



HAOQIANG TAN

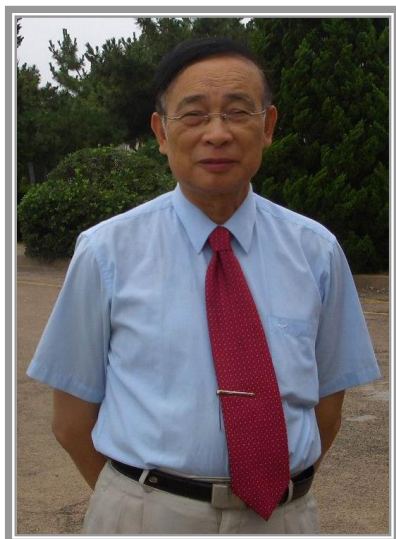
Professor Brings Digital Literacy to Millions of Chinese

Introduction of Certiport IC³ in universities across China aims to prepare 'millions of people learning to use computers' with digital literacy skills

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Professor Haoqiang Tan recognizes the importance of digital literacy for success in today's technological world. His efforts to promote digital literacy and bring globally recognized standards, such as Certiport Internet Computing Core Certification (IC³®) could help push China to even greater heights.

"Computers are so powerful," said Tan. "I believe without them there can be no modernization in China."



Tan, whose study of computers began in the 1950s, has seen firsthand the impact that advancing computer technologies have had on China over the past several decades.

"In the early stages of China's reform and opening, there was a drastic need to develop science and technology and provide universal access to computer knowledge," he said.

Although very few people had computers in those days, Tan recognized the necessity of digital literacy skills for success in the digital world. Dedicating himself to promoting universal digital literacy in China he began, in 1978, to work in computer education. Since that time he has become one of China's leading experts and educators on digital literacy.

Tan is well-recognized for his promotion of IT skills in China and has spoken numerous times on China Central Television regarding computers and programming languages. His efforts helped launch a growing popularity and awareness of computers and have laid a solid foundation for digital literacy training on which he continues to build.

As a professor at Tsing-Hua University in Beijing and as chairman of the Association of Computer Fundamentals China on Higher Education (AFCEC), an organization devoted to advancing computer education in Chinese universities and colleges, he currently develops and updates curriculum for digital literacy programs in China.

"I [have written] more than 150 kinds of courseware for computer learning, including two books that sold more than 10 million copies," he said. "This demonstrates the popularity of computers in China and its huge market potential. In China there are millions of people learning how to use computers."

Tan is dedicated to providing these students with the best resources available to build their digital literacy skills. Beginning in 2008 his efforts have focused on introducing Certiport IC³ to China—a program he recognizes as a preeminent training tool for obtaining a globally recognized standard of digital literacy skills.

The IC³ program's practical training approach, plentiful





resources aid in obtaining certification, input from global IT experts and rapidly updating material are just a few of the program's many advantages, he said.

As the demand for digital literacy training grows, Tan and his colleagues at AFCEC, which is made up 500 member colleges, are working hard to gradually roll out the IC³ program—promoting IC³ to colleges and universities, developing IC³ teacher training, designing training curriculum that maps to the IC³ program and incorporating IC³ into government and other digital literacy programs to help bring a global standard of certification to the China.

Tan said he is currently translating courseware materials and publicizing the IC³ program. He will also supervise the first group of students who undergo IC³ certification and train teachers who will then teach IC³ to other students.

The implementation of Certiport IC³ into the digital literacy curriculum throughout China is estimated to impact nearly ten million individuals, with approximately 300,000 people taking IC³ as a part of a digital literacy program in the next five years alone.

Tan's long-term vision of implementing IC³ as a tool to meet the growing desire for digital literacy knowledge will clearly have a profound impact on the people of China, preparing them to meet the demands of the rapidly advancing technological world.

"Digital literacy is a powerful tool [for] all people," said Tan. "Nowadays in China, there are two courses that are the most important: English and computers. English allows us into the world, and the computer allows us into the future. Every person should learn how to use the computer."

ABOUT CERTIPOINT

Certiport prepares individuals with current and relevant digital skills and credentials for the competitive global workforce. These solutions are delivered by more than 12,000 Certiport Centers worldwide and include Certiport Internet and Computing Core Certification (IC³®), the official Microsoft® Office certification programs and the Adobe® Certified Associate certification program. For more information, visit www.certiport.com.

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