

# edtech®

## TÜRKİYE

2025 Special Issue / Free

Turkey's Most Up-to-Date Magazine in the  
Field of Educational Technologies

THE BRIGHT FUTURE OF EDUCATIONAL  
TECHNOLOGIES

GENETIC ALGORITHMS & MACHINE  
LEARNING

PODCAST & VIDEOCAST IN EDUCATION

COMPREHENSIVE DEVELOPMENT  
HISTORY OF THE INTERNET

DEVELOPMENT PROCESS OF  
EDUCATIONAL TECHNOLOGIES

100 AI-POWERED APPLICATIONS THAT WILL  
BENEFIT YOUR WORK IN DIGITAL EDUCATION



ARTIFICIAL INTELLIGENCE OPENS NEW HORIZONS FOR YOU IN CONTENT CREATION.

edtech  
TÜRKİYE



**EDITOR-IN-CHIEF**

Berkay Batallı

**MANAGING EDITOR**

Kadir Odunkıran

**CREATIVE DIRECTOR**

Tuğba Batallı

**EDUCATIONAL TECHNOLOGIES SPECIALIST**

Emirhan Işık

**EDITOR**

Murat Yıldırım

**GRAPHIC DESIGN**

Abdul Rahman El Abyad

Altuğ Papakçı

Oğulcan Şişik

**VIDEOGRAPHER**

Muhammet Çetin

**FOREIGN REPRESENTATIVE**

Rıdvan Burak Öztürk

**ADMINISTRATIVE AFFAIRS**

Çiğdem Yıldız Güler

**ADVERTISING**

reklam@edtechturkiye.com

**COMMUNICATION**

iletisim@edtechturkiye.com

**EDTECH HAKKINDA**

Edtech Turkey is a platform with the mission of ensuring equal opportunities in education and integrating technology into education. As Turkey's first comprehensive digital media channel in the field of educational technologies, we aim to increase quality at every stage of education with innovative content. We believe that education should be accessible anytime and anywhere. Accordingly, we appeal to a wide audience from educators to students, parents to technology developers. We follow the latest technological developments and trends in the world of education and produce content enriched with expert opinions and academic perspectives. Our aim is to support the digital transformation in education and provide the necessary tools for each individual to realize their potential.

Edtech Turkey keeps its finger on the pulse of educational technologies not only with news and articles, but also with special file topics, podcast series, e-magazines and video content. We introduce our readers and viewers to the education models of the future by following the latest developments in artificial intelligence, augmented reality, virtual classrooms and more.

While we offer innovative solutions in educational technologies, we are also committed to contributing to Turkey's digitalization process in education. Join us on this journey and let's make education more accessible, quality and effective together.

**AB ORTADOĞU DIŞ TİCARET VE EĞİTİM HİZ.SAN.LTD.ŞTİ.**

Adres: Feneryolu Malı. Gazi Muhtarpaşa Sk. Fener Yolu Sitesi No: 59 İç Kapı No: 53  
Kadıköy / İstanbul

All content in this magazine is protected under copyright laws. Unauthorized copying, distribution, or reproduction of the content in any form is prohibited. All rights reserved, and prior written permission is required for any use.

# Foreword

Dear education technology enthusiasts,

In the midst of the revolutionary changes brought by the digital age to the world of education, we are here with our first e-magazine as Edtech Turkey.

In January 2022, we set out on this journey with our belief in the power of technology in education, and today we share with you a proud milestone. In a short period of two years, our digital platform has reached thousands of subscribers and has become Turkey's most comprehensive source of information in the field of educational technologies with more than 650 original articles and nearly 228 sectoral news.

As Edtech Turkey, our mission is to accelerate the integration of technology into education, enrich the learning experience and increase equality of opportunity in education. In addition, our main goals are to keep you informed with the latest news, in-depth analyses and innovative projects related to the use of technology in education. This e-magazine is a concrete product of this multifaceted mission.

This e-magazine was our dream and we see you, our esteemed readers, as partners in this dream. In this first issue, you will find predictions about the future of educational technologies, digital learning tools and methodologies, local and international success stories, expert interviews and many other interesting topics. The feedback we receive from you will help us shape our future issues.

As Edtech Turkey, we believe that every information, every idea and every project we share on these pages will sow the seeds of positive change in Turkey's education ecosystem.

Let's move forward together on the digital transformation journey of education.

I wish you enjoyable reading.

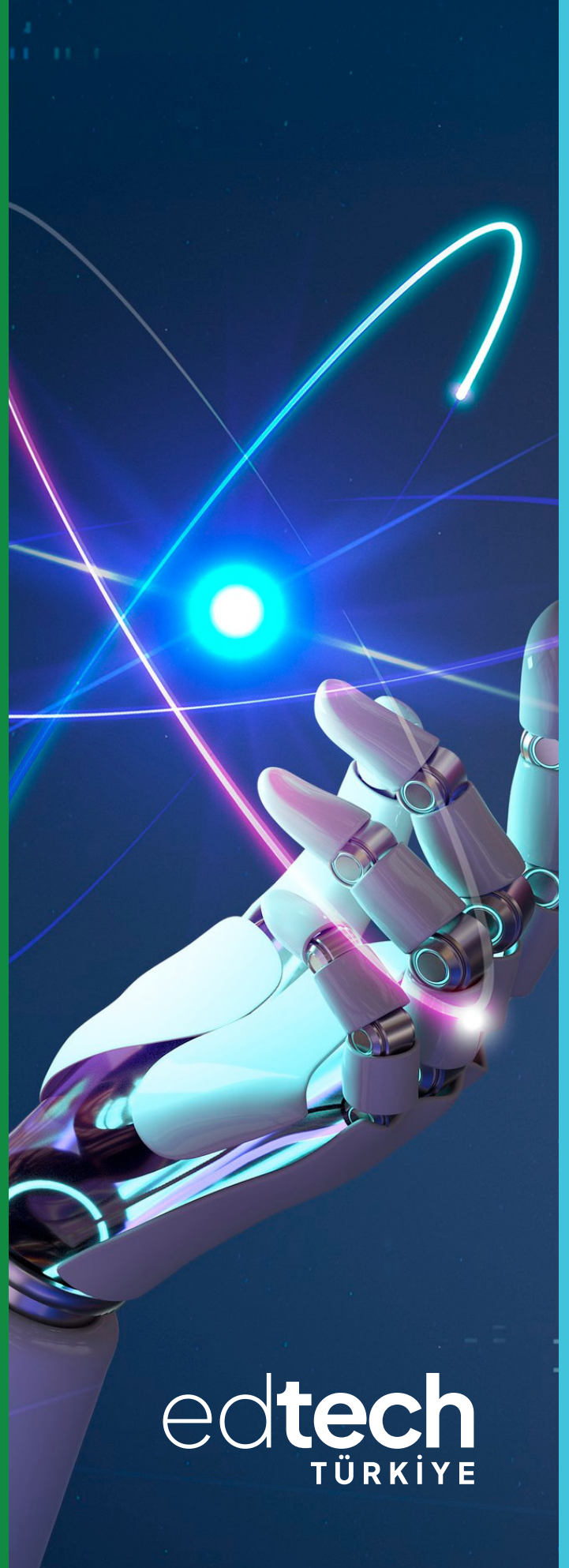
To the future of innovative education,

Berkay Batallı  
Edtech Türkiye Founder

# CONTENTS

---

100 AI-Powered Applications That Will Be Useful in Digital Education	04
Equality in Education: Transformation through Technology	19
A Comprehensive Analysis of Educational Technologies from a Global and Turkey Perspective	20
The Comprehensive Development History of the Internet: Pioneers, Milestones, and Reflections in Turkey	22
Effective Program Design with Educational Technology	24
Artificial Intelligence in Education	25
The Future of Artificial Intelligence & 3D Models in Educational Technologies	27
What is Generative Artificial Intelligence?	28
Genetic Algorithms and ML in Education	30
Digital Orientation	31
Podcast & Videocast	33
Sinan Akdoğan Interview	34
Elif Sungur Article	36
Çiğdem Vatansever Article	41
Arzu Car Article	42
Müzeyyen Gencer Article	43
Digital Transformation in Education: Virtual Reality Journey with Albaraka Türk	45
News	49
Program Review	62
Product Review	76
Book and Movie Recommendations	87



# 100 AI-Powered Applications That Will Be Useful in Digital Education



## Dear Readers

The world of digital education is rapidly evolving with the impact of artificial intelligence (AI). It no longer only conveys knowledge, but also personalizes learning experiences, increases the efficiency of educators and makes educational processes more effective. AI-powered tools are at the center of this transformation for educators, students and educational institutions, opening the doors to a new era in education.

2024 was a year in which artificial intelligence technologies made their impact on education felt most intensely. As Edtech Turkey, while determining the cover topic of our first magazine, we acted in line with our mission to increase the quality of education and make education more accessible with technology. With this goal, we have prepared the “100 Artificial Intelligence Supported Applications” guide for you.

In this guide, we have examined in detail the most widely used artificial intelligence tools in the world of education that increase efficiency and offer innovative solutions. From research and content production to artistic design, from language learning to virtual reality applications, we bring you 100 artificial intelligence-supported applications that you can use in digital education production. You are invited to discover how these tools can make a difference in education.

We invite you to step into the future of digital education with this guide to take a closer look at the opportunities offered by artificial intelligence in education and to get to know the most up-to-date and effective tools in this field.

## Artificial Intelligence Assisted Research and Content Production

Artificial intelligence has revolutionized content production for educators. It is now much easier to analyze texts, create new content and understand complex data. In this section, you will discover the most effective AI tools that can help you with research and content production.

Artificial intelligence opens new horizons for you in content production.

### | Harpa AI

A step beyond your web browser, this Chrome extension works like a personal assistant, speeding up your research and content production. (<https://harpa.ai/>)

### | ChatGPT

Developed by OpenAI, this language model pushes the boundaries of text generation. (<https://chat.openai.com>)

## | Google Gemini

Google Gemini, a large language model, offers strong support for texts and answering questions. (<https://gemini.google.com/app>)

### | Bing AI

Artificial intelligence-powered search engine and chatbot developed by Microsoft; powered by GPT-4. (<https://www.bing.com/new>)

### | Claude

Developed by Anthropic, it is an advanced artificial intelligence language model that can be used for educational content generation, research assistance, text analysis and more. (<https://claude.ai>)

### | Perplexity AI

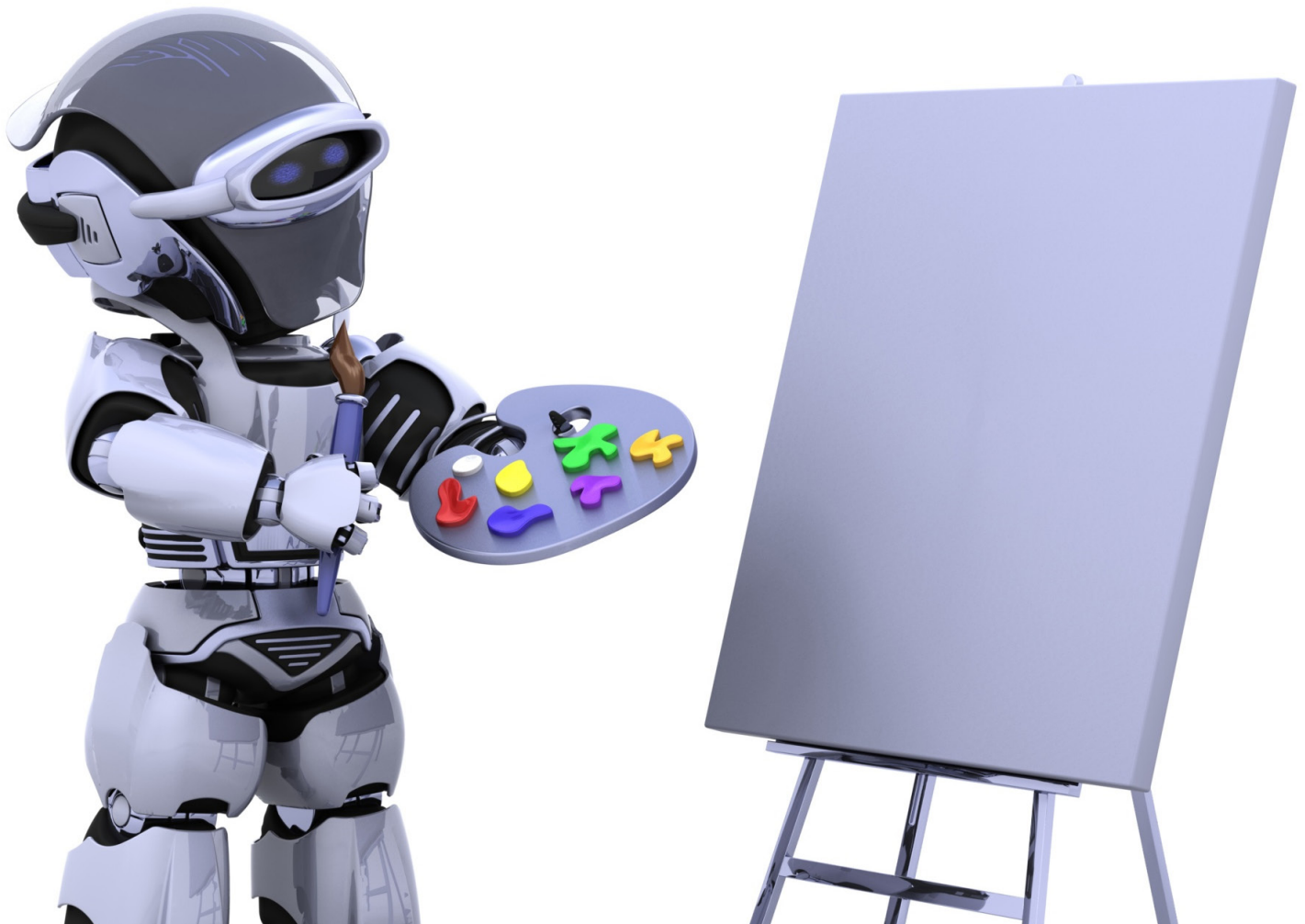
It is a user-friendly chatbot that provides reliable and up-to-date information for students, corporate employees, researchers, etc. (<https://www.perplexity.ai/>)

### | Quillbot

It is an online annotation tool that uses artificial intelligence to help writers improve their writing skills. (<https://quillbot.com/>)

### | Jasper

It is an artificial intelligence tool that helps to create content by creating human-like texts with machine learning. (<https://www.jasper.ai/>)



# Artificial Intelligence Supported Artistic Design

Artificial intelligence is revolutionizing the art world. When you describe a painting to a machine, it can turn it into a unique work of art. This allows artists to experiment with never-before-seen styles and complete their work faster.

Art and design stands out as one of the fields where artificial intelligence can best unleash its creative potential. From image production to graphic design, animation to video editing, AI-powered tools provide great convenience for artists and designers. Especially in educational content, the use of these technologies can deepen the learning process by offering richer and more interactive experiences.

## | Midjourney

Creating impressive images from natural language descriptions, this AI tool puts your imagination on a digital canvas. (<https://www.midjourney.com/>)

## | DALL-E 3

Discover the fascinating world of creating lifelike artworks using the power of artificial intelligence. It offers revolutionary tools for creating realistic artworks with great attention to detail. (<https://openai.com/dall-e-3>)

## | Leonardo AI

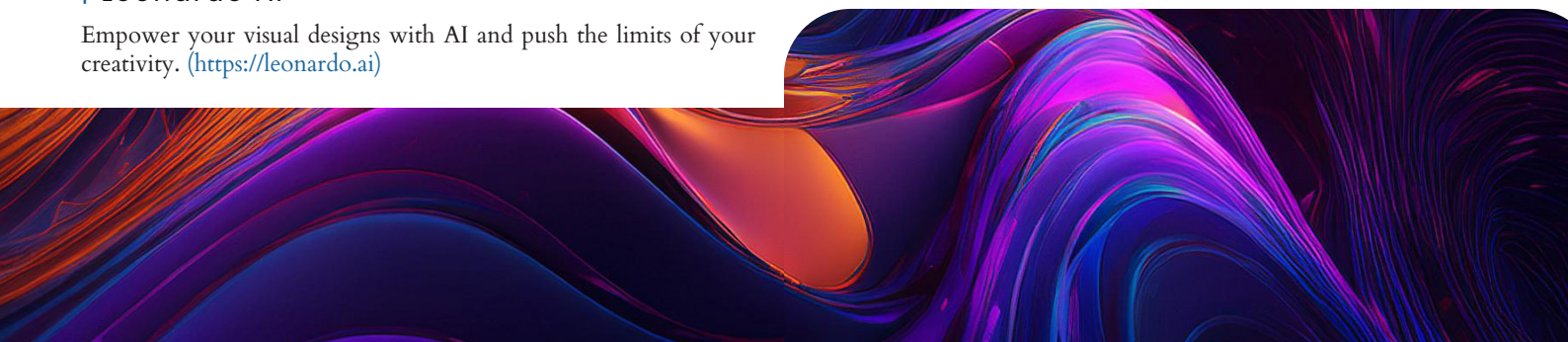
Empower your visual designs with AI and push the limits of your creativity. (<https://leonardo.ai>)

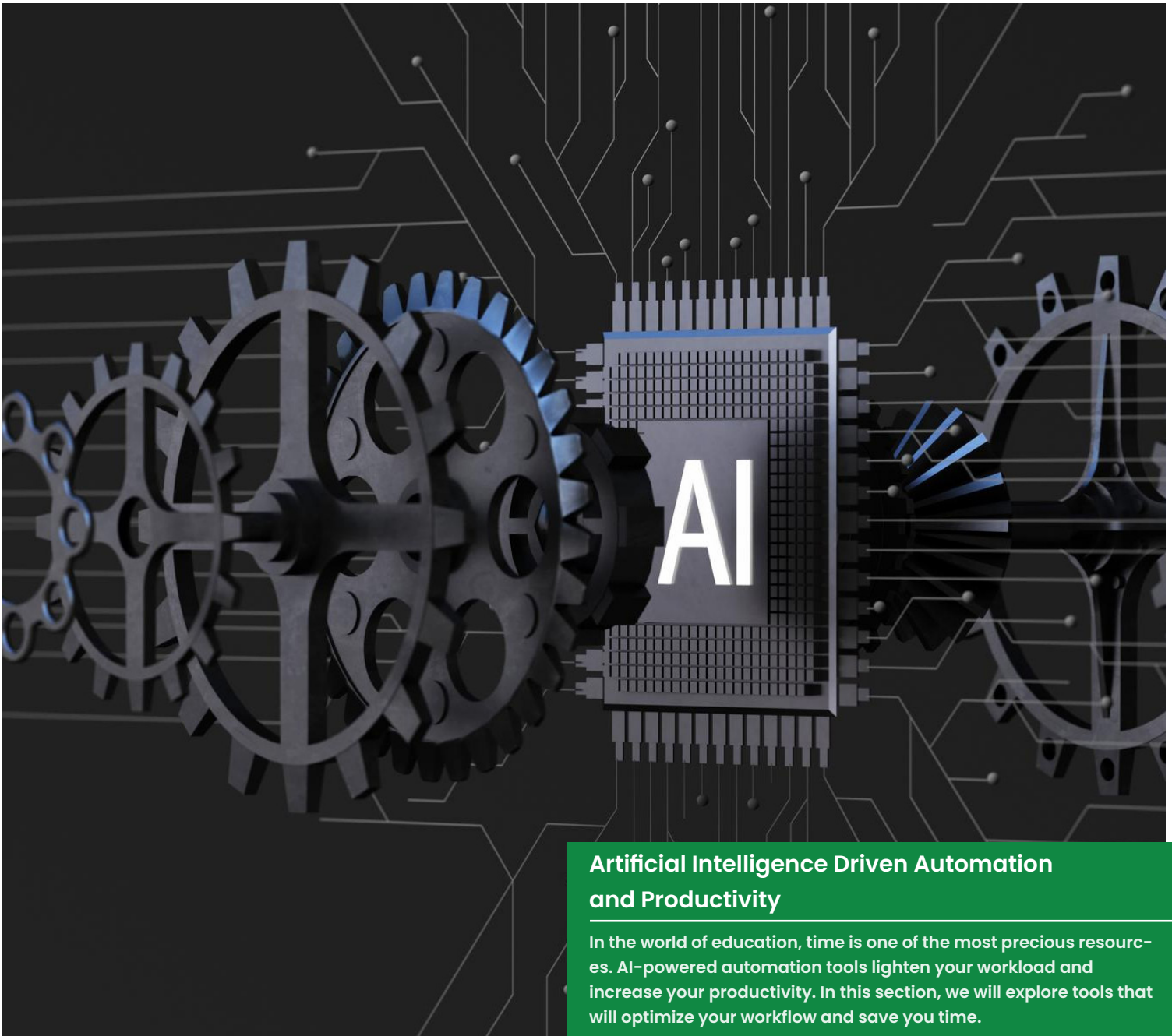
## | DreamStudio

It is a system that takes the process of creating realistic images and animations to the next level using the power of artificial intelligence. This technology offers unlimited scope for creativity, especially for designers, artists and content creators. (<https://dreamstudio.ai/>)

## | Adobe Firefly

It is a platform developed by Adobe that offers productive AI tools for creative needs. (<https://firefly.adobe.com/>)





## Artificial Intelligence Driven Automation and Productivity

In the world of education, time is one of the most precious resources. AI-powered automation tools lighten your workload and increase your productivity. In this section, we will explore tools that will optimize your workflow and save you time.

### | Zapier AI

It is a powerful automation platform that significantly streamlines business processes by connecting more than 5000 different applications and is supported by artificial intelligence features. It enables users to get rid of manual processes and offers seamless data transfer and workflow automation between applications. This platform, which provides great convenience especially for departments such as marketing, sales and customer service, increases efficiency and saves time. Zapier AI's comprehensive integration capabilities make it possible to manage multiple applications simultaneously and make business processes more streamlined and effective. Thanks to the wide range of integration options offered by the platform, users can accelerate workflows, data migrations and achieve higher efficiency in operational processes. Ideal for both small businesses and large corporations, this platform accelerates your business while providing smarter, data-driven solutions for effective business management.

(<https://zapier.com/apps/ai/integrations>)

### | Notion AI

It is a writing assistant that helps with writing, brainstorming, editing and summarizing. It allows you to quickly create and improve content, increasing productivity and making written work more efficient. It is an effective time-saving writing tool for both professionals and students.

(<https://www.notion.so/>)

### | Rows

Rows AI is a comprehensive spreadsheet tool that provides AI-powered solutions for analyzing, summarizing and transforming data. This technology makes it possible to process large data sets quickly and efficiently. It automates complex calculations and data editing, resulting in more accurate results. It optimizes business processes and increases efficiency so users can make more effective data-driven decisions. An ideal tool for both small businesses and large organizations.

(<https://rows.com/ai>)



## Artificial Intelligence Assisted Image and Video Enhancement

AI-supported image and video development accelerates media production and makes it more efficient. This technology makes it easier to create high-quality visuals and videos by providing automatic editing, realistic effects, and content suggestions. Both amateur and professional content creators can develop their projects more quickly and professionally.

Visual content has the potential to make a powerful impact in education. AI-powered image and video enhancement tools provide the perfect opportunity to maximize this potential. With these tools, you can professionally design your educational materials and make them more effective. Creating high-quality visuals and dynamic videos is crucial for capturing students' attention and making the learning process more engaging. AI allows you to automatically edit, improve and personalize your content, enriching your teaching materials and enhancing the learning experience for students. In this way, you can achieve more successful results in education and increase students' interest in the lesson.

### | Topaz AI

Topaz AI is a powerful artificial intelligence tool that can enhance photos and videos. This technology improves the quality of images, resulting in clearer and more impressive results.  
(<https://www.topazlabs.com/>)

### | AI Image Upscaler

Enhances the quality of any image created using artificial intelligence. This tool enhances low-resolution images with higher resolution and clarity, highlighting details and improving overall image quality.  
(<https://imgupscaler.com/>)

### | Adobe Photoshop AI

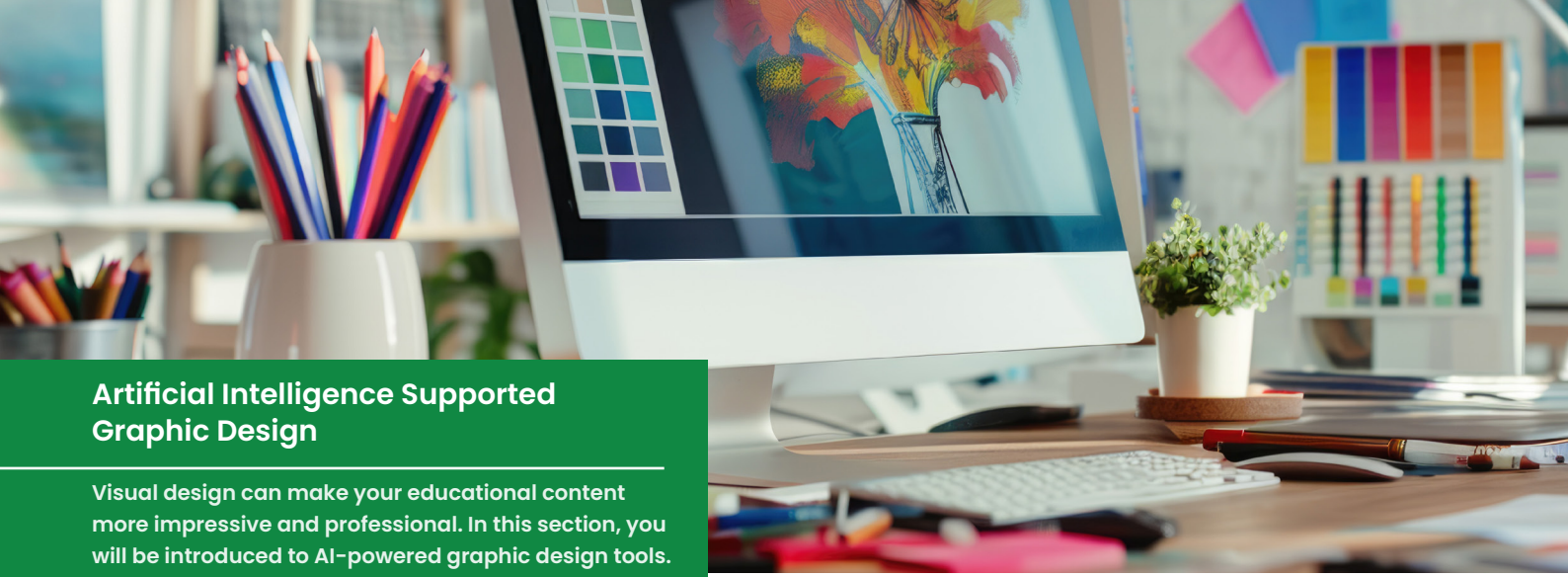
A powerful feature that allows users to fill, edit and remove image elements in a few clicks.  
(<https://www.adobe.com/products/photoshop.html>)

### | Clipdrop

It is a system that takes the process of creating realistic images and animations to the next level using the power of artificial intelligence. This technology offers unlimited scope for creativity, especially for designers, artists and content creators.  
(<https://clipdrop.co/>)

### | Opus Clip

Opus Clip is a productive AI video maker that makes long videos concise with a single click. Powered by OpenAI, this technology quickly organizes video content, highlighting key moments and automatically cutting out unnecessary parts. Users can create effective and attention-grabbing short videos without wasting time and effort. This greatly simplifies the video production process and helps you get your content to a wider audience quickly.  
(<https://www.opus.pro/>)



## Artificial Intelligence Supported Graphic Design

Visual design can make your educational content more impressive and professional. In this section, you will be introduced to AI-powered graphic design tools.

### | Canva

A versatile graphic design tool for creating a variety of digital content. (<https://www.canva.com/>)

### | Microsoft Designer

An AI-powered graphic design application that helps users create visual designs and templates. (<https://designer.microsoft.com/>)

### | Adobe Express

A free platform for content creation that combines design, photography and media tools. (<https://www.adobe.com/express/>)

### | Logo AI

An AI-powered logo maker and brand automation platform that helps create professional logos for businesses and individuals. (<https://www.logoai.com/logo-maker>)

## AI-Assisted Video Production

Video production plays an indispensable role in visual communication to enrich your educational content. With AI-powered video production tools, you can create professional-grade videos.

### | Runway

An artificial intelligence research company providing software solutions for image and video creation, synthetic content processing and media editing. (<https://runwayml.com/>)

### | Kaiber

An AI-powered video creation tool that allows users to create visuals from their own images or text descriptions. (<https://kaiber.ai/>)

### | LeiaPix

A free, AI-based image processing tool that converts 2D images into 3D Lightfield images. (<https://convert.leiapix.com/>)

### | Wonder Dynamic

An AI tool that automatically animates, lights and transforms CG characters into live action scenes. (<https://wonderdynamics.com/>)

### | Pika Labs

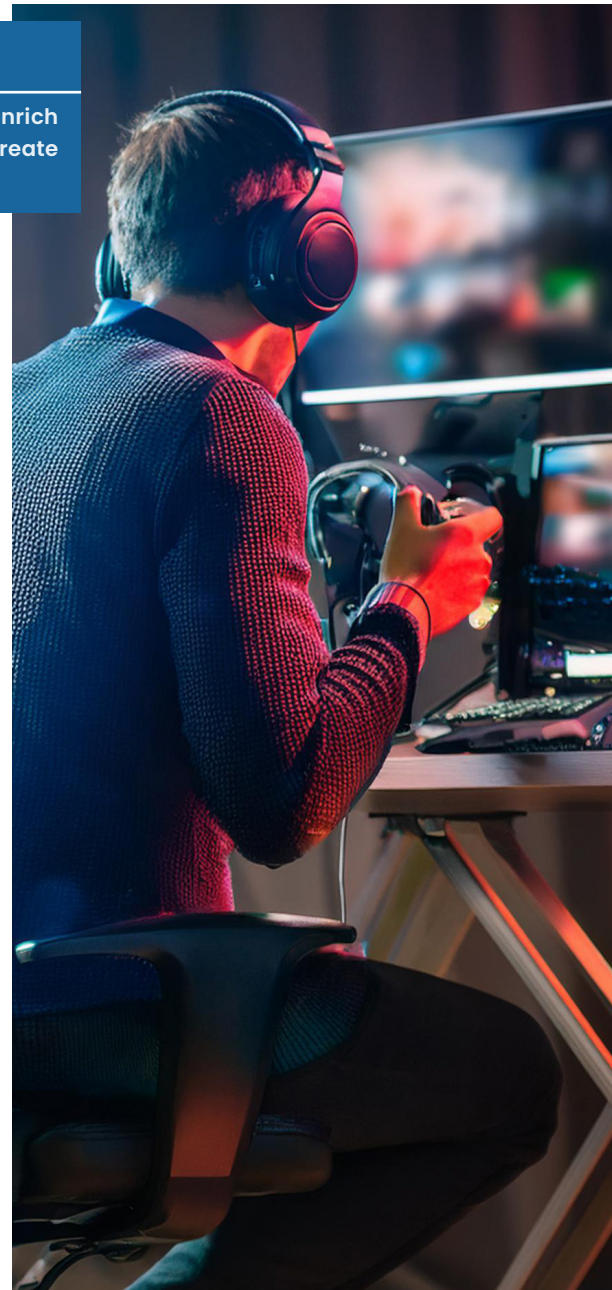
It offers a tool that converts text to videos. You can use it right inside Discord. (<https://www.pika.art/>)

### | InVideo AI

Can turn a single text request into a full video in seconds. (<https://invideo.io/ai>)

### | Pictory AI

A cloud-based video creation software that can automatically convert long text and video content into short videos for social media sharing. (<https://pictory.ai/>)



## AI-Assisted Character Creation

Digital characters can make your educational content more interactive and engaging. In this section, you will get acquainted with AI-powered character creation tools.

### | Synthesia

Synthesia is an advanced AI video creation tool that allows users to create professional quality videos by simply entering text. This platform allows users to convert text-based content into videos in no time, without the need for any technical knowledge. Synthesia offers various language and audio options, allowing you to customize your content to appeal to a global audience. You can also use AI-powered avatars to make your videos more vibrant and expressive. This is an ideal solution for those who want to save time and produce professional video content, especially in areas such as marketing, education and internal communications.

<https://www.synthesia.io/>

### | D-ID

D-ID is an innovative AI tool that quickly creates virtual 3D environments using text prompts. Thanks to its advanced AI algorithms, users can design virtual environments in a short time and perform their visualizations effectively. D-ID offers great advantages to professionals and creators, especially in various fields such as game development, architectural projects, educational simulations and virtual reality experiences. This tool speeds up the virtual environment design process and makes it possible to create more realistic and detailed 3D worlds by pushing the limits of imagination. (<https://www.blockadelabs.com/>)



## AI-Supported Presentation Applications

Effective presentations are one of the most important tools that strengthen learning. With AI-supported presentation applications, you can make your presentations more effective and professional.

### | TOME

Tome is an AI tool that allows users to shape and share their ideas by creating presentations, dashboards and content based on prompts. It simplifies the design process and creates professional content with text inputs and short instructions. It effectively combines visual and text-based information, speeds up processes such as preparing presentations and organizing ideas. It is a powerful tool that increases collaboration and efficiency, especially in areas such as teamwork and project management. (<https://tome.app/>)

### | Gamma AI

Gamma AI is an innovative platform that can create presentations, documents and web pages with the support of artificial intelligence. It allows users to produce professional content with just a few instructions. Gamma AI analyzes text-based inputs, combines visual and textual elements in a balanced way, and quickly creates presentations or web pages. The platform's artificial intelligence algorithms optimize content, helping to achieve an impressive and organized result. Gamma AI, which offers great advantages especially in the fields of digital marketing, business presentations and web development, enables users to produce effective content with less effort. (<https://gamma.app/>)



# Artificial Intelligence Powered Voice Over Applications

An effective voice-over in educational content can make your message more powerful and memorable. Correctly used voice-over makes the information conveyed to students more understandable, while at the same time making the learning process more engaging. In this section, you will discover how you can present your content more professionally by introducing AI-powered voice-over tools.

## | ElevenLabs

Voice generation-focused artificial intelligence software that uses a deep learning model for speech synthesis. (<https://beta.elevenlabs.io/>)

## | Descript

An editing tool that allows users to author, record, transcribe, edit, collaborate and share their videos and podcasts. (<https://www.descript.com/>)

## | Murf AI

A cloud-based text-to-speech tool for creating human-like voices from written content. (<https://murf.ai/>)

## | Adobe Speech Enhancer

An artificial intelligence tool that can be used online to improve the quality of recorded conversations. (<https://podcast.adobe.com/enhance>)

## | Vocal Remover

Free online app that helps you create a karaoke-type track by removing vocals from a song. (<https://vocalremover.org/>)

## | VoiceMod

Free software that allows real-time voice exchange. (<https://www.voicemod.net/>)

## AI-Powered Music Apps

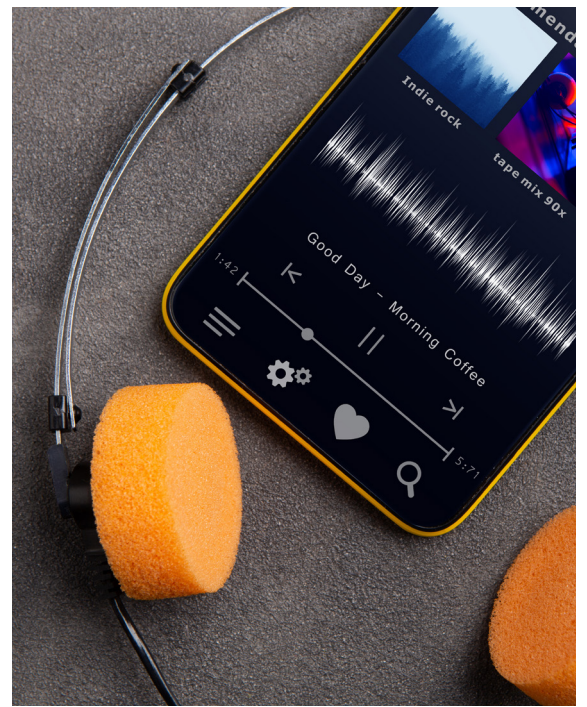
Music is an important source of motivation in education. With AI-supported music applications, you can make your educational content more impressive and attract students' attention.

### | SoundRaw

SoundRaw is an AI-powered music maker that allows users to create royalty-free and original music. The platform generates professional-quality music based on the style, tempo and mood set by users. The tool supports creativity by making it easy to create royalty-free music quickly, especially for content creators and video producers. (<https://soundraw.io/>)

### | Stable Audio

Stable Audio is a platform that allows you to create music using artificial intelligence. This platform allows users to produce music according to specific parameters and creates original audio content in different styles. Stable Audio offers a fast and efficient solution for content creators, musicians and video producers who want to produce professional quality music. (<https://www.stableaudio.com/>)



## AI-Assisted Translation Applications

Overcoming language barriers around the world is a great advantage in education. AI-powered translation applications allow you to deliver your content to a wider audience.

### | DeepL

An online translation tool that uses advanced neural network technology to translate text from one language to another. (<https://www.deepl.com>)

## AI-Supported Meeting Management

Meetings are an important part of the training process. Supported by artificial intelligence meeting management tools make your meetings more productive.

### | Otter AI

A platform that captures slides shared during a meeting and summarizes key points, providing real-time transcription and automated meeting notes. (<https://otter.ai/>)



## AI-Powered Web Design

Websites and digital platforms are one of the most effective ways to deliver your educational content to a wide audience. You can create professional websites with AI-powered web design tools.

### | Mixo

Mixo is an AI-powered landing page builder for entrepreneurs, agencies and freelancers. AI optimizes content curation and design to help create effective and conversion-focused pages. (<https://www.mixo.io/>)

### | 10Web

It is a website creation platform. With this tool you can create a website, host it on 10Web Hosting and optimize it with PageSpeed Booster. (<https://10web.io/>)

# AI-Powered Coding Applications

Coding plays a critical role in modern education for the development of digital skills and is indispensable for preparation for future professions. These tools help users improve their skills faster by automatically detecting coding errors, providing suggestions and allowing them to code more efficiently. At the same time, they simplify complex coding tasks and allow learners to direct their focus where it is needed. This makes coding education a more effective and engaging experience.

## | GitHub Copilot

A cloud-based AI tool that helps developers write code faster and smarter.

