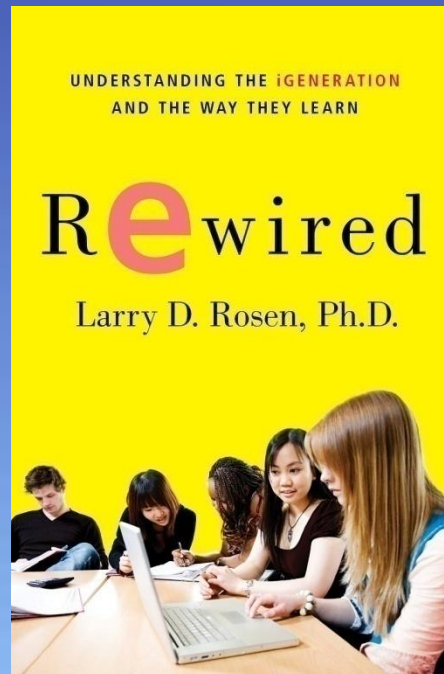
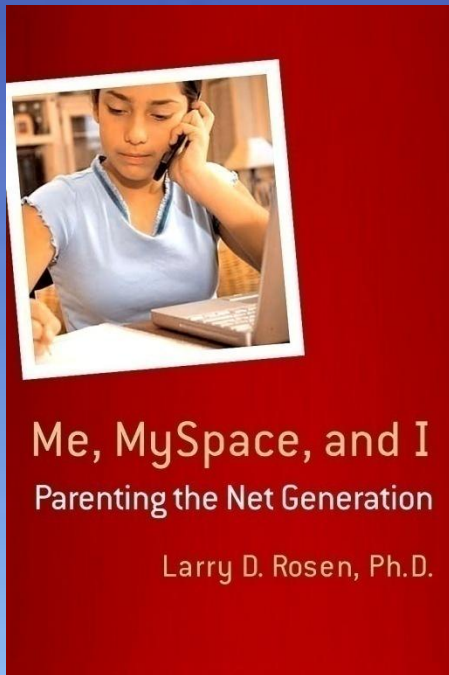


Rewired

Understanding the iGeneration and the Way They Learn

Chronic Illness Conference
November 14, 2009
Larry Rosen, Ph.D



Understanding the iGeneration

“One hundred years ago children traveled to schools to sit in rows and be instructed by a teacher. Today, they still do the same. Why is education so resistant to change?”

Dr. Mike Sharples, Director of the Learning Sciences Research Institute, University of Nottingham, England

Understanding the iGeneration

ACCORDING TO PROJECT TOMORROW

- **33% of Parents Think Schools are Doing a Good Job Preparing Students for 21st Century Jobs**
- **56% of School Principals Think They are!**
- **43% of teachers agree**
- **34% of Parents Think that Technology Skills Their Children are Learning are “Acceptable”**

March 2009: 21,309 parents, 281,150 K-12 students, 29,644 teachers, 3,115 administrators

Understanding the iGeneration

WHAT ARE THEY DOING IN CLASS?



Understanding the iGeneration

WHY ARE THEY NOT PAYING ATTENTION?

