



Short biography

Ass. Prof. Jorge de Sousa Pires was a researcher and a senior lecturer at Uppsala University in Sweden for 17 years, before he joined Apple Sweden in 1988 as their Research and Education Manager. He then became the link between Apple and Education - from Kindergarten to the University.

He is well known for putting educational content into computers in general. Sousa Pires joined the Education Team of Apple Europe in 1996, and became responsible for Lifelong Learning.

From 1998 and onwards he worked at Malmö University with the specific goal of improving Computer Assisted Learning at that University. This project evolved into SDM, an interesting department where Student Tutors play a major role.

He is the author of several books and numerous articles and he regularly opens major conferences in Education (e.g. IEEE Multimedia in Engineering in Australia, Slovakia and Spain) due to his experience of IT-based education and his knowledge of the trends of the emerging Broker Society.

He has been the mentor of over one hundred projects, from Kindergarten to the University, spanning from multimedia authoring in early ages to 3D-visualisation of complex phenomena in Semiconductor Physics.

He suggested and then worked with the Ministry of Education to produce the world's first CD-ROM with the curriculum for the Swedish compulsory school; this is but one example of the idea of Extended Hyperbooks that he envisaged and pioneered many years ago. Much of his work has led to the personal use of IT (a computer to each student so that they can learn whenever they need).

Currently, Sousa Pires is the owner of a company working to put content in the right context, InContext AB. He is the vice-president of Dataföreningen (the largest Computer Association) in Southern Sweden and a member of a peer group at Konstfack (the School of Art and Crafts) in Stockholm. He is much involved in e-learning and innovative projects; one such suggested project is the use of handheld computers in Education. Sousa Pires was behind one of the first projects in the world where each and every student of class (elementary school) used a portable computer.

Some articles can be found by typing "Sousa Pires" on the web and a very few by visiting his personal web site. Books include 1. the 800-page "Electronics Handbook" certainly about Electronics but also Computer Assisted Learning, 2. the "Education Handbook", 3. "On the Menu..." for beginners in Exploring Education (for children) and 4. the newly published "The joy of understanding how it all fits together" (a reference book on IT-technology and philosophy of life mixed to put IT into a societal context).

Sousa Pires coordinates are (October 2000):

Cellular phone	+46 709 575610
Cellular fax	+46 709 575620
e-mail	jsp@desousapires.com
web site	http://www.desousapires.com
address	Ribersborgsvägen 14D 7tr, SE-217 53 Malmö, Sweden