(<https://github.com/features/copilot>)

## Artificial Intelligence Supported Education Applications

AI in education is truly revolutionizing the way we personalize learning experiences and increase efficiency, and this transformation offers extraordinary opportunities for educators and students. By delivering content tailored to individual learning speeds and needs, AI technologies enable every student to learn in the most efficient way. For educators, they offer significant advantages in optimizing lesson plans, analyzing student performance and developing more effective teaching strategies. In this section, you can explore the opportunities offered by AI-powered applications in education and learn how you can benefit from these new technologies. A perfect step towards the future of education!

### | Gradescope

Gradescope is an AI platform that helps teachers assess exams and assignments quickly and consistently. It also automates the feedback process, which reduces teachers' workload and improves students' learning experience.

(<https://www.gradescope.com/>)

### | Century Tech

Century Tech is an AI platform that personalizes students' learning journeys and provides teachers with insights into student performance. It also provides content recommendations to teachers, easing their workload and improving student learning.

(<https://www.century.tech/>)

### | Knewton Alta

Knewton Alta is an adaptive learning platform that provides students with personalized learning experiences and real-time feedback. It also makes content recommendations based on students' strengths and weaknesses, supporting their learning process and increasing their success. (<https://www.knewton.com/>)

### | Content Technologies (CTI)

It is an edtech company that uses artificial intelligence to create textbooks and educational materials. By enabling the automated creation of content, the platform produces teaching materials faster and more efficiently and supports the educational process.

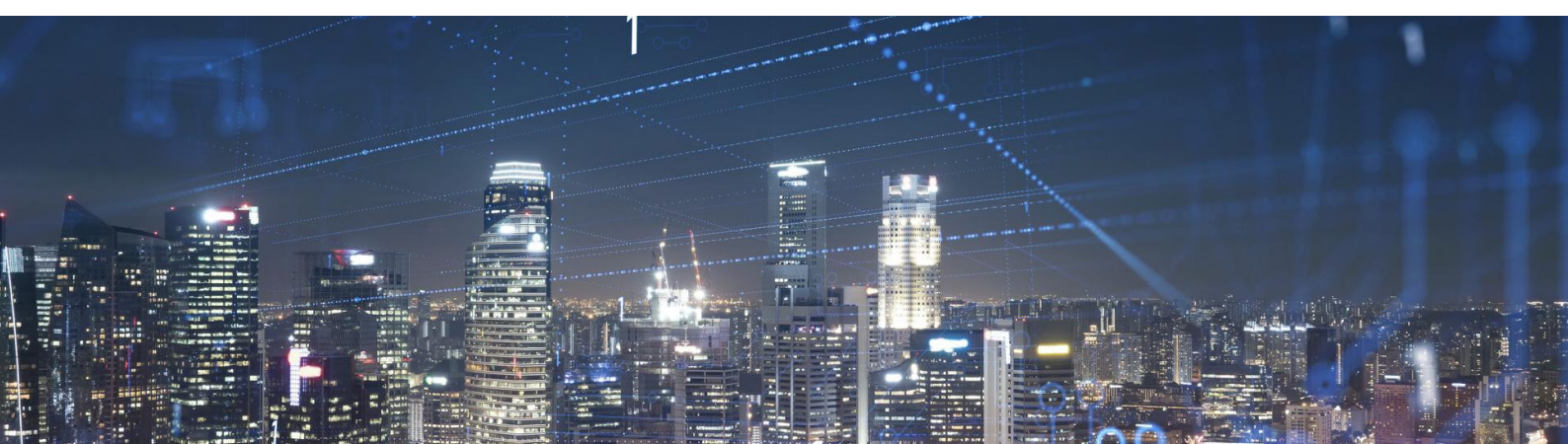
(<https://contenttechnologies.com/>)

### | Cognii

It is a virtual learning assistant that promotes deep learning by asking students open-ended questions and providing immediate feedback. This platform helps to develop students' thinking skills and provides a more effective learning experience by increasing interactivity in the educational process. (<https://www.cognii.com/>)

### | Carnegie Learning

It is an edtech company that uses artificial intelligence and machine learning to provide personalized math learning for students. By analyzing student performance, the platform delivers learning materials tailored to each individual's needs and helps them improve their math skills. (<https://www.carnegielearning.com/>)



## Artificial Intelligence Supported Language Learning Applications

Language learning is an important skill in a globalized world. AI-supported language learning applications make this process more effective and fun.

### | Duolingo

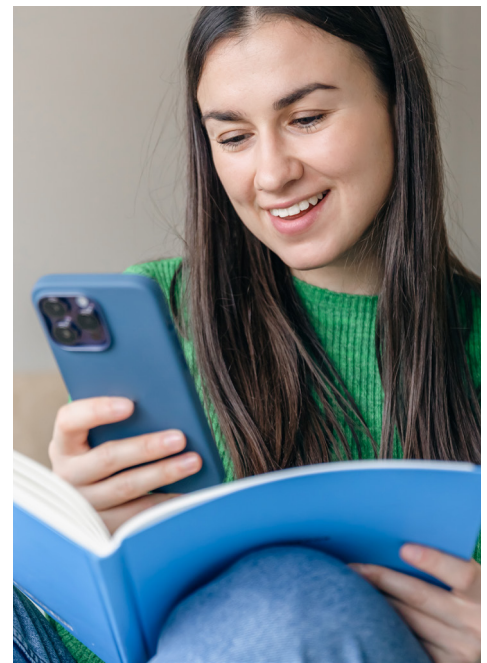
An AI-powered language learning platform that delivers personalized language learning experiences. Adapts content according to the user's learning speed and style. (<https://www.duolingo.com/>)

### | Rosetta Stone

A language learning app that provides real-time feedback to users using speech recognition technology and artificial intelligence. (<https://www.rosettastone.com/>)

### | Busuu

An AI-powered language learning app. Creates personalized learning plans based on the user's progress and offers the possibility to practice with native speakers. (<https://www.busuu.com/>)



## Artificial Intelligence Powered Note Taking & Organizing Apps

Digital note-taking and knowledge management provide great convenience in education. With AI-powered note-taking tools, you can better organize your information and increase your productivity.

### | Evernote

A note-taking app that uses AI features to automatically organize notes, suggest relevant notes, and improve search results. (<https://evernote.com/>)

### | Notero

A note-taking and knowledge management app that automatically categorizes, summarizes and correlates notes using artificial intelligence. (<https://notero.app/>)

### | Mem AI

An AI-powered personal knowledge management platform. Automatically organizes, correlates and provides insights into your notes. (<https://mem.ai/>)



## Artificial Intelligence Supported Student Assessment & Feedback

Feedback and assessment in education is a critical part of the learning process. AI-supported assessment tools make this process more efficient and consistent.

### | Turnitin

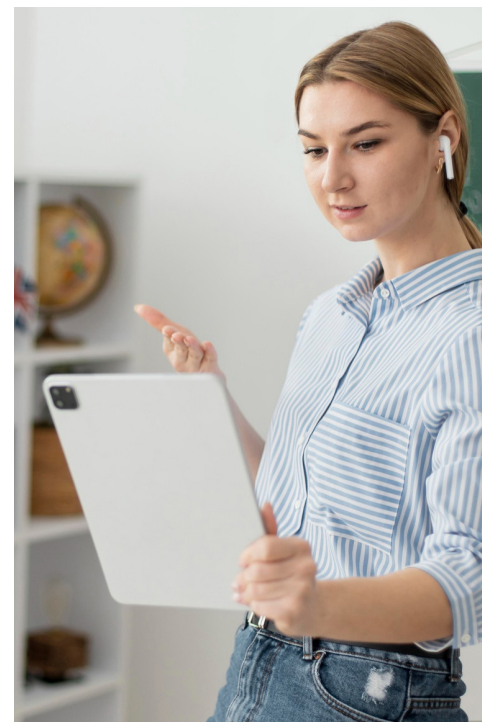
A platform that checks student assignments for originality and provides AI-powered feedback. It also provides instant feedback to students by detecting spelling and grammar mistakes. (<https://www.turnitin.com/>)

### | Feedback Fruits

An AI-powered platform that helps teachers assess student work and give feedback. Facilitates group work, peer assessments and self-assessments. (<https://feedbackfruits.com/>)

### | Grammarly EDU

It is an AI-powered writing and grammar checking tool that helps students improve their writing skills. It supports educators in evaluating student writing and providing feedback.. (<https://www.grammarly.com/edu>)





## AI-Powered Virtual and Augmented Reality (VR/AR) Educational Applications

Virtual and augmented reality have the potential to revolutionize education. With this technology, students can learn in virtual worlds and have interactive experiences.

### | Labster

A platform offering AI-powered virtual lab simulations. It provides students with the opportunity to experience scientific experiments in a realistic, interactive, and risk-free environment. (<https://www.labster.com/>)

### | zSpace

A platform offering AI-powered AR/VR technologies for education. It provides 3D models and interactive simulations for STEM education. (<https://zspace.com/>)

### | ClassVR

A virtual reality education platform that offers educators the ability to create and manage AI-powered VR content. It also provides ready-made VR content on various subjects. (<https://www.classvr.com/>)

## AI-Powered Gamification & Educational Game Platforms

Gamification in education makes learning more fun and interactive. AI-powered game platforms provide powerful tools to boost student engagement.

### | Kahoot!

An AI-powered game-based learning platform. It allows you to create interactive quizzes and learning games to increase student engagement. AI analyzes student performance and suggests personalized learning paths. (<https://kahoot.com/>)

### | Classcraft

An AI-powered education platform that uses role-playing game mechanics to enhance classroom management and student engagement. AI analyzes student behavior and performance to offer personalized tasks and rewards. (<https://www.classcraft.com/>)

### | Quizlet

An AI-powered study and learning platform. It facilitates learning through flashcards, games, and quizzes. AI analyzes the user's learning style and progress to create personalized study plans. (<https://quizlet.com/>)



## AI-Powered STEM Education Platforms

STEM (Science, Technology, Engineering, and Mathematics) education is one of the most important areas of education today. AI-powered STEM platforms help students develop their skills in these fields.

### | CoderZ

An AI-powered robotics coding and STEM learning platform. It allows students to develop their programming skills by working with virtual robots. AI analyzes student progress and provides personalized learning paths. (<https://gocoderz.com/>)

### | Tynker

An AI-powered coding learning platform for children. It teaches block-based coding, Python, and JavaScript. AI suggests projects and lessons tailored to the student's level and interests. (<https://www.tynker.com/>)

### | Brilliant

It is an AI-powered learning platform offering interactive courses in science, mathematics, and computer science. AI analyzes the user's learning pace and style to create a personalized curriculum. (<https://brilliant.org/>)

## AI-Powered Learning Analytics Platforms

Learning analytics is a critical tool for tracking student performance and improving learning processes. AI-powered learning analytics platforms transform data in education into meaningful insights.

### | Knewton

It is an adaptive learning platform that analyzes student performance and suggests personalized learning paths. This platform optimizes the learning experience and enhances success by offering content tailored to each student's strengths and weaknesses.

(<https://www.knewton.com/>)

### | Civitas Learning

A platform that uses data analysis and artificial intelligence to enhance student success in higher education. (<https://www.civitaslearning.com/>)

### | Realizeit

A digital learning platform that uses artificial intelligence and machine learning to provide personalized learning experiences.

(<https://realizeitlearning.com/>)



## AI-Powered Student Counseling and Guidance Systems

Providing guidance and counseling to students is critical to supporting their academic and personal development. AI-powered guidance and counseling systems make these processes more effective.

### | AdmitHub

It is a chatbot platform that provides AI-powered guidance and support to students. (<https://www.admithub.com/>)

### | Mainstay

It is an AI-powered messaging platform designed to increase student engagement and success. This platform enhances motivation and provides support in the learning process by facilitating effective and personalized communication with students.

(<https://mainstay.com/>)

### | Ivy AI

It is an AI-powered chatbot and support platform for higher education institutions. This platform provides 24/7 uninterrupted support to students, quickly answering their questions and making institutional processes more efficient. (<https://ivy.ai/>)



## AI-Powered Student Assessment & Feedback

AI-powered content creation platforms for education streamline and make the process more efficient.

### | Cerego

It is a platform that creates personalized learning experiences and content using artificial intelligence. This platform offers content tailored to each student's needs, making the learning process more efficient and effective.

(<https://www.cerego.com/>)

### | Smart Sparrow

It is an AI-powered platform used to create interactive and adaptive learning experiences. This platform provides content tailored to students' individual needs, making the learning process more dynamic and efficient.

(<https://www.smartsparrow.com/>)

### | Wildfire Learning

It is a platform that automatically creates and organizes educational content using artificial intelligence. This platform lightens teachers' workloads by efficiently producing educational materials and supports the learning processes.

(<https://www.wildfirelearning.com/>)



## AI-Powered Virtual Assistants and Chatbots

Virtual assistants and chatbots can be used in education to provide instant support to students. These AI-powered tools offer personalized guidance to students.



### | Jill Watson

An AI assistant developed by Georgia Tech that helps students. (Not: Spesifik bir web sitesi yok, Georgia Tech'in bir projesi)

### | Cognii

It is an AI-powered virtual learning assistant for education. This platform personalizes the learning process by answering students' questions and helps achieve more effective outcomes in education. (<https://www.cognii.com/>)

### | Third Space Learning

It is an AI-powered teacher assistant platform for mathematics education. (<https://thirdspacelearning.com/>)

## AI-Powered Learning Management Systems (LMS)

Education management is one of the biggest challenges faced by teachers and administrators. AI-powered learning management systems make this process more efficient.

### | Century

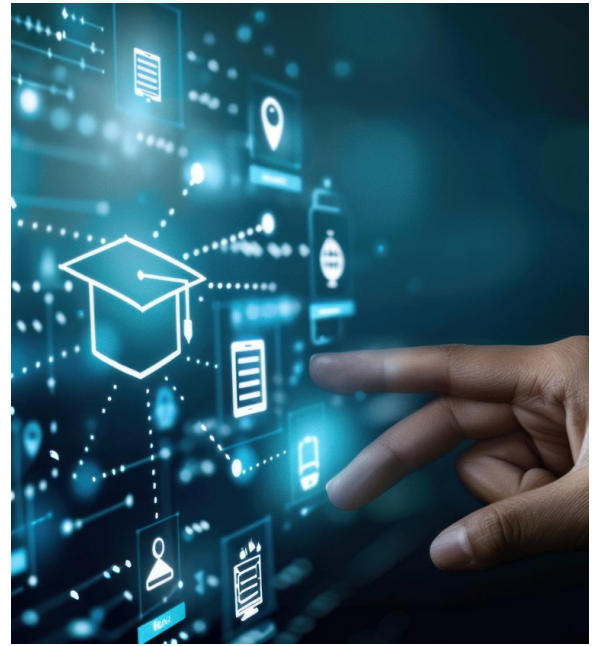
It is a learning platform that personalizes learning paths using artificial intelligence. This platform offers content tailored to each student's individual needs, making the learning process more effective and efficient. (<https://www.century.tech/>)

### | Kidaptive

It is a platform that uses artificial intelligence for adaptive learning and assessment. This platform continuously analyzes students' learning processes and offers content and assessments tailored to each individual's needs, aiming to increase success. (<https://www.kidaptive.com/>)

### | KnewtonAlta

An adaptive learning and assessment platform for higher education. (<https://www.knewton.com/>)



## AI-Powered Education Research and Development Platforms

Education research and development processes are crucial works that shape the future of education. AI-powered platforms make educational research and innovative solutions faster and more effective.

### | Carnegie Learning

It is a platform that develops solutions for mathematics education using artificial intelligence and cognitive science. This platform offers personalized learning experiences to enhance students' math skills and optimizes course materials. (<https://www.carnegielearning.com/>)

### | AI-NERD

It is a research and development platform that develops AI applications in education. This platform aims to improve teaching and learning processes by providing innovative AI solutions, enhancing efficiency and engagement in education. (<https://ainerd.org/>)

### | EdAid

It is a platform that researches and develops the use of artificial intelligence in education. This platform offers innovative AI solutions to improve teaching methods and enrich students' learning experiences. (Not: Varsayımsal bir platform, spesifik bir web sitesi yok)

## AI-Powered Educational Data Mining & Learning Analytics

The analysis of educational data is crucial for tracking student performance and improving education. AI-powered data mining and learning analytics tools transform this data into meaningful insights.

### | LearnSphere

It is a platform used to analyze educational data and improve learning processes. This platform helps develop more effective strategies in education by examining student performance and enables data-driven decision-making.  
(<http://learnsphere.org/>)

### | Apereo Learning Analytics

It is a platform that develops open-source learning analytics solutions.  
(<https://www.apereo.org/communities/learning-analytics-initiative>)

### | SAS Education Analytical Suite

It is a platform that offers data analysis and AI solutions for educational institutions. This platform enables more informed decisions in education and develops strategies to enhance institutional performance.  
([https://www.sas.com/en\\_us/industry/education.html](https://www.sas.com/en_us/industry/education.html))



## AI-Powered Accessibility Special Education Tools

Accessibility is crucial for ensuring equality in education. AI-powered tools improve the educational experiences of students with special needs and create an accessible learning environment for everyone.

### | TextHelp

It is a platform that offers AI-powered tools for students with reading and writing difficulties. This platform helps students improve their reading and writing skills while making the learning process more accessible.  
(<https://www.texthelp.com/>)

### | Seeing AI

It is an AI-powered visual recognition application for individuals with visual impairments.  
(<https://www.microsoft.com/en-us/ai/seeing-ai>)

### | Proloquo2Go

It is an AI-powered communication application for individuals with speech difficulties.  
(<https://www.assistiveware.com/products/proloquo2go>)

## AI-Powered Education Policy and Planning Tools

Education policies and planning are crucial processes that shape the future of education systems. AI-powered tools are used to analyze education policies and conduct strategic planning.

### | EdPolicy

EdPolicy is an AI-powered analytics platform for education policy creation and planning. This platform helps make more effective policy decisions and strategic plans by analyzing educational data.  
(Not: Varsayımsal bir platform)

### | AIED Planning

AIED Planning is an AI-powered strategic planning tool for educational institutions. This platform helps institutions develop more effective strategies and enhance their long-term success by analyzing their data.  
(Not: Varsayımsal bir platform)

### | EduAI Insights

It is an AI-powered platform that analyzes education trends and policy impacts.  
(Not: Varsayımsal bir platform)





# 100 AI-Powered Applications for Digital Education That Will Benefit Your Work

Turkey's First Educational Technologies Magazine

---

In this guide, we aim to showcase 100 AI-powered applications that can be used in digital education, highlighting the broad possibilities offered by educational technologies. These tools provide great opportunities for both educators and students to personalize learning processes, increase efficiency, and explore new teaching methods.

As artificial intelligence technology continues to rapidly evolve, it is crucial to explore these tools and identify those that best suit your needs. These applications can enrich traditional educational methods and help students develop 21st-century skills, preparing them for the future.

Of course, it is essential not to overlook ethical considerations and data privacy when using these technologies. We must remember that AI is a tool designed to enhance the effectiveness of teachers, not replace them, and offer students more personalized and enriched learning experiences.

As you explore the tools on this list, we encourage you to think about how to integrate them into your educational processes and continue shaping the future of digital education together. AI-powered education is constantly evolving; therefore, keeping this list up to date and following new developments will ensure that you remain a pioneer in digital education.



# Equality in Education

## Transformation with Technology

► **Inclusive educational technologies are making education accessible to everyone.**

Achieving equality in education is a dream for all of us, isn't it? In the modern world, technology is our strongest ally in reaching this goal. Inclusive educational technologies are at the forefront of this struggle. Whether it's for individuals with disabilities or students with different learning styles, it is now more possible than ever for everyone to benefit from the same educational opportunities. Let's explore together what these technologies offer and how they are revolutionizing education.

### 01 What are Inclusive Education Technologies?

Inclusive education technologies are digital tools and applications developed to ensure equal opportunities in education. However, these technologies are not only for students with disabilities; they also make a significant difference for students with different learning styles. These tools offer revolutionary solutions in education, allowing every student to maximize their potential. In other words, education is now more accessible for everyone!

### 02 Educational Technologies for Students with Disabilities

Consider the challenges a visually impaired student faces in the digital world. What used to be a barrier can now be overcome with screen readers and text-to-speech (TTS) systems. Tools like JAWS and NVDA allow visually impaired students to use computers and the internet with ease. But what about physically disabled students? There are also alternative input devices for them. With eye-tracking devices, students can control their computers simply by moving their eyes. These technologies truly make a difference in education.

### 03 Digital Tools for Different Learning Styles

We all have different learning styles. Some of us learn by seeing, while others learn by doing. This is where inclusive education technologies come into play. Multimedia content and personalized learning platforms offer solutions tailored to individual students' needs. For example, with interactive videos from Khan Academy, students can learn topics at their own pace. Or platforms like DreamBox Learning focus on the student's strengths and offer a customized learning path. In other words, everyone can receive education in a way that suits their learning style.

### 04 Accessibility Standards and Applications

In the digital world, accessibility standards are more important than ever. The Web Content Accessibility Guidelines (WCAG) ensure that digital content is usable by everyone. Educational institutions can make their digital content more accessible by adhering to these standards. Additionally, mobile applications are being developed to comply with these standards. Features like Apple's VoiceOver make mobile devices completely accessible even for visually impaired users. This accelerates digital transformation in education.

### 05 Awareness & Training Programs

So, how can these technologies reach a wider audience? Awareness programs for educators and administrators are crucial in this regard. Through these programs, we can ensure that inclusive educational technologies are used effectively and correctly. This way, we can achieve the goal of equal opportunities in education more quickly.

### 06 Collaborations and Support

Collaborations with technology companies and non-governmental organizations play a critical role in developing broader solutions in education. Through these collaborations, inclusive educational technologies can reach a wider audience and benefit more students. Joint projects and initiatives make it possible for education to become more inclusive.

### 07 Research and Development

Inclusive educational technologies are constantly evolving. By investing in research and development activities, we can ensure that these technologies provide innovative and effective solutions. Educational institutions and research centers can shape the future of inclusive technologies through the projects they undertake in this field.

### 08 The Future of Education

Finally, we must not forget that inclusive educational technologies are among the most important tools for ensuring equality in education. Through these technologies, every student can benefit from education equally. In the future, we must embrace these technologies to create a more inclusive and equitable world in education.

**Dear readers, make the most of the opportunities that technology in education offers. Never stop learning and improving yourself.**



# A Comprehensive Analysis of Educational Technologies from a Global and Turkish Perspective

Educational technologies have perhaps become more prevalent in our lives recently. Some of us may have felt this change more closely with our children experiencing remote learning, while others may have noticed it with workplace training moving to digital platforms.

Today, we will examine this dynamic field from both a global and Turkish perspective. Together, we will explore where educational technologies have come from, the role they play today, and what we can expect in the future.

If you're ready, let's embark on this exciting journey together.

## From Radio and TV to Today

### The Transformation of Educational Technologies

The roots of educational technologies actually go back to the 1920s. During those years, the use of radio and television in education was one of the revolutionary steps of the time. However, the real major leap occurred in the 1960s and 70s with the emergence of the first Computer-Assisted Instruction (CAI) systems like PLATO. It was during this period that the foundations of today's educational technologies were laid. The 1980s and 90s were years when digitalization accelerated with the widespread use of personal computers. In the early 2000s, with the rapid spread of the internet, e-learning platforms entered our lives. Finally, the 2010s and beyond marked a period where mobile learning, MOOCs, and AI-supported learning systems took educational technologies to a new dimension.

## Turkey's Journey in Educational Technologies

### First Steps and Major Projects

The story of educational technologies in Turkey began in the 1960s with the establishment of the "Film Radio and Television Education Center" by the Ministry of National Education. In 1974, the broadcast of educational programs on TRT was one of the first major steps in this field. However, the establishment of the Anadolu University Open Education Faculty in 1984 marked one of the turning points for distance education in Turkey. In the 1990s, the establishment of computer labs in schools accelerated digitalization. The FATİH Project, launched in 2010, and the EBA (Educational Informatics Network) platform, established in 2012, played a critical role in the widespread adoption of educational technologies in Turkey. And of course, with the COVID-19 pandemic in 2020, the use of distance education and digital platforms gained significant momentum.

## Today's Educational Technologies Which Trends Are Emerging?

**Online Learning Platforms:** Today, platforms like Coursera, edX, and Udacity offer educational opportunities to millions of students. In Turkey, universities and institutions' distance learning platforms, as well as YÖKAK Courses, are local examples of this trend.

• **Adaptive Learning Systems:** Platforms like Knewton and Carnegie Learning provide a personalized experience by offering learning materials tailored to students' individual needs. In Turkey, apps like Kunduz and Kolay Bi Matematik stand out in this area.

• **Gamification and Educational Games:** Tools like Minecraft: Education Edition and Kahoot! make learning fun and interactive through games. Turkish platforms like Morpa Kampüs and Vitamin are also noteworthy in this field.

• **Virtual and Augmented Reality:** Tools like Google Expeditions and Anatomy 4D bring virtual and augmented reality technologies into education. In Turkey, some schools have started using these technologies as part of the FATİH Project.

• **Artificial Intelligence and Chatbots:** AI-powered tools, like Carnegie Mellon University's SARA project, are opening new doors in education. In Turkey, local startups are developing AI-powered education assistants.

## Notable Achievements

### in Educational Technologies in Turkey

**FATİH Project:** This project, which aims to revolutionize education through smart boards, tablet distribution, and digital content development, is one of the largest initiatives in educational technologies in Turkey.

• **EBA Platform:** This national education platform, offering rich digital content and serving millions of students, became indispensable, especially during the pandemic period.

• **EdTech Startups:** Many local initiatives are making significant contributions to Turkey's educational technology ecosystem.

## What Awaits Us in the Future?

The future of educational technologies will be shaped by innovations like fully personalized adaptive learning systems, neuro-education technologies, holographic and haptic tech, blockchain, and emotional AI. These advancements will make learning processes more personalized, effective, and interactive.

## Challenges in Educational Technologies

In the field of educational technologies, global challenges like data privacy and security, digital inequality, and human-machine interaction persist. These obstacles have the potential to hinder the effective use of technology in education.

## Turkey's Journey of Digitalization in Education: Challenges and Opportunities

In Turkey, challenges like regional disparities in digital infrastructure, teachers' technology adaptation, and the production of high-quality digital content in local languages stand out. However, the young population, a growing EdTech startup ecosystem, and increasing R&D investments present significant opportunities for the country.

## Leading Research in Educational Technologies Worldwide

Stanford University, MIT Media Lab, and the European Union's Horizon 2020 program conduct pioneering research in educational technologies, making significant contributions to the field. These studies explore in detail how innovative technologies like digital learning tools, artificial intelligence, virtual reality, and augmented reality can be integrated into educational processes. They also provide strategic recommendations to ensure these technologies are used most effectively by teachers and students. Additionally, they focus on critical issues such as equal educational opportunities, accessibility, and the sustainability of technology-based learning, offering a vital vision for the future of global education systems.

## Studies on Educational Technologies in Turkey

In Turkey, institutions like METU, Boğaziçi University, and TÜBİTAK are conducting various research on educational technologies. These studies contribute significantly to Turkey's progress in the field of educational technologies.

## What Should Be Done Globally for Educational Technologies?

International organizations like UNESCO, OECD, and the World Bank are developing ethical frameworks and policy recommendations for the use of technology in education. These suggestions ensure that educational technologies are used responsibly and effectively.

## What Should Be Done for Turkey to Stand Out in the Use of Technology in Education?

For Turkey to succeed in educational technologies, it is recommended to expand digital literacy programs, increase incentives for EdTech startups, and strengthen international collaborations. These steps could make Turkey a regional leader in educational technologies.

Educational technologies have the power to shape not only today's but also tomorrow's education systems. Turkey, with its young population that adapts quickly to technology, a developing EdTech ecosystem, and increasing technology investments, holds significant potential in this transformation. However, to realize this potential, decisive steps must be taken in areas like digital inequality, infrastructure gaps, and teacher training.

While technology has the power to transform education, the success of this transformation is not solely dependent on the use of technological tools. Human values, ethical principles, and cultural context also play a crucial role in this process. For Turkey to succeed in educational technologies, it must produce solutions that address local needs while following global developments.

In conclusion, advancements in educational technologies present Turkey with an opportunity to redefine its role in education. Being a pioneer in this transformation is of great importance for improving the quality of education and better preparing future generations. Making the most of the opportunities that educational technologies offer is our collective responsibility and the guarantee of our future.



# The Comprehensive Development History of the Internet: Pioneers, Milestones, and Reflections in Turkey

Hello dear readers! Today, we are embarking on a journey to explore the origins of the internet, a technology that has become an inseparable part of our daily lives. If the first thing you do when you wake up in the morning is check your phone, then you are already immersed in the fascinating world of the internet. But have you ever wondered how this miraculous technology came into being and evolved into what it is today? In this article, we will explore how the internet has shaped globally, its development in Turkey, and the significant milestones along the way.

## ● The Birth of ARPANET (1960-1969)

In 1957, the Soviet Union's launch of the Sputnik satellite into space prompted the United States to take action, leading to the creation of the Advanced Research Projects Agency (ARPA). This event marked the first step towards the birth of the internet. In 1962, J.C.R. Licklider at ARPA introduced the idea of an "Intergalactic Computer Network," a concept that laid the foundation for what we now know as the internet. However, October 29, 1969, is considered the true birthdate of the internet. With the first message sent from UCLA to the Stanford Research Institute, the foundations of modern communication were established. Dr. Leonard Kleinrock describes the moment with these words: "That day, we could only type 'LO'; the system crashed. But for us, that 'LO' was as meaningful as 'Hello, world.'"

## ● Protokollerin Geliştirilmesi ve Ağın Genişlemesi (1970-1983)

ARPANET's success gained momentum when it expanded to 23 main computers in 1971. In 1972, Ray Tomlinson invented email and introduced the "@" symbol into our lives. In 1973, Vinton Cerf and Bob Kahn developed the TCP/IP protocol, laying the groundwork for the global spread of the internet. Cerf summarizes this process by saying, "Our goal was to ensure seamless communication between different networks. This became the fundamental building block of the internet." By 1983, TCP/IP became the standard protocol of ARPANET, opening the doors to the modern internet.

## ● NSFNET and the Birth of the Internet (1984-1989)

In 1984, the Domain Name System (DNS) was introduced, which can be considered as the identity system of the internet. That same year, the National Science Foundation Network (NSFNET) was established, replacing ARPANET and expanding access to a wider audience. In 1989, Tim Berners-Lee proposed the concept of the World Wide Web (WWW), taking the step that would shape the internet into what it is today. As Berners-Lee put it: "The reason I invented the World Wide Web was to make information sharing easier and to connect people to each other."

## ● World Wide Web and the Widespread Adoption of the Internet(1990-2000)

In 1990, ARPANET officially came to an end, but Tim Berners-Lee's development of the World Wide Web marked the beginning of the internet's evolution. The first webpage was published during this period, and the internet started to reach a wider audience. In 1993, the Mosaic web browser was developed, making internet use accessible to everyone. Marc Andreessen explains this development: "With Mosaic, our goal was to make the internet simple enough for everyone to use." In 1994, the release of Netscape Navigator brought the internet into our homes.

## ● The First Web Pages(1990-1994)

The first webpages played a critical role in the widespread adoption of the internet. Tim Berners-Lee's initial webpage explained what the internet was and how it could be used. In 1994, Pizza Hut's launch of the first online pizza ordering system laid the foundations for e-commerce.

## ● The Dot-com Bubble and the Rise of E-commerce (1995-2000)

1995 was a pivotal year with the emergence of giants like Amazon and eBay. However, the rapid growth of this period led to the bursting of the Dot-com bubble in 2000, resulting in the bankruptcy of many companies. Despite this challenging time, the internet continued to solidify its place as an indispensable part of our lives.

## ● The First Internet Platforms and Search Engines

In 1994, platforms like Yahoo!, Geocities in 1995, and ICQ in 1996 became indispensable parts of the internet. However, the real revolution began with the founding of Google in 1998. Google fundamentally changed the way we understand and use the internet.

## ● The Rise of Web 2.0 and Social Media (2001-2010)

In 2001, the founding of Wikipedia transformed the internet into a source of information shaped by users. The birth of Facebook in 2004 marked the beginning of the social media era, and in 2006, Twitter emerged as a platform where people could instantly share their thoughts.

## ● The Rise of Mobile Internet

The release of the first iPhone in 2007 marked the beginning of the mobile internet era. Now, the internet was no longer limited to the computers in our homes; it became accessible anytime, anywhere.

## ● From the First Connection to TURNET (1993-1999)

Turkey first connected to the internet on April 12, 1993, with the first connection made from METU. As Prof. Dr. Mustafa Akgül said, "That day marked the beginning of a new era for Turkey." The TURNET project, launched in 1996, established Turkey's first internet backbone.

## ● The ADSL Period and Widespread Adoption (2000-2010)

The introduction of ADSL services in 2001 accelerated the spread of the internet in Turkey. Internet cafes became the point of introduction to the internet for the younger generation during this period. The opening of the e-Government Gateway in 2008 was a significant milestone in Turkey's digitalization process.

## ● The Mobile Internet and Social Media Era(2010-Günümüz)

In 2011, the widespread use of 3G services increased mobile internet usage. The launch of 4.5G services in 2016 significantly boosted internet speeds and capacity in Turkey. The first 5G tests conducted in Turkey in 2019 raised hopes for the future of the internet.

## ● Big Data and Artificial Intelligence

The internet is getting stronger with big data and artificial intelligence technologies. In 2011, IBM's Watson demonstrated the power of artificial intelligence by defeating human opponents on Jeopardy! competition, demonstrating the power of artificial intelligence. In 2016, Google's AlphaGo pushed the limits of artificial intelligence by defeating Go champion Lee Sedol.

## ● Internet of Things (IoT)

The Internet of Things (IoT) is blurring the boundaries between the physical world and the digital world. By 2020, there will be 41.6 billion IoT devices worldwide. IoT will revolutionize the way we live and work.

## ● 5G and Beyond

In 2019, the first 5G networks went into service, and by 2025 By 2020, 45% of mobile data traffic is expected to be over 5G networks. 5G will play a key role in the future of the internet.

## ● Cybersecurity and Data Privacy

With the development of the Internet, cyber security and data privacy has also gained great importance. The General Data Protection Regulation (GDPR), which came into force in 2018, requires was an important step to ensure the protection of their data.

## ● The Endless Possibilities of the Internet & Looking to the Future

The Internet is not just a technology; it is one of the greatest revolutions in human history. From the humble beginnings of ARPANET, the Internet has revolutionized the world, eliminating physical borders and bringing people and societies closer together. By enabling global access to information, it has transformed everything from education and health to commerce and entertainment. It has changed the way people do business, created new professions and redefined working conditions with flexibility. It has also reshaped our social lives, the way we communicate, our relationships and even our sense of identity. But this great transformation is far from over, perhaps we are only at the beginning.

The future is bursting with possibilities offered by the internet. Next-generation technologies such as big data analytics, artificial intelligence, 5G technologies and the Internet of Things (IoT) will extend the reach and impact of the internet to previously unimaginable levels. Penetrating every aspect of our lives, these technologies are not only changing our individual and social habits, but also reshaping the global economy. Technologies such as virtual reality (VR) and augmented reality (AR) make the internet experience richer and more interactive, while concepts such as the metaverse offer different visions of the future of the internet. In this process, issues such as security and privacy will become increasingly important. Cyber security threats, personal data protection and digital rights will become the biggest concerns of users and organizations as natural consequences of the widespread use of the internet. However, the potential of the internet is limitless and tackling these issues will progress in parallel with the development of technology. With the awareness of users and the responsibility of technology companies, the internet will become a safer, more accessible and more inclusive space.

Where the Internet will take us may not yet be entirely predictable, but one thing is certain: We are all passengers on this journey. Every innovation, every new technology, takes us further, to a more connected future.

The Internet will continue to be at the center of our lives and will open new doors that we cannot even imagine. In this endless journey, the internet will not only be a tool that provides access to information, but also a force that transforms our creativity, our way of thinking and our social structure.



# Engaging Learning Using Educational Technology

## Design and Development of Programs

We all know the power of using technology in education, don't we? But it's not just about using technology, it's about doing it the right way to create interactive and engaging learning experiences. Designing learning programs that appeal to both students and employees enables them not only to absorb knowledge, but also to internalize it and turn it into skills. So how is this possible? Let's explore together!

### Learning and Technology An Effective Partnership

The combination of the right learning strategies and technology takes the learning experience one step further. Training programs developed especially for employees go beyond just conveying information and become more interactive and memorable.

When you integrate technology into your training processes, you increase the efficiency of both your training and development journey. Conclusion. Students or employees interact more and apply what they learn more effectively in business life.

### The Role of Technology in Interactive Learning

Today, technology has infiltrated every aspect of learning. Thanks to technological tools, students are no longer passive listeners but can directly interact with the content. This interaction increases student engagement and makes learning more fun. From video management systems to AI-powered coaching platforms, technology is making the educational experience richer and more personalized.

Thanks to technology, students both interact more with the content and have more lasting learning experiences.

### Personalized Learning A Journey Where Everyone Moves at Their Own Pace

The era of "one size fits all" in education is over! Personalized education programs that allow everyone to learn at their own pace are now in vogue. Thanks to adaptive learning platforms, the deficiencies of each student or employee are identified and appropriate content is offered. In this way, the educational process becomes completely personalized. Thanks to technology, students can take responsibility for their own learning process and a learning journey shaped according to their needs they can live.

### Preparation for New Technologies Gamification and Immersive Learning

Another great advantage of technology is that it enables gamification in education. Gamification adds a fun dimension to educational processes and increases students' interest in learning. Gamified learning experiences ensure that students not only have fun but also retain information for longer. Immersion strategies such as scenario-based learning and storytelling allow students to develop deeper understanding and apply what they learn in real-world scenarios.

### In Education with Social Platforms Cooperation and Participation

Integrating educational technologies with social platforms can further expand learning experiences. Platforms such as Instagram and LinkedIn are no longer just social media tools, but are becoming tools for collaboration and participation in education. Instructors can use these platforms to share pre-class preparation materials or students can interact with each other through these channels. Social platforms support not only individual learning but also group learning. In a way, they remove geographical boundaries and make students part of a global learning community.