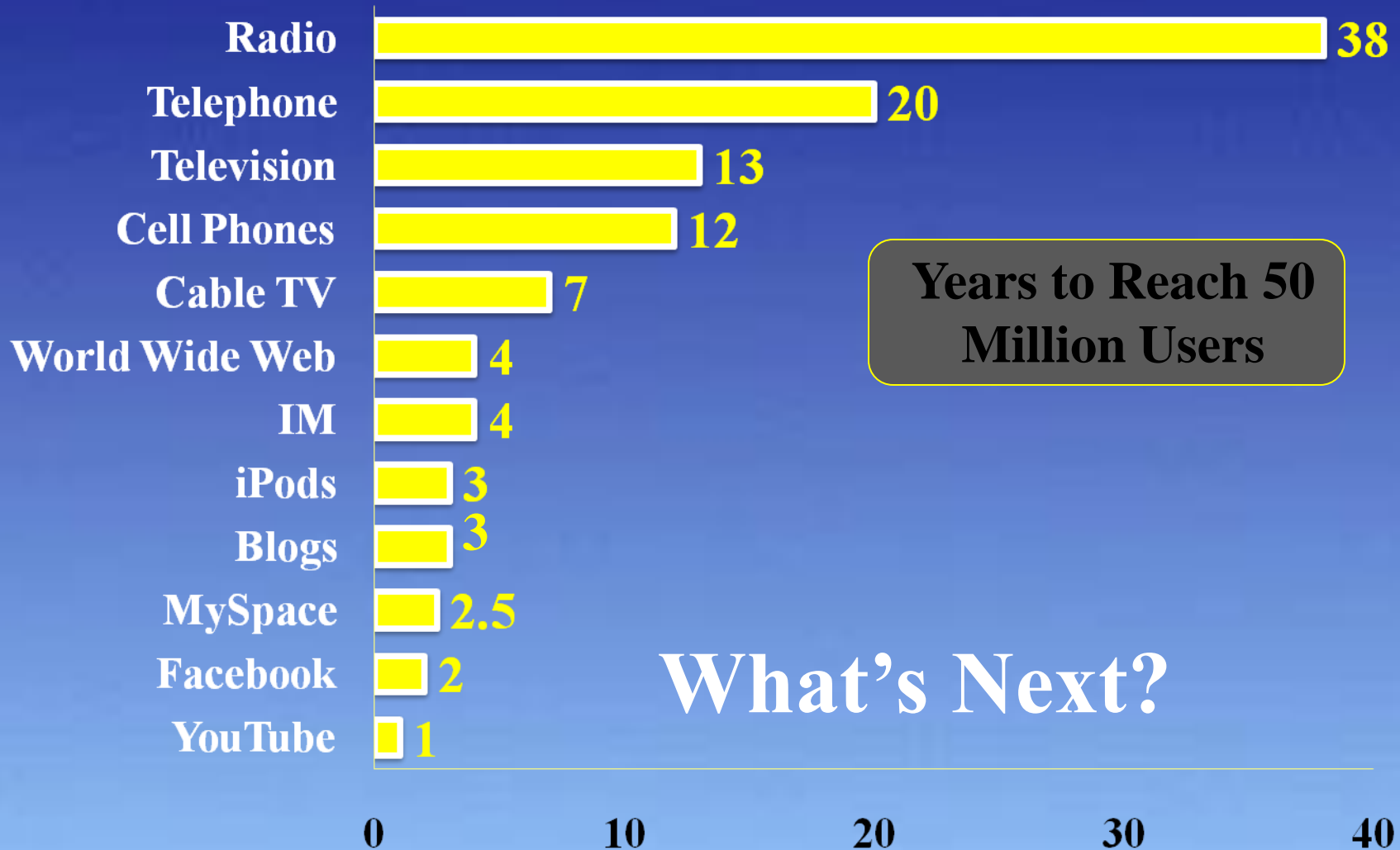


THE iGENERATION

- **Born Between 1990 and 2009**
- **Older Brothers and Sisters are Part of the Net Generation (1979 – 1989)**
- **Parents are part of Generation X (1965 – 1978) or the Baby Boomer Generation (1946 – 1964)**

