-Brazil. Dr. Fischman focuses his work on understanding and improving the processes of knowledge-production and exchange between scholars, educators, activists, practitioners, administrators, media workers, policymakers, and the broad public. Dr. Fischman has authored more than 100 academic publications as well as numerous commentaries and interviews. He has been a visiting scholar in several graduate programs in Europe and Latin America. In 2013 Dr. Fischman was elected fellow of the International Academy of Education, and in 2015 fellow of the American Educational Research Association. In 2017 was appointed to the W. T. Fulbright Senior Scholar roster. He is also the chair of the International Relations Committee of the American Educational Research Association. In addition to his service in numerous editorial boards, Dr. Fischman is the editor of *Education Review* and a co-editor of the 2018 & 2020 *Review of Research in Education* (AERA)



Inés Dussel

Ph.D., University of Wisconsin-Madison (2001). She is a currently a Full-Time Researcher at the Department of Educational Research, CINVESTAV, Mexico. Dussel served as Director of the Education Area, Latin American School for the Social Sciences (Argentina), from 2001 to 2008. She has published 10 books, edited 4, and has written more than 180 chapters in books and articles published in refereed journals, in six languages. In 2018 Dr. Inés Dussel received the Humboldt Research Award, granted by the Alexander von Humboldt Stiftung (Germany), in recognition of her outstanding research trajectory.

Her research interests focus on the relationships among knowledge, school, and politics, in a historical and sociological approach. She is currently studying the intersections between schools and digital visual culture, and the history of visual technologies, particularly of children's media.

Dussel has supervised 13 completed doctoral dissertations and 42 completed MA thesis in Argentinean, Mexican, Brazilian and French universities. Since 2011 Inés Dussel is a member of the Governing Board of the International Association for Visual Culture, and serves on the scientific board of several academic research journals (Gender and Education, Comparative Education, Paedagogica Historica, Visual Studies, Education Review, Educational Policy Analysis Archives, Bildungsgeschichte-International Journal for the Historiography of Education, among others). She has been appointed as Editor of the Research in Translation section of the journal International Studies in Sociology of Education(2018-2019). Currently she is a member of the Executive Committee of the International Standing Conference for the History of Education (ISCHE) and is acting as the society's Secretary (2018-2020). She has been Visiting Professor at the Université de Paris 8 (France), where she worked with the CIRCEFT-ESCOL team. She has given keynote lectures at the German Congress for Educational Sciences (Berlin), the Comparative Education Society of Europe (Freiburg), the Australian and New Zealand History of Education Society (Melbourne), the Brazilian-Portuguese Congress on Curriculum (Belo Horizonte, Brazil), the UK History of Education Society (Worcester), the Spanish History of Education Society Conference (El Escorial), the Iberoamerican Congress on the History of Latin American Education (Montevideo), the Congress on Connected Classrooms (Florianopolis, Brazil), among others. Since 2017, Inés Dussel is a Fellow of the International Academy of Education, a leading research association with 60 fellows.



Judith Kalman

Ph.D. University of California, Berkeley, 1993, is a professor at the Department of Educational Research of the Center for Research and Advanced Studies of the IPN since 1993 where she served as head of the department from 1999 to 2003.

Her research interests center on the social construction of literacy and digital culture. She currently directs the Laboratory of Education, Technology and Society (www.lets.cinvestav.mx/), a space for reflection, the exchange of ideas, design, and research shared by graduate students, classroom teachers and researchers.

In 2002, she was the recipient of the 2002 International Literacy Research Prize awarded by UNESCO and is a member of the Mexican Academy of Science since 2004. In 2015 she was awarded an Honorary Appointment at the University Nacional of Argentina, Nordeste for her professional achievements and contributions to literacy research, and in 2019, she received an Honorary Doctorate Degree from the National University of Cordoba, Argentina for her innovative approach to literacy research and its implications for teachers, learning, and educational policy.

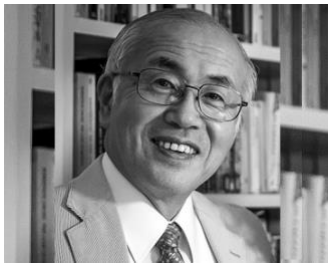
She has published 14 books, over 100 articles and chapters in Spanish, English, French and Portuguese on reading and writing in the social world and has participated in the development of teaching and learning materials in the language arts, for adult learners, instructors, and basic education programs. Her current project is a study of literacy and digital technology use in a marginalized community in Mexico City.

Some of her recent publications include Kalman, J., & Hernández, O. (2018). The making of survival. Technology, literacy, and learning in two microenterprises in Mexico City. *Information Technologies & International Development*, 14, 81–95; Knobel, M. & Kalman, J (2015) *New Literacies and Teacher Learning: Professional Development and the Digital Turn* New York: Peter Lang, and Bloom, Kalman and Seymour (2019), *Fashioning Literacy as Social in Bloome, Castanheira, Leung, and Roswell (eds), Retheorizing literacy practices*, New York: Routledge, 15-29.



Nadja Starocelsky

Information Technology Director at Universidad Austral de Chile (UACH) since 2010, also assuming as the head of the Institutional Analysis Unit in 2016. Civil Engineer in Computer Science UACH and Master in IT UTFSM. She has more than 20 years of experience in project management, standing out the implementation and integration of corporate information systems. Through her position she has been in charge of analyzing the behavior of academics and students regarding the use of educational technologies as a mean to improve teaching and learning processes. During 2018 she was invited to lead the Metared Chile Educational Technologies group, which aims to generate national and international networks to share experiences, determine the profiles of students and academics, as well as raise the state of educational technologies in Chile.



Shinichi Yamamoto

After graduating from the University of Tokyo in 1972, he had served for the Japanese Ministry of Education for 20 years. Afterwards, he worked for three universities in Japan (Tsukuba, Hiroshima and Oberlin) as a professor of higher education (higher education system) and retired in 2019. His main publications are about graduate training and staff development.