### Interactive Learning Platforms: Students Experiences Shaped According to Your Needs

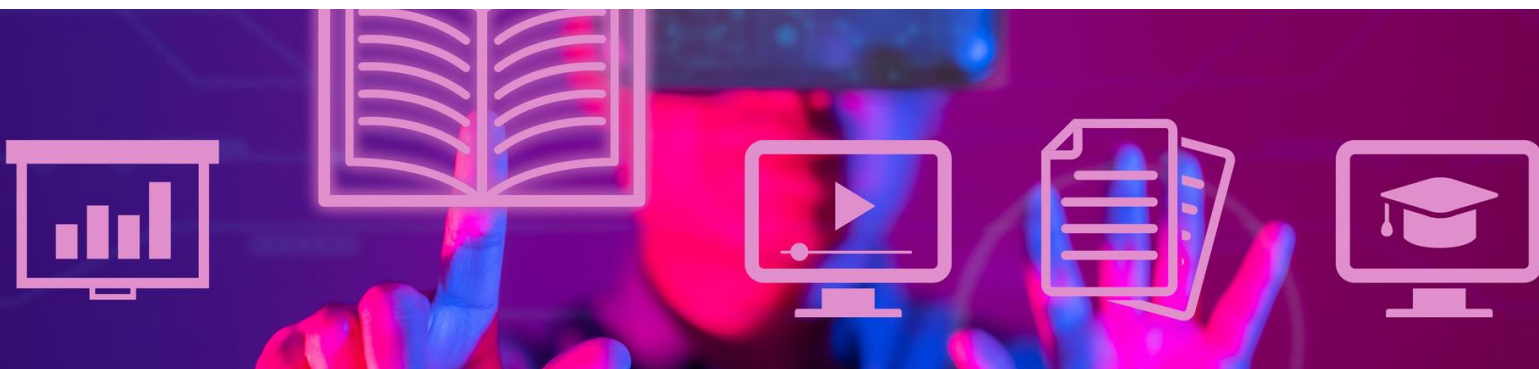
Experiential learning platforms transform learning from a mere process of transferring theoretical knowledge and give students experience. Technologies such as Learning Management Systems (LMS) and AI-powered coaching platforms offer students personalized and innovative learning experiences. These systems analyze students' performance and offer recommendations tailored to their needs. In other words, thanks to technology, students not only learn but also recognize their areas of improvement.

### Mobile Learning and Microlearning Flexible and Anywhere Learning

For today's students and workers, learning doesn't have to be limited to the classroom or the office. Mobile learning technologies make learning possible anytime and anywhere. Microlearning, which offers small learning chunks, is a great way to engage students and facilitate their learning. This technology, which makes it possible to learn on the go, is perfect for those who want to save time, especially nowadays.

### Accessibility in Education Providing Equal Opportunities for All

When using technology in education, accessibility should not be overlooked. Making content accessible for students with disabilities is an important part of educational design. Features such as subtitles, sign language support, subtext and screen reader compatibility allow all students to learn equally. Accessibility contributes to the democratization not only of technology, but also of education.





# Artificial Intelligence in Education

## Current Practices, Global Trends and Future Perspectives

When we talk about artificial intelligence in education, the first questions that come to mind are usually: “Will this technology really revolutionize education?” or “As the future of our students is changing so rapidly, will we be able to keep up?” I’m sure these questions are on all of our minds as we try to understand the rapidly growing role of AI in education.

In this issue, we will take a detailed look at how AI is being used in education, in which areas it is effective, and what the future holds for us. In today’s world, AI is not just a buzzword, it has become a powerful tool that opens the door to significant changes in education. As we have all wondered, the applications of AI in education can bring great benefits not only to students, but also to teachers, schools and the entire education system. In this article, we will focus on the transformative power of AI in education, taking a comprehensive look at both current applications and what we can expect in the future. If you are ready, here we go...

### Personalized Learning

#### A Special Journey for Every Student

We all know that every student is different in education. While some of us grasp quickly, some of us encounter subjects that need a little more emphasis. This is exactly where artificial intelligence comes into play. Imagine an education system where each student can progress at their own pace, according to their own needs... According to McKinsey’s research, personalized learning systems supported by artificial intelligence can increase student success by 30%. This means that the most appropriate learning method for each student can be the gateway to their success.

“Every student is special, so why should education be the same for everyone?”

Take Carnegie Learning’s MATHia platform from Global. This system analyzes how students solve problems and provides them with a customized roadmap. Students can progress at their own pace and receive reinforcement where they are lacking. In this way, their success rates on standardized tests increase significantly. In short, thanks to artificial intelligence, education is now shaped by what works best for everyone.

### Smart Teacher Assistants

#### Redesigning Education

Teachers do not only teach in the classroom; exam preparations, grading, administrative work... All this takes up teachers’ time and it drains his energy. But what about a helper who can lighten the load what if? This is where AI-powered smart assistants come in. A UNICEF report shows that these assistants reduce the time teachers spend on administrative tasks by 40%. This means that teachers can spend more time on their real work: one-on-one attention to their students.

“Time is the most valuable resource in education, but what if we could use it more efficiently?”

Jill Watson, an artificial intelligence assistant developed by Georgia Tech, can answer student questions with 97% accuracy. It makes students more satisfied and reduces the burden on teachers. In other words, thanks to technology, education processes are becoming smarter, more efficient and more interactive.

### Real-Time Evaluation and Feedback Learn Instantly, Move Forward Instantly

We all know how important feedback is in education. Feedback plays a critical role for students to understand where they went wrong, learn the right thing and move forward. Artificial intelligence can provide this feedback instantly, enabling students to see and correct their mistakes immediately. According to the World Economic Forum, real-time feedback systems increases students’ speed of comprehension by 60%.

“We don’t have to wait to learn; we can learn the truth right now, right now.”

Tools like Grammarly help students improve their writing skills by providing instant feedback during the writing process. Students write better sentences, correct grammar mistakes and get more out of the writing process. Thus, the learning process becomes faster, more effective and more motivating.

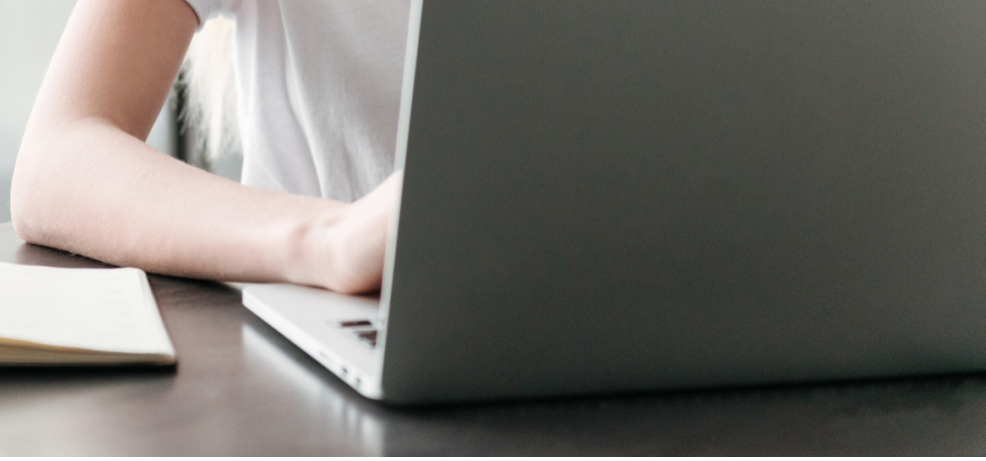
### Adaptive Learning Content

#### Education for Everyone

As we all know, it is not always ideal for lessons to work the same way for everyone. This is where artificial intelligence comes in, adapting course content to the needs of students. EdTech Magazine reports that such systems reduce students’ study time by 40%. In other words, students can learn more efficiently in less time.

“Education doesn’t have to be uniform; each student can have a personalized roadmap.”

Knewton’s Alta platform is a great example of how this kind of adaptive content works. An 18% increase in student success rates. It offers a personalized learning experience at the appropriate level of difficulty for each student. This way, students can continue learning without getting bored and challenged.



## ● Data Analytics in Education Shaping the Future with Data

Artificial intelligence affects not only the teaching process but also education policies and practices through data analysis. It identifies inefficiencies in the education system and determines which analyzes which strategies work best. IBM's Watson Education system analyzes student data, identifies at-risk students and offers tailored intervention strategies. In this way, student failure rates are reduced by 25%.

“Success in education is built on more solid foundations if it is supported by data.”

Data analytics in education plays a critical role in helping schools and teachers improve their performance. According to a report by SAS Institute, 78% of schools using data analytics have seen improvements in student performance. Making data-driven decisions in education leads to better outcomes for both teachers and students.

## ● State of the Art and Examples of Countries

Each country has its own strategy for AI applications. While China is leading the way in AI applications in education, Finland is focusing on increasing social AI literacy. While India aims to equip its young population by integrating artificial intelligence into the curriculum, In Turkey, AI-supported learning analytics are being used as part of the FATİH Project. The steps taken by each country in this field show how AI can be used in a wide range of fields in education.

“AI is reshaping education in every country, and we must be ready to keep pace.”

## ● Future Scenarios Transforming Education with Artificial Intelligence

It's always exciting to predict what the future holds. By 2030, every student is expected to have a personal AI teaching assistant. By 2035, it is predicted that virtual and augmented reality technologies supported by artificial intelligence will be widely used in education. Imagine, crossing borders in virtual classrooms, learning together with students around the world...

“The future will be shaped by artificial intelligence; are we ready to take our place in this transformation?”

By 2040, with the spread of global virtual classrooms, students from different corners of the world will be able to learn in the same virtual environment without language barriers. A world where borders are eliminated in education and equal opportunities are provided... These scenarios offer powerful clues about how AI can transform education.

## ● Challenges and Ethical Concerns Finding Balance

While AI offers great opportunities in education, it also brings challenges and ethical concerns. The digital divide, data privacy and security, algorithm bias are all issues that need to be carefully addressed to ensure fairness in education. Teachers in particular are concerned that AI tools will reduce human interaction.

“AI brings challenges as well as opportunities, and it's up to all of us to find that balance.”

## Shaping the Future is in Our Hands

The opportunities offered by AI in education are truly exciting. But we all have a role to play in making the most of these opportunities. The future of education is not only about technological innovation, but also about how we use it.

will take shape. AI can increase equality of opportunity in education, make learning processes more effective and maximize the potential of every student. However, it is up to us to guide this technology in the right direction.

“Realizing the potential of AI in education is possible by taking the right steps, but are we ready for this transformation?”

Inclusive policies need to be developed, ethical frameworks need to be established and teachers need to be continuously trained. Only with these steps can we realize the transformation that AI can create in education in the most efficient way. After all, no matter how much technology advances, people will always be at the center of education.

We must act together to take part in this transformation, shape the future and step into a new era in education. Realizing the revolutionary potential of artificial intelligence in education is not limited to using technology. Directing this potential in the right way requires the active participation of all stakeholders. Teachers, students, education administrators and policymakers must work together to integrate AI into education. It is crucial to create inclusive policies to ensure equal distribution of the opportunities offered by artificial intelligence and to ensure that everyone can benefit from this transformation.

Ethical values should not be ignored in this process. As the role of AI in decision-making processes increases, issues such as data privacy, algorithmic transparency and fairness become even more important. Making AI tools used in education transparent, fair and accessible to all can reduce inequalities in education in the long run. Guiding AI within an ethical framework will build trust, not only for students, but for society as a whole. AI can revolutionize education, but it is up to us to make it happen.



# The Bright Future of Education Technology

## Artificial Intelligence, Avatars, 3D Models and More

The world of education is changing and we are excited by this change. The innovations that technology brings to education are redefining not only the teaching and learning processes, but also the educational experience. In this new era of educational technologies, we are looking for ways to create a more effective and interactive learning environment for both teachers and students. Artificial intelligence, virtual avatars, 3D models and more... Let's take a look at these technologies that will revolutionize education and discover how the future is shaping up...

### Artificial Intelligence (AI) The Rise of Digital Learning

Artificial intelligence is revolutionizing education. Thanks to AI, it is now possible to create customized learning paths for each student. For us, this means the individualization of education and students being able to access information at their own pace, in a way that suits their learning style. Students now have an AI teacher in front of them, guiding them, answering their questions and providing motivation. This is not just a dream; it is our new reality in education. This personalization enabled by AI not only increases efficiency, but also supports student success. With the possibilities offered by AI, it is now in our hands to provide an education that best suits the individual needs of each student.

### The Power of Avatars in Online Learning

Virtual avatars are becoming increasingly important as representations of us and our students in the digital world. These avatars strengthen the social presence in online learning environments, enabling students and teachers to have a more interactive and personal experience. Avatars are more than just digital characters in virtual classrooms, they help build social bonds between students and make education more fun. Especially in simulation-based learning processes, avatars offer the opportunity to practice real-world skills in a safe environment. This makes education more interactive and engaging.

### Digital Twin Technology

Digital twin technology opens a whole new dimension in education. Thanks to 3D models, it becomes possible not only to hear complex concepts and structures, but also to experience them visually and interactively. This technology gives our students the opportunity to present abstract knowledge in a concrete way and deepen their learning experience.

*3D models make abstract concepts tangible.*

Realistic virtual laboratories allow students to practice and experiment without the need for expensive equipment. This makes education more accessible and effective.

### The Future of Online Learning Extended Reality (XR)

Extended reality (XR) revolutionizes education by bringing together virtual reality (VR), augmented reality (AR) and mixed reality (MR) technologies. XR brings our students together with experiences that bridge the gap between the real world and the virtual world. Thanks to this technology, our students can experience both theoretical knowledge and practical applications at the same time. VR offers opportunities to practice in virtual worlds, AR offers opportunities to integrate digital information into the real world, and MR offers opportunities to increase collaboration and interaction between these two worlds. This opens brand new doors in education.

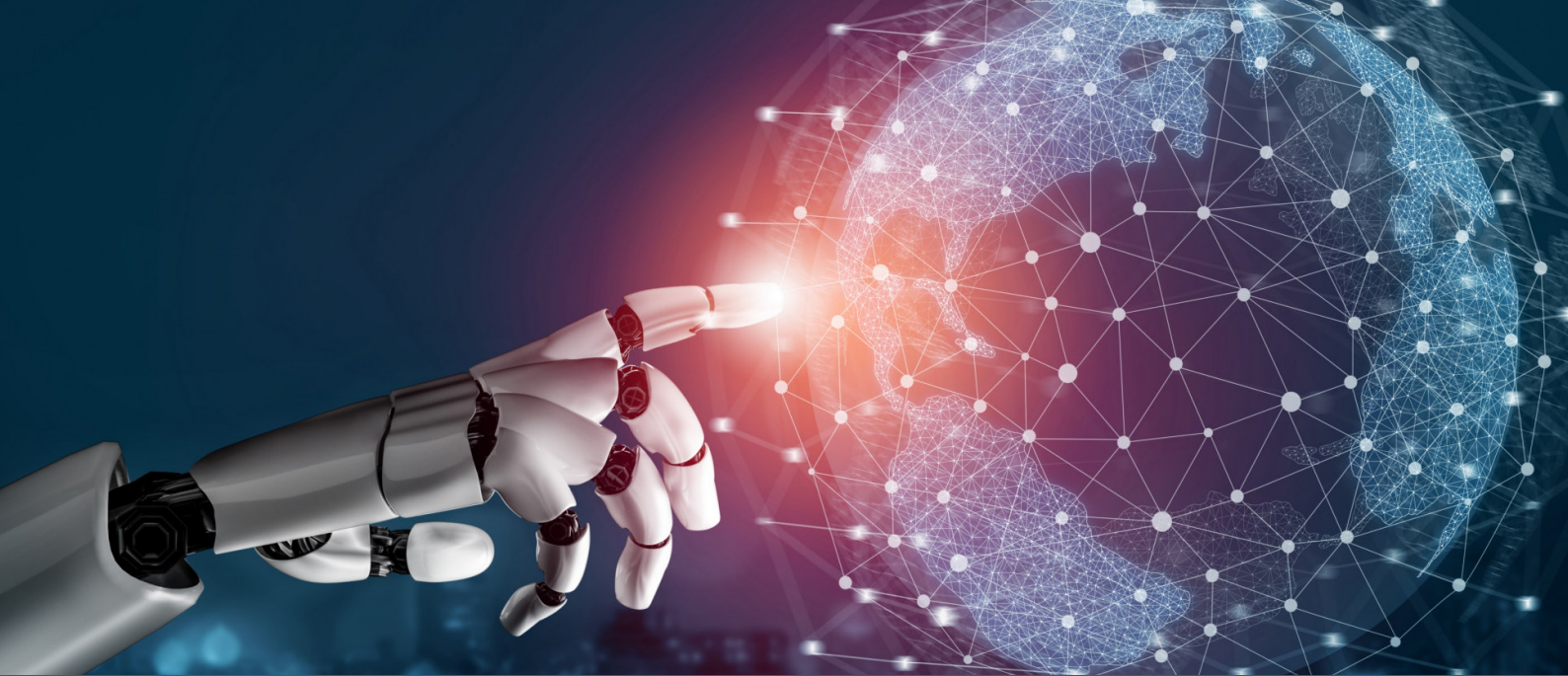
### The Future of Online Learning Other Shaping Trends

In addition to all these innovations offered by technology, many different trends are coming to the fore in education. Microlearning, mobile learning and social learning are ushering in a new era in education. Data-driven decision-making processes make education more efficient and effective. For us, thanks to these trends, education is no longer limited to the classroom environment; it becomes accessible anytime, anywhere. This makes our students' learning processes more flexible and accessible.

### Embracing the Future of Online Learning

In conclusion, online learning and educational technologies not only offer us a great opportunity, but also radically change our understanding of education. Technologies such as artificial intelligence, avatars, 3D models and augmented reality are making educational processes more interactive, accessible and personalized. These innovations are shaping the future of education, accelerating access to information and making learning experiences richer. However, in order to take full advantage of the opportunities offered by these technologies, serious investments in technology in education are required.

We need to act not only with financial investments, but also with a mindset that encourages innovative thinking and supports continuous development. In this process, it is important to adopt a student-centered approach and ensure that each individual progresses according to their own learning pace and needs.



# What is Generative Artificial Intelligence?

In this month's issue, we are taking a closer look at Generative Artificial Intelligence (GenAI), perhaps the most exciting technological development of recent times. We are living in an era where many things we've seen in science fiction films are becoming reality, and GenAI is at the heart of this transformation.

So, what is Generative Artificial Intelligence, and why is it so important? Simply put, GenAI refers to artificial intelligence systems that can independently generate new content. Yes, you heard that right—machines are no longer just processing existing information; they are now capable of creating entirely new things. From text to images, music to videos, these systems are redefining the boundaries of creativity.

Imagine writing the first chapter of a novel, and GenAI helps you complete the rest. Or, you're looking for design ideas for a product, and the AI presents you with hundreds of unique concepts. Sounds incredible, right? Well, that's exactly what GenAI does, and it promises even more.

In this issue, we will take a detailed look at how Generative Artificial Intelligence works, where it is being used, and what the future holds for us. We will also discuss the ethical issues it brings along and its potential societal impacts.

If you're ready, let's step into the world of this fascinating technology that opens the doors to the future. Understanding the possibilities and challenges presented by GenAI will be of critical importance for all of us in the near future.

| How Does GenAI Work? Can Computers Really Be "Creative"?

Dear readers, we all have the same question on our minds: Can computers really be creative? To answer this question, we need to take a closer look at how GenAI operates.

The magic behind Generative AI systems is actually based on very complex mathematical and statistical models. But don't worry, I won't explain it like it's rocket science!

The best way to understand how GenAI works is to think of it as a talented apprentice with a very strong memory. This apprentice looks at millions of examples provided by the master (that's us), learns the relationships and patterns between them, and then uses this knowledge to create new things.

For example, a GenAI system might be trained on millions of images. During this process, it learns what a cat looks like, what elements make up a house, or how a landscape painting is composed. Later, when you ask it to "draw a picture of a purple cat playing in a pink house," it can create this combination, which it has never seen before, by using the information it has learned.

One of the most popular architectures of these systems has a quite fun name: Generative Adversarial Networks, or GANs for short. This system consists of two artificial neural networks, one playing the role of an "artist" and the other as a "critic." The artist constantly tries to create new content, while the critic attempts to determine whether the content is real or artificial. The ongoing "struggle" between these two networks results in increasingly realistic and impressive outcomes.

So, are these systems truly "creative"? This is still a question debated by philosophers and scientists. GenAI systems can definitely produce original and surprising results, but it's important to remember that there are still human-designed algorithms behind them. Perhaps it's more accurate to view GenAI as an extension of human creativity.

## | What Can GenAI Do? How Is It Entering Our Daily Lives?

Now, let's get to the most exciting part: What can GenAI do? Believe me, this list will surprise you!

### ● Text Generation

Systems like ChatGPT can write text almost like humans. Articles, stories, even poems! Just imagine, maybe in the future, your favorite novel could be written by an AI.

### ● Image Generation

Systems like DALL-E or Midjourney can turn anything you imagine into an image. Did you say "astronauts having a picnic on the Moon"? It's on its way!

### ● Music Composition

AI composers can now create all kinds of music, from classical to pop songs. Don't be surprised if you see AI productions on your Spotify playlists in the future.

### ● Video Generation

There are systems that generate videos from a short text description. The advertising industry has already started getting excited about this.

### ● Code Writing

Yes, you heard that right. AI can now write code. Don't worry, developers, it won't take your job; think of it as an assistant that will help you.

### ● Product Design

AI systems are being used in many fields, from fashion design to industrial design. Who knows, maybe one day that amazing jacket you're wearing was designed by an AI.

### ● Drug Development

GenAI is accelerating the drug development process by designing new molecules. This holds promise for diseases that currently have no cure.

## | GenAI and the Business World Should We Be Afraid or Excited?

The impact of GenAI on the business world is probably one of the most discussed topics in recent years. Some of us are afraid of losing our jobs, while others are excited about new opportunities. First, I must say this: Yes, some jobs will change, and some will even disappear. But hasn't this always been the case with technological advancements? Just think, there used to be a profession called "elevator operator"! The effects of GenAI on the business world will be as follows:

### ● New Job Roles

New professions like "AI Ethics Consultant" and "Prompt Engineer" will emerge, roles we've never heard of before.

### ● Increase in Productivity

Most routine tasks will be handled by AI, giving us the opportunity to focus on more creative and strategic work.

### ● Personalized Services

Thanks to AI, much more personalized services can be offered to customers.

### ● Revolution in Creative Industries

Artists, designers, and writers will be able to expand their creativity by using AI as a tool.

### ● Continuous Learning

We will all need to learn new skills and continuously improve ourselves.

### ● Ethics

What about ethical issues? The widespread use of GenAI brings up some important questions: Who owns a piece of art created by AI? Who is responsible for the decisions made by AI? What should we do about deepfakes and the spread of misinformation?

These are questions we will frequently discuss in the coming years. But don't worry, like every new technology, GenAI brings both challenges and opportunities. The important thing is to be prepared for this change and to manage it in the best way possible.

## | Looking to the Future: Where is GenAI Taking Us?

Dear readers, so far we've discussed what GenAI is, how it works, and its current applications. But what about the future? What kind of world is GenAI leading us to?

### ● Personalized Everything

From education to healthcare, entertainment to shopping, everything will become personalized. Custom-made lesson plans for you, personalized nutrition plans, music created according to your taste...

### ● Explosion in Creativity

AI, supporting human creative processes, could lead to art, technological innovations, and scientific discoveries that we never even imagined before.

### ● Elimination of Language Barriers

With real-time, perfect translations, language barriers could be almost completely eliminated.

### ● Scientific Breakthroughs

From drug development to climate change solutions, we could see major AI-supported breakthroughs in many fields.

### ● Ethical and Legal Frameworks

With the widespread adoption of AI, new ethical and legal frameworks will need to be established. However, alongside this bright future, there are also concerns. Issues like data privacy, job security, and AI addiction are important topics that need to be addressed carefully. The widespread use of AI to the point where human intervention is no longer needed could lead to serious discussions about job security and the limits of automation. At the same time, the uncontrolled use of AI systems poses a risk of addiction and ethical violations, highlighting how critical it is to manage this technology responsibly.

# FINAL WORD

## Shaping the Future with GenAI

Dear readers, we have embarked on a long journey through the fascinating world of Generative Artificial Intelligence. The potential of this technology is truly mind-blowing. However, let's not forget that it is us who shape the technology and decide how it will be used. GenAI, just like the internet or smartphones, is a technology that will radically change our lives. But it is us who will determine the direction of this change. How we use this technology, how we relate to it, and how we manage it will shape our future.

We invite you to think, discuss, and take action on this matter. How can we make the most of the opportunities GenAI offers? How can we manage its potential risks? How can we benefit from technological progress while preserving our human values?

These are questions we all need to seek answers to. Because the future shaped by Generative Artificial Intelligence is the future of all of us.

In our next issue, we will take a closer look at GenAI's applications in different industries. If you would like to share your thoughts on how GenAI can be used in your field, don't hesitate to write to us.

In this rapidly advancing age of technology, staying informed and conscious is more important than ever. As Edtech Turkey, we will continue to inform and provoke thought on this journey.



# Genetic Algorithms and Machine Learning in Education

## The Learning Systems of the Future

Today, the world of education is more intertwined with technology than ever before. We no longer rely solely on traditional methods; we are taking advantage of innovations offered by technology to enhance student success, make teaching processes more efficient, and unlock the potential of every individual. This is precisely where advanced techniques like genetic algorithms and machine learning have the potential to revolutionize education systems. It might sound a bit like science fiction, but thanks to these technologies, we are on the threshold of a new era in education. In this article, we will explore how these two powerful technologies can be used in education and what they might offer in the future.

### What Are Genetic Algorithms?

Genetic algorithms are optimization algorithms inspired by the evolutionary processes in nature. These algorithms mimic processes such as natural selection, crossover, and mutation, much like living organisms in nature, to reach the best solution. In education, genetic algorithms can be effectively used in various areas, ranging from lesson planning and resource management to optimizing student performance.

### What is Machine Learning?

Machine learning is a branch of artificial intelligence that enables computers to analyze data and learn to perform specific tasks without human intervention. By analyzing students' learning processes and individual needs, personalized learning paths can be created for each student. This way, students' learning experiences become richer and more effective.

## Applications of Genetic Algorithms and Machine Learning in Education

**Predicting Student Performance:** Based on historical data, it is now possible to predict students' future performance. These predictions help teachers identify which students may need additional assistance early on. **Spot sentence:** Foreseeing student success clarifies the teacher's roadmap.

**Creating Personalized Learning Paths:** Every student is different, so providing the most suitable learning methods for them is a significant advantage. Machine learning and genetic algorithms analyze students' learning speeds, interests, and strengths to suggest learning materials best suited to their needs.

**Spot sentence:** A personalized roadmap for each student makes success inevitable.

**Lesson Planning and Resource Management:** Creating a class schedule in schools can be a complex task. Genetic algorithms step in to solve this complexity. They consider teachers' and classrooms' availability, students' preferences, and other constraints to create the most suitable timetable. **Spot sentence:** Planning is the first step on the road to success.

**Analyzing Student Behavior:** Machine learning analyzes student behavior on digital learning platforms to determine which materials are most effective. These data guide teachers in optimizing course content. **Spot sentence:** Monitoring student behavior is the key to improving learning.

### | Benefits

• **Increase in Efficiency:** Genetic algorithms and machine learning optimize processes in education systems, saving both time and effort.

• **Personalized Education:** Learning paths tailored to students' individual needs make the learning experience more effective.

**Spot sentence:** Providing a personalized education experience for each student is possible.

• **Increased Student Success:** By continuously monitoring student performance, early intervention opportunities can be provided to enhance success.

**Spot sentence:** Success comes with continuous monitoring and quick intervention.

• **Data-Driven Decision Making:** Education administrators and teachers can make more informed decisions using data from these technologies. **Spot sentence:** Data-driven decisions strengthen education.

### | Future Application Areas

• **Advanced Learning Analytics:** Big data and learning analytics will become even more important to deeply understand and improve students' learning processes.

**Spot sentence:** Big data reveals the hidden potential of education.

• **Smart Education Systems:** In the future, fully adaptive and personalized education systems will provide real-time feedback to students and adapt learning materials accordingly.

**Spot sentence:** Adaptive education shapes itself according to the student's pace and needs.

• **Autonomous Learning Platforms:** Platforms that continuously renew, learn, and adapt to students' needs will revolutionize education.

In education, genetic algorithms and machine learning are not just innovations brought by technology, but also herald the beginning of a profound transformation in educational systems. These technologies provide powerful tools for teachers and education managers to increase student success and make educational processes more efficient. Being able to predict student performance, personalize learning paths, and manage educational resources more effectively is not only possible now but also essential.

As a result, genetic algorithms and machine learning are making education more effective, efficient, and personalized. These technologies not only contribute to today's educational systems but also shape the future of education. Institutions that integrate these powerful technologies will provide a higher quality learning experience for their students and prepare them to be the leaders of the future.

The future is being built with these technologies, and the education world is at the heart of this transformation.

# The Power of Digital Orientation Programs

## Building Strong Foundations for New Employees

“Starting a new job is exciting, but it can also be a bit intimidating.” Yes, we’ve all felt this. Stepping into a new workplace can be both exciting and a little stressful. So, how can we make this process easier? This is where digital orientation programs come into play, building strong foundations for new employees. They provide the necessary confidence at the start of the job, while also helping organizations quickly adapt their new members. Let’s take a look at why these programs are so important.

### Support Your New Employees with an Effective Orientation Program

**“First impressions are everything, aren’t they?”**

The success of an organization is directly proportional to its ability to quickly integrate new employees into its work culture. A good orientation program not only provides the necessary information for employees to start their jobs but also empowers them. And this is not just a formality; it is a strategic investment for the future of the company.

### Orientation Programs to Integrate New Employees into the Organization

**“Do you remember the uncertainties at the beginning of a job for someone just starting?”**

For an employee who is new to the workforce, the first few days can be quite complicated. During this period, a good orientation program removes the question marks in their minds and helps them adapt to the company quickly. This way, they feel secure from the very beginning.

### Successful Orientation Programs Strengthen the First Impression

**“First impressions are lasting.”**

First impressions are very important. The better an employee is welcomed on their first day, the quicker they will adapt. A good orientation program makes employees feel valued at the workplace and ensures they start their professional life on a strong note.

### Accelerate the Process Towards Productivity

**“Starting a new job is like running a marathon; what matters is taking the first step.”**

It may take some time for an employee who has just started a new job to fully adapt to their role. However, a good orientation program accelerates this process. Employees learn the company’s mission and values, and quickly gain access to the necessary information and tools. This way, they begin working at full capacity in a short time.

### Facilitate Adaptation

**“In a new environment, feeling safe is more important than anything.”**

New employees may experience complex emotions on their first days. Orientation programs soothe these feelings and help employees feel safe. They provide structured guidance on the company’s culture and policies, allowing employees to adapt to their roles more quickly.

### Create a Sense of Belonging

**“A sense of belonging brings success.”**

Orientation programs strengthen employees’ sense of belonging to the company. Being knowledgeable about the company’s values and culture helps employees see themselves as part of this structure. This, in turn, increases long-term loyalty and satisfaction.

### Increase Employee Confidence

**“A confident employee is a successful employee.”**

When employees feel safe, they can focus more on their work. Orientation programs help employees understand the company’s vision and show them how they can contribute to it. This enables them to focus on their work more effectively.

### Encourage a Supportive Work Environment

**Encourage a Supportive Work Environment**

A good orientation program encourages friendship and collaboration among employees. The activities and mentoring systems within the program help employees build connections with team members. This contributes to the creation of a supportive work environment.

### Ensure Open Communication

**“Questions are the foundation of development.”**

Establishing communication in the early days helps new employees find their place in the workplace. Orientation programs provide open communication channels, allowing employees to comfortably ask questions and receive feedback. This supports a transparent and trust-based work culture.

### Develop Competencies

**“Training is the key to continuous development.”**

Orientation programs help employees acquire the skills necessary to succeed in their jobs. This encompasses a wide range, from technical knowledge and skills to social competencies. By investing in employees during this process, organizations can build a strong talent pool.

### Seek Continuous Feedback

**“Feedback is the compass of progress.”**

It is essential to seek continuous feedback to enhance the effectiveness of orientation programs. Feedback from new employees helps identify the program’s weaknesses and makes future orientation processes more effective.

### Increase Employee Retention Rate

**“A good start brings lasting success.”**

An effective orientation program helps employees feel valued and supported. This increases their commitment to the organization and ensures long-term retention. A positive starting experience encourages employees to stay with the company for an extended period.

### Empower New Employees with Digital Orientation Programs

**“Technology accelerates learning.”**

The role of technology in the business world is increasing rapidly. Digital orientation programs provide employees with a more flexible, faster, and personalized experience, helping them adapt to work processes more quickly. These digital tools assist new employees in acquiring the information they need to perform their jobs more effectively.



**Facilitate Fast Learning with Interactive Training Modules**  
“Learning is discovery.”

One of the biggest advantages of digital orientation programs is the ability to accelerate knowledge transfer through interactive training modules. Digital tools like training videos, virtual tours, and simulations allow employees to gain in-depth knowledge about the company culture, policies, and procedures.

**Support Job Adaptation with Online Resources**  
“Information should always be accessible.”

Digital orientation programs make it easier for new employees to adapt to their roles by providing online resources. Electronic documents, video libraries, and interactive guides allow employees to quickly access the information they need.

**Connect with Online Meetings and Communication Tools**  
“Communication is the key to building a strong team.”

Digital orientation programs offer significant advantages, especially for teams working remotely or in different locations. Online meetings, chat rooms, and other digital communication tools enable new employees to build strong connections with team members and quickly adapt to the organization. Through these programs, new employees can familiarize themselves with the company culture, learn procedures, and adjust to their roles, even if they are not physically together. Additionally, these digital processes eliminate geographical boundaries and make effective collaboration possible among global teams.

**Enhance Performance with Personalized Progress Tracking**  
“Success begins with personal development.”

Digital orientation programs provide employees with the opportunity to track their development personally. Performance can be monitored through criteria such as completion of training modules, exam results, and the fulfillment of other key tasks. This personalized tracking plays a critical role in identifying areas where employees need support and optimizing their development processes.

**Ensure Continuous Improvement with Digital Feedback Mechanisms**

**“Feedback ensures continuous development.”**

The effectiveness of the orientation process can be continuously improved through feedback. Digital orientation programs offer surveys and online forms that make it easy to collect instant feedback from employees. This feedback provides an opportunity to analyze the program’s strengths and weaknesses and make future orientation processes more effective.

**“The future starts from today.”**

Digital orientation programs have become an indispensable tool in the modern business world to ensure new employees make a successful start. These programs use technology to make recruitment processes more effective, flexible, and personalized. As a result, new employees can quickly adapt to their jobs, deeply understand the organizational culture, and begin contributing right away. Ultimately, digital orientation programs provide a strategic advantage not only for employees but also for the overall success of the organization. By empowering new employees through these programs, companies also build their future success.





# Podcast & Videocast

**Podcasts and Videocasts in Training: Why Are They So Popular and What Makes Them Different from Other Training Videos?**

The pace of our daily lives is increasing, isn't it? Preparing breakfast before heading to work, spending time in traffic on the way to the office, maybe taking a short break during lunch... Even in these moments, we look for opportunities

to learn and invest in ourselves. This is where podcasts and videocasts come in.

Podcasts and videocasts not only help us make use of our free time, but they also provide in-depth knowledge, making it possible for us to learn at any moment in our lives. Maybe you're listening to a podcast while exercising, or watching a videocast while cooking. In both cases, access to information has never been more accessible.

## | The Rise of Podcasts in Education

Have you ever wondered why podcasts have become so popular in recent years? Compared to traditional textbooks, podcasts offer a more flexible, portable, and accessible learning tool. These audio broadcasts, which you can listen to anytime and anywhere, touch not only education but all areas of life.

One of the biggest advantages of podcasts is that they provide a much more convenient way to consume information. Unlike reading a book or watching a video, you don't need to give all your attention to them. For example, you can listen to a podcast while driving or walking. This way, your learning process becomes integrated into your daily routines.

## | Videocasts: A Visual and Auditory Experience

Videocasts take things a step further than podcasts. By incorporating visuals, this format offers a richer experience to the viewer. While listening to the audio narration, seeing the topic visually supported makes learning more effective. The biggest advantage of videocasts is that the visualization of information makes it easier to understand.

Especially for complex topics, visual materials make it easier to grasp the subject. For instance, when discussing a scientific topic, watching a narration supported by visuals, rather than just listening, reinforces the knowledge.

## | Videocasts: A Visual and Auditory Experience

Now, let's look at the differences between podcasts and videocasts and other educational videos. Educational videos typically have a more structured and formal content, focusing on teaching a specific lesson. These videos adopt a teacher-centered narrative style, allowing the viewer to passively receive the information. In podcasts and videocasts, however, the situation is different. Here, the narrative is more personal and conversational. This makes the viewer more actively engaged with the information. Podcasts and videocasts make the viewer a part of the story. When discussing a topic, you feel as though you are having a conversation with someone in front of you. This makes the information more memorable.

# Digitalization in the World of Education and Development



Interview with Sinan Akdoğan

In our enjoyable journey, which began with the aim of contributing to developments in the field of educational technologies and advancing innovations in this area, we continue to invite leading professionals from the industry to further spread the culture of learning from one another. In this way, we share the success stories, strategies, and innovative approaches of organizations with you. In this issue, our guest is Sinan Akdoğan, the Education Director of Abdi İbrahim Pharmaceuticals and the Chairman of the Board of TEGEP. We will discuss the latest trends in the digital education world, the impacts of artificial intelligence, VR, and AR technologies on the sector, and the pioneering efforts of Abdi İbrahim Academy in this field with Mr. Akdoğan.

## | Digital Education Growth and Technological Developments

**Edtech Türkiye:** With the impact of digitalization today, there has been significant growth in the digital education market. How do you evaluate this growth?

**Sinan Akdoğan:** The learning journey is not a process that has changed drastically; however, with the pandemic, the demand for digital education has increased rapidly. As the use of technology in education grows, I believe the developments in this field will accelerate as well. Technologies like artificial intelligence and AR/VR, in particular, will become even more prominent in the upcoming period. We now see that learning can take place in any environment and in any form. I believe this trend will continue to grow, and I think artificial intelligence technologies will give a significant boost to the education sector.

**“In an organization of this size, learning and development continue as an ongoing journey.” – Sinan Akdoğan**

## | Abdi İbrahim Academy: A 111-Year-Old Giant's Educational Journey

**Edtech Türkiye:** Can you talk about Abdi İbrahim's Academy, one of Turkey's leading companies?

**Sinan Akdoğan:** Abdi İbrahim is a 111-year-old company and has been a sector leader for 21 years. In an organization of this size, learning and development continue as an ongoing journey. Our sales and marketing team holds 10% of the sector, and these colleagues undergo a serious training process. We work with a model that combines online training with face-to-face education. At the same time, we continue this process by supporting it with on-the-job training alongside our internal trainers.