Understanding the iGeneration

THEIR WORLD IS MOVING FASTER THAN
EVER BEFORE



Understanding the iGeneration

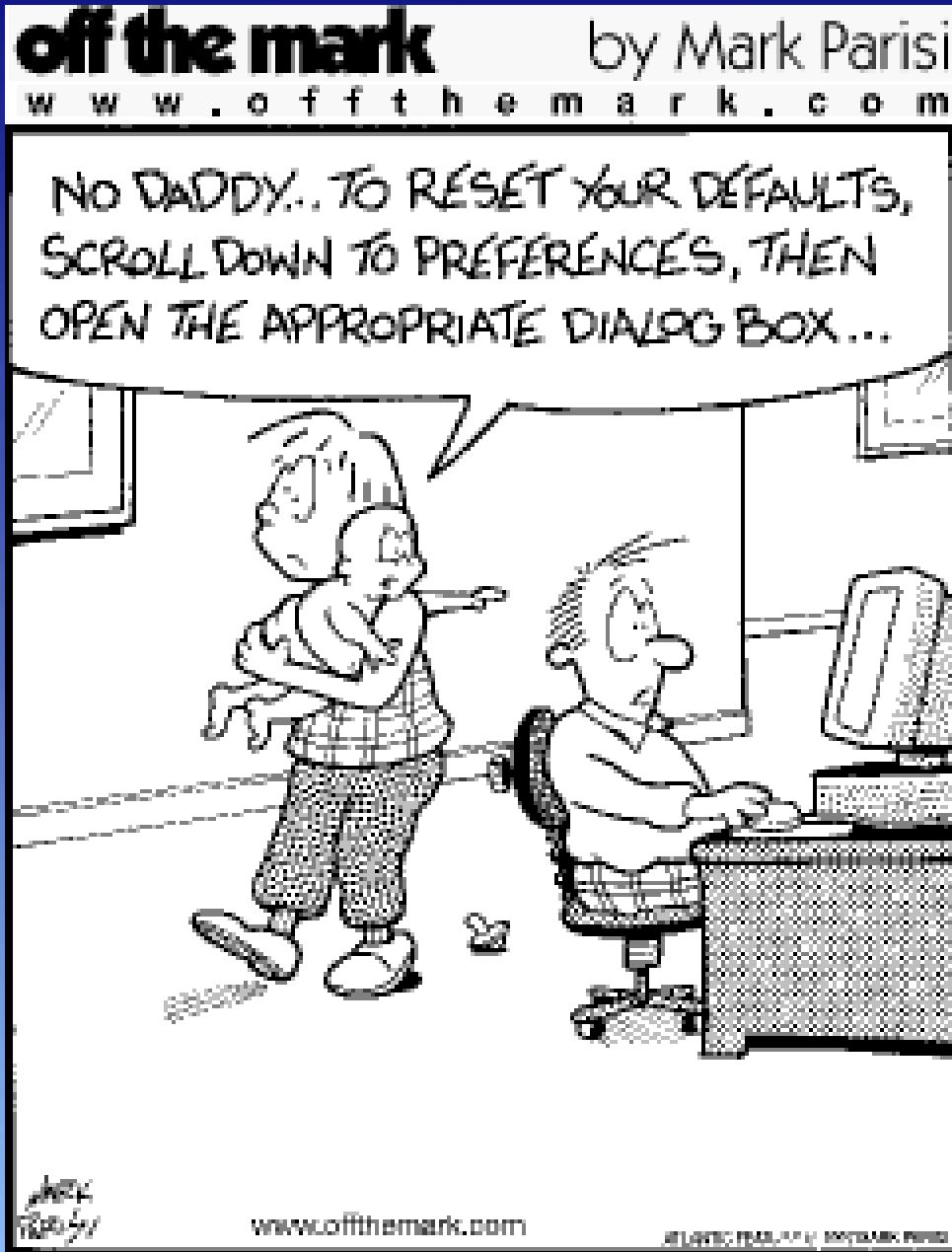
NEW TECHNOLOGIES FOR A NEW GENERATION (all since 2000)

- iPod
- iPhone
- Wii
- MySpace
- Facebook
- YouTube
- Twitter
- Flash Drives
- XBox
- Satellite Radio
- Napster
- Firefox

WHAT MAKES THEM UNIQUE?

