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Jarmo Viteli, Research Director of INFIM (2009-) at the University of Tampere received his Doctor of Education In Information Technology in Education, in 1989. Since then he has been Acting Associate Professor 1991-1993, Information Technology in Education and Teacher Education, Associate Expert for UNESCO in Namibia and South-Africa 1993 -1995 , Professor of Interactive Network services 1999-2005 and director of eTampere – Information Society Programme. His special interest areas are Learning and Instruction in digital environments, Social media and information society. Currently there are several research and development project going on under his supervision about social media, knowledge construction and new network models in open source, open content society. Viteli has been evaluator of several EU-programme and he is founder and president of the annual national Educational Technology Conference in Finland since 1990.