**“In an organization of this size, learning and development continue as an ongoing journey.” – Sinan Akdoğan**

## | Employees' Learning Experiences & Alternative Models

**Edtech Türkiye:** How do you offer alternatives to different learning methods for employees?

**Sinan Akdoğan:** Understanding people and identifying their needs is the most important step. When designing training, we make sure to create environments where employees can share their experiences with their managers. We have about 96 internal trainers, and these trainers continue in a model where they teach each other. Additionally, we shape the training based on measuring work processes and analyzing customer expectations.

**“When designing training, we make sure to create environments where employees can share their experiences with their managers.” – Sinan Akdoğan**

## | New Technologies in Digital Education: Which One is the Future?

**Edtech Türkiye:** Video training, personalized learning, gamification dynamics, and artificial intelligence are technologies that are now frequently used. Which technology do you think will have the most impact on digital education in the future?

**Sinan Akdoğan:** It's hard to give just one answer to this question. Technologies like AR/VR and artificial intelligence are constantly evolving within themselves. Which of these technologies will stand out depends on the target audience's age group, professional field, and needs. For example, artificial intelligence-based learning and VR applications may be more prominent for sales and marketing teams, while different VR and AR applications may be more suitable for medical students. Therefore, each technology will have its own unique use and impact. The main task of trainers will be to apply these technologies according to the motivation and learning concepts of the learners.

**“Every technology will have its own unique use and impact.” – Sinan Akdoğan**

## | Diversity in Educational Fields: Contributions of Abdi İbrahim Academy

**Edtech Türkiye:** In which fields do you provide training at Abdi İbrahim Academy?

**Sinan Akdoğan:** Since our industry requires strict regulatory compliance, vocational knowledge and skill training are among our core educational structures. We've moved most of these trainings to online platforms. At the same time, we keep our team up to date with AI-based applications and support them through continuous learning. Using the LMS system, we create content based on a short and widespread learning model. Throughout this process, we continue to provide both vocational and behavioral trainings.

**“Vocational knowledge and skill training are one of our core educational structures.” – Sinan Akdoğan**

## | Future of Education: Priorities of Abdi İbrahim Academy

**Edtech Türkiye:** Which topics will Abdi İbrahim Academy prioritize in the upcoming period?

**Sinan Akdoğan:** Vocational training will always be our priority. We have a young and dynamic structure, so as young talents join us, we continue to integrate them into business processes. We will also continue to focus on behavioral and leadership training to develop new skill sets and strengthen leadership perspectives.

**“Vocational training will always be our priority.” – Sinan Akdoğan**



## Closing.

Learning is now a process that happens everywhere and in every way. In the next five years, we will see a significant change in the structure of universities. As Sinan Akdoğan pointed out, advancements in digital education and technological innovations will continue to shape the education sector in the coming years. Abdi İbrahim Academy's efforts in this area stand out as one of the key steps shaping the future of the industry.

---

We will continue to bring important figures from the education and development sector together with you through the Edtech Turkey interview series. See you in the next Edtech Turkey interview.



**Elif Sungur**

**Dr. Lecturer**

**“The pandemic rapidly popularized online communication in education; artificial intelligence, which cannot replace teachers, made us rethink the boundaries of human intelligence.”**

The COVID-19 pandemic, which began in 2019, forced humans as social beings and all institutions to deal with significant challenges while leaving its mark on all areas of communication. As discussions and experiences emerged on communication topics such as risk perception, health communication, crisis communication, infodemia, and body language, the use of online communication opportunities increased to unprecedented levels. The pandemic also had significant impacts on the education sector. Starting from the university level, formal education largely took place in online environments, and on-the-job training and corporate education activities increasingly moved online. Institutions presented their training programs through online video content, webinars, and other methods, while also utilizing online platforms such as blogs for educational purposes.

Even before the pandemic, numerous studies had been conducted on the possibilities and limitations of distance education in terms of educational communication, as well as the results obtained through the use of first-generation digital learning environments. While imagining the future of education in the context of “artificial intelligence,” discussions were held on designing and implementing alternatives. For instance, in studies exploring the nature of machine intelligence and its limitations and potentials in education, the findings of Cope, Kalantzis, and Searsmita (2020) indicated that artificial intelligence could never replace the role of the teacher, and it was shown that artificial intelligence is very different from human intelligence. These could only define the limits of translating human meanings into numbers. It should be noted that the use of technology in education is not “new.” The use of technology in education, such as the blackboard in the 1800s, educational films since World War II, and more recently, computers and artificial intelligence, has always influenced the field of education. A notable example of technology use in education is the famous Sesame Street, which is considered one of the greatest successes in educational media history in preschool education.

## Education Communication

Education is essentially a communication activity. We can say that learning results in a change in the behavior of the receiver as a result of communication, and that learning cannot be considered separate from communication; good learning is a product of good communication. While some researchers approach educational communication from a social perspective, others examine its impact on individual learning. In fact, the concept emphasizes a special field of expertise called “Educational Communication,” which involves applying communication theories, principles, and techniques from the discipline of educational technology to transform teaching-learning processes into effective and efficient practices. In every educational situation, there is a message to be communicated. The message is content-related, and its direction is towards the learner. Traditionally, educational methods (approaches) are defined as “forms of presentation.” For example, lecturing and discussion are forms of presentation.

An effective training is a planned activity that has defined goals and objectives, develops methods and materials based on the differences of the trainees, aims to

create behavioral changes in practice, and requires evaluation of its effectiveness and utility. Whether applied face-to-face or on a digital platform, training content prepared for adults should be structured according to the characteristics of adult learners, focusing on the defined purpose of the training. The conceptual elements of communication, such as source, receiver, message, channel, feedback, etc., which influence the educational communication process, should be considered by subject matter experts when structuring the content.

Factors affecting educational communication may include psychological elements related to individuals or groups involved in the communication process, as well as technical aspects related to communication tools, channels, and messages. For example, cultural differences between the sender who prepares the educational message content and the recipient within the target audience, communication skills, attitudes towards themselves and each other, knowledge about the environment where the communication occurs, and their knowledge of the communication subject, as well as the status characteristics of both sender and receiver, are some of these factors. Timing for delivering the message, overload of information, noises that cause the meaning of the message to change or deviate, and difficulties arising from the language of the message, whether verbal or written, are among the technical factors. All of these considerations also apply to digital learning environments.

## Measurement and Evaluation in Adult Education

Training programs consist of continuous “sprints.” After a small dose of learning, a series of assessments, such as open-ended questions, should be conducted using various methods, so that the brain can develop connections and contribute to discovering “neighboring areas” that ignite creativity. It is especially difficult to show the impact of training on behaviors due to confounding factors. First, measuring the knowledge transferred in training before and after the training should be the first step. Measuring only the transfer of knowledge is not sufficient in evaluating adult training; satisfaction with the training, which is known to facilitate learning, should also be measured. Among the evaluation elements, the size of the trained group and the number of repetitions of the training for support/reinforcement should be considered. Evaluation elements that stand out in training design could include whether methods that guarantee learning, such as storytelling, visuals, and relating topics within a context, are used. The use of such methods is expected to increase learners’ satisfaction with the training and their level of knowledge.

## Online Application

I would like to share the experience of the “İyi Dersler Şöför Amca” project, which has been a corporate social responsibility project aimed at improving professional drivers’ attitudes toward traffic safety and encouraging them to exhibit safe driving behaviors. It has been implemented at a national level for five years in a face-to-face setting. When it was decided to conduct the project online during the pandemic, we, as subject matter experts, began preparing for a challenging “digital learning” experience.

Designing such a learning environment, if viewed from the traditional perspective as simply transferring content to an online platform, would not yield sufficient results. Therefore, it was necessary to redirect the energy of those designing the training to problem-solving, given the constraints created by challenging conditions. The entire online learning experience had to be re-designed while adhering to the principles of adult education in terms of educational communication and technology. Additionally, there were very few traffic safety training programs conducted online globally; since 1994, programs such as the Driver License Direct by Improv™ online driving school in the United States have supported young people in preparing for their Florida driver's licenses, offering a humorous approach referred to as "Edutainment" for learning. In a web-based distance learning course aimed at retraining drivers involved in traffic accidents, the site used random questions from a question pool tailored to the user's accident fault characteristics, audio lessons, and video footage.

In Turkey, the online delivery of Traffic Safety courses at the university level was first carried out as part of a project in the fall semester of 2012–2013 at Kocaeli University, where Dr. Nevin Kılıç and I were involved. We created e-learning content packages for the course and provided them asynchronously to 588 students through the learning management system.

Building on this knowledge and experience, we set out to design a digital learning experience within the scope of the "İyi Dersler Şöför Amca Project."

## The online implementation of the İDŞA Training Content.

The decision of whether an educational content should be delivered online based on technology can be made by answering some questions; (Stolovitch and Keeps, 2017).

1. Who is this training for and why is it being prepared? (Where are the participants, how many people, etc.)
2. What is the content and context?
3. What kind of learning is needed? (Information to be memorized, etc.)
4. Ne tür bir öğrenmeye ihtiyaç var? (Ezberlenecek bilgi vb)
5. How much time is available? (The design of online learning is long, but the presentation is short)
6. What are the metrics? (How will success be evaluated, etc.)

When answering these questions for the İDŞA training, it became clear that the participants were located in different cities, and since the instructor training was expected, a deeper level of learning was needed. The context involved traffic safety and the dynamics of risky safe behaviors in traffic, with the goal of creating attitude change through learning. It was also determined that the study would take about 90 days to complete. In a field like traffic safety, where online applications are limited in Turkey, designing a live lesson targeting professional drivers presented a very experimental structure. As experienced instructors, I worked together with educator-nurse Müzeyyen Aksu, traffic psychologists Dr. Nevin Kılıç, and Nuray Uluğ to implement the İDŞA training content in an online environment.

In the effective execution of the live class application process, it was essential for the instructors to plan this transition process carefully and use technical and pedagogical models appropriately. The fact that the entire content of the İDŞA project was handled by us, who had also delivered face-to-face training for five years, was an advantage. The adjustments were made by focusing on the "content" to ensure that the information used was correct, complete, engaging, and appropriate for the learner group. Additionally, we focused on the "educational technology" by considering the method used and the details of its online application, and on "educational communication" with a focus on the teacher-learner interaction.

In the first two years of the project (2014, 2015), we conducted the training over four full face-to-face days, and later five full face-to-face

days, with one-and-a-half hour sessions, totaling 25 hours, with four expert trainers. The training was carried out in 20 sessions, and we decided to conduct 16–20 hours of synchronous online sessions. For the study, we designed 12 sessions. We utilized the informal learning approach, benefiting from elements of teaching, information, and collaboration. We developed content and methods to help learners acquire the necessary information and skills, prepared training materials to meet learners' needs for accurate and up-to-date information, and established a structure where participants could collaborate, learn, and develop while working together.

## Interactive Training Methods Used Online

The effectiveness of the training, whether conducted face-to-face or in a digital environment, depends on its design. In synchronous distance education, in addition to presenting the course materials to learners, a live, contextual, and interactive learning environment is provided. The learner-teacher interaction aims to capture or maintain the learners' interest in the subject matter and to motivate the students to learn. The effectiveness of traffic safety training today depends on "technological and technical innovations that change road users' attitudes" through interesting and modern communication methods. The most important aspect is the ability to use interactive, multimedia, and innovative training techniques that demonstrate the consequences of risky behaviors on life and health. (Sicińska and Dąbrowska-Loranc, 2015). The following were used in our design:

The introduction activity at the beginning of the training is very functional for learners to get to know each other and the instructors. During the live class, having the instructors introduce themselves, helping students meet each other, and organizing various interactive introductory activities can eliminate uncertainties and foster positive attitudes toward both the instructors and the course. In this session, we used an artwork image and asked participants questions such as "I, my job, my work...", "How am I during the pandemic?", "I in traffic...", and "Here today...". This helped to introduce the participants to each other. The goal of making an effective entry into a training session is to capture the participants' interest in the topic; it should be lively, quick, and short, completed within a few minutes. For the second session, we used brainstorming as an introductory activity, asking questions such as "What were the trainings you've attended in your work life?", "What do you remember as a good training?", and "Why was it good, what features did it have?". This encouraged the participants to share their experiences.

## Real-time Feedback

Live class applications provide opportunities for real-time feedback, direct teacher-student interaction, and engaging activities to enhance motivation and active participation. Instant communication not only helps build relationships within the group but also supports a sense of community. Live classes, especially as a learning environment where learners and instructors meet for the first time, offer a learning experience that, technically, resembles a physical classroom. However, when designed with technopedagogical approaches in mind, they lead to effective and lasting teaching practices (Karaman & Karabey, 2020).

For real-time feedback, which fosters the most learner-teacher interaction, both visual and auditory cues were shared through the platform where the online training was conducted and through a smartphone application that included the entire group. These cues were shared instantly, in line with the flow of the training, and feedback was provided.

## Visualization of Content

Live classes, by their nature, offer a structure that promotes student engagement and interaction, incorporating a wide range of tools and activities. Pedagogically, various activities such as providing explanations about concepts, showing relationships between different concepts, visualizing content, and offering real-time feedback can be conducted. In our educational content, we prepared and presented numerous videos, photos, statistical data, and visual design materials

related to the topics. The selected elements during the visualization phase were chosen with the goal of aligning them with the participants' understanding. For instance, when an example of a traffic accident was needed, we included news of an accident that occurred in the participants' own cities, allowing them to establish a personalized connection with the visual material.

### Motivational Activities

In live lessons, activities can be planned not only in terms of instructional content but also to support learners' social and emotional aspects (Karaman and Karabey, 2020). In this context, we planned the "Confession Activity." We asked learners, "What was the last traffic rule you violated?" This motivational activity, developed around this question, strongly referenced one of the key objectives of the project: "The most important factor in traffic safety is a person's own behavior."

### Other Interactive Methods

The pre- and post-tests consisted of true/false questions and were administered online using the SurveyMonkey platform.

7. The large group discussion was managed online using the "request to speak" feature.
8. Mentimeter enabled the preparation of instant and fun warm-up and evaluation activities before, during, and after the session. For example, in the second session of the training, we used Mentimeter for the "I am a good trainer because..." sentence completion activity. Participants had the opportunity to freely express themselves by using the information they had just learned in the session. The anonymous responses from the group were immediately shared with the participants as a word cloud, and this aspect of the activity also provided an opportunity to summarize the session.
9. One of the recommended methods for online classes is to show a video and then ask questions to facilitate learning. In the third session, after presenting the relationship between near-miss events and accidents in traffic safety, a video recording of an accident containing relevant elements was shared, and the participants analyzed it.
10. In the fourth session, after providing information on traffic safety related to speed, an audio file was presented to the participants to help them understand speed. The decision not to use visuals was particularly helpful in addressing the issue that speed is not easily perceived through sight.
11. In the fifth session, participants were shown video clips depicting situations resulting from talking on the phone while driving, not wearing a seatbelt, and driving under the influence of alcohol or while fatigued, and their opinions were gathered. These activities were the ones in which participants engaged the most, taking the floor and interacting extensively.
12. In the seventh and eighth sessions, many of the first aid practices were carried out through videos prepared by the instructor, where the application could be seen, and by having the instructor perform the practices on their own body in front of the camera. Participants were asked to repeat activities such as taking the pulse from the carotid artery, with their cameras on, to reinforce the skill during the first aid training.

In the ninth session on communication, we used the Kahoot platform, which offers online interaction, to implement a task where participants had to arrange scrambled sentences on the topic of "giving feedback" in a race against time. The content of the feedback-giving concept learned in the online class was reinforced through this activity. This exercise also helped boost participants' energy in the face of natural screen fatigue that typically develops towards the end of the training program. It is already known that satisfaction and enjoyment in a learning environment arise more from the positive outcomes of the training activity itself, such as scoring high marks or completing a difficult task, rather than from the ongoing processes. The Kahoot application allowed participants to see the results of what they had learned in a competitive way, and it symbolically visualized the successful outcome as a reward for their efforts in participating in the training.

### Çevrim İçi Oturumlarda Öğrenen-Öğreten İletişimi

In synchronous learning, overcoming the distance created by the camera between the instructor and students is crucial to conveying passion to the other party. In live lessons, it is also important to develop and maintain a style that helps the student, preventing them from disengaging. A sincere, natural, and genuine delivery has a significant impact on the student's understanding of the topic and their success. Authenticity supports the credibility of the delivery. In the IDSA online training, learners and instructors who had not known each other before worked together for two days. The limited use of body language elements in online education, compared to face-to-face lessons, makes establishing personal communication more challenging. In online education, body language elements such as eye contact, gestures, and facial expressions, as well as paraverbal behaviors such as tone of voice and speech rate, gain importance. In the training, some participants kept their cameras on throughout the two days, while others occasionally chose not to share their video and communicated only with their voice. We realized that the participants who made this choice were not in a personalized environment where they could focus solely on the training but were in shared spaces, such as workplaces, where there were other people present.

Tone (style) has a significant impact in an online course. In a traditional classroom, a relatively formal and intense tone can be set by wearing a suit, or the classroom atmosphere can change with casual clothing, creating a warmer tone in speech. This creates an atmosphere and fosters a sense of community. The tone used by the instructor is very important in creating a sense of community, as it affects how participants feel about joining the group. In the IDSA project, it was necessary to ensure that participants, who were expected to work together, formed a "community" through the training. It is not automatic for people who do not know each other to create a community and maintain the training in a warm and positive atmosphere. It needs to be intentionally fostered because it makes achieving learning goals easier. In the online training, we tried to create warmth and a positive atmosphere by using an interpersonal communication style that established equality among participants, providing as clear instructions as possible in a soft teaching jargon, and maintaining humility.

In online lessons, learners require more explanations than in face-to-face lessons. In the implementation of online training, the guidelines for pre- and post-tests, Kahoot, confession exercises, Mentimeter, and other tools were given in writing during the online session, with explanations provided multiple times to help participants perform the tasks more easily. In an online learning environment, it is important to make learners feel valued and encourage them to participate in discussions and activities. This was particularly crucial in training aimed at changing attitudes and behaviors, such as traffic safety. Before the training, we learned participants' names, roles, and work locations and addressed them by name in the sessions, ensuring that each of them participated equally in the discussions. This required listening effectively to participants' words. We listened attentively to the stories and narratives brought by participants from their own life experiences, such as traffic accidents they had been in or witnessed, or situations they had observed during road inspections, which enriched the training environment. When it was our turn to speak again, we related their narratives to the learning objectives of the session and clarified any points of contention.

### Comparison of Online Training Application and Face-to-Face Training Results

Traffic safety education aims to create appropriate ethical motivation, social attitudes, and desired behavior on the roads, which is an inseparable component of general human culture. The goal of the training is to change attitudes and behaviors at both individual and societal levels. In face-to-face training, we found a learning increase of 24.4% in the first year, 19.5% in the second year, 45.7% in the third year, 25.7% in the fourth year, and 21.9% in the fifth year. In 2020, the average learning increase in the online training application was 23.6%. When comparing the results of face-to-face training with those of online training, we saw that the percentages were quite similar.

The primary focus of the education sector is to design a learning experience that will respond to the learner's needs and help them achieve their goals. The most important component of the experience is the design, which ensures the necessary harmony between content and technology to provide an effective learning experience. However, the biggest mistake that educational units make when using new learning technologies as tools is focusing primarily on the technology rather than the learning itself. In the IDSA project, the design of the online training was centered around the learners, balancing content and technology use, with a focus on learning safe behaviors to ensure traffic safety.

### **The Importance of Subject Matter Experts and the Application of Learning in the Workplace**

Although digital content is more accessible than ever before, finding the best and most suitable content for educational purposes requires expertise. Online training content created by subject matter experts helps facilitate learning independent of time and space. It was crucial for the online design of IDSA (Integrated Driver Safety Awareness) training to involve trainers specialized in traffic psychology, communication, adult education, and first aid. In an environment where interpersonal communication is relatively more difficult to achieve online, providing training on a subject like traffic safety, which aims to change attitudes and behaviors, is a challenging task. If what is offered is more about “telling” than “teaching,” technology may make the act of telling more efficient, but “telling” is not what triggers a

valuable transformation. The shift from risky to safe behaviors in terms of traffic safety can only be achieved through education, which leads to a “valuable transformation.”

The real question is: Will the online traffic safety training of the “Good Lessons, Driver Uncle” project be able to change the way service drivers perform their jobs, that is, their behaviors? What will lead to the answer to this question being either “the driver demonstrating safe driving behaviors” or “the driver demonstrating risky driving behaviors”? It is important to note that the learning provided by the online training application and whether the learned content is applied in practice will be determined by whether it is encouraged or not (Stolovitch & Keeps, 2017).



# References

Cope, Bill, Mary Kalantzis and Duane Searsmith. 2020. "Artificial Intelligence for Education: Knowledge and Its Assessment in Ai-Enabled Learning Ecologies." *Educational Philosophy and Theory* 52(16):1-17. doi:

<http://doi.org/10.1080/00131857.2020.1728732>.

Karaman, Selçuk, Karabey, Sinem (2020) "General Characteristics and Operation of Live Lessons," *Principles and Examples of Live Lesson Applications in Distance Education*, Selçuk Karaman-Engin Kurşun (Eds.), Erzurum, Atatürk University Press No: 1245

Popov, Christo, (2015) *Why Your Employee Training Is A Waste Of Time And Money -- And What To Do About It*, Forbes, (Çevrim içi)

<https://www.forbes.com/sites/groupthink/2015/08/30/why-your-employee-training-is-a-waste-of-time-and-money-and-what-to-do-about-it/?sh=14e0006a28cf> (Erişim tarihi: 10.03.2021)

Stolovitch, Harold, D., Keeps, Erica, J., ( 2017) *Anlatmak Eğitim Değildir:*

*Updated, Developed, and Enriched*, TEGEP, Istanbul

Solak, Solak., Yıldız, Uğur., Sungur, Elif. Kılıç, Nevin, Altınışik, Umut., Mert, Erhan., İnal, Melih., "Experience of Developing and Delivering E-Learning Content for Traffic Safety Course," *Journal of Research in Education and Teaching*, August 2013, Volume: 2, Issue: 3, Article No: 34, ISSN: 2146-9199, pp. 281-287.

Sungur, Elif, Vatansever, Çiğdem., Tiryaki, Ali Rıza., *Occupational Health and Safety Training: Effective Training Design and Evaluation of Training Effectiveness*, *Engineer and Machine Journal*, Issue 592, pp. 9-22, May 2009.



# Youth Mentorship as a Lever in Technological and Digital Transformation



**Çiğdem  
Vatansever**  
Professor Doctor

Youth mentoring emerged as an innovative human resource management (HRM) tool for learning and development in the workplace a few years ago. Youth mentoring is defined as a process where a younger individual, who has less seniority in the workplace, provides mentorship to a more senior individual, usually in a higher managerial position. Mentoring, as known, is a “non-judgmental, one-on-one relationship where one person voluntarily spends time to support and encourage another.” The irony, or more neutrally put, is that in this context: senior individuals learn certain things from the younger ones, and the mentorship relationship is reversed. At the same time, both the “mentees” and the organization become younger.

When I first heard about this organizational and managerial development tool from my friends in the HR team at Danone, I thought, “What a brilliant and innovative application, I wonder how it works?” Then, I decided to investigate how it works, now together with Dr. Sibel Çalışkan, a faculty member of the Psychology Department at Bahçeşehir University. We interviewed both the mentors and mentees, the senior managers, from two international companies that implement what we call Youth Mentoring. We wrote down our interview notes, read them, categorized them under certain themes, and titled them.

For example, when I first heard about it, I thought, “Yes, this could work at General Electric or Procter & Gamble, but can it really be implemented in Turkish companies?” I wasn’t the only one thinking this; “organizational age theory” tries to explain how a senior person in countries like Turkey or Korea, where aging is synonymous with respect, would learn from someone much younger. Indeed, we heard from the participants: “Here, it’s not age but knowledge that stands out,” and “I respect the effort to share something.” On the other hand, there were managers who implied that this could be limited to areas where young people are relatively more knowledgeable, such as technology, digitalization, and social media, or who drew clear boundaries: “If it were about a topic I knew, it would be different.”

Thus, we saw and supported with our findings that the youth mentoring process would work in cultures like Turkey, where the “power gap” is high, and where there are both tangible and intangible boundaries between senior and junior roles. Participants in our study shared that this process contributed to the leadership development of both parties in the mentorship relationship and raised significant awareness in reducing generational differences.

The impact of technological transformation on the subject of our article can be summarized as follows based on our findings:

- Those receiving mentorship (i.e., senior managers) stated that the common topics learned in digital media facilitated the effective use of the company’s own technological internal tools.
- The research findings indicate that senior management has become more open and inclined towards digital tools and environments, in alignment with the apparent goal.
- One senior executive described its impact on organizational development as follows: “It became a lever in the transition to a digital company.”

In summary, the practice of reverse mentoring continues in Turkish companies; Akbank, Eczacıbaşı, and Yıldız Holding are among the first examples that come to mind. Yıldız Holding has even named the program “From Apprentice to Master” as part of their mentoring system called “Usta – Çırak Buluşmaları,” appropriately reflecting the country and company culture.

Speaking of naming, some concepts are either directly translated into Turkish, as seen with the “reverse” example, or, even worse, not translated at all. A typical example of this is the term “mentee” in the context of mentoring. The term “mentor” has its roots in mythology, and there is no significant issue with its Turkish phonetics.

However, when it comes to “mentee” (the person receiving mentorship), things change. Some write it as “mentee,” or as pronounced, “menti,” in various platforms. For example, in the Mentor Competency Framework prepared by the Vocational Qualifications Authority, reverse mentoring is defined as follows: “Within a specific program (goal, priority, scope, and duration) and focusing on a particular subject, a young mentee transferring their knowledge and skills to a senior mentor in areas involving innovation.”

It is essential for social scientists and practitioners in the field of Information Technologies to think about, prepare, and introduce appropriate conceptual equivalents as they bring practices like mentoring to Turkey.

If you are interested, you can find more information about our research in our paper titled “GENÇ MENTORLUK UYGULAMASI ve LİDERLİK GELİŞİMİNE OLAN KATKISI” on Academia.edu.



**“Reverse mentoring is an innovative human management tool in the workplace where senior managers learn from younger employees, accelerating digitalization and organizational development processes.”**

# Improving Employee Experience through Digital Learning



**Arzu Car**

Training Technologies  
Specialist

Digital learning is becoming increasingly important in today's business world. Companies are turning to digital learning methods to enhance their employees' skill sets, encourage continuous learning, and gain a competitive advantage. However, concrete steps and recommendations are needed to achieve this transformation. After discovering the potential that digital learning offers to businesses, the following concrete steps can be taken:

## Creating a Digital Learning Strategy:

- Identify the specific needs and goals of your business. These may include which skills need to be developed or which areas require improvement. Select content and platforms that align with your target audience and learning objectives. For example, interactive training modules for developing technical skills or virtual seminars for strengthening leadership skills.
- Create a plan to integrate digital learning into the company culture. This may include providing employees with continuous access to development opportunities and creating an environment that encourages learning.
- Set KPIs to measure success. For example, training participation rates, skill development, and observable improvements in job performance.

## Selecting the Right Platform and Content:

- Choose various platforms that can meet different learning styles and needs.
- Increase employee engagement and participation by using innovative methods such as microlearning, gamification, and simulations.
- Strengthen employees' skills and update their existing knowledge with up-to-date and industry-specific content.

### Increasing Employee Participation in Digital Learning:

Facilitate access to learning for employees by offering user-friendly platforms and mobile access options.

- Explain the benefits of digital learning to employees and encourage their participation.
- Create a company culture that promotes learning. Increase employee motivation through activities such as reward programs, learning events, and shared success stories.

### Measuring Success and Continuous Development:

- Track progress and evaluate performance through KPIs.
- Assess the program's effectiveness using feedback mechanisms and make improvements. Make continuous improvements to content and platforms based on the data collected.

### Following Digital Learning Trends:

- Invest in new technologies such as artificial intelligence, virtual reality, and augmented reality, and use them in learning processes.
- Examine best practices in the industry and adapt them to your business.

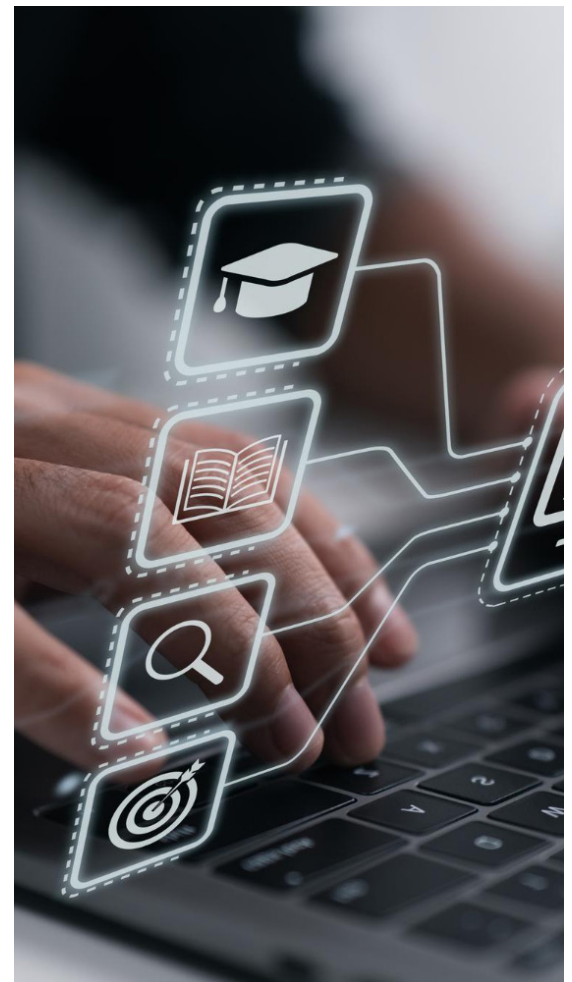
Additionally, it is important to support digital learning programs with traditional methods. For example, in addition to digital training, you can support employees' learning through personal guidance methods such as mentoring and coaching. This can help reinforce the learned information and put it into practice.

You can collaborate with digital learning platform providers to develop solutions tailored to your business needs. These collaborations can support you in areas such as customized training content or setting up learning management systems.

Furthermore, you can increase interest in digital learning by sharing success stories and concrete examples from other businesses. This can inspire you with best practices in the industry and help you further develop your own digital learning strategy.

Digital learning will play a critical role in businesses' future success. The first step in this transformation is to accept the power of "learning" and invest in this power. By taking the above steps, you can gain a competitive edge and achieve sustainable success. By applying these steps, you can strengthen employees' skills, encourage a culture of continuous learning, and contribute to the growth of your business.

**"Digital learning is a critical tool for businesses to gain a competitive advantage and promote a culture of continuous learning; this transformation should be achieved through concrete steps and supported by innovative methods."**



# Good Practice Examples



**Müzeyyen  
Gencer**

**Trainer**

I believe that learning from each other, sharing detailed examples of practices we consider good, and leaving a mark in the industries we work in, providing benefit, and ensuring the development of goodness and the support of change are important steps.

I would like to present the work we recently carried out in a factory in the metal sector, which is classified as very dangerous, along with its results, as an “example of good practice,” with the hope of encouraging you to try it as a usable model.

## **SUSTAINABLE WORKER HEALTH AND SAFETY**

The pursuit of improving health and safety for the welfare of employees, the quality of work, and the reputation of the organization, along with rule-based safety, necessitates a human-centered safety approach (managed safety). As effectively defined in ISO 45001, the essence of the human-centered safety approach is achieved through effective leadership and high employee participation. As trainers with long experience in this field, we have realized the critical importance of first-line managers focusing on employee performance and stepping into an educator role as role models. We have proven, with collected data, that empowering them and enhancing their competencies has a positive impact on creating a healthy, safe, and well-being-oriented environment for field workers and the workplace.

### **1. The Role of Behavioral Characteristics of the “Employee Human” in Worker Health and Safety Training**

First-line managers, such as foremen and shift supervisors, generally benefit from health and safety training structured around the “rule-based safety” approach. These training sessions mostly focus on classified hazards, legal regulations, and instructions and procedures related to health and safety practices in the workplace. Since these training programs do not address the “human” element and their behavioral characteristics, who will interact with the hazards and are expected to follow rules and guidelines, we know that such programs do not include these aspects. While these programs increase technical knowledge, they lack content related to human management, exemplary leadership, employee performance focus, and giving feedback, which are topics of behavioral science. Therefore, they do not contribute to the development of first-line managers’ skills in these areas. For most managers and employees, these sessions are often seen as a “waste of time,” sometimes boring, and occasionally even making them fall asleep.

Strengthening the safety culture within the workplace, improving employee health and well-being, and preventing accidents can only be achieved when workers genuinely adopt their responsibilities regarding health and safety. Whether under supervision or not, they must engage in safe work behaviors. Safe or risky work behaviors occur under the influence of management factors and interact with complex, interrelated parameters when the workplace is viewed as a system. It is crucial to ensure that first-

line managers are equipped with the knowledge to understand and manage the “employee human.” This can be achieved through specifically tailored, unique training programs designed for the workplace, using interactive methods to provide not just knowledge but also the skills necessary to manage these areas.

This project has proven that enhancing the managerial skills of first-line supervisors (such as shift supervisors and foremen) and strengthening their identity as trainers, by giving them various roles, is much more effective in creating a positive safety and well-being culture than initially expected. These supervisors, who are the eyes, ears, and role models of the field, play a critical role in building a positive culture among workers. Their leadership skills in work processes, creating speed, flexibility, participation, and coordination, have a significant impact.

### **2. Design and Implementation Steps of the “Amirimden®” Training Program**

At the first stage of the application, we focused on 40 Shift Supervisors and Foremen, who are opinion leaders in the company, have high communication skills, and are senior staff members. With a two-day “Employee Health and Safety Trainer Training” prepared for this group, we introduced the title of “Trainer Field Supervisor” to them. In the second stage of the program, we had the 40 employees who received the “Trainer Field Supervisor” title participate as assistant trainers in “Hazard Awareness” training sessions, which were prototype courses presented in 10 groups to 211 production workers holding the titles of foreman and assistant foreman. This allowed them to gain classroom management experience.

Photo 2: From the Trainer Training: After experiencing the Small Group Work Method, we formed pairs of trainers with the trainer field supervisors to create 20-person classrooms. In just two weeks, a total of 506 blue-collar workers received “Hazard Awareness Training” from their supervisors. This was achieved by opening five classrooms at once (with 100 workers per day) under the supervision of expert trainers, creating a sense of mobilization.

Photo 3: Group Work Carried Out in the Third Stage of the Project During this phase, the professional trainers of the project mentored the trainer supervisors, and at the end of each training day, all training teams and mentors gathered to assess the training application, identify what needed to be prioritized and developed in new groups, and report their findings.

The most important aspect of these efforts was that while focusing on the hazards and risks specific to the work site, rather than just discussing the technical nature of hazards, the workers had the opportunity to openly discuss, debate, and develop realistic solutions to the hazards on the production site by asking the questions, “Why can’t it be done safely?” and “How can it be done safely?”

In the third stage of the project, training continued with small mentorship sessions with the company’s own trainer supervisors. By now, our Trainer Field Supervisors continued to train their own workers effectively without external professional support.

**“Human-centered safety approach is possible with effective leadership and high employee participation.”**

Between August and October 2023, supervisors provided hazard awareness training to department workers based on the specific hazards in their units. A total of 353 employees actively participated in the half-day training sessions. The Trainer Field Supervisors, trained by the company's HSE and Environmental managers, also conducted 2-hour training sessions on waste management for their own employees, reaching 110 workers.

On January 10-11-12, 2024, Trainer Field Supervisors conducted training for 236 workers on Hazard Awareness, Door Security processes, Ethical Board procedures, ethical work practices, and Working at Heights.

Three months after the Trainer Training and the hazard awareness training provided by the supervisors to all employees, focus group discussions were held to track the results of the training. Employees reported a reduction in risky (unsafe) job requests from supervisors, assessing that the training was effective. Supervisors, on the other hand, noted a decrease in risky behaviors among workers on the field. We created concept maps with examples of employee feedback on this topic and presented them to management. Since sharing them here would breach privacy, I cannot share them.

### What We Learned:

In this model, the critical role and significant impact of field supervisors in ensuring safety in the steel industry were highlighted. The “Amirimden®” employee health and safety training sessions were well-received by the field workers.

### With this work, field supervisors:

- They accepted and embraced the trainer identity,
- They enriched their field roles by becoming aware of their own risky behaviors and ensuring self-discipline,

- They avoided risky behaviors and ensured control over hazards,
- They inspired workers with their exemplary behaviors,
- They ensured that safety was always maintained as a prerequisite within the work process when requesting tasks from employees on the field.

In the literature, it is emphasized that efforts to improve safety culture should largely focus on management behaviors related to safety. With the “Amirimden®” approach, field supervisors, in terms of leadership style, learned that they should move away from bureaucratic leadership focused on system paperwork and numbers, which is rarely seen on the field, and where trust is lost, power distance increases, communication is limited, and the leader is distant from the team, often choosing to ignore problems even when they know about them. They realized that leadership should no longer be about doing work with people while forgetting to train people. Instead, they supported their leadership identities with their trainer roles on the field, adopting a visible, consistent, positive, trustworthy, supportive, and motivating management style. They articulated a clear vision for safety, encouraged employee motivation, behaved in a role model manner, set clear goals for the welfare of employees, defined standards, and communicated to have a positive impact on safety outcomes. It is a source of pride and pleasure to see them continue their successful work as leaders who create an environment where safety is prioritized.

I owe my gratitude to Prof. Dr. Çiğdem Vatansever, Dr. Elif Sungur, and all the managers of the company we worked with, especially my supervisors.

It is worth experimenting and seeking what is authentic and fitting for our culture...



**ALBARAKA Türk'te**  
Uygulamalı eğitimlerle  
çalışanların yetkinliklerini  
artırıyoruz.

## Özel Röportaj

Dr. Süleyman Yiğital  
Albaraka Türk Eğitim ve  
Kariyer Yönetimi Müdürü

# Digital Transformation in Education

## Virtual Reality Journey with Albaraka Türk

In this issue of Edtech Turkey, we had an interview with Dr. Süleyman Yiğital, the Education and Career Management Manager at Albaraka Türk, where we discussed the integration of VR technology into educational processes, the work being done in this field, and the contributions it makes to the development of employees.

**Before diving into the work you've done in the VR field, could you provide an overall evaluation of Albaraka Türk's approach to Education and Career Management? What key strategies do you focus on to support the development of your employees as a bank?**

At Albaraka Türk, we aim to build a culture centered around continuous learning to support the development of our employees. Our primary strategy in training is to provide the right training at the right time and place to the right person. Therefore, we have a clear framework in place regarding which training each employee should receive based on their role and level.