- 1. Media Use**
- 2. Multitasking**
- 3. Communication**
- 4. Virtual Socialization**
- 5. Content Creation**
- 6. Learning Styles**
- 7. Personality Characteristics**

Understanding the iGeneration



**THEY
SEEM TO
BE
TECHIES
FROM
BIRTH**

Understanding the iGeneration

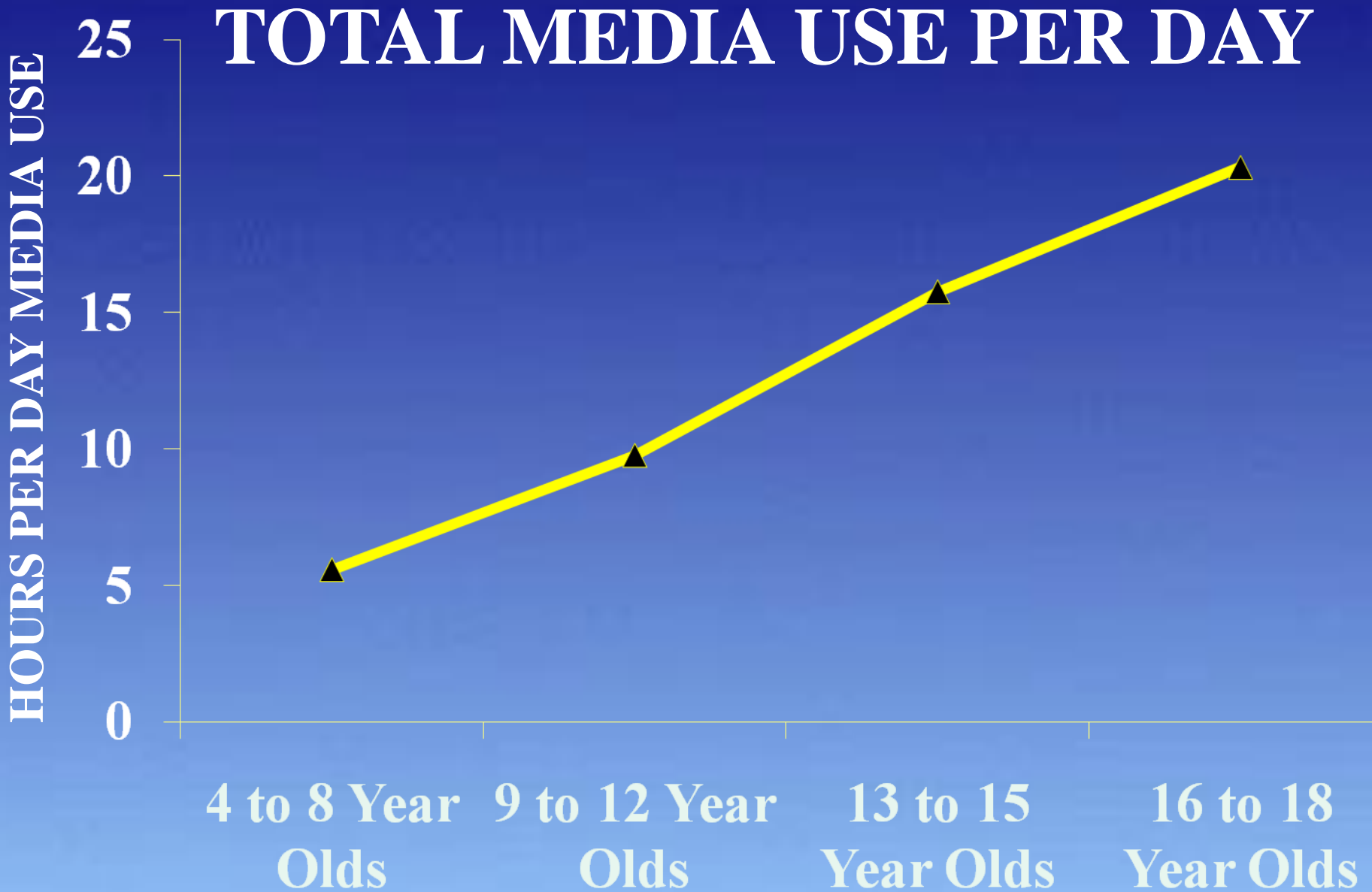
OK, MAYBE NOT FROM BIRTH ...
BUT CLOSE



Understanding the iGeneration

**#1: THEY INGEST A DAILY DIET OF
MEDIA AND TECHNOLOGY**

Understanding the iGeneration



Understanding the iGeneration

WHAT ARE THEY DOING MOST OFTEN?