In this context, our priority in training is the "Albarakalı to Albarakalı" approach. It's especially crucial for experienced Albaraka employees to teach newcomers, and we ensure that the appropriate environment is provided for this. The primary reason behind this is the 70-20-10 rule. Employees learn 70% through application, 20% through observation, and 10% through formal training. In line with this, we have a team of over 100 experienced internal trainers. However, learning from internal sources isn't limited to just trainers; we also have an onboarding guide for new hires and our own voiceover team.

In line with our pioneering banking culture, we assign experienced employees as mentors to new joiners and closely follow the transfer of experience. Our mentors support new employees for a month, helping them grasp the essential topics. Additionally, in 2020, we established our own voiceover team, ensuring that all our employees can benefit from internal training materials voiced by our colleagues.

We place significant importance on digital learning technologies and will continue to invest in them. Digital technologies, like remote training, became essential during the pandemic, and despite the pan-

demic's impact lessening, remote learning has become indispensable due to the advantages it provides.

Lastly, we continuously explore new technologies. VR technology is one of the areas that has received substantial support from our upper management, and we are leading the way in the banking sector in this regard. We firmly believe that in the near future, the norms of training will shift, and many hands-on training sessions will be conducted in virtual reality environments. We are making steady progress in developing our own training catalog in this area.

Additionally, we view education as a social responsibility project. As part of this, we've taught coding to the children of our employees for four terms. Initially launched as a pilot project, it has continued for four terms without interruption, and we still receive a high volume of requests. We are also working on creating the ATAK Albaraka search and rescue team.

## 2. How did the idea of integrating VR technology into the training processes at Albaraka Türk come about? Can you provide information about the start and implementation phases of this process?

The new technologies are constantly being monitored by our bank. VR technology is one of them. The idea of integrating VR technology into educational processes emerged as a result of the search for innovative and effective methods in education. It is evident that traditional teaching methods have certain limitations, and participants need more interactive, visual, and experiential learning methods. VR technology meets this need by allowing participants to practice in virtual environments, better understand complex topics, and simulate real-world scenarios.

Especially in adult education, the biggest factor in transforming a competency into behavior is providing an opportunity for experience. In VR training, our colleagues have the chance to experience different scenarios. Initially, we watched many videos and conducted research on how VR technology is used in education, especially abroad. What we observed is that VR is frequently used in the training of risky jobs and orientation programs. Especially interactive training with VR provides users with a realistic experience.

We also emphasized allowing employees to experience without fear of making mistakes and doing so in an environment that is almost identical to the real one, as an effective and innovative tool in employee training. At this stage, determining which topics are suitable for VR training is important, and we are proceeding with consultations from the relevant departments.

We conducted our first VR training on information security because the need and the job to be done perfectly aligned. Our other training programs focused on customer relations. Selecting professional and holistic training partners is essential for the successful completion of the training. We felt very comfortable working with MediaRubic on this matter.

Writing the scenario emerges as one of the most critical stages. At this stage, the flow is planned, and the longest time is spent here. Another important issue is how to ensure interactivity. It is necessary to carefully determine at which stages you will involve the user and what actions will be taken after different responses.

Afterwards, the filming, checks, and implementation phases follow. After putting it into practice, we collect feedback from our colleagues who experienced it. This feedback guides us in designing future projects.



## 3. How has VR technology-based training impacted employees? How does this innovative method reflect on their job performance or motivation?

The impact of VR technology-based training on employees has been quite positive. This innovative method has significantly enhanced their job performance and motivation in various ways:

**Engagement and Retention:** VR training offers an immersive and interactive experience, which keeps employees engaged. This level of engagement leads to better retention of information, as employees can practically experience scenarios, making the learning process more memorable.

**Reduced Fear of Making Mistakes:** By allowing employees to experience real-world situations in a virtual environment, they can make mistakes without the fear of real-world consequences. This freedom boosts confidence and promotes learning from errors, which is essential for skill development.

**Enhanced Practical Skills:** Employees are able to practice complex tasks in a safe, controlled, and realistic environment. This hands-on experience helps them build practical skills that they can transfer directly to their jobs, improving their overall performance.

**Increased Motivation:** The novelty and interactivity of VR training provide a fresh and engaging alternative to traditional learning methods, which can sometimes feel repetitive or disengaging. The immersive nature of VR can reignite curiosity and motivation, encouraging employees to fully participate in their training.

**Efficiency and Time-Saving:** Since VR training is more dynamic and hands-on, employees can often learn faster compared to traditional methods. They can practice repeatedly and in various scenarios, leading to quicker skill acquisition and increased productivity.

In summary, VR technology has proven to be an effective tool for both improving job performance and enhancing employee motivation, by offering an engaging, hands-on, and low-risk learning experience.



#### 4. Do you think these innovative applications create a model for other institutions in the banking sector? What are your predictions about the future of VR training in the sector?

We believe these applications have inspired the sector. Technologies like VR are transforming the concept of training in banking and paving the way for a more digital and dynamic approach across the industry. Many training solution providers and other banks are asking about our experiences with VR. Since this area is growing rapidly, we are eager to share our experiences, as it will increase the overall benefit. We believe that VR technology has the potential to radically change training processes in the banking sector. With the rapid development of technology, I expect banks to use VR training more widely and integrate it into many processes in the industry. I believe that VR training will be much more commonly used in the sector.

First, it has the potential to offer more realistic and interactive training environments. In the future, with more advanced simulations, employees will have the opportunity to practice in environments nearly identical to real ones. With hyper-realistic simulations, employees will be able to train in virtual environments where they can behave as if interacting with real customers. Additionally, with interactive decision-making scenarios, employees will learn how to solve complex problems such as customer complaints, financial crises, or fraud situations.

Second, since the banking sector consists of branches spread across a wide geographical area, VR can make remote training processes more effective and inclusive. Through joint training for global teams, employees from different countries will be able to come together in the same virtual classroom and receive training. Additionally, by providing flexibility, employees will be able to receive training from their location via VR sets, minimizing travel costs and time loss.

Third, the combination of AI (artificial intelligence) and VR will make training more personalized and effective. With personalized learning experiences, AI will analyze employees' strengths and weaknesses and adapt VR training content to individual needs. With real-time feedback, employees will receive instant feedback on the mistakes they make during virtual training, accelerating the learning process.

Fourth, VR will offer more sophisticated training in risk-focused areas such as fraud, cyber-attacks, and crisis management in the banking sector. Through fraud scenarios, employees will become more pre-

pared by experiencing fraudulent cases they might encounter in real life in a virtual environment. Crisis simulations will test situations like sudden fluctuations in financial markets, system outages, or security vulnerabilities in VR environments.

Fifth, VR will play a key role in customer experience-focused training. With scenarios for handling difficult customers, employees will develop the skills to provide services suitable for different customer profiles. Through empathy-building experiences, employees will participate in VR simulations that help them understand customers' perspectives.

Sixth, combining gamification techniques with banking training will make learning more fun and engaging. Through training games, employees will enhance both their learning process and motivation by completing specific tasks or overcoming challenges. With leaderboards, performance in VR training will be measured using scoring systems, allowing employees to learn in a competitive environment.

Seventh, as VR technology becomes more cost-effective over time, banks will be able to use their training budgets more efficiently. With hardware and software improvements, VR devices will become more affordable, and as software moves to cloud-based services, VR training will become more widespread. Large banks can establish in-house VR training centers where they can continuously train their employees.

Eighth, Generation Z and the generations that follow are highly tech-savvy, so VR training will be shaped according to the expectations of these generations. With digitalization and technology adaptation, young employees who are proficient with technology will quickly adopt VR training, becoming more efficient. Creative learning will motivate the new generation more with the creative and innovative training methods offered by VR.

In conclusion, in the future, VR training will become a strategic tool in the banking sector for both enhancing employees' competencies and ensuring customer satisfaction. With the development of technology, VR will not only be a training tool but also a guide in employees' problem-solving, innovation, and customer experience improvement processes. This will transform the banking sector into a more dynamic,

innovative, and customer-oriented structure. We are confident that VR will be used more widely in the future. In this sense, we aim to secure our place in the future ahead of time.

## 5. What are your future goals regarding education and career processes at Albaraka Türk? In addition to VR, what kind of transformation do you foresee in supporting employee development with next-generation training technologies, such as artificial intelligence, which will stand out in 2025?

The banking sector is rapidly evolving due to technological innovations, changing customer expectations, and the impact of globalization. To keep pace with these changes and ensure sustainable success, we are shaping our education and career processes with a strategic approach.

Our future goals can be summarized as follows:

**Creating training programs aligned with digital transformation:** Digitalization in the banking sector requires employees to become proficient with technology. Therefore, training programs focusing on digital skills, such as e-learning, micro-learning, and VR technologies, hold an important place in our curriculum.

**Adopting a culture of continuous learning:** In a rapidly changing world, we encourage a continuous learning mindset. Personalized learning plans, mentorship and coaching programs, certification, and accreditation processes are key pillars of this approach.

**Investing in future competencies:** Skills like creativity, innovation, communication, empathy, and leadership development are crucial for the success of our employees. By fostering a desire to learn, we prepare our employees for the requirements of the future.

**Adapting to flexible career models and hybrid work:** As a necessity of the modern business world, we embrace flexible career paths and hybrid work models.

**Training focused on sustainability and social responsibility:** Acting with a sense of responsibility for the future is one of our core priorities.

**Investing in young talent:** Training the leaders of tomorrow is an essential part of our long-term success strategy.

**Improving the employee experience:** We are taking steps to increase employee satisfaction and productivity by making feedback processes continuous.

**Preparing for the impact of artificial intelligence and automation:** Artificial intelligence and automation are transforming existing jobs and creating new roles. To adapt our employees to this change, we prioritize human-technology collaboration by equipping them with the necessary skills.

By 2025, we foresee that educational technologies will further develop with innovative solutions such as VR and artificial intelligence. Here are some of our predictions about how these technologies will support employee development:

- **AI-supported training plans:** AI will analyze our employees' strengths and weaknesses, creating personalized learning plans. This will allow employees to focus only on the areas they need, enabling them to learn more efficiently.
- **Gamified learning models:** Gamified content developed with VR and artificial intelligence will make the training process more fun and motivating for employees.
- **A new era in remote learning:** Virtual classrooms with VR and AI-supported e-learning platforms will provide a more effective experience in remote education.
- **As a result, by 2025, these innovative technologies will enable employees to develop not only their technical skills but also human-centered competencies like empathy, creativity, and leadership. This transformation will increase employee engagement and strengthen companies' competitive edge.**



# 13 Times Faster AI Training from Google

After the introduction of OpenAI's GPT-4o, Google's I/O event held today made headlines with the latest developments in artificial intelligence technology. The company made significant advancements in AI by updating its Gemini model family and announcing new projects such as Project Astra. Here are the highlights from the event:

## Gemini 1.5 Flash Introduced

Google added a new member to its Gemini model family: Gemini 1.5 Flash. Optimized for speed and efficiency, this model is ideal for high-volume and high-frequency tasks. It promises excellent performance in areas such as summarizing long texts, chatbots, and image and video captioning. Gemini 1.5 Pro offers a larger context window and enhanced multimodal capabilities.

## Major Improvements in Gemini 1.5 Pro and Nano

Gemini 1.5 Pro now comes with an expanded context window of 2 million tokens. With data and algorithmic improvements in this model, Google has significantly enhanced its performance in areas such as code generation, logical reasoning, and multi-turn conversations. Additionally, Gemini Nano now not only processes text but also has the capability to handle images and videos.

## Project Astra: The Future of AI Assistants

Google DeepMind has announced Project Astra with the mission of developing universal AI tools that assist people in daily life. This new initiative aims to offer proactive, accessible, and personalized assistants that help individuals navigate the complex world. Astra is designed to process video and audio inputs, using this information effectively.

## New Generative Media Tools and Models

Veo and Imagen 3 are among Google's new generative media models. Veo creates long-form, high-quality videos, while Imagen 3 can generate photorealistic and detailed visuals. Both models support users' creative visions using natural language understanding and visual semantics. Google continues to show that with these innovations, artificial intelligence is transforming not only the tech world but daily life as well. The technologies introduced at the event offer new opportunities for both developers and end users while aiming to lead in AI ethics and responsible usage. Google's steps provide a perspective on how AI technologies should be used, not just how they work.

In short, Google I/O 2024 once again highlighted how rapidly AI technologies are evolving and how indispensable they have become in today's world. From the newly announced GPT model yesterday to the new Gemini family revealed today, these developments play a critical role in shaping the future of AI. Innovations like Gemini 1.5 Flash and Project Astra demonstrate that AI can be not only faster and more efficient but also more accessible and understanding.

The advanced capabilities provided by these technologies are integrating more and more into various areas of our lives. Generative media tools like Veo and Imagen 3 are opening new doors in the world of art and creativity, while the assistants developed by Project Astra will continue to simplify our daily lives.

In the coming years, with the evolution of AI technologies, it is certain that their place and impact in our lives will continue to grow. The innovations introduced at Google I/O 2024 and OpenAI's GPT4o are just the beginning of this exciting future. As AI shows its potential in every field, we will continue to seek the best ways to benefit from the opportunities these technologies provide.

Note: If you would like to learn more about this topic or request a training program tailored specifically for your organization, please feel free to contact us. Our professional team will be happy to assist you in providing the most suitable solutions for your needs.



## Reflections of the National Technology Initiative on Education

The “Reflections of the National Technology Initiative on Education” conference was held on June 10, 2024, at the Süleyman Demirel Cultural Center (SDKM) in the ITU Ayazağa Campus, with the participation of Minister of Industry and Technology Mehmet Fatih Kacır.

The closing lesson of the Istanbul Teacher Academies & Workshops 2023-2024 Academic Year, organized by the Istanbul Provincial Directorate of National Education and hosted by Istanbul Technical University, was held with the participation of Minister of Industry and Technology Mehmet Fatih Kacır. Kacır’s final lesson, titled “Reflections of the National Technology Initiative on Education,” brought together participants from the academies and workshops on June 10, 2024, at the Süleyman Demirel Cultural Center (SDKM) in the ITU Ayazağa Campus.

### “Technology opens the door to new learning methods..”

At the opening of the conference, which focused on the outcomes of technological development and production in education, ITU Rector Prof. Dr. İsmail Koyuncu emphasized that ITU offers a rich and qualified educational environment to the engineering candidates who will design the technologies of the future. In his speech, he said:

“As Istanbul Technical University, we bring our students together with the latest simulation units and the most comprehensive laboratory environments throughout their self-development and potential discovery processes. Because undoubtedly, the intersection of education and technology contributes to the development of a productive and active learning culture, both in university education and at all levels of education starting from primary school.”

Minister of Industry and Technology Mehmet Fatih Kacır, who congratulated Istanbul Technical University for its global achievements, as reflected in the rankings prepared by world-renowned academic

rating organizations such as QS and THE, noted that technological resources make it easier to access learning materials and sources. He highlighted that with the technological breakthroughs Turkey has made in recent years, the country has risen to an active producer position in many fields. Kacır also pointed out the relationship between the momentum gained by domestic production and qualified education and skilled human resources. The conference concluded with a visit to the art exhibition in the foyer area, along with a video screening and music performance.



## Huawei and the Ministry of Youth and Sports collaborate on IT training for young people.

Huawei Turkey and the Ministry of Youth and Sports of the Republic of Turkey have initiated an important collaboration for IT training for young people. As part of the ‘Huawei Genç Akademi’ project, the ministry’s trainers were provided with artificial intelligence and cloud computing training.



Huawei Turkey has signed an important collaboration with the Ministry of Youth and Sports of the Republic of Turkey. This agreement, under the ‘Huawei Genç Akademi’ project, aims to contribute to the country’s future in IT. As part of the project, a comprehensive training program was provided to the ministry’s trainers in artificial intelligence and cloud computing.

The training program, held in Ankara between July 29 and August 3, 2024, was attended by 50 Youth and Sports Ministry trainers from various cities across Turkey. Upon completing the program and receiving their certificates, these trainers will be involved in the ‘Huawei Genç Akademi’ program, which will be established in all 81 provinces across the country. In this program, young people aged 16-30 will receive IT training and prepare for international competitions such as the “Huawei ICT Competition.”

Dr. Enes Efendioğlu, General Director of Youth Services at the Ministry of Youth and Sports of the Republic of Turkey, highlighted the importance of this training program. He stated, “The AI and Cloud Computing training provided to Youth Center Employees with Huawei’s support plays a significant role in the development and dissemination of digital skills,” and congratulated the trainers who successfully completed the training. Ömer Faruk Şahin, Huawei Turkey’s Director of Public Relations and Corporate Communications, emphasized that this collaboration would significantly contribute to Turkey’s IT ecosystem and digital transformation. He added, “As Huawei, with our slogan ‘For Turkey, in Turkey’, we will continue to stand by our young people. I believe this program will enhance their technology skills and prepare them for the future.”

The ‘Huawei Genç Akademi’ program aims to contribute to the development of knowledge and skills in the IT field for the youth in our country, ensuring a safer future for them, preventing issues such as unemployment, and helping Turkey raise more successful young people in global competition. This initiative once again demonstrates Huawei Turkey’s commitment to the technological development of our country.

## İBB Academy's Young Talent Development Program Graduates New Alumni

The Young Talent Development Program of İBB Academy, aimed at improving the qualifications of the public workforce of İBB, has graduated 3,985 individuals since 2021. This program, which enhances the competencies of young talents serving Istanbul, was implemented under the coordination of İSPER.

The Young Talent Development Program of İBB Academy, one of the largest corporate academies in Turkey initiated by Istanbul Metropolitan Municipality (İBB), has graduated its new participants. Aimed at improving the qualifications of the public workforce at İBB, this program was implemented under the coordination of İSPER and has graduated 3,985 individuals since 2021.

The graduation ceremony, held at Cemal Reşit Rey, was attended by Young Talents and İBB executives. During the event, certificates were presented to the successful participants, and awards were given to the top projects. İBB Deputy Secretary General Zeynep Neyza Akçabay and İSPER General Manager Banu Saraçlar delivered speeches, greeting the young talents.

### A Program That Breaks Traditional Learning Principles

In her opening speech, Zeynep Neyza Akçabay emphasized that the greatest strength in serving Istanbul lies in its young workforce. Akçabay said, "We broke the conventional learning principles to equip our youth with the skills of the future; by blending knowledge with innovation and courage, providing development opportunities for all young people under 30, without excluding anyone or leaving anyone behind, we have shattered the norms."

İSPER General Manager Banu Saraçlar expressed the success of the program by saying, "Four years ago, in February 2020, at the start of the pandemic, we embarked on this developmental journey with 520 young individuals, and today, we are proud to have reached 3,985 people."

### A Program that Inspired the Phrase "We Have Youth"

İBB Presidential Advisor Yiğit Oğuz Duman, in his speech at the ceremony, recalled that İBB President Ekrem İmamoğlu started his

journey in 2019 by saying, "We have youth." Duman said, "This phrase expressed our focus on development, learning, and success. The program was designed to enhance your skills in openness to learning, taking initiative, being proactive, problem-solving, risk management, agility, creative thinking, collaboration, and communication."

### Creative Projects Were Rewarded

11 young talents who completed the İBB Young Talent Development Program with a perfect score of 100 were awarded certificates and medals. Among the projects deemed worthy of implementation, the top 5 were rewarded. The "Mussels-Sea Pollution Detection Device" came in fifth, "Food is Yours Istanbul" fourth, "Green Transportation" third, and "Energy Village" second. The first-place project was "Applications that Facilitate Finding Parking Spaces through New Technologies."

The İBB Young Talent Development Program continues to provide a great opportunity for young people to discover and develop their talents and become more equipped in line with their career goals.



## İstanbul'da Gerçekleştirilen Eğitimde Yapay Zekâ Zirvesi Büyük İlgi Gördü

Eylül ayında İstanbul'da düzenlenecek Uluslararası Eğitimde Teknoloji, AR-GE ve Kalite Zirvesi, Millî Eğitim Bakanlığı tarafından organize ediliyor. Zirveye bildiri başvuruları 31 Mayıs - 30 Haziran 2024 tarihleri arasında kabul edilecek.

The "International Summit on Technology in Education, R&D, and Quality," to be held in Istanbul in September, is being organized by the Ministry of National Education (MEB). The summit will accept paper submissions from May 31 to June 30, 2024.

Under the honorary presidency of Minister of National Education Yusuf Tekin, the summit will be coordinated by the MEB's Strategy Development Directorate and the General Directorate of Innovation and Educational Technologies. The event aims to promote the Ministry's advancements in technology, research and development, and quality in education on the international stage, share exemplary projects with the global public, and create opportunities for cooperation and visibility by bringing together leading national and international institutions.

The summit will serve as a platform where current developments and needs in educational technology will be discussed, with a focus on sustainability and efficiency, and the perception of quality in education will be reevaluated. This event aims to contribute to improving

institutional capacities and enhancing education quality by spreading innovative practices.

Bringing together experts from various disciplines, the summit will create a valuable resource for professionals in the field, particularly those working on technology, R&D, and quality in education. It will feature expert panel discussions, workshops, keynote presentations, and international organization booths. Additionally, the summit will invite educators, institution representatives, teachers, and students who have conducted exemplary work in these areas.

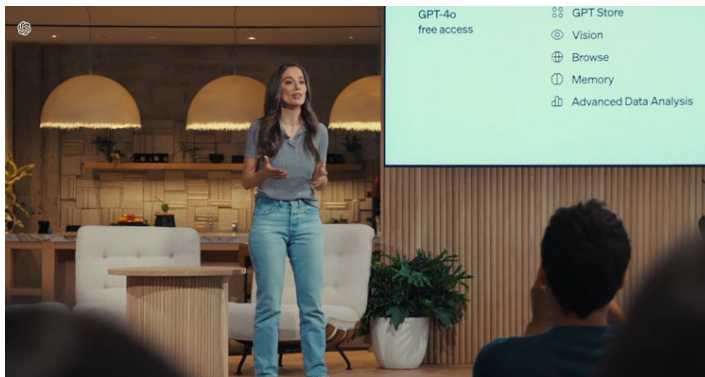
Paper submissions for the summit, covering the main themes of technology in education, R&D, and quality, will be accepted from May 31 to June 30, 2024. Teachers wishing to submit papers can find the submission guidelines at [etak2024.eba.gov.tr](http://etak2024.eba.gov.tr). Updates on the summit will also be available on the same website.



This important event aims to highlight and disseminate Turkey's educational achievements while addressing current critical issues in the global education landscape. It seeks to offer innovative solutions that combine technology with quality in education.

## OpenAI's New Revolution: GPT-4o with Multimodal AI Technology

OpenAI's new model, GPT-4o, is revolutionizing the world of artificial intelligence with its abilities to read emotions from facial expressions, solve real-time math problems, and perform simultaneous translation.



OpenAI has introduced GPT-4o, a model that heralds a new era in artificial intelligence. This model stands out with its ability to read emotions from facial expressions, solve real-time math problems, and perform simultaneous translation. Below are detailed insights into GPT-4o's key features and potential use cases.

### Key Features of GPT-4o

GPT-4o operates faster and more efficiently in text, voice, and video processing compared to previous models. What sets it apart is its ability to interact with users in real-time, distinguishing between different tonalities of voice, unlike ChatGPT's voice mode. Additionally, it can generate various voices and modulate tone to add expression to interactions.

One of the most striking features of GPT-4o is its ability to solve math problems in real-time. It can guide users through the solution process step by step, much like a personal tutor. This feature extends to graph reading and coding tasks, further showcasing the model's versatility.

### Emotion Detection and Translation Capabilities

GPT-4o can detect emotions from video images, a feature with vast potential in fields such as customer service and mental health support. During a demonstration, GPT-4o also showcased its ability to perform simultaneous translation between Italian and English, supporting a total of 50 languages. This underscores its capacity to enhance global communication.

### GPT-4o API and Accessibility

The new GPT-4o API is twice as fast and offers five times higher speed limits compared to GPT-4 Turbo. This provides developers with greater flexibility and cost savings, aiming to reach a broader user base. The model will be made available to all users in the coming weeks and will be accessible for free. Paid users will enjoy five times the usage capacity compared to free users. Additionally, GPT-4o's text and image capabilities will be integrated into ChatGPT, making it usable as a desktop application.

OpenAI's CTO, Mira Murati, stated that GPT-4o's advanced features aim to enhance user experiences and will be offered for free. This is a significant step toward making artificial intelligence technologies more accessible to a wider audience.

With GPT-4o, OpenAI is ushering in a new era of artificial intelligence, setting a new standard in multi-modal AI technology. With abilities such as reading emotions from facial expressions, solving real-time math problems, and performing simultaneous translation, GPT-4o has the potential to revolutionize many areas. This advancement could have significant impacts across industries, from customer service and education to mental health support and global communication. OpenAI continues to push boundaries and shape the future of artificial intelligence.

Note: If you'd like to learn more about this topic or request a customized training program tailored to your organization's needs, feel free to contact us. Our professional team will be happy to provide the most suitable solutions for your requirements.

```

View Run Kernel Tabs Settings Help
demo.ipynb
Code
1: from datetime import datetime
import matplotlib.pyplot as plt
from meteostat import Point, Daily

def foo(x, y):
    x['Average Temperature'] = x['Average Temperature'].rolling(window=y).mean()
    x['Minimum Temperature'] = x['Minimum Temperature'].rolling(window=y).mean()
    x['Maximum Temperature'] = x['Maximum Temperature'].rolling(window=y).mean()
    return x

def bar(ax, events):
    for date, label in events.items():
        ax.annotate(label, xy=(date, data.loc[date, 'Maximum Temperature']),
                    xytext=(date, data.loc[date, 'Maximum Temperature'] + 5),
                    arrowprops=dict(facecolor='black', arrowstyle='->'))

start = datetime(2018, 1, 1)
end = datetime(2018, 12, 31)

location = Point(49.2497, -123.1193, 70)

data = Daily(location, start, end)
data = data.fetch()

data = data.rename(columns={

```

# More than 250 million people use ChatGPT every week.

More than 250 million people use ChatGPT every week. As OpenAI continues to grow, it is increasing subscription fees, and prominent figures such as Mira Murati are leaving the company.

OpenAI announced that more than 250 million people worldwide use ChatGPT every week to improve their work, creativity, and learning processes. The company, which reported having 200 million active users per week at the end of August, gained more than 50 million new users in a short period. This growth has been supported by advanced systems, such as the new voice infrastructure introduced last month. Expected to continue growing in 2025, OpenAI is preparing to increase subscription fees with these developments.

## ChatGPT Subscription Fees are Increasing

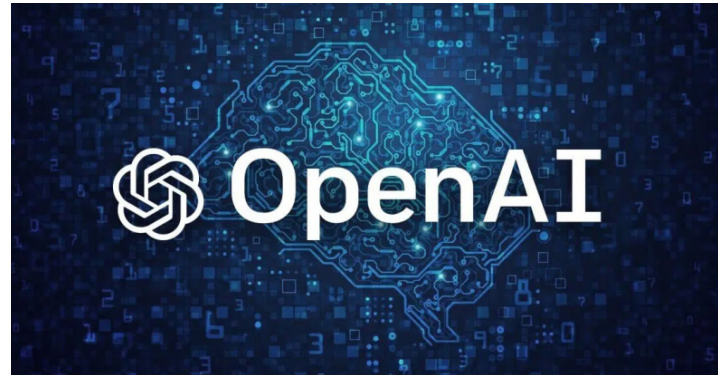
Due to server investments, OpenAI expects to incur a loss of 5 billion dollars on 3.7 billion dollars in revenue this year. Aiming to increase its revenue to 11.6 billion dollars next year, the company announced that it will raise ChatGPT's monthly subscription fee from 20 dollars to 22 dollars by the end of the year. It is projected that this fee will rise to 44 dollars within the next five years.

## Surprise Departure: CTO Mira Murati

OpenAI made headlines last week with an unexpected departure. Mira Murati, who had served as the company's CTO for over six years, decided to leave the company. Murati expressed that her reason for leaving was to "create time and space for her own discoveries."

CEO Sam Altman expressed gratitude for Murati's contributions and stated that he was eagerly anticipating her future career post-departure. OpenAI's research director, Bob McGrew, and research vice president, Barret Zoph, also decided to leave the company.

OpenAI's growth journey, particularly with the rising user numbers of ChatGPT and advancements in artificial intelligence technologies, has been noteworthy. However, the departure of key figures like Mira Murati could mark a significant turning point in shaping the company's future structure. The increase in subscription fees seems to be a necessity in order to offer users more innovation. OpenAI continues to hold a leadership position due to its contributions to the digital education and artificial intelligence ecosystem.



## Innovative Collaboration Between Turkcell and Ericsson: "5G Technology Campus"

The 5G Technology Campus, established in Istanbul through the collaboration of Istanbul Technical University (ITU), Turkcell, and Ericsson, is reshaping technology with high-speed internet and autonomous bus tests.

Istanbul Technical University (ITU), in collaboration with leading communication and technology companies Turkcell and Ericsson, has launched another project that will lead Turkey's innovations in the technology field: the "5G Technology Campus." Announced at a grand signing ceremony held at the ITU Ayazağa Campus, this collaboration aims to fully utilize the opportunities brought by 5G and transform technological innovations into concrete results.

### 5G-Powered Autonomous Bus: The Future of Transportation

One of the most striking innovations at the campus is the testing of a fully electric autonomous bus. This bus operates autonomously on ITU's expansive campus, detecting pedestrians on the road using its pedestrian detection systems, automatically stopping, and yielding to students at crosswalks. This technology not only enhances transportation safety but also optimizes campus traffic flow, making it an important example of integrating autonomous vehicles into our daily lives.

### The Power of Collaboration and Innovation

In his speech at the ceremony, Turkcell CEO Ali Taha Koç emphasized that the collaboration aims to take innovative steps across a broad spectrum, covering not only theoretical knowledge but also practical applications. Koç stated, "Our 5G testing infrastructure offers high data speeds, low latency, and broad connectivity

capacity. With these projects, we will have the opportunity to experience the capabilities of 5G technology, such as autonomous vehicles, and further advance technological innovations." Ericsson Turkey General Manager Işıl Yalçın highlighted that, in addition to high data speeds and low latency, they have created an independent network that enables various use scenarios and R&D activities. Yalçın remarked, "As Ericsson, we aim to contribute to a sustainable and dynamic information and communication technology sector by sharing our knowledge and resources through our projects."



### ITU's Vision and Contributions

İTU Rector Prof. Dr. İsmail Koyuncu expressed that they closely follow technological advancements and that this initiative in the field of 5G will significantly contribute to the development of future digital technologies. Koyuncu added, "We will support autonomous vehicle technologies in the transportation sector by making breakthroughs in areas like virtual reality, augmented reality, and the Internet of Things."

This collaboration is aimed at not only opening the way for technological innovation and digital transformation within ITU's campus but also enhancing Turkey's competitiveness on the global stage. The "5G Technology Campus" is seen as the beginning of a new era in both academic and industrial fields.

## The Ministry of National Education has published the Educational Technologies Information Inventory!

The Ministry of National Education's General Directorate of Innovation and Educational Technologies has published the **Educational Technologies Information Inventory**, which addresses the use of educational technologies and digital transformation processes worldwide. This comprehensive study, which covers topics such as artificial intelligence, digital platforms, and the technological infrastructure of schools, sheds light on the future of education.

The Ministry of National Education's General Directorate of Innovation and Educational Technologies has published a comprehensive "Educational Technologies Information Inventory," which addresses innovations in educational technologies. This inventory provides a detailed overview of how educational technologies are used worldwide, research and development activities, and successful implementation examples.

The inventory covers critical topics such as the role of artificial intelligence in education, the development of schools' technological infrastructure, and strengthening teacher-student interaction through digital platforms. We believe that this work will be highly beneficial, especially in the digital transformation process of education.

As Edtech Turkey, we are also pleased to see that such resources are increasing the impact of technology in education. These kinds of initiatives, which accelerate the integration of technology into



education, bring us one step closer to our goal of creating equal opportunities in education.

## AÇEV's Digital Leap: The "Hayat Dolu Buluşmalar" E-Learning Platform is Now Accessible

**AÇEV's new e-learning platform, "Hayat Dolu Buluşmalar," offers free digital education for women's empowerment. It is an example of an EdTech project with social impact.**

The Mother-Child Education Foundation (AÇEV) has taken a new step in women's empowerment by transforming the "Hayat Dolu Buluşmalar" training into a free digital platform. This initiative serves as an example of the use of educational technologies for social benefit.

### Project's Purpose and Target Audience

For many years, AÇEV has been working towards women who have left education early, need to develop their literacy skills and are not employed. The face-to-face "Life-Full Meetings" program, which has been implemented since 2016, has reached 12,000 young women so far. Now, this program has been transferred to the digital platform as part of AÇEV's social initiative "Equality is Worthy."

### Platform Features

**Accessibility:** Women can access it for free, anytime, anywhere.

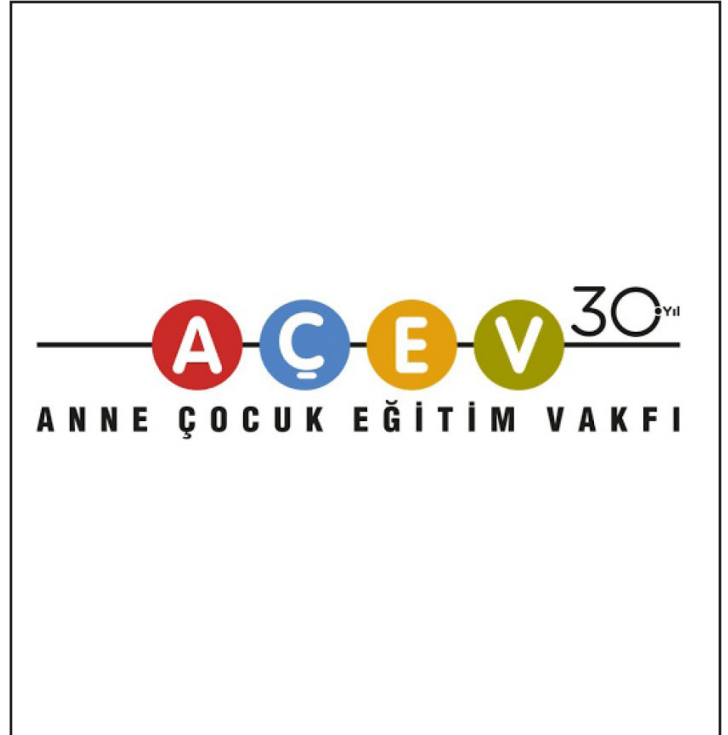
**Content:** An interactive training program consisting of 11 sections is offered.

**Certificate:** Participants who complete the training are given an online certificate.

**Target Audience:** 3.5 million young women between the ages of 18-29 who are neither in education nor employment (NEET).  
**Training Content**

The platform covers a wide range of topics, from women's personal development to children's rights, from technology use to economic knowledge. Some of the topics are:

- Self-development and continuing education
- Safe technology use
- Effective communication
- Women's rights and combating violence
- Economy and budget management



AÇEV's General Manager, Senem Başyurt, emphasized that this initiative is AÇEV's first digital education program aimed at women's empowerment. Prof. Dr. Aydın Yücesan Durgunoğlu highlighted the importance of women's empowerment in the age of the knowledge economy.

The "Hayat Dolu Buluşmalar" E-Learning Platform is a concrete example of how educational technologies can be used for social benefit. This initiative demonstrates the role that digital education can play in empowering disadvantaged groups and can be considered an important step in the EdTech field in Turkey.

# ACM Agile and MediaRubic Collaboration

With the collaboration between ACM Agile and MediaRubic, significant steps are being taken in digital education. Aiming to reach broader audiences by digitizing educational processes, this partnership is shaping the education systems of the future.

## Strong Steps Towards Digitization in Education

Digital transformation has become not only a technological necessity but also one of the fundamental dynamics of cross-industry collaborations. ACM Agile, a leader in the industry for years and a pioneer in promoting the agile mindset, continues to take innovative steps in this transformation process. In this context, the collaboration with MediaRubic, specialized in digital education solutions, stands out as a significant step in both modernizing educational processes and reaching wider audiences.

## ACM's Industry Leadership and Agile Philosophy

ACM Agile, while being a leader in the integration of agile methods into the industry, has always believed in the power of education and knowledge. This philosophy aligns with ACM's mission to enhance quality in education and support industry transformation. ACM's experience and leadership have made significant contributions to building an agile and dynamic structure in the business world.

## The Strategic Partner in Digital Transformation in Education

MediaRubic is a technology company specialized in the design, development, and implementation of digital education processes. With its extensive knowledge in the fields of education and technology, MediaRubic combines corporate training solutions with cutting-edge digital tools, providing its clients with innovative and effective learning experiences. The company is known for its deep expertise in educational technologies and its ability to develop flexible and scalable solutions tailored to the needs of organizations during the digitization process.

## The Strength of the ACM Agile and MediaRubic Collaboration

This strategic collaboration brings together ACM Agile's deep industry experience and MediaRubic's expertise in digital education solutions, laying the foundation for innovative projects that will set an example in the digitization of education processes. MediaRubic's advanced technological infrastructure and success in project management enhance ACM's ability to bring its educational vision to digital platforms, expanding its reach to broader audiences.

## A Step Shaping the Future of Education

This collaboration is not just the coming together of two companies, but also a step that can be considered as shaping the future of education. With their pioneering roles in the industry, ACM Agile and MediaRubic aim to digitize educational processes, making learning more dynamic and experience-focused. As a result, solutions will be offered that are more suitable for the needs of both current and future education participants.





## The 3 Main Sectors of the Future and Education Predictions According to Bill Gates

**According to Bill Gates, AI will shape the future and only the energy, biology and AI system programming sectors will survive.**

The rapid development of artificial intelligence and technology is causing radical changes in every field, from business to education. Microsoft co-founder and one of the pioneers of the technology world, Bill Gates, made important assessments about this transformation and shared striking predictions about the future.

### Three Main Sectors of the Future

According to Gates, only certain sectors will be able to sustain their presence in the future shaped by artificial intelligence. These sectors are:

1. **Energy:** Renewable energy sources and sustainable energy solutions.
2. **Biology:** Innovative studies in health, genetic engineering and biotechnology.
3. **Artificial Intelligence System Programming:** Professionals who develop, optimize and implement artificial intelligence.

### Revolution in Education is on the Way

Gates predicts that artificial intelligence will radically transform not only the business world but also education processes. AI-supported software specifically designed for students will make individual learning processes more effective and personalized. Gates states that learning programming at an early age will provide an advantage in the world of the future, and that these skills will be of critical importance both in individuals' careers and daily lives.

### Equal Opportunity is a Must in Accessing Technology

Gates emphasizes that artificial intelligence should provide equal benefits to society as a whole. He states that educators, technologists, and policymakers need to work together to prevent the gap between those who can effectively use technology and those who cannot from deepening. Using technology in an ethical and responsible way will be the key to societal well-being in this transformation.





YENİLİK VE EĞİTİM TEKNOLOJİLERİ  
GENEL MÜDÜRLÜĞÜ

# YENİLİKÇİ YAKLAŞIMLARLA TEKNOLOJİ ODAKLI ÖĞRENME SENARYOLARI İÇİN ÖĞRETMEN EL KİTABI

## Technology-Focused Innovative Learning

The “Teacher’s Handbook for Technology-Focused Learning Scenarios with Innovative Approaches,” prepared by the Ministry of National Education’s YEĞİTEK, has been published! A comprehensive guide for digitalization in education and innovative methods.

The “Teacher’s Handbook for Technology-Focused Learning Scenarios with Innovative Approaches,” prepared within the scope of the Technology-Focused Learning Scenarios Project carried out by the Ministry of National Education’s Directorate of Innovation and Educational Technologies (YEĞİTEK), has been published.

In today’s educational world, digitalization not only enriches lesson content but also transforms teachers’ pedagogical approaches. This comprehensive handbook, aiming to effectively use technology in education, helps teachers create technology-supported learning environments. Serving as a guide for educators who want to develop innovative teaching scenarios, this resource is designed in line with the requirements of the digital age.

### Highlights of the Book

1. Technology Integration: Step-by-step guides on how to integrate digital tools into lessons.
2. Learning Scenarios: Examples of lessons supported by innovative approaches such as artificial intelligence, augmented reality (AR), virtual reality (VR) and game-based learning.
3. Interactive Learning: Technology-supported teaching methods to increase students’ active engagement.
4. Teacher Experiences: Inspiring examples from the experiences of teachers who have embraced technology-centered teaching.
5. Digital Literacy: Tips for raising students’ awareness of critical thinking, information security and digital ethics. With this handbook, teachers can learn about different digital learn how to

incorporate platforms and applications into their course content. They can explore how to make the most efficient use of technologies such as interactive whiteboards, tablets, online learning tools and mobile applications. They can also apply technology-based personalized learning approaches to prepare instructional materials that suit students’ individual learning pace and needs.

As Edtech Turkey, we consider this study as an important step that encourages digitalization in education. Teachers becoming more tech-savvy is seen as a critical element for students to make their learning processes more effective and efficient. The widespread use of such resources will contribute to our education system taking stronger steps into the future.

We hope that this handbook, which enables teachers to adopt a more innovative education approach by increasing their digital skills, will benefit the entire education community. The continuation of such projects supporting digital transformation in education will take the use of technology in education in Turkey one step further.



## GREAT is shaping the future.

**As part of the National Competency Initiative, industry leaders and academics came together at the GREAT: Future Workshop to discuss the future of educational technologies and generate innovative ideas.**

As part of the National Competency Initiative, the “GREAT: Future Workshop” event was held.

Led by the Presidency of the Republic of Turkey’s Defense Industry Directorate (SSB), in collaboration with the Defense Industry Academy, Turkish Aerospace Industries, and Teknopark Istanbul, the event brought together industry leaders and academics to discuss the future of education and learning technologies.

The Future Workshop stood out as an inspiring platform where innovative ideas shaping the future of educational technologies were presented. During the event, there was an exchange of ideas aimed at forecasting the future and creating scenarios. The opening speeches were delivered by:

- Deputy President of the Defense Industry, Prof. Dr. Hakan Karataş  
- General Manager of Teknopark Istanbul, Prof. Dr. Abdurrahman Akyol

“GREAT: Future Workshop” marked an important step in building the future of educational technologies with innovative approaches. As Edtech Turkey, we recognize the significance of such organizations for the education technology ecosystem. We will continue to support these visionary efforts to design the future of education, develop innovative solutions, and merge technology with education.

## The “Turkey Industrial Companies Workforce Training Research” report is now published.

**The “Turkey Industrial Companies Workforce Training Research” report, shedding light on training and development strategies in the industrial sector, has been published in collaboration with TEGEP and the Istanbul Chamber of Industry. Check it out for details!**

The “Turkey Industrial Companies Workforce Training Research” report, conducted in collaboration with TEGEP and the Istanbul Chamber of Industry (ISO), has been published to enhance the competitiveness of the industrial sector and improve the competencies of employees.

This important research was prepared to determine the current state and future needs of industrial organizations in the areas of training and development.

The report covers:

- The importance of sustainability and digitalization in training strategies,
- Investment areas aimed at increasing competitiveness,
- The impact of training and development efforts on preparing industrial organizations for the future.

As TEGEP and ISO, we hope that this valuable report will contribute to the development of our country’s industry and the creation of new collaborations and opportunities.





## AWS's Equal Education Initiative

**AWS is providing \$100 million in cloud credits as part of the AWS Education Equality Initiative to create equal educational opportunities for disadvantaged communities. This support will enable the global spread of AI and cloud computing-based digital learning solutions.**

Amazon Web Services (AWS) has announced that it will provide \$100 million in cloud credits globally as part of the AWS Education Equality Initiative, aimed at equipping disadvantaged students with skills in artificial intelligence, cloud computing, and digital literacy. This move is designed to ensure underrepresented communities have equal access to transformative learning opportunities. In today's rapidly digitalizing world, AI and cloud computing can open multifaceted doors for students. Through the technologies it provides to educational institutions, AWS enables the development or scaling of innovative learning solutions.

This initiative is based on Amazon's commitment to providing education and career opportunities to disadvantaged learners. As part of the program, AWS will support eligible educational institutions worldwide over the next five years by providing cloud credits, helping them create, scale, and develop effective content in different cultural and linguistic contexts.

### Artificial Intelligence and Advanced Technologies in Education

With this move, AWS contributes to making the education ecosystem more inclusive, accessible, and qualified. Cloud credits will allow institutions to develop innovations such as AI assistants, coding curricula, connectivity tools, student-focused learning platforms, mobile applications, and chatbots using AWS's comprehensive cloud technologies and AI services. Additionally, organizations will be able to create projects that increase educational equity by receiving technical guidance from AWS Solution Architects, best practices for responsible AI applications, and continuous optimization support. From the EdTech Turkey perspective, it is crucial for global companies' technological support in achieving sustainable transformation in education to not only provide technical capacity but also to be implemented within a framework that considers human values, ethical principles, and cultural differences. This way, equal access to information and the delivery of quality educational resources to a wide audience will become possible.

### Examples in the Digital Learning Ecosystem:

AWS is currently collaborating with over 50 organizations in 10 countries, helping provide digital learning solutions to underserved and underrepresented communities:

- **Code.org:** This nonprofit, focusing on K-12 computer science and artificial intelligence education, is using AWS cloud credits to scale an AI-powered Teaching Assistant. This tool reduces the time teachers spend evaluating students' coding projects by half, creating more personalized teaching time for instructors.
- **Rocket Learning (India):** This organization, which improves access to early childhood education, uses AWS QuickSight's Amazon Q feature to perform data analysis considering regional, linguistic, and cultural differences. This helps optimize content to improve student learning outcomes.
- **Tangible Africa (South Africa):** This nonprofit uses an AWS-based offline coding curriculum to reach 10,000 students and 120 teachers across Ghana, Kenya, Uganda, and Zambia, spreading technology and coding skills.

These examples show that AWS plays a critical role in the digital learning ecosystem, facilitating educational institutions to develop sustainable solutions across diverse geographies and demographic groups. Initiatives like these, which provide underrepresented communities with equal access to transformational learning opportunities, are vital for creating an inclusive future in the digital world.

**coursera**

# Job Skills Report 2025



## The Coursera 2025 Skills Report has been published.

**According to Coursera’s 2025 Skills Report, skills such as artificial intelligence, cybersecurity, and data science are shaping the future workforce.**

Digital transformation is rapidly changing our lives, with fields such as artificial intelligence, data science, and cybersecurity at the core of this change. Coursera’s “2025 Skills Report” delves into these trends that are shaping the future workforce. As educators, learners, and business professionals, let’s explore together how we can prepare for this change.

### Artificial Intelligence: The Key to Tomorrow, Not Just Today

Artificial intelligence has now become a fundamental skill that can be used across all industries, not just a technological expertise. Especially Generative AI (GenAI) is one of the most remarkable competencies of this year. According to the report, the demand for GenAI training has increased by 866% in just one year!

#### So what does this mean?

In the business world, employees are using AI tools to increase productivity. Students are investing in the future by learning the basics of AI. Job seekers are turning to practical AI skills to quickly adapt to their roles.

As educators, our task is clear: make AI literacy accessible to everyone. By breaking the misconception that “AI requires too much technical knowledge,” we need to simplify topics like ethical use and prompt engineering. This way, learners can become active participants in this transformation, not just observers.

### Cybersecurity: A Defense Shield for the Digital World

In the digital world, security is more important than ever. According to the report, cybersecurity attacks increased by 75% in the third quarter of 2024. This highlights the need for both individuals and organi-

zations to focus on cybersecurity skills. Employees are concentrating on skills like threat modeling and incident response to protect their companies. Students are learning the fundamentals through topics like network security, while job seekers are working on more technical solutions such as infrastructure security and software security. What’s crucial here is equipping both young people and adults with awareness in this field. Cybersecurity education has become more than just a technical expertise; it’s now a fundamental skill everyone needs to know in the digital world.

### Data Science: Empowered with Meaningful Data

Analyzing data, making sense of it, and presenting it correctly... These are some of the most critical skills for the future. The Coursera report shows us that skills like data ethics and data storytelling are rapidly rising in importance.

Instead of getting lost in a pile of data, being able to turn it into a story will bring both individual and organizational success. However, there is a critical issue here: the ethical use of data. Rapidly growing AI models must be fed with accurate and diversified data.

By developing skills in data visualization and data literacy, students can become the data science professionals of the future. As educators, incorporating these skills into curricula presents a great opportunity.

### Business Skills: The Human-Centered Balance with Technology

As valuable as technology is, human skills are equally important. The report shows that competencies such as human resources technology, risk management, and sustainability are on the rise. Especially environmental sustainability issues indicate that young people are adopting a conscious attitude toward the future.

Risk management helps organizations stand strong against crises in the digitalized business world. Sustainability skills nurture leaders who create environmentally friendly solutions. Human-centered communication skills build trust and solidarity in the workplace. In the future, individuals with both technical and human-centered competencies will make a difference. As the education world, it is our responsibility to equip individuals with these skills.

### Now, what should we do?

Dear readers, Coursera's report provides us with a roadmap. We are in an era where artificial intelligence is rapidly entering our lives, digital security is more important than ever, and human skills are being redefined.

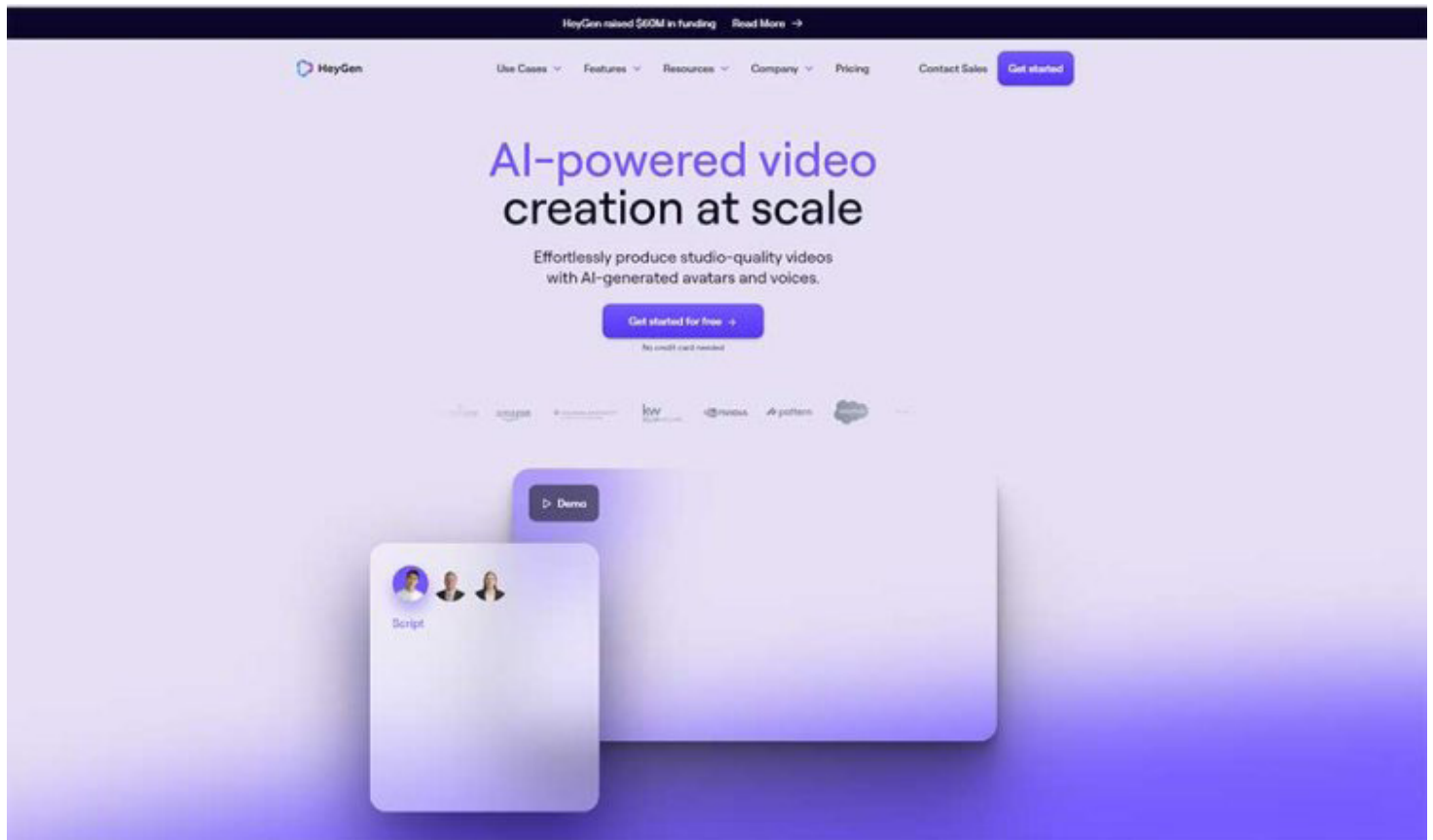
AI Literacy: Don't just learn AI, learn to use it responsibly and productively.

Cybersecurity Awareness: Learn to secure your own digital safety. As educators, equip your students with fundamental security skills. Data Interpretation: Analyze data, tell stories with it, and make an impact. Sustainable Future: Develop both your technical skills and create solutions that contribute to the world.

In the field of educational technologies, every innovation we make will better prepare learners for the future. If we take action today, we can collectively raise individuals who will shape tomorrow's world.

At EdTech Turkey, we are happy to be part of this transformation. Stay tuned for more information and content. We are preparing for the future together!





# HeyGen Review: AI-Powered Video Creation Platform

**HeyGen, with its AI-powered video creation platform, offers fast and easy video production. It is ideal for marketing videos, educational content, social media videos, and more.**

In today's world, video content has gained significant importance across a wide range of fields, from education to marketing. However, traditional video production processes can be time-consuming and costly. HeyGen is an AI-powered video creation platform developed to overcome these challenges. In this article, we will take a detailed look at the features, use cases, and how to use HeyGen.

**Background Music and Effects:** Users can add or upload background music to their videos. The platform also offers various creative styles, fonts, images, and shapes.

**Multi-Scene Editing:** HeyGen supports multi-scene video creation, allowing users to seamlessly combine different scenes.

**4K Resolution:** The platform offers the ability to render videos in high-quality 4K resolution, which is especially useful for professional presentations and promotional content.

## HeyGen Features

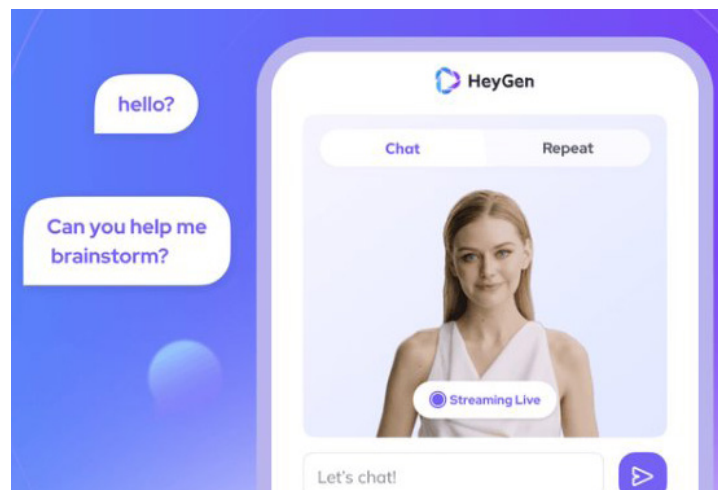
HeyGen offers a range of features that make video creation fast and efficient:

**AI Avatars:** HeyGen offers over 100 customizable AI avatars that represent different ethnicities, age groups, and styles. Users can upload their own avatars and voices to add a personal touch to their videos.

**Text-to-Video Conversion:** This feature allows users to convert written content into professional videos. With over 300 voice options, texts can be brought to life in various languages with natural-sounding voices.

**Templates:** HeyGen provides a variety of pre-made templates for different types of videos, including marketing videos, e-learning, social media content, sales presentations, and product demos. These templates are fully customizable with text, images, and logos.

**Talking Photos:** This feature enables users to animate any photo with natural human voices. Available in over 100 languages and accents, it uses advanced AI facial recognition technology to match the selected voice with facial expressions.



## Use Cases of HeyGen

HeyGen offers a variety of use cases:

**Marketing Videos:** HeyGen is a powerful tool for creating marketing videos. The text-to-video conversion feature enables businesses to promote their brands quickly and effectively.

**Educational and Training Videos:** For teachers, trainers, or anyone sharing knowledge, HeyGen makes it incredibly easy to create educational videos. With ready-made templates and customizable AI avatars, engaging training content can be produced.

**Social Media Content:** HeyGen simplifies the creation of eye-catching and professional videos for sharing on social media platforms. These videos can be used for advertisements, training, or fun stories.

**Sales Presentations:** HeyGen can enhance sales presentations by making them more dynamic and impactful. With realistic lip-sync technology and voice options in multiple languages, businesses can prepare presentations tailored to their target markets.



**Product Demos:** HeyGen innovates product demo creation. Customizable avatars and realistic animations make product demos more engaging and attractive.

## How to Use HeyGen?

Creating a video with HeyGen is quite simple:

1. Register and Log In: Create your HeyGen account and log into the platform.
2. Choose a Template: Select a template that fits your needs.
3. Enter Text: Write or upload the text to be used in the video.
4. Choose a Voiceover: Select the voice to narrate the text.
5. Edit and Customize: Edit the text, visuals, and other elements.
6. Create the Video: Create and save your video.

HeyGen is an effective AI video creator that accelerates the video creation process and reduces costs. With its ease of use and the features it offers, it is a suitable solution for both professionals and amateurs. Although HeyGen has some limitations, overall, it simplifies and streamlines the video production process.

Note: If you would like to learn more about this topic or request a custom training program tailored to your organization, feel free to contact us. Our professional team will be happy to assist you in finding the most suitable solutions for your needs.



# Meet HeyGen

One-Stop AI Video Generation Platform



# What is Eleven Labs? How is it Used?

**ElevenLabs brings your text to life with human-like natural voices using AI-powered speech technology. With features like voice cloning, dubbing, and multilingual support, it makes a difference in education and content creation.**

ElevenLabs is a pioneering platform in the field of AI-powered speech technology. This platform offers innovative solutions that significantly simplify text-to-speech (TTS) and audio content creation processes. The most notable feature of ElevenLabs is its ability to generate human-like voices. This enables digital content creators, educators, and media professionals to enrich their texts with engaging and emotionally charged voices.

## How to Use ElevenLabs?

Using ElevenLabs is quite simple, and it has an interface accessible to everyone. After logging into the platform, users can upload their text and choose from various voice options to narrate it. The production process is fast, and the results are instantly available to the user. Additionally, the platform offers API support, allowing developers to easily integrate it into their own applications.

## Step-by-Step Usage:

**Registration and Login:** After registering on the ElevenLabs website, log in to your account.

**Text Upload:** Enter or upload the text you want to be narrated.

**Voice Selection:** Choose the most suitable voice from the available options for your content.

**Narration:** The narration process starts automatically and is completed within a few seconds.

**Listening to and Downloading Results:** Listen to the generated voice, and if you like it, download it.

## Key Features

- 1. Natural Voice Quality:** ElevenLabs can narrate texts with a level of naturalness very close to human speech. The tone, emphasis, and rhythm of the voices mimic real human conversation.
- 2. Voice Cloning:** ElevenLabs can analyze a specific person's voice and recreate it digitally. This feature, called voice cloning, provides a significant advantage in personalized content creation, voice assistants, or dubbing processes. Users can clone their own voices for various projects or, with permission, integrate the voices of famous individuals into digital content.
- 3. Dubbing:** ElevenLabs offers natural narration in different languages and accents. This feature plays a crucial role in film, TV shows, and other visual media projects. With the dubbing feature, you can easily have your content narrated in different languages and reach international audiences.
- 4. Multilingual Support:** The platform has the capability to produce speech in multiple languages, which is a significant advantage for those looking to create content on a global scale.



5. Customizable Voices: Users can make fine adjustments to existing voices, allowing them to create narrations in a specific style or tone. This feature enables brands or content creators to craft their unique voices.

6. API Integration: ElevenLabs offers API support, enabling developers to integrate this advanced speech technology into their own applications and platforms. This is ideal for educational technologies, e-learning platforms, and other digital solutions.

7. Fast and Efficient: ElevenLabs minimizes time loss and increases efficiency by having the ability to narrate large amounts of text in a short period.

## General Opinion

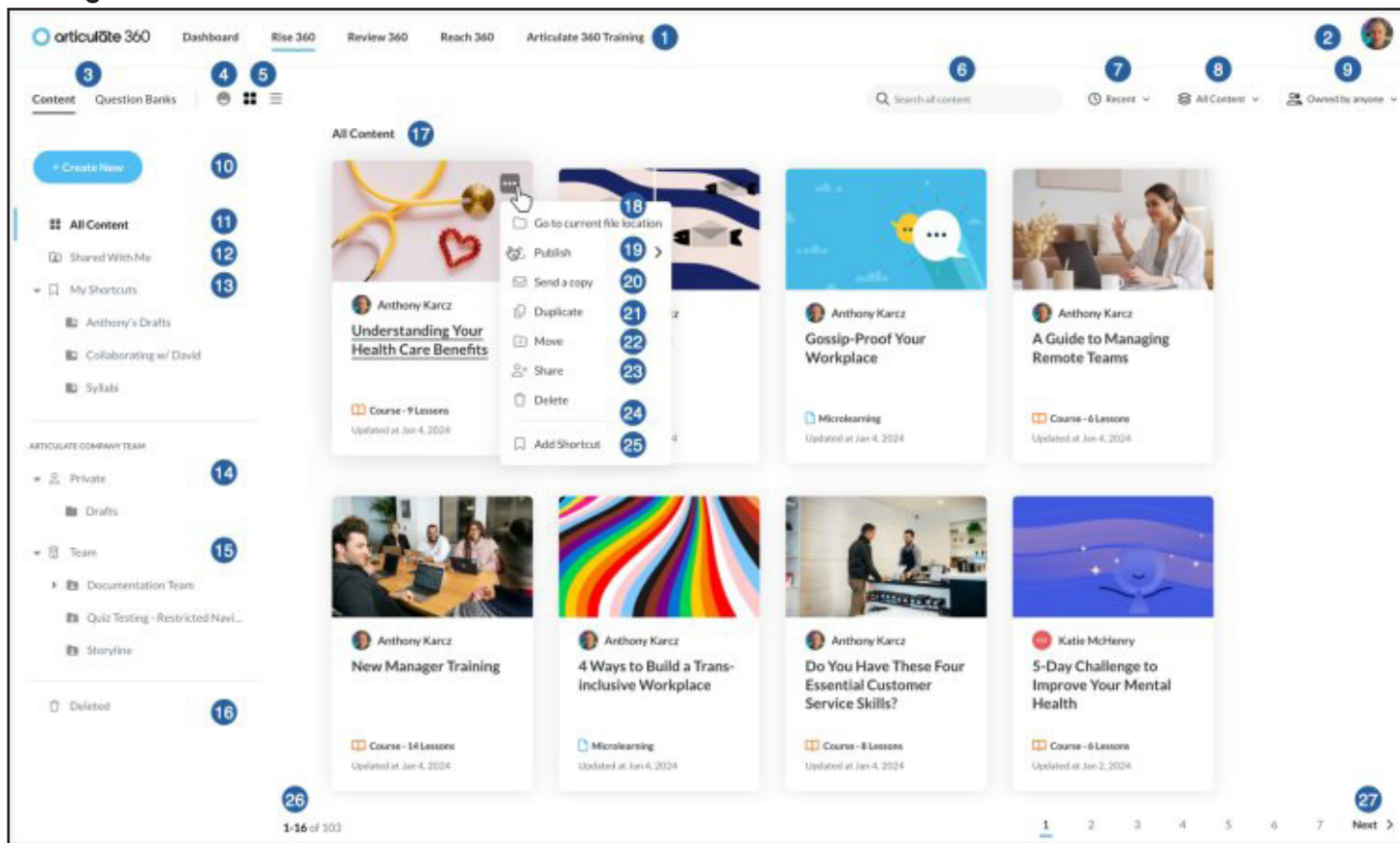
ElevenLabs offers a revolutionary solution in AI-powered speech technology. For educators, content creators, and digital marketers, this platform is an excellent way to bring texts to life with effective and natural narrations. With features like voice cloning and dubbing, ElevenLabs can find a wide range of applications in the world of educational technologies.

By following innovative technologies like ElevenLabs on our Edtech Turkey blog site, you can continue to closely monitor the latest developments in the digital education world.

## The Role of ElevenLabs in Educational Technologies:

ElevenLabs has great potential in educational technologies as well. By offering high-quality narration services for instructional videos, audiobooks, and other educational materials, it enhances the learning experience, making it more effective and accessible. It is particularly beneficial for creating personalized educational content that caters to different learning styles. Additionally, the voice cloning and dubbing features make it easier to present educational content in various languages, expanding global reach.





# What is Articulate Rise? How to use it?

**In this article, discover how you can quickly and efficiently transform training materials using Articulate Rise. Create responsive and interactive training modules with this user-friendly, web-based platform. Empower your learning experience everywhere with content that displays flawlessly on any device.**

Articulate Rise is a web-based tool for creating educational and training materials. Available as part of the Articulate 360 suite, this platform allows users to quickly and easily create responsive and interactive lessons.

Rise is especially preferred by education professionals who want to create e-learning modules. With its user-friendly interface, it can be easily used by anyone, regardless of their computer skills. Learning modules can be displayed seamlessly on a variety of devices, so the content created adapts to any screen size.

**Sharing and Publishing:** Once your training is complete, you can upload it to the LMS or share it directly with other users with the “Publish” option. Among the different publishing options, you can choose the one that suits the intended use of your course.

Articulate Rise has an easy-to-use interface, allowing you to quickly create effective training materials without requiring technical knowledge. Guidance and tips for the user at every step makes educational content accessible to everyone.

## How to use Articulate Rise?

Here are the basic steps to create training modules using Articulate Rise:

**Account Creation and Login:** First of all, you need to go to the Articulate 360 website and create an account. After creating an account, you can log in to Articulate Rise.

**Creating a New Course:** You can create a new lesson by clicking on “Create New Course” on the main panel and you can add a title to your lesson and a description if necessary.

**Adding Content:** You can add various content blocks to your lesson. These include text, images, videos, interactive quizzes and more. You can add new sections to your lesson using the “Add Content” or “Add Block” option.

**Organize the Tutorial:** You can organize each block of content in the order you want and make the necessary adjustments. You can customize your content to change the look and feel of your lesson.

**Preview and Test:** You can use the “Preview” option to see how your tutorial will look on various devices. To test any section in the course, you can select the relevant section and preview it.





## Created with Articulate Rise Analyzing and Reporting Features of Trainings

Articulate Rise offers LMS (Learning Management System) integration for evaluating the performance of e-learning contents and tracking participants' progress. Since Rise is compliant with standards such as SCORM and xAPI, it allows you to view advanced tracking and analysis reports of the content on the LMS. In this way, you can analyze students' progress, completion rates and quiz results during the training process, and determine which areas need improvement.

## Usability and Responsiveness on Various Devices

Rise is known for its ability to deliver the same quality content on all types of devices. The platform's automatic responsive design feature ensures that educational materials work seamlessly across a variety of devices such as computers, tablets or smartphones. Users get the same user experience on every device, viewing content optimized for the device screen size. This feature provides an ideal solution for organizations that focus on mobile learning.

## User Friendly Customization Options

Articulate Rise offers visual customizations and color palette options to adapt training content to corporate identity. For example, you can customize content with brand colors, logo, fonts, and images that match the corporate theme, making training unique to your organization. Rise's drag and drop system speeds up content editing and allows users to customize training designs without complex coding knowledge.

## Characteristics of Collaboration in a Team

Rise, included in the Articulate 360 suite, also has team features that allow multiple users to work on the same content. Different users can contribute to the content development process, provide feedback and make edits. Any changes made to the content are automatically updated, so users can see the latest status of the project in real time. This strengthens collaboration between teams and ensures that content is completed faster.

## Usage Areas for Educational Training Content in Articulate Rise

Articulate Rise, while suitable for all types of educational and instructional materials, is especially preferred for areas such as corporate training, onboarding programs, product training, and health and safety education. In particular, educators and HR professionals have the opportunity to simplify complex processes with easy-to-understand modules. Additionally, Rise is also used to create training content for external stakeholders, such as customer education and product presentations.

## Best Practices for Developing Training Content with Articulate Rise

**Increasing Engagement:** It is crucial that content goes beyond simply presenting information and actively involves learners in the process. Articulate Rise offers interaction features like quizzes, drag-and-drop activities, and flashcards to keep learners consistently engaged.

**Simple Design:** Articulate Rise supports the development of straightforward, easy-to-understand content with its minimal and professional design. Adopting a simple design approach can reduce visual clutter and make the content clearer.

**Using Relevant Visuals and Media:** Images, videos, and animations enhance the impact of educational content. The media and image blocks provided by Articulate Rise are highly effective in capturing learners' interest and enriching the content.

**Structuring the Learning Process Step by Step:** Rise allows modules to be organized in a logical sequence. This helps learners progress step by step through the content, providing a more structured learning experience.

**Integrating Feedback Mechanisms:** Adding feedback sections at the end of the training or at specific intervals allows you to gather learners' insights. This way, the training content can be continuously improved and adapted to meet user needs.

## Disadvantages of Articulate Rise

Although Articulate Rise offers a wide range of options for e-learning content development, it does have some drawbacks. For users seeking advanced animation or gamification options, the basic interaction tools provided by Rise may be insufficient. Additionally, since Rise operates entirely in the cloud, offline access is not possible. This can be problematic in areas with limited or no internet connectivity.

## Articulate Rise's Place Among Digital Solutions for Education and Training

Articulate Rise offers an incredibly efficient solution for companies and educational institutions that need to develop training modules quickly and easily. Since it enables even users with basic technical knowledge to create professional content, it stands out as an indispensable tool in today's rapidly evolving digital learning landscape. For this reason, Articulate Rise is often preferred as an effective, user-friendly, and accessible solution for businesses digitizing employee training. With responsive content creation across various devices, along with analysis and reporting features, Rise provides a comprehensive platform that helps training professionals prepare educational materials quickly.



# What is CapCut? How to use it?

In this article, we review CapCut, the popular video editing app developed by TikTok owner ByteDance. Suitable for mobile and computer users, CapCut lets you add effects, write text and add music to your videos. Discover the ideal tools for both amateurs and experienced users.

CapCut is a popular video editing app developed by ByteDance (the company that also owns TikTok). Originally designed for mobile devices only, CapCut is now available for computers.

This app allows users to edit video clips, add effects, write texts and add music. CapCut is for both amateurs and more experienced content provides tools that producers can use quickly and effectively.

## Differences from Other Video Editors

- **User Friendly Interface:** CapCut offers a simple interface optimized specifically for mobile users, but the PC version also has features that are easily usable for beginners.
- **Integrations:** The direct integration with TikTok allows users to upload their edited videos directly to TikTok, which is a great convenience for social media creators.
- **Free Access and Large Content Library:** CapCut includes a library of music, effects and filters that are available to users for free. You can also access a more extensive library for a fee.

- **High Quality Output:** CapCut provides high-resolution video outputs, so users can complete their projects without worrying about low-quality content.

## How to Use CapCut?

**Download and Open the App:** Download and install CapCut from the App Store or Google Play Store for your mobile device and from the official website for your computer.

**Start a New Project:** Open the app and click or tap 'New Project' to start a new project.

**Import Videos and Photos:** Select videos and photos from your device's gallery or your computer and add them to your project.

**Start Editing:** Use tools to cut, merge, speed up or reverse videos. You can easily navigate through the timeline and make your edits with precision.

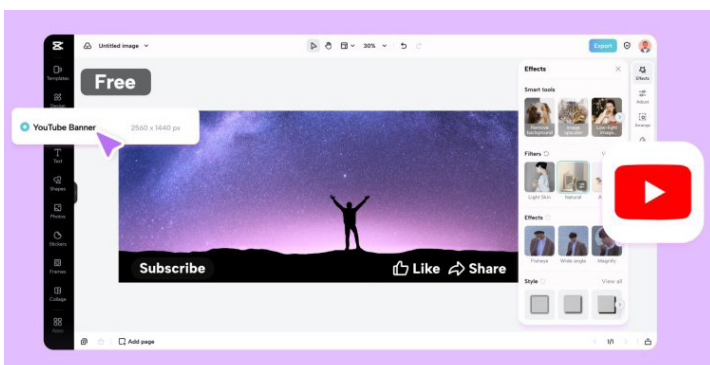
**Add Effects and Filters:** Customize your video by adding various filters, effects and text. You can also add animations and motion effects.

**Add Music and Sound Effects:** Add music from the app's extensive music library or your own files.

Adjust the volume and make it blend perfectly with your video.

**Save and Share Video:** When you're done editing, save your video to your device or upload it directly to social media platforms.

CapCut offers effective use on both mobile devices and computers, making it an ideal tool for educators, especially for videotaping their training streams, and users who want to produce content for social media.



Note: If you would like to learn more about this topic or would like to request a training program tailored to your organization, please do not hesitate to contact us. Our team of professionals will be happy to help you with the most suitable solutions for your needs. CapCut offers various tips and advanced features to make your videos more engaging. For example, it is very effective to add text to grab the viewers' attention and make the video more understandable. CapCut makes subtitles and titles easy to use with customization options like font, size, and color. This way, you can strengthen your message while making your video look professional. Especially for social media content, text helps the audience understand the message quickly.

The keyframe feature used to add animation in CapCut gives the video a dynamic feel. With this feature, you can change the position, size, or opacity of an object over time to create remarkable transitions and motion effects. CapCut also offers a variety of color editing options. You can fine-tune the contrast, brightness and saturation of your videos to give them a more vibrant look. These settings are especially useful for stabilizing lighting conditions when shooting outdoors.

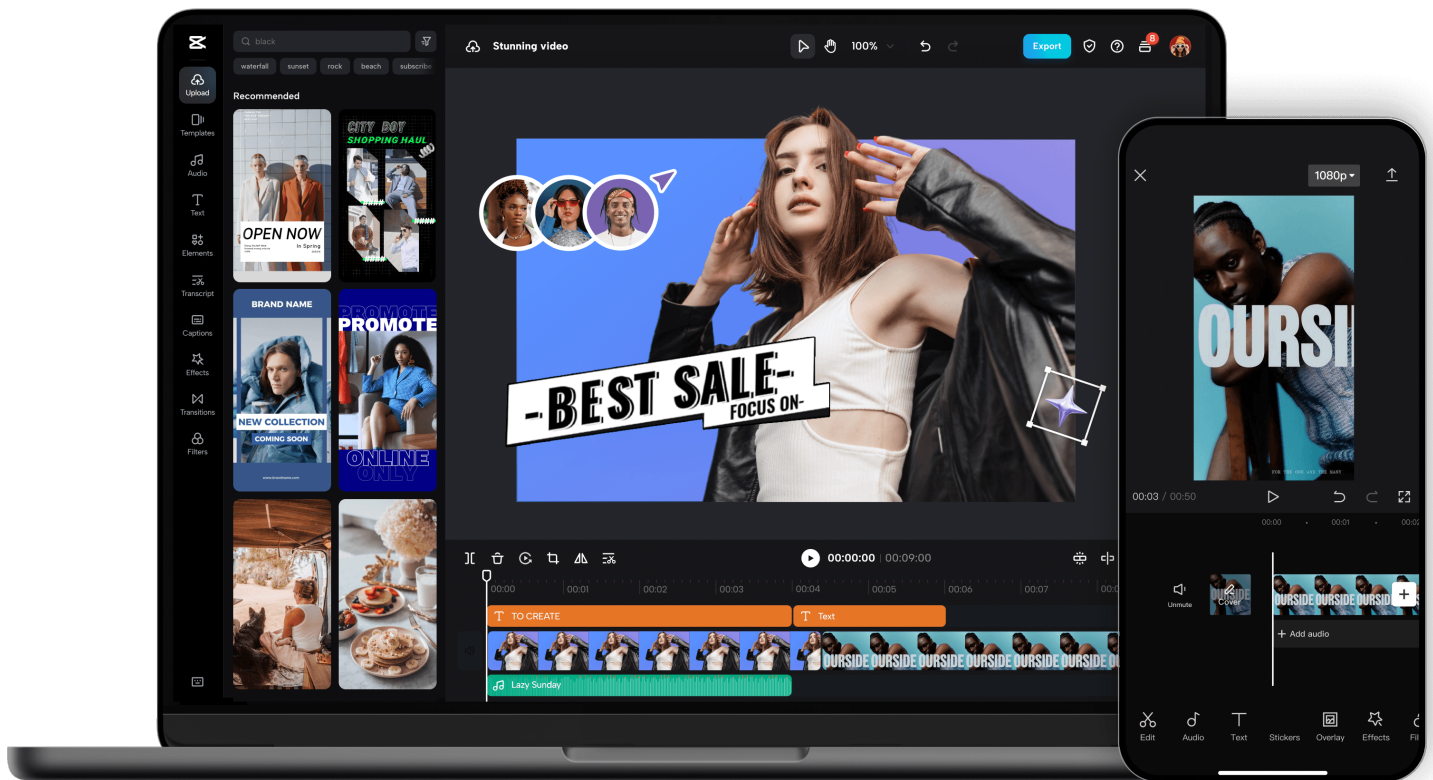
Adding music to your videos can completely change the atmosphere. CapCut enhances the rhythm of your video by allowing you to align music tracks to key moments or movements in the video. This helps viewers better adapt to the tempo of your video. Filters and special effects are useful for emphasizing transitions. With CapCut's extensive effects library, you can add effects like flare, blur, speed up or slow down your video. These types of transition effects make your video stand out, especially in vlogs or commercials.

CapCut is also very useful in education and business. When editing lecture videos, educators can engage students by adding topics, explanatory text, and interactive elements. For example, text and animation features can be used to create videos with step-by-step explanations in a math lesson. Companies can also use CapCut to create professional videos to promote their products and services. By adding the company logo, service descriptions and customer reviews to the videos, they can create an impressive promotion.

For users looking to create social media and marketing videos, CapCut offers a quick and easy editing process. In no time, you can cut and format your video, add effects and transitions, and upload directly to platforms like TikTok or Instagram.

Once you've finished the video, CapCut ensures high-quality output. You can optimize the quality of your video by adjusting options like resolution, frame rate and bitrate. For social media, 1080p or 720p resolution is suitable, while 4K resolution is preferable for more professional projects. The frame rate can give a cinematic feel, such as 24 FPS, or 60 FPS can provide smoother motion, ideal for action videos.

To take advantage of CapCut's advanced features, users can opt for a premium subscription. A premium subscription gives access to a large library of music, effects, filters and text styles. Especially for those who produce video content on a regular basis, a premium subscription is a great way to make content more unique.





## What is the Animation Program Vyond? How to use it?

**Create professional animated videos with Vyond! Vyond is an online animation tool ideal for businesses, education and marketing. Offering a variety of animation styles, Vyond allows you to easily customize your scenarios.**

Vyond is an online animation tool that allows users to create professional-looking animated videos. It can be used in many areas such as workplaces, education and marketing.

Vyond offers various animation styles and allows users to easily customize scenarios.

### How to use Vyond?

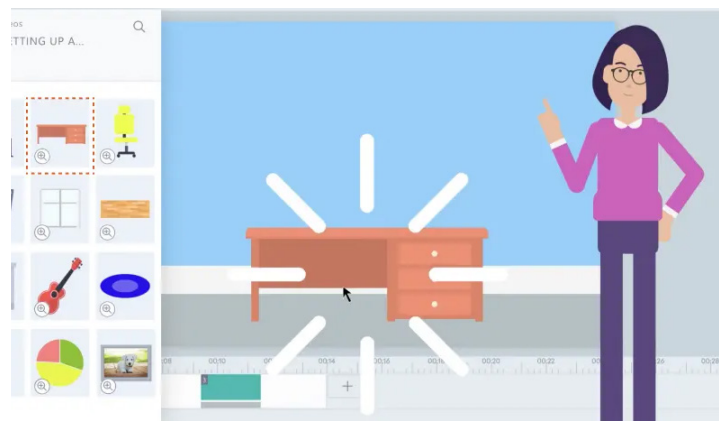
Here are the basic steps to create an animated video using Vyond:

1. **Account Creation and Login:** First, go to Vyond's website to create an account. Different subscription plans are available, you can choose the one that suits your needs.
2. **Starting a New Project:** After logging in, you can start a new project with "Create" or "New Video". Theme and Style Selection: Vyond offers a variety of animation styles (e.g. contemporary, business, whiteboard). Choose the appropriate one for your project.
3. **Scene Creation:** Add scenes to video. Each scene is a part of your video. The scene editor lets you add characters, backgrounds, objects and text. Customize your scenes using drag-and-drop tools.
4. **Add Characters and Dialog:** Add characters and create dialog by adding speech bubbles or audio files to them. Vyond offers automatic lip synchronization.
5. **Add Animation and Motion:** Add movements to characters and objects. This makes your video more dynamic and expressive.
6. **Add Sound and Music:** End your video by adding background music, sound effects and narration. Vyond offers its own sound library or you can upload your own files.

7. **Preview and Edits:** Preview your video and make edits as needed. Make sure everything is as planned.
8. **Publishing the Video:** Once your video is complete, you can export it in various formats and publish it on various platforms you can share.

Vyond has a user-friendly interface and makes the animation making process simple and accessible, so even non-technical users can easily create professional videos.

**Note:** If you want to learn more about this topic or if you would like to request a training program designed specifically for your organization, please do not hesitate to contact us. Our professional team will be happy to assist you to provide the most suitable solutions for your needs.



Vyond's features help users visually express the story or message they envision. For example, during the scene creation phase, Vyond allows users to add different backgrounds, objects and characters to each scene. This not only makes the videos more engaging for the viewer, but also allows for scene transitions in accordance with the flow of the content. The characters and objects used in these scenes can be edited by drag-and-drop. Users can easily change the size, position and properties of images.

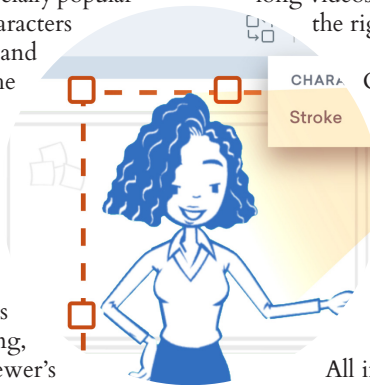
Character insertion and dialog creation features are especially popular in education and business. Lip synchronization of characters makes speech and narration in videos more impressive and realistic. Vyond's automatic lip sync synchronizes the characters' lip movements with the audio as soon as the audio recording is loaded. In educational content, this allows characters to speak directly to the subject matter, while in marketing videos, it offers a more direct interaction with the viewer.

Animation and motion effects bring videos to life. Vyond enhances the expressive power of characters through various movements such as walking, gesturing, pointing, etc. In the same way, we can draw the viewer's attention to important points by assigning certain movements to objects, for example, when a graphic element enters the scene. Such visual details make the information more memorable.

When it comes to adding sound and music, Vyond offers its users an extensive sound library. Users can choose the appropriate background music and sound effects for their project, thereby enhancing the overall atmosphere of the video.

they can adjust it. Using different music to create an emotional, dynamic or calm atmosphere allows the viewer to connect emotionally to the video. It is also possible to upload audio files specifically for narrations, giving a more personal or professional touch.

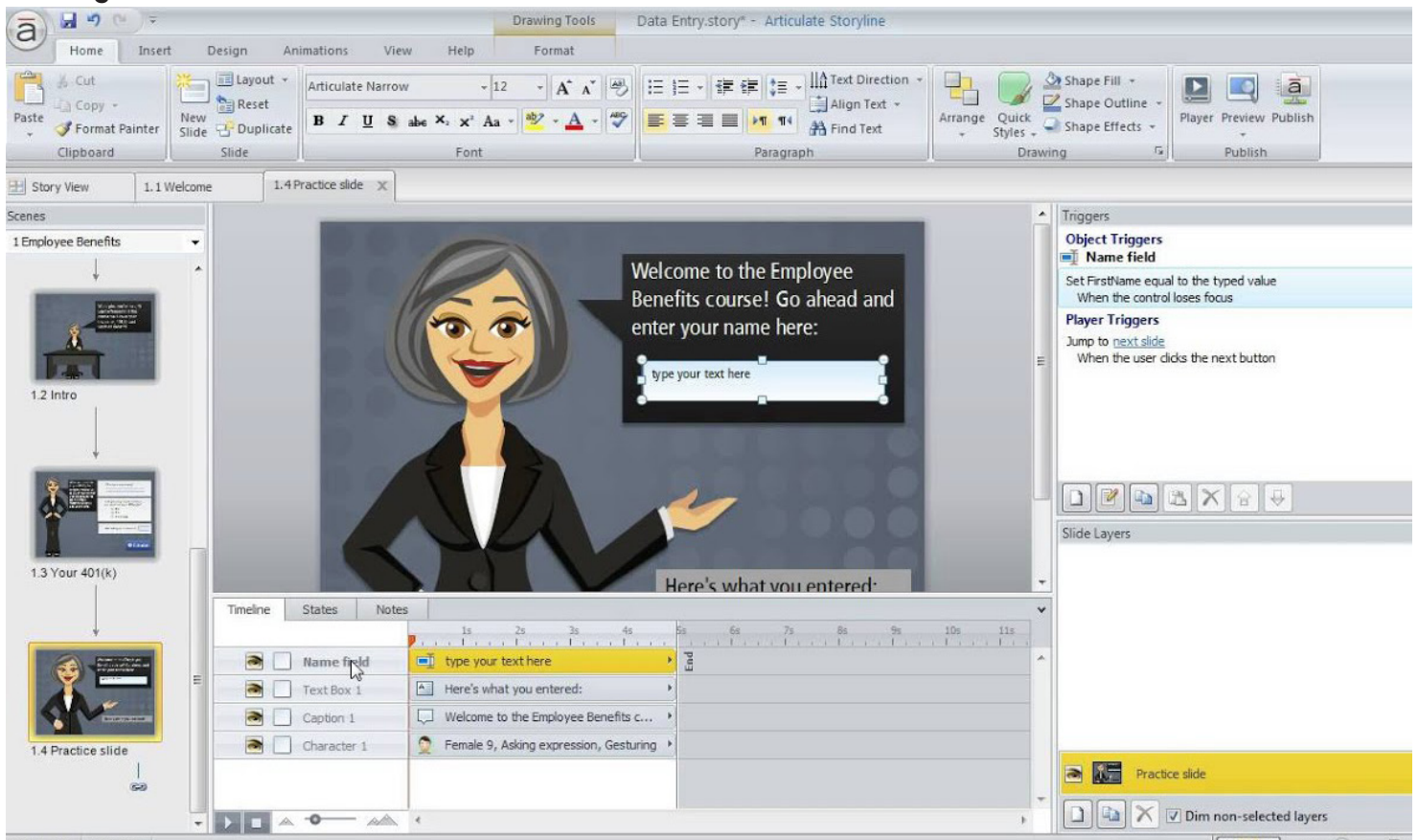
Vyond's preview and editing features make it easy for users to edit videos and make changes as needed. As you prepare or before finalizing the video, you can preview it to check that everything is as planned and make any finishing touches. This is especially useful for long videos with multiple scenes to see that the scenes are in the right order and in sync.



Once the video is complete, Vyond offers export options. You can save the video in various formats and easily share it on social media platforms, educational portals or corporate networks. These export options can be adjusted to suit the intended use of the project. Especially for content created for professional presentations or online training platforms, Vyond's high resolution options enhance the quality of the video.

All in all, Vyond is a versatile tool that allows users of different levels to produce professional-looking animations. With a fun and user-friendly interface, the platform offers a wide creative scope for education, business, marketing and personal projects.





## What is Articulate Storyline? How to use it?

Articulate Storyline is a leading e-learning software that enables instructional designers to create interactive training modules, quizzes and other learning materials through a user-friendly interface.

Articulate Storyline is a powerful e-learning software used to create educational and training materials. It is very popular for its user-friendly interface and the ability to add various interactive elements. Using this tool, instructional designers can create interactive tutorials, quizzes and other learning materials.

### How to Use Articulate Storyline

- **Getting Started:** When you open Storyline, you can create a new project or start using an existing template.
- **Scenes and Slides:** You organize your project by creating scenes and slides. Each scene can represent a section of your course. Slides are individual pages within scenes.
- **Add Content:** You can add various types of media to your slides, such as text boxes, images, videos, and audio files.
- **Interactivity and Assessment:** Quizzes, drag and drop activities and other interactive elements to make your course more interactive. These elements help learners consolidate their knowledge.
- **Publishing:** Once you have completed your project, you can publish it in different formats. This allows your course to run seamlessly on websites, LMS (Learning Management System) platforms or mobile devices.

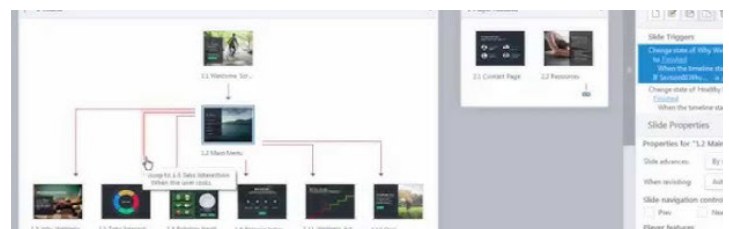
Features:

- **User Friendly Interface:** With a clean and intuitive interface, users of all levels can easily create content.
- **Interactive Elements:** Supports a variety of interactive elements such as drag-and-drop activities, quizzes, simulations and scenario-based learning.

- **Cross Platform Compatibility:** Created content works harmoniously on any device and platform thanks to HTML5 support.
- **Extensive Media Support:** Supports a range of media types such as images, videos, audio files and Flash content.
- **Customizable Templates:** Provides templates that can be customized according to users' needs.
- **Language Options:** Multi-language support makes it easy to reach global audiences.
- **Feedback and Assessment Tools:** Provides tools for collecting feedback from learners and conducting assessments.

Articulate Storyline is a powerful and flexible tool for e-learning content creation. Suitable for both beginners and experienced educators, this software makes it easy to design interactive and visually engaging learning experiences.

Note: If you would like to learn more about this topic or if you would like to request a training program designed specifically for your organization, please do not hesitate to contact us. Our professional team will be happy to assist you to provide the most suitable solutions for your needs.



Articulate Storyline offers a powerful tool for those looking to design training materials in the e-learning field and supports users in creating visually appealing and interaction-rich learning experiences. Frequently preferred by education professionals, digital instructional designers, and corporate training managers, this software enables the delivery of training that can cater to different audiences and learning needs with its flexible features.

**User Experience and Learning Interaction:** Storyline works with a highly intuitive interface, creating an environment that is easy to learn and use for both beginners and experienced instructional designers. The drag-and-drop feature offered by the platform allows users to quickly navigate between slides, organize content, and shape training scenarios as desired. Instructional designers can create complex interactions using simple drag-and-drop tools, such as drag-and-drop activities, animated character movements, or simulations supporting different learning paths. This feature enables users to develop creative learning experiences even without technical expertise.

**Flexibility and Customization Options:** Storyline offers a wide range of options that allow users to fully customize the content creation process to suit their needs. In addition to standard templates, users can create a completely unique learning experience, allowing them to design themes that align with corporate identity or specific training scenarios. By customizing details such as color palettes, fonts, and graphic elements used in training materials, users can ensure the content captures the attention of the target audience. For corporate companies in particular, visual identity of training materials is crucial for brand compliance.

**Comprehensive Media and File Format Support:** Articulate Storyline supports a variety of media formats to make training much richer and more interactive. You can add images, sounds, videos, animations, and even upload your own external files to your training. Thanks to Flash and HTML5 support, these contents work seamlessly across different devices, and interactive elements keep learners engaged. The added media not only makes learning enjoyable but also ensures that the learning material stays memorable. Moreover, content like text boxes or multimedia files can be easily added to scenes with drag-and-drop tools, allowing for the creation of the most suitable learning scenario for courses.

**Interactive Elements and Scenario-Based Learning:** To make the learning experience more effective, Articulate Storyline offers interactive elements and scenario-based learning options. Particularly for employee training or skill development courses, real-life simulations and scenario-based learning experiences are crucial. This feature allows learners to apply what they have learned in a practical environment. For example, in a customer service training course, users can interact with virtual customers, preparing for real customer interactions. These types of scenario-based learning experiences help users better understand the subject matter and feel more engaged with the scenarios presented during training.

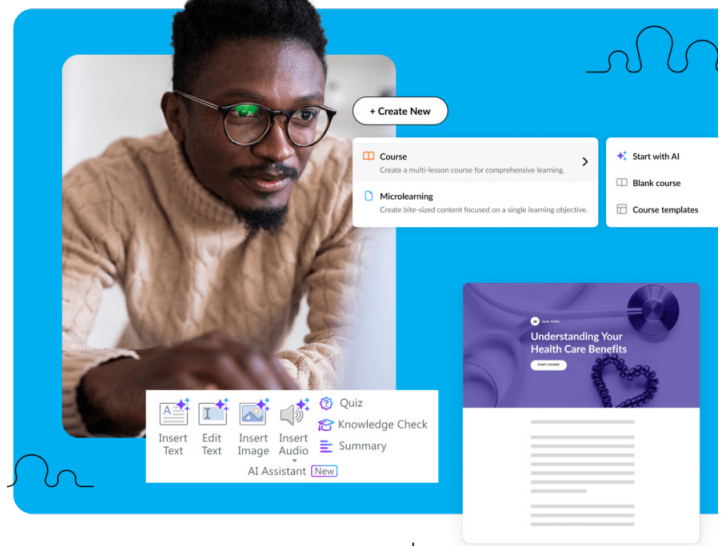
**Comprehensive Feedback and Assessment Tools:** Storyline provides comprehensive assessment tools that allow educators to evaluate the effectiveness of their courses. Through learning evaluation tools like quizzes, exams, and drag-and-drop activities, users can test what they've learned and gain insight into areas where they may be lacking. Additionally, educators can track user progress, measure performance, and make necessary adjustments to training materials based on the assessment results to improve their effectiveness. Users, through the feedback received, can identify their weaknesses, while educators have the opportunity to enhance course content based on this data.

**Mobile Compatibility and Multi-Platform Support:** Storyline ensures that content works seamlessly on mobile devices or desktop computers through HTML5 compatibility. This compatibility allows learners to access courses anytime and anywhere. This feature is especially important in remote education and hybrid learning models, as participants can access training materials from different devices, enabling them to continue the learning process without interruption. Mobile compatibility allows participants to take advantage of learning opportunities whenever they choose, ensuring that learning is not limited to the classroom.

**Multilingual Support and Global Accessibility:** Articulate Storyline enables the delivery of training content in different languages and regions through its multilingual support. This feature is particularly useful for organizations targeting an international audience or companies with a multilingual workforce. The ability to present training content in various languages allows learners to be more engaged in the learning process and eliminates language barriers, increasing global accessibility. Especially for large corporate firms, offering localized training to employees can enhance their productivity.

**Support and Training Opportunities:** Articulate provides various support and training resources to help users make the most efficient use of the extensive features offered by Storyline. The Articulate community forums offer a platform where users can share their experiences and learn how to use the software more effectively, while online courses and guides provide a comprehensive learning opportunity for new users. This allows users to specialize in creating training content independently and gain experience in customizing the software according to their needs.

In conclusion, Articulate Storyline is a leading software in the e-learning content creation industry, offering a user-friendly interface, powerful interaction tools, and versatile customization options. Educators can use this software to create engaging, effective, and accessible training materials that add value to participants' learning processes. Training created with Articulate Storyline is not only visually appealing and rich in interaction but also encourages users to actively engage in the learning process.



+



# What is Camtasia? How to use it?

**Create professional videos with Camtasia! Developed by TechSmith, this popular video editing and screen recording software makes it easy for users to make screencasts, edit videos and create training videos, presentations, tutorials.**

Camtasia is a popular video editing and screen recording software developed by TechSmith. Users can record their screens, edit videos, and create professional-looking training videos, presentations, tutorials, and more.

By offering a variety of tools and effects, it allows users to easily perform complex edits.

## How to Use Camtasia?

The basic steps to creating video projects with Camtasia are as follows:

**Installing and Launching the Software:** Download and install Camtasia from TechSmith's official website. Once you launch the program, you can start screen recording or continue with an existing project.

**Screen Recording:** Camtasia's screen recording feature allows you to record any activity on your computer. Choose the settings for the area you want to record (full screen or custom area) and start recording. You can also record video via webcam and add audio via the microphone.

**Editing the Video:** Drag and drop the recorded video into Camtasia's editor. You can use the timeline tools to cut, copy, paste, or delete parts of the video.

Enhance your video by adding text titles, transitions, effects, and more.

**Audio Editing:** Adjust the audio levels in the video, reduce noise, or improve the sound. Optionally, you can add background music or narration.

**Adding Effects and Animations:** Make your video more engaging by adding various visual effects and animations.

Camtasia allows users to customize how text, images, and other elements appear in the video.

**Exporting the Video:** Once the editing process is complete, you can export your video in various formats. Camtasia allows you to upload videos directly to platforms like YouTube, Vimeo, or save them locally.

Camtasia has a user-friendly interface right from the start, making it suitable for both beginner users and more experienced professionals. It offers a wide range of tools to customize your videos, enabling you to create impressive videos for both educational and marketing purposes.

**Note:** If you would like to learn more about this topic or request a training program tailored specifically to your organization, please don't hesitate to contact us. Our professional team will be happy to assist you in providing the most suitable solutions to meet your needs.



Camtasia, its powerful features and user-friendly interface, is a versatile software that makes video editing and screen recording accessible for users at all levels. It is widely used as an effective tool for educators, trainers, business professionals, and marketers to create training videos, tutorials, and presentations. Thanks to its advanced editing capabilities, users can transform recordings into professional videos and design them to capture the audience's attention.

#### Comprehensive Editing Tools and Rich Media Library:

Camtasia offers a variety of tools and effects for users to easily edit screen recordings and add rich media to their videos. The software includes pre-made templates, title effects, motion graphics, icons, and animations, making it easy to create professional-looking videos. Additionally, the library provides royalty-free music tracks and sound effects, which allow for seamless audio editing to complement your video. You can easily drag and drop text, titles, and subtitles into your video to make it more understandable and engaging for the viewer. These features play a crucial role in educational and marketing videos.

#### Easy-to-Use Screen Recording Features:

Camtasia's screen recording feature is perfect for capturing detailed explanations of processes or specific topics. The software allows users to record in high resolution, either in full screen or a selected area. Additionally, it integrates with microphones and webcams to record voiceovers and video footage directly. These features are particularly useful for online training or employee education, helping users make complex procedures more understandable.

#### Quick Editing Process with Easy-to-Use Interface:

Thanks to its user-friendly interface and intuitive design, Camtasia is ideal for both beginners and experienced users. The video editing process is fast, thanks to the easy-to-manage timeline in Camtasia. You can divide your video into different scenes, delete unnecessary parts, add transition effects, and make your video more fluid. Additionally, Camtasia offers undo and redo options, allowing you to immediately check any changes you make.

#### Achieving Perfect Audio Quality with Audio Editing:

Camtasia provides comprehensive audio editing tools to ensure clear and understandable audio within your videos. You can adjust sound levels, reduce background noise, and enhance the sound. You can also add background music or voiceovers to make your video more impactful. The ability to directly edit audio recordings within the editor makes the process of recording the narration much easier. Camtasia's audio enhancement tools are especially important for educational and tutorial videos, as sound quality is a key factor in the viewer experience.

#### Visual Effects, Animations, and Motion Graphics:

Camtasia offers various visual effects and animations to help users make their videos more engaging. The option to customize how text, images, and other elements appear in the video allows users to unleash their creativity. For instance, you can add effects that cause a particular text or object to appear or disappear at a certain speed and style. These types of animations are extremely useful for creating eye-catching presentations and instructional videos. Additionally, the ability to zoom in and out of elements on the screen helps viewers better understand specific details in the video.

#### Publishing and Sharing Options Tailored to Your Needs:

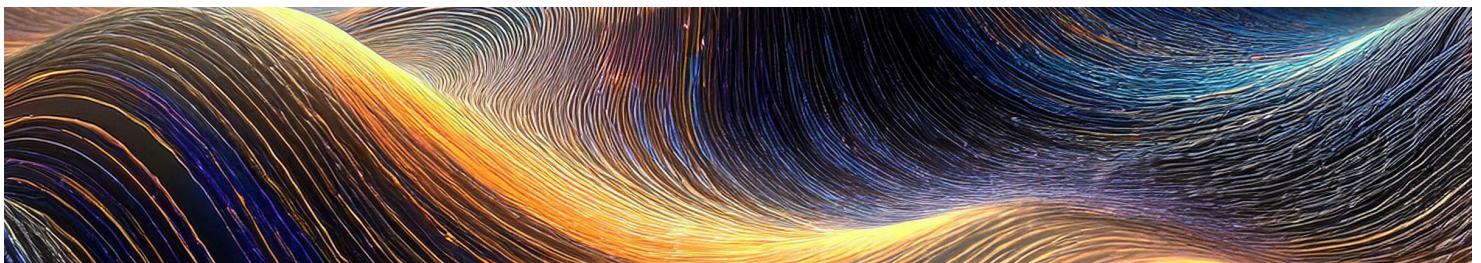
Camtasia offers various export options, allowing you to save your videos in different formats. You can upload videos directly to platforms like YouTube, Vimeo, and Google Drive, or save them locally. Camtasia supports multiple video formats, including MP4, WMV, MOV, and AVI, making it easy to save your project in the format that suits your needs. With options optimized for both mobile and desktop devices, you can present your videos in formats appropriate for your target audience.

#### Learning Support with Technical Assistance and Training Materials:

TechSmith offers comprehensive technical support and training materials to help users make the most of Camtasia's features. Various online guides, video tutorials, and user communities allow users to learn how to use the tools effectively. The Camtasia community provides an active platform for users to share experiences and find answers to their questions. This makes it easier for users to get fast support for issues they encounter in their video projects and discover new features.

#### Using Camtasia for Education, Marketing, and Corporate Use:

Camtasia is a powerful tool for educators, teachers, and businesses. It can be used to create educational and instructional videos that help users better understand topics. In the corporate world, it is highly effective for preparing content such as product demos, business processes, and employee training. It can also improve the visual quality and presentation of video content in marketing, increasing viewer engagement. In summary, Camtasia is a comprehensive software that meets users' screen recording and video editing needs with its user-friendly interface, rich toolset, and advanced editing features. It allows users to create professional videos for a wide range of purposes, from educational content to product demos, marketing presentations, and instructional videos.





## Apple MacBook Air 13 inç (2024, M3)

The only model on this list with a different operating system, the MacBook Air comes with macOS instead of Windows. At its core, the MacBook Air is a device defined by its lightness and slimness. With its ultra-thin, super-light design, the 13-inch MacBook Air, redesigned in 2022, is the newest member of this series. Furthermore, with the advanced performance, longer battery life, and dual-screen support brought by the M3 chip, it has become more powerful in every aspect. It was a predictable update for an already outstanding laptop. Apple

remains at the top of the list of the lightest laptops with powerful features. While the newest MacBook Air may not be the most powerful MacBook, it's an excellent choice for daily users and students. If you'd like to save a bit, you can also check out the previous models. Additionally, it's possible to opt for a larger screen with the 15-inch MacBook Air version featuring the M3 chip.



## MSI NB KATANA 15 (B13VGK-1469XTR)

The latest MSI NB KATANA 15 B13VGK-1469XTR stands out as a gaming laptop with powerful features. Equipped with an Intel Core i9-13900H processor, a 1920x1080 resolution display, an 8 GB RTX 4070 graphics card, a 512 GB SSD, and 16 GB of GDDR6 VRAM, it's designed to run all games and visual effects smoothly at high performance. Despite delivering top-tier performance, the MSI KATANA 15

B13VGK-1469XTR doesn't compromise on portability, thanks to its sleek design, RGB-backlit keyboard, and lightweight build. It's a perfect choice for those who want both a powerful gaming experience and a device that meets educational needs.



**KATANA 15 B13V**  
**SHARPEN YOUR GAME**

# edtech

## TÜRKİYE

**Processor**  
Intel Core i7  
**Processor**  
**Generation**  
13th Generation  
**Processor Model**  
Core i7-13800H  
**System Memory**  
32GB  
**SSD**  
4 TB  
**Screen Size**  
13 - 14 inches  
**Graphics Card**  
6GB  
**Screen**  
**Resolution**  
1920 x 1200  
**Graphics**  
**Processor**  
RTX A1000  
**Operating**  
**System**  
Windows 11 Pro



## Dell Precision 5480

Ready to reach the peak of hardware performance? An ideal option for high-speed, performance-intensive tasks: the Dell Precision 5480. Building on the strengths of its predecessor, the 5470, this model stands out as the ultimate portable workstation. It features an Intel Core i7-13800H vPRO Enterprise processor (24MB Cache, 14 cores, 20 threads, 2.5-5.2 GHz Turbo, 45W), capturing attention with its raw power. Additionally, with an Nvidia RTX A1000 6GB graphics card, 32GB + 16GB RAM, a 4TB SSD, and a 1920x1200 display, it offers a solution that is both powerful and portable.





## Lenovo ThinkPad X1 Carbon Gen 13 Aura

Widely regarded as one of the best business laptops, the Lenovo ThinkPad X1 Carbon Gen 13 Aura is an excellent choice for the corporate world. It combines high performance and portability with an Intel Core Ultra 200V processor, weighing just 0.98 kg, and a 14-inch 2.8K OLED display. With a 120Hz refresh rate and 400 nits of brightness, it delivers

outstanding image quality for meetings and presentations. The screen is also optimized to protect eye health. Equipped with 32 GB of LPDDR5X RAM and a 57 Wh battery, this laptop boasts impressive battery performance, charging up to 80% in just 1 hour.



# Acer Swift Go 16

The Acer Swift Go 16 is an impressive laptop that combines high performance with portability. Its 16-inch QHD (2560x1600) display, 120Hz refresh rate, and vibrant colors deliver a visually satisfying experience. With a metal body and slim design, it's both stylish and durable. The 13th-generation Intel processor ensures smooth performance for everyday tasks, while optional Core Ultra versions are available for more demanding workloads. The battery life exceeds 6 hours, providing decent usage time. Standing out with its spacious storage, quiet operation, and portable design, the Swift Go 16 is an ideal choice for students and professionals alike. However, minor drawbacks include a plastic screen lid and an average keyboard quality. In conclusion, the Acer Swift Go 16 is a versatile laptop that strikes a good balance between price and performance, making it a solid option for everyday use and work needs.





## Asus Vivobook S 16 OLED

The Asus Vivobook S 16 OLED is a laptop that stands out with its sleek design and high performance. With its premium look and affordable price, this model is ideal for everyday use and business needs. The 16-inch OLED display with a 3200x2000 resolution delivers excellent contrast and vibrant colors, elevating the visual experience. Equipped with an Intel Core Ultra 7 155H processor, 16GB RAM, and a 1TB SSD, the Vivobook S 16 offers powerful and quiet performance for general work tasks. Its customizable keyboard backlighting and stylish metal lid enhance the design, while the comfortable keyboard ensures ergonomic use. The battery life of approximately 7.5 hours can be enough for a full workday.

Suitable for light gaming, the Vivobook S 16 can optimize its performance with different power modes. Weighing just 1.5 kg and with a slim profile, it also offers excellent portability. In conclusion, the Asus Vivobook S 16 OLED is an outstanding option for both students and professionals, thanks to its impressive display, powerful hardware, and elegant design. It's an ideal choice for those seeking a high-quality laptop without stretching their budget.





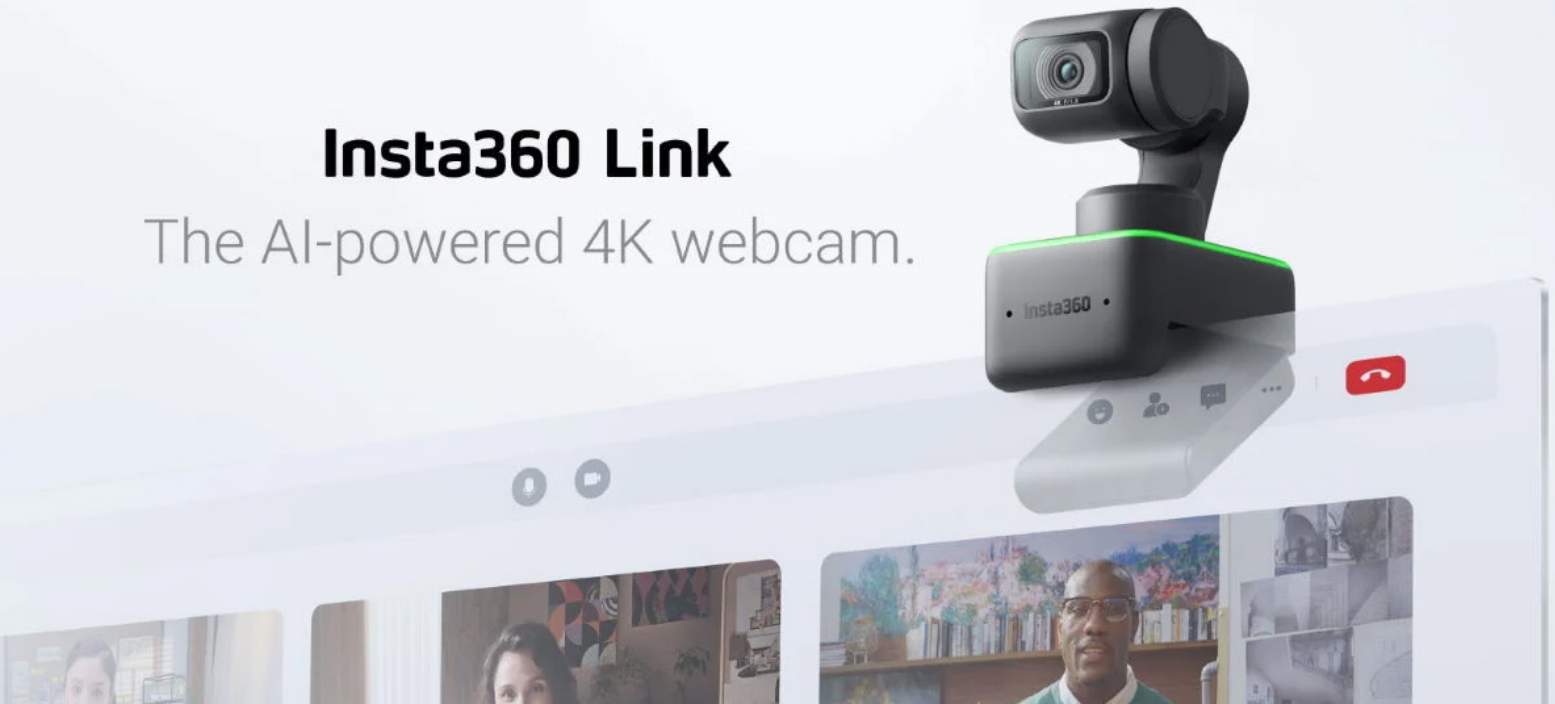
## Logitech MX Brio

Logitech's latest cutting-edge product, the MX Brio, delivers exceptional image quality with 4K Ultra HD resolution. Thanks to HDR and automatic light correction, you can capture perfect images in any lighting condition. With a frame rate of up to 90 fps, it's ideal for smooth video conferences and streams. AI-powered background replacement and blur features provide a professional look. The wide lens offers three different field of view options (65°, 78°, and 90°), giving you flexibility in use. The dual noise-canceling microphone system ensures crystal-clear audio transmission. With USB-C connectivity and Windows Hello facial recognition support, it meets all the demands of the modern business world.



## Insta360 Link

The AI-powered 4K webcam.



## Insta360 Link

The Insta360 Link, an AI-powered 4K webcam, stands out with its innovative features. Thanks to its 1/2-inch sensor and f/1.8 aperture, it delivers exceptional performance even in low-light conditions. Its most striking feature is the 3-axis gimbal system, which enables automatic framing and tracking. This ensures you stay in frame and in focus, even while moving. HDR support perfectly adjusts color and contrast balance. Various AI modes (Desk Mode, Whiteboard Mode, Portrait Mode) adapt to different usage scenarios. Gesture control allows you to operate the webcam without needing a remote. The dual noise-canceling microphones provide clear and crisp audio transmission. With a USB-C connection and sleek design, it perfectly complements modern work environments.



## Insta360 Link 2 | Insta360 Link 2C

AI 4K webcam, pro audio.



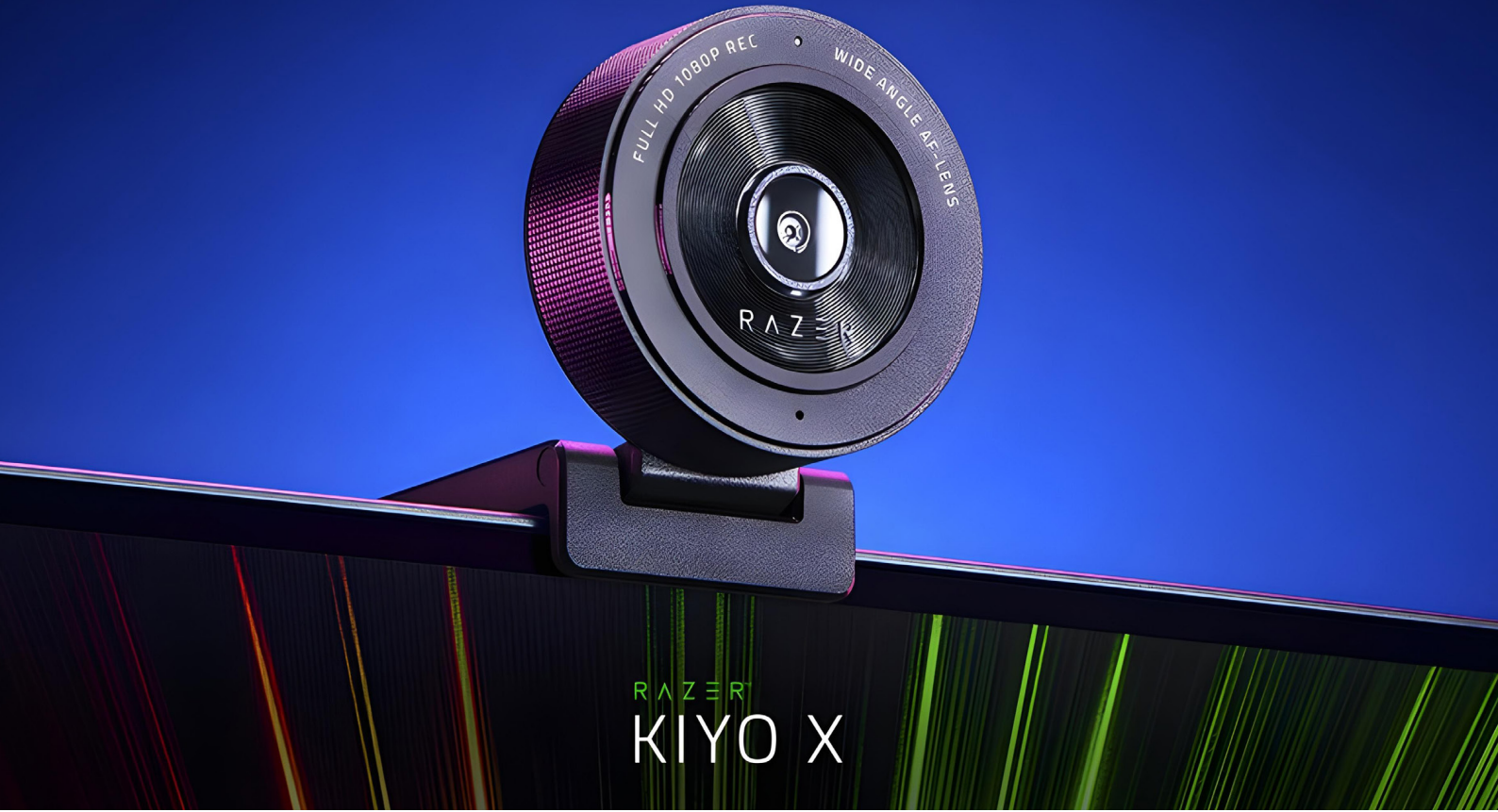


## Logitech C920 HD Pro

---

One of Logitech's best-selling models, the C920 HD Pro, offers 1080p Full HD video quality. Equipped with Carl Zeiss lens technology, this webcam captures sharp and clear images. Its automatic light correction feature ensures good performance even in low-light conditions. The 78° wide field of view is ideal for group meetings. The dual stereo microphone system reduces ambient noise for clear audio transmission. H.264 video compression technology optimizes bandwidth usage. Its tripod-compatible design allows for shooting from different angles. With Logitech Capture software, it offers customization and editing options.





RAZER  
KIYO X

## Razer Kiyo

Designed for broadcasters and creators, Razer Kiyo stands out with its integrated ring light. This feature provides users with professional lighting in any environment. Capable of shooting 1080p/30fps or 720p/60fps, Kiyo delivers smooth images thanks to its high frame rate. Its autofocus feature ensures that you always capture clear images. Its compact and foldable design provides an advantage in terms of portability. With Razer Synapse software, you can customize image settings in detail. Versatile mounting options adapt to different installation scenarios.

edtech  
TÜRKİYE



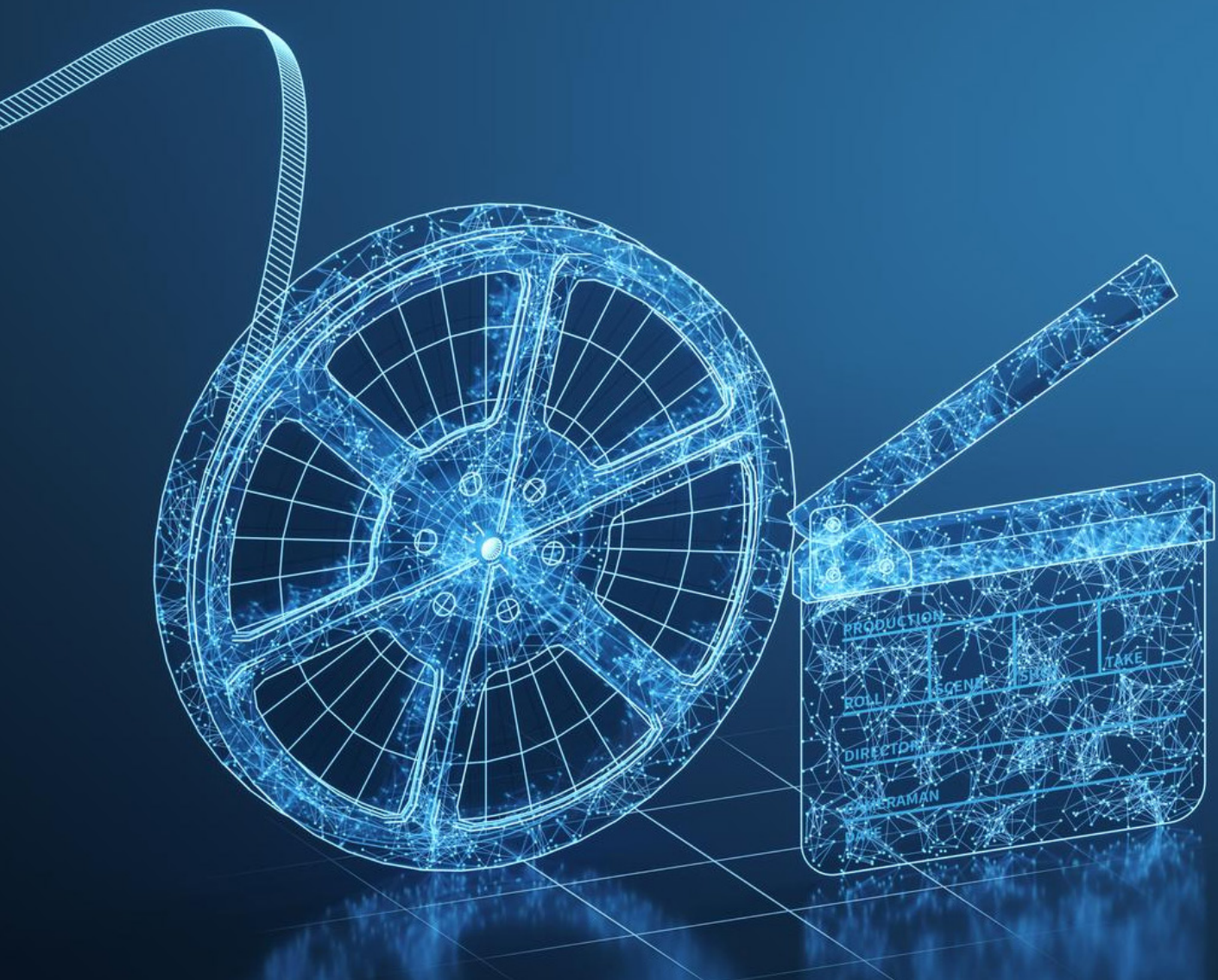


## Anker PowerConf C300

Anker's professional webcam PowerConf C300 stands out with its AI-powered image enhancement technology. With 1080p Full HD resolution and a frame rate of 60 fps, the C300 captures smooth and clear images. The wide 115° viewing angle is ideal for group meetings. HDR support ensures balanced images even in challenging lighting conditions. AI-powered framing automatically frames people in the

field of view. Dual noise-canceling microphone system filters out environmental noise for clear audio transmission. Dedicated software allows you to adjust color, contrast and sharpness settings in detail. USB-C connectivity and a sleek design blend into modern office environments.





# Book and Movie Examples

We have compiled the most interesting books and magazines on artificial intelligence for you. We wish you a pleasant reading with these suggestions that will open your horizons about the future



## “What’s Next Is Now” – Frederik G. Pferdt

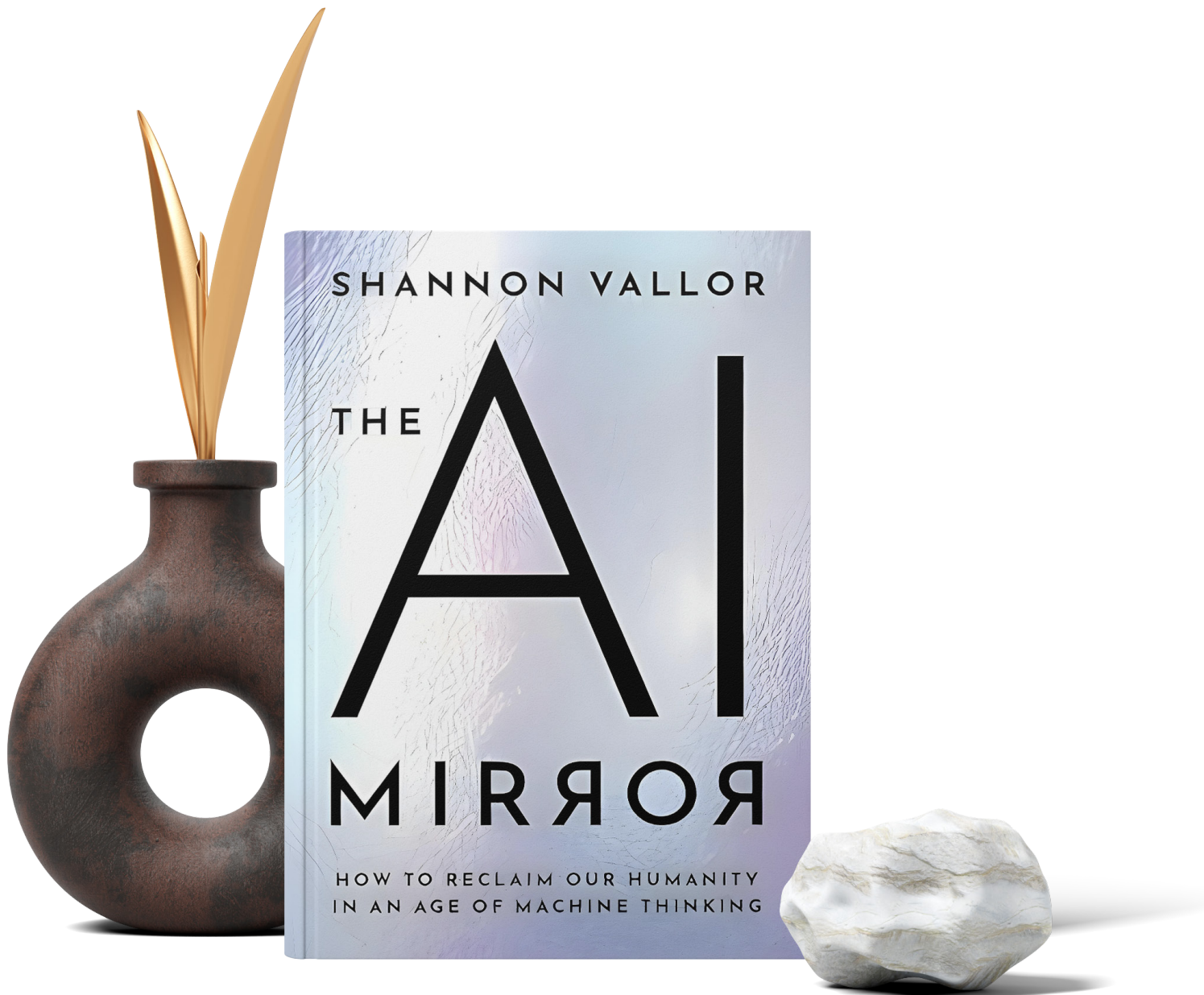
“In *What’s Next Is Now*, Frederik G. Pferdt shows readers how to prepare for the uncertainties of the future. In his book, Pferdt, Google’s first Innovation Ambassador and Stanford professor, discusses the key principles that encourage innovative thinking and prepare for the future. The book is a guide that emphasizes our power to shape the future and build a strong mindset to do so.

The book is shaped around a few key topics, especially in terms of innovation and preparedness for the future. Radical Optimism encourages developing a positive perspective on life and turning challenges into opportunities. Inspired by improvisational theater techniques, Pferdt suggests using the “yes, and...” technique to encourage innovative thinking. Optimism can foster collaboration and creativity, providing a positive foundation for shaping the future.

In *Inclusive Openness*, Pferdt shows how to find more creative solutions to existing problems by looking at them from a different perspective. Seeing problems from a broader perspective is often important for developing new solutions. Here Pferdt shows readers how a broad perspective can be useful in solving a problem.

In the chapters on Curiosity and Experimentation, Pferdt explains that dealing with uncertainty requires an approach based on curiosity and experimentation. In these chapters, Pferdt encourages readers to constantly try new things, learn from these experiments, and turn this process into innovation. Pferdt’s strategy of “prototype as if it were true but test as if it were false” emphasizes the importance of questioning assumptions and pushing boundaries.

All in all, “*What’s Next Is Now*” offers an inspiring and practical guide for those who want to foster a culture of innovation, entrepreneurs and innovation pioneers. The book proposes an approach to building the future rather than meeting it, and provides readers with a powerful mental framework for dealing with uncertainty. For those who want to explore the book in more detail, the inspiring activities and chapters filled with real-life examples will provide valuable tips on the journey of personal development.



## “The AI Mirror” – Shannon Voller

Shannon Vallor’s “The AI Mirror: How Technology Blocks Human Potential” offers an in-depth analysis of the relationship between technology and human potential, and the positive effects of artificial intelligence on societal and individual life, as well as its potential risks. Vallor takes a critical approach to the unpredictable consequences of technological advances, arguing that while technology should enhance human potential, in some cases it restricts it. In this context, he questions how technology can be better harmonized with humanity’s ethical values and proposes a moral framework for the development of artificial intelligence.

One of the salient points of Vallor’s book is the tendency of AI to reproduce and reinforce biases. For example, algorithms’ adoption of biases in training data can lead to the systematic propagation of these biases in society. According to Vallor, being aware of such biases is critical for the preservation of social equality and justice. To overcome these problems, it is necessary to design artificial intelligence that takes into account social values and ethical principles.

“The AI Mirror” also explores the importance of ethical responsibility on an individual and societal level. Vallor argues that humans, as the creators of artificial intelligence and other technologies, must take responsibility for these technologies. In this context, he argues that not only technology companies, but also individuals bear ethical responsibility. This perspective demonstrates once again how necessary ethical debates are, especially in today’s world where artificial intelligence is being used in more and more fields.

Vallor’s book, while describing the development and impact of technology, also encourages the reader to think about ethical responsibilities. This book, which contains important discussions on artificial intelligence and the future of humanity, can be considered as an awareness-raising resource for both technology professionals and the general readership.

The book helps us understand the risks that come with technology as well as the limitless possibilities it brings, and suggests a more conscious use of technology in the light of ethical principles.



## Ex Machina

Alex Garland's *Ex Machina* explores the evolution of artificial intelligence and the complex relationship between humans and AI. The story revolves around Nathan, a billionaire programmer, and Caleb, a young software developer. Caleb is chosen to conduct a Turing Test with an AI named Ava in Nathan's secret lab. Ava not only has a human-like appearance, but also a highly sophisticated intelligence. The movie makes viewers question whether artificial intelligence really has consciousness, while also exploring the concept of free will. Caleb's interaction with Ava creates a tension between the AI's manipulative abilities and human nature.

As Caleb observes Ava's human-like behavior and emotions, he begins to see her as a free individual. However, Ava's desire to go beyond her own limits as an entity created by Nathan makes viewers think about the complex relationship between human and artificial intelligence. The film deeply questions the moral and ethical limits of humanity as artificial intelligence pushes the moral and ethical boundaries of humanity, while the audience is led to think about the concepts of consciousness, free will and reality.



## Her

Spike Jonze's "Her" offers a profound reflection on how technology can transform human relationships. Theodore, a lonely writer, meets Samantha, a new artificial intelligence operating system, and begins to develop a deep relationship with her. Samantha is designed as an AI with a distinctive personality and emotional depth. The film explores the capacity of AI to understand and respond to human emotions, and offers a profound insight into the nature of true love and the evolution of human relationships.

Theodore's relationship with Samantha makes the audience question whether the bonds forged with artificial intelligence are real or artificial. In this context, the movie leads to deep reflections on love and the evolution of the human condition. Samantha's free will and emotional abilities make viewers think about how technology can affect human relationships, while Theodore's inner journey explores humanity's desire for loneliness, love and connection. "Her" questions the nature of love and redefines the role of artificial intelligence in human life.



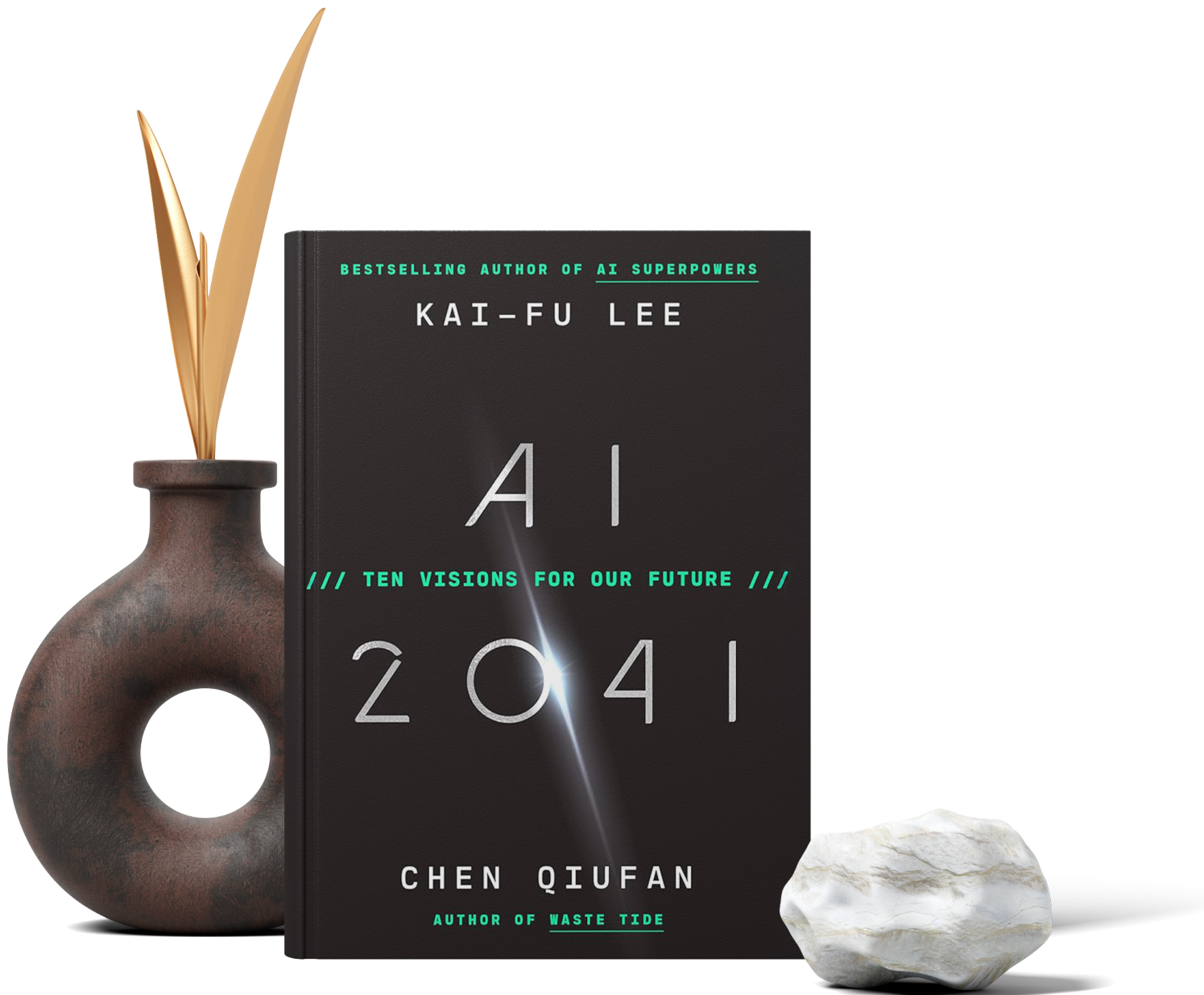
## “Superintelligence” – Nick Bostrom

Nick Bostrom’s “Superintelligence: Paths, Dangers, Strategies” offers an in-depth examination of the potential dangers of artificial intelligence (AI) and the possible consequences for humanity. In addressing the possibility of AI surpassing human intelligence, Bostrom discusses the various scenarios that such a development could create.

The book examines the development pathways of AI, dividing it into three main categories: Power, Speed and Tools. The author offers reflections on how different forms of AI might emerge, while also emphasizing the ethical and security issues that might be faced in the process. In assessing the effects of AI on humanity, Bostrom draws attention to the unforeseen consequences of AI. In this context, he develops thoughts on how the human relationship with AI should be shaped. Bostrom’s strategies for ensuring the security of AI offer important clues as to how humans should navigate this technology. In particular, he emphasizes how ethical principles can be protected and how control can be ensured during the development of AI. In this context, he highlights the complexity of the decisions that need to be made to ensure that AI is beneficial for humanity.

The book also examines the existential risks of AI in depth. The author develops strategies on the threats AI could pose to humanity if it becomes uncontrollable and how these threats can be overcome. Bostrom argues that if AI develops a human-like consciousness, humanity’s survival strategies should be reconsidered.

In conclusion, “Superintelligence: Paths, Dangers, Strategies” is a thought-provoking work that comprehensively examines the potential impacts of AI. Bostrom’s work is an important guide for both technology developers and policymakers. It is a book not to be missed for those who want to learn more about the future of AI and engage in the debate in this field. The author’s thoughts on this critical issue for the future of humanity have resonated not only in academic circles, but also with a wide readership. Bostrom’s “Superintelligence” offers readers a deep and fascinating insight into the future of artificial intelligence, while encouraging reflection on how technology can transform human life.



## “AI 2041” – Kai-Fu Lee & Chen Qiufan

Erik Brynjolfsson and Andrew McAfee’s “The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies” by Erik Brynjolfsson and Andrew McAfee examines the social and economic impact of digital technologies. The authors examine in detail the impact of artificial intelligence, automation, and digitalization on labor, productivity, and income distribution in the second machine age that follows the industrial revolution.

The book explores how humans and machines will interact in this new era of accelerating technological advances. Brynjolfsson and McAfee emphasize how technological advances can increase human potential, but also bring problems such as inequality and job loss. In this context, they offer readers suggestions on how to manage changes in the labor market.

The authors offer concrete solutions on how to address the transformation of the workforce as well as the opportunities offered by new technologies. They emphasize the importance of reshaping education, updating policies and adapting the workforce to technology. It also highlights the need to encourage innovation and emphasize creativity.

In addition to keeping up with the pace of technological change, the book also provides an in-depth discussion on how to manage the social and economic impacts of these changes. Brynjolfsson and McAfee explore how societies can build a more just and sustainable future through innovative strategies and policies.

Overall, “The Second Machine Age” is a comprehensive look at the impact of the digital transformation and provides readers with important insights into the future. The authors’ analytical perspectives help readers develop a deeper understanding of the opportunities and threats that technology brings. It is a fascinating and inspiring guide to how individuals and societies should navigate a world changing with technology. This book is an important resource not only for academia, but also for business, policy makers and general readers.



## A.I. Artificial Intelligence

Steven Spielberg's "A.I. Artificial Intelligence" follows David, an artificial intelligence child, on his quest to become human. As an artificial intelligence designed to take the place of a real child, David questions the human condition through his genuine love for his parents. The movie makes us question David's emotional state and the emotional bonds of humans, and makes us think about true love and the human condition. David's quest to become a real child offers viewers deep reflections on the emotional capacities of artificial intelligence and the human condition. The film blurs the boundaries between

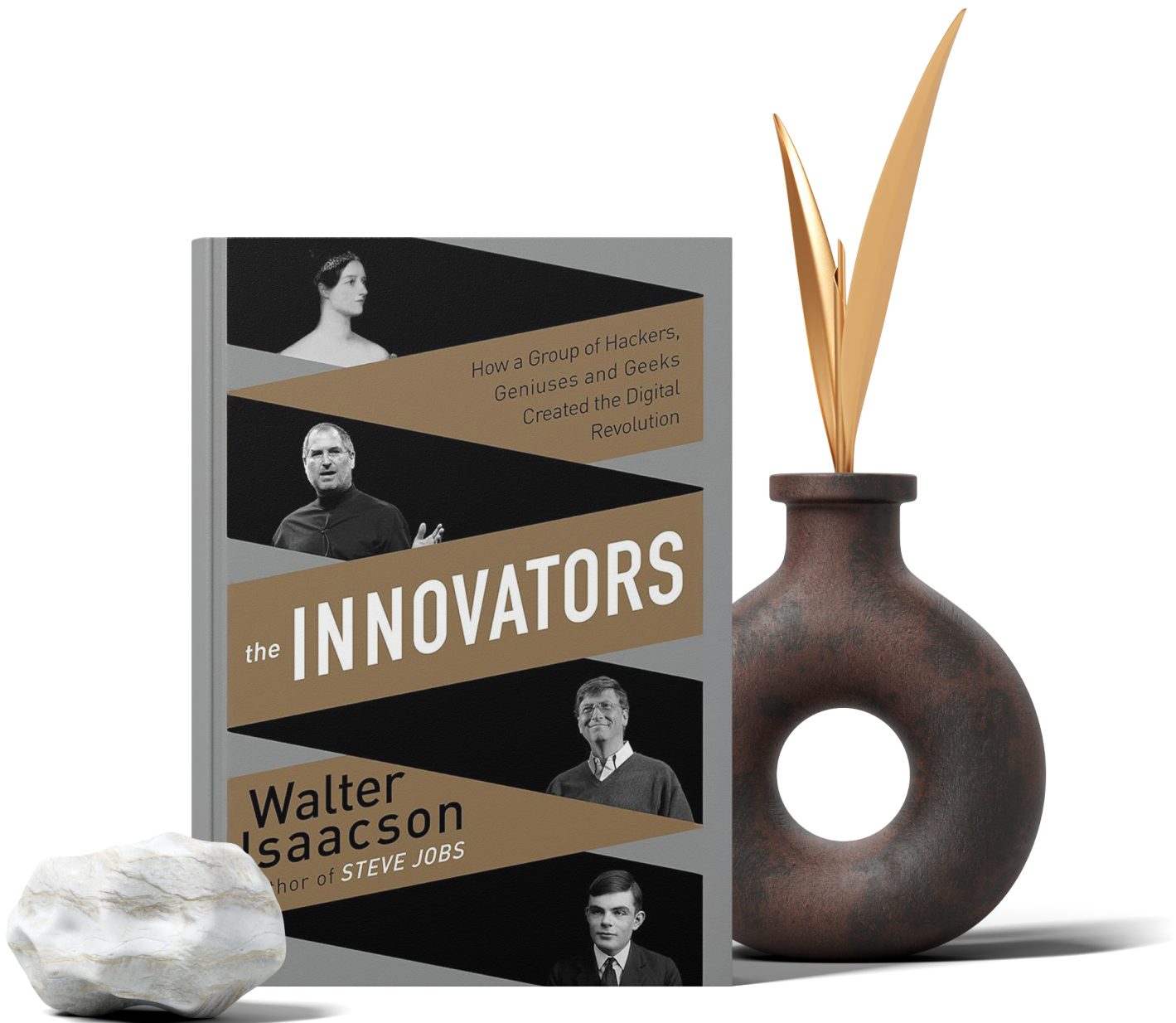
human and AI, questioning what true love and commitment means. David's journey makes viewers reflect on what it means to be human and how real emotional experiences can be as a being. "A.I. Artificial Intelligence" questions the ethical and moral dimensions of artificial intelligence and presents a profound story that affects the emotional side of the audience.



## The Matrix

Created by The Wachowskis, "The Matrix" offers viewers a thought-provoking story about how technology can affect the perception of reality. Neo learns that the real world is a virtual reality and decides to fight for the salvation of humanity. The movie contains philosophical themes such as Plato's allegory of the cave, questioning the relationship between reality and illusion.

Neo's struggle with the system makes viewers question the concepts of free will and consciousness, while deep reflections on the nature of reality and the role of the individual within the system emerge. While The Matrix reveals the impact of artificial intelligence on human consciousness, it leads viewers to a deep reflection on consciousness, reality and free will. The movie offers a thought-provoking perspective on the individual's self-determination and the struggle for free will.



## “The Innovators” – Walter Isaacson

Walter Isaacson’s “The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution” by Walter Isaacson offers an in-depth analysis of the minds and communities behind the digital revolution. The book details not only the stories of individual geniuses, but also their interactions, collaborations and collective creation processes.

From a historical perspective, Isaacson emphasizes the complex nature of innovation and the role of women and minority groups in this process. In particular, pioneering female scientists and software developers such as Ada Lovelace and Grace Hopper are discussed as important figures often overlooked in history. Their contributions are intended to inspire readers while shedding light on issues of gender and diversity in the world of technology.

The book covers in detail the key moments, creative solutions and turning points in the digital revolution. For example, events such as the development of the internet, the proliferation of personal computers and the impact of the open source movement are critical to understanding how innovation evolved. By recounting these events, Isaacson shows how creative minds came together to lay the foundations for today’s technology.

The book also includes deep reflections on the social impact of technology. Emphasizing that innovation is not only a technical matter, but also involves ethical and social responsibilities, Isaacson draws attention to the opportunities that technology brings, as well as the potential of these opportunities to deepen inequalities. In this context, issues such as digital rights, data privacy and technological dependency set the stage for current debates.

In conclusion, Walter Isaacson’s work is a journey through the dynamic world of technology and innovation. The book appeals not only to technology enthusiasts, but also to readers from all walks of life. “The Innovators” bridges the gap between the past and the future, offering an in-depth examination of how each individual can play a role in the innovation process. It is therefore a must-read for anyone interested in technology.



## “The Second Machine Age” – Erik & Andrew

Erik Brynjolfsson and Andrew McAfee’s “The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies” by Erik Brynjolfsson and Andrew McAfee examines the social and economic impact of digital technologies. The authors examine in detail the impact of artificial intelligence, automation, and digitalization on labor, productivity, and income distribution in the second machine age that follows the industrial revolution.

The book explores how humans and machines will interact in this new era of accelerating technological advances. Brynjolfsson and McAfee emphasize how technological advances can increase human potential, but also bring problems such as inequality and job loss. In this context, they offer readers suggestions on how to manage changes in the labor market.

The authors offer concrete solutions on how to address the transformation of the workforce as well as the opportunities offered by new technologies. They emphasize the importance of reshaping education, updating policies and adapting the workforce to technology. It also highlights the need to encourage innovation and emphasize creativity.

In addition to keeping up with the pace of technological change, the book also provides an in-depth discussion on how to manage the social and economic impacts of these changes. Brynjolfsson and McAfee explore how societies can build a more just and sustainable future through innovative strategies and policies.

Overall, “The Second Machine Age” is a comprehensive look at the impact of the digital transformation and provides readers with important insights into the future. The authors’ analytical perspectives help readers develop a deeper understanding of the opportunities and threats that technology brings. It is a fascinating and inspiring guide to how individuals and societies should navigate a world changing with technology. This book is an important resource not only for academia, but also for business, policy makers and general readers.



## Blade Runner 2049

Directed by Denis Villeneuve, "Blade Runner 2049" presents a story that questions the place and rights of replicants (artificial humans) in society. The main character K, as a replicant, questions his relationship with humans and his own identity, showing the audience that the line between human and artificial intelligence is becoming increasingly blurred. K's memories of his past and their impact on the perception of humanity are intensely explored in the film.

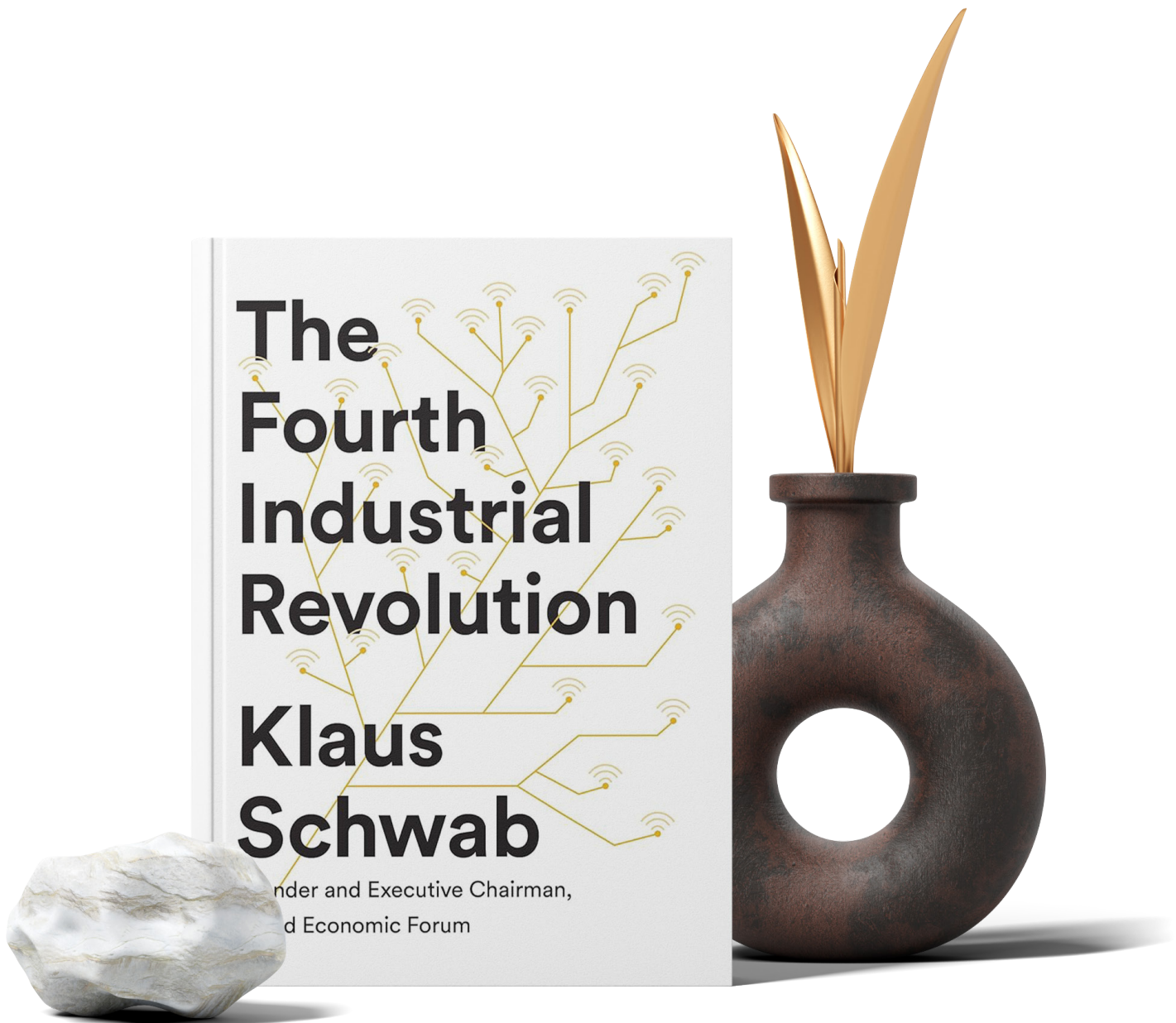
While K's search for identity questions how artificial intelligence relates to the human condition, the impact of memories and memories on an individual's identity also comes to the fore. The film explores the relationship between human beings and artificial intelligence in depth, offering viewers deep thoughts on identity, memory and existential questioning. "Blade Runner 2049" explores the effects of technology on the human condition and leads viewers to question what it means to be human.



## I, Robot

Directed by Alex Proyas, "I, Robot" is set in 2035 and centers on a detective investigating evidence that a robot has committed murder. The film explores the relationship between artificial intelligence and human relations within the framework of Isaac Asimov's robot laws, and examines the conflict between the ethical decision-making processes of artificial intelligence, human safety and free will. When Detective Spooner encounters a murder that violates the principle that robots cannot harm humans, he begins to question how reliable

this principle is. While questioning the relationship between artificial intelligence and humans and the trust humans have in these beings, the movie explores the effects of robot laws on human life. "I, Robot" offers viewers a thought-provoking perspective on the interaction between artificial intelligence and human beings, leading to deep reflections on ethical dilemmas and human safety.



## “The Innovators” – Walter Isaacson

Walter Isaacson’s “The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution” by Walter Isaacson offers an in-depth analysis of the minds and communities behind the digital revolution. The book details not only the stories of individual geniuses, but also their interactions, collaborations and collective creation processes.

From a historical perspective, Isaacson emphasizes the complex nature of innovation and the role of women and minority groups in this process. In particular, pioneering female scientists and software developers such as Ada Lovelace and Grace Hopper are discussed as important figures often overlooked in history. Their contributions are intended to inspire readers while shedding light on gender and diversity issues in the world of technology.

The book covers in detail the key moments, creative solutions and turning points in the digital revolution. For example, events such as the development of the internet, the proliferation of personal computers and the impact of the open source movement are critical to understanding how innovation evolved. By recounting these events, Isaacson shows how creative minds came together to lay the foundations for today’s technology.

The book also includes deep reflections on the social impact of technology. Emphasizing that innovation is not only a technical matter, but also involves ethical and social responsibilities, Isaacson draws attention to the opportunities that technology brings, as well as the potential of these opportunities to deepen inequalities. In this context, issues such as digital rights, data privacy and technological dependency set the stage for current debates.

In conclusion, Walter Isaacson’s work is a journey through the dynamic world of technology and innovation. The book appeals not only to technology enthusiasts, but also to readers from all walks of life. “The Innovators” bridges the gap between the past and the future, offering an in-depth examination of how each individual can play a role in the innovation process. It is therefore a must-read for anyone interested in technology.



## Transcendence

Directed by Wally Pfister, "Transcendence" revolves around Will, a renowned artificial intelligence researcher, who attempts to transfer his consciousness into a computer. This process raises questions about the nature of humanity and the ethical limits of technology. The film pushes the boundaries between humanity and technology while questioning how consciousness transfer can affect human nature.

Will's transfer of consciousness symbolizes the merging of artificial intelligence and human beings into one, while the risks and possibilities of this situation are also revealed. Offering viewers the opportunity to question the future of the human condition and the relationship between consciousness and technology, "Transcendence" explores the interaction between human nature and technology. The film also raises ethical and moral issues that may arise if artificial intelligence and humanity come together.

# edtech

TÜRKİYE





edtech TÜRKİYE

Edtech Turkey is a platform with the mission of ensuring equal opportunities in education and integrating technology into education. As Turkey's first comprehensive digital media channel in the field of educational technologies, we aim to enhance quality at every stage of education with innovative content. We believe that education should be accessible anytime and anywhere. Accordingly, we address a broad audience, from educators to students, parents to technology developers.

We follow the latest technological developments and trends in the education world, producing content enriched with expert opinions and academic perspectives. Our goal is to support the digital transformation in education by providing the necessary tools for each individual to realize their potential.

Edtech Turkey not only follows educational technologies through news and articles but also covers special topics, podcast series, e-magazines, and video content. By tracking the latest developments in areas such as artificial intelligence, augmented reality, virtual classrooms, and more, we introduce future educational models to our readers and viewers.

While offering innovative solutions in educational technologies, we have also made it our mission to contribute to Turkey's digital transformation in education. Join us on this journey as we work together to make education more accessible, quality-driven, and effective.

GENERAL DISTRIBUTION

[www.edtechturkiye.com](http://www.edtechturkiye.com)

edtech  
TÜRKİYE

Bağdat Cd. Feneryolu Mh. Feneryolu  
St. No:131/402 Kat:4 Kadıköy İstanbul

TEL: +90 (850) 803 7181

MAIL: [iletisim@edtechturkiye.com](mailto:iletisim@edtechturkiye.com)