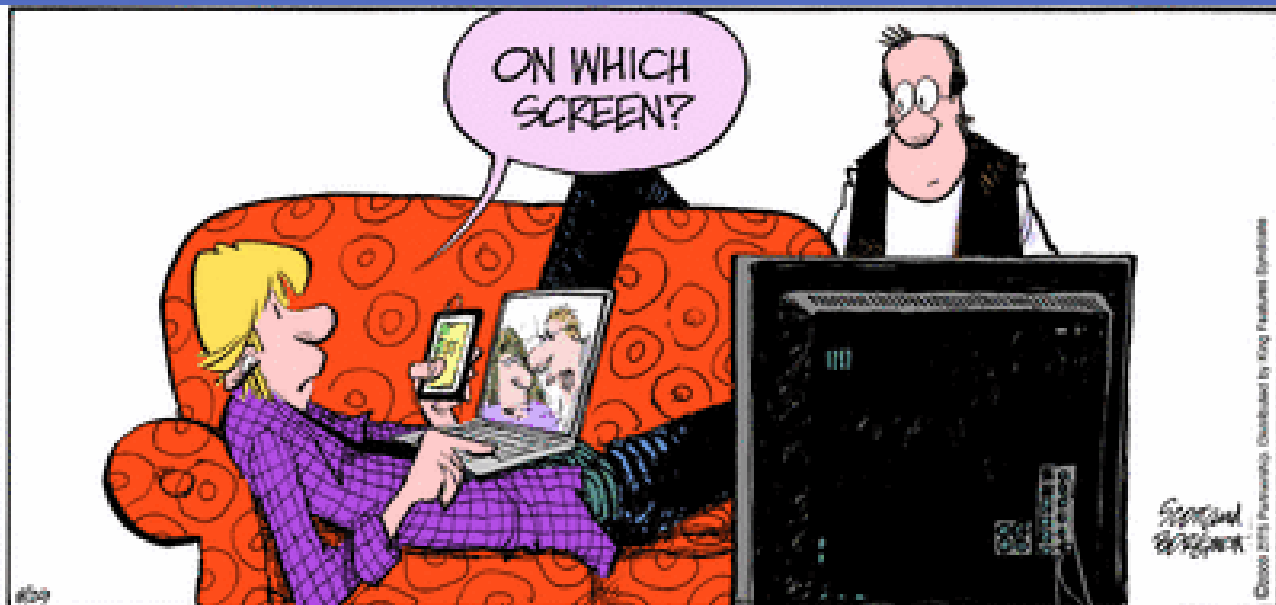
| 4 to 8 Year Olds | 9 to 12 Year Olds | 13 to 15 Year Olds | 16 to 18 Year Olds |
|--|---|---|--|
| <ul style="list-style-type: none">• TV• Video Games | <ul style="list-style-type: none">• Video Games• TV• Music | <ul style="list-style-type: none">• Music• Texting• Online• TV | <ul style="list-style-type: none">• Music• Texting• Online• IM/Chat• TV |

| TECHNOLOGY AND MEDIA HOURS/DAY | 4 to 8 YEAR OLDS | 9 to 12 YEAR OLDS | 13 to 15 YEAR OLDS | 16 to 18 YEAR OLDS |
|---|------------------|-------------------|--------------------|--------------------|
| Online | 0:27 | 0:59 | 1:58 | 2:24 |
| On Computer | 0:23 | 0:57 | 1:44 | 1:59 |
| E-Mail | 0:06 | 0:26 | 1:08 | 1:19 |
| IM/Chat | 0:05 | 0:28 | 1:24 | 2:16 |
| Telephone | 0:17 | 0:43 | 1:07 | 1:50 |
| Texting | 0:07 | 0:46 | 2:19 | 3:32 |
| Video Games | 1:32 | 2:07 | 1:20 | 1:17 |
| Music | 0:42 | 1:24 | 2:49 | 3:33 |
| Television | 1:56 | 1:56 | 1:58 | 2:10 |
| TOTAL DAILY MEDIA & TECHNOLOGY USE | 5:35 | 9:46 | 15:47 | 20:20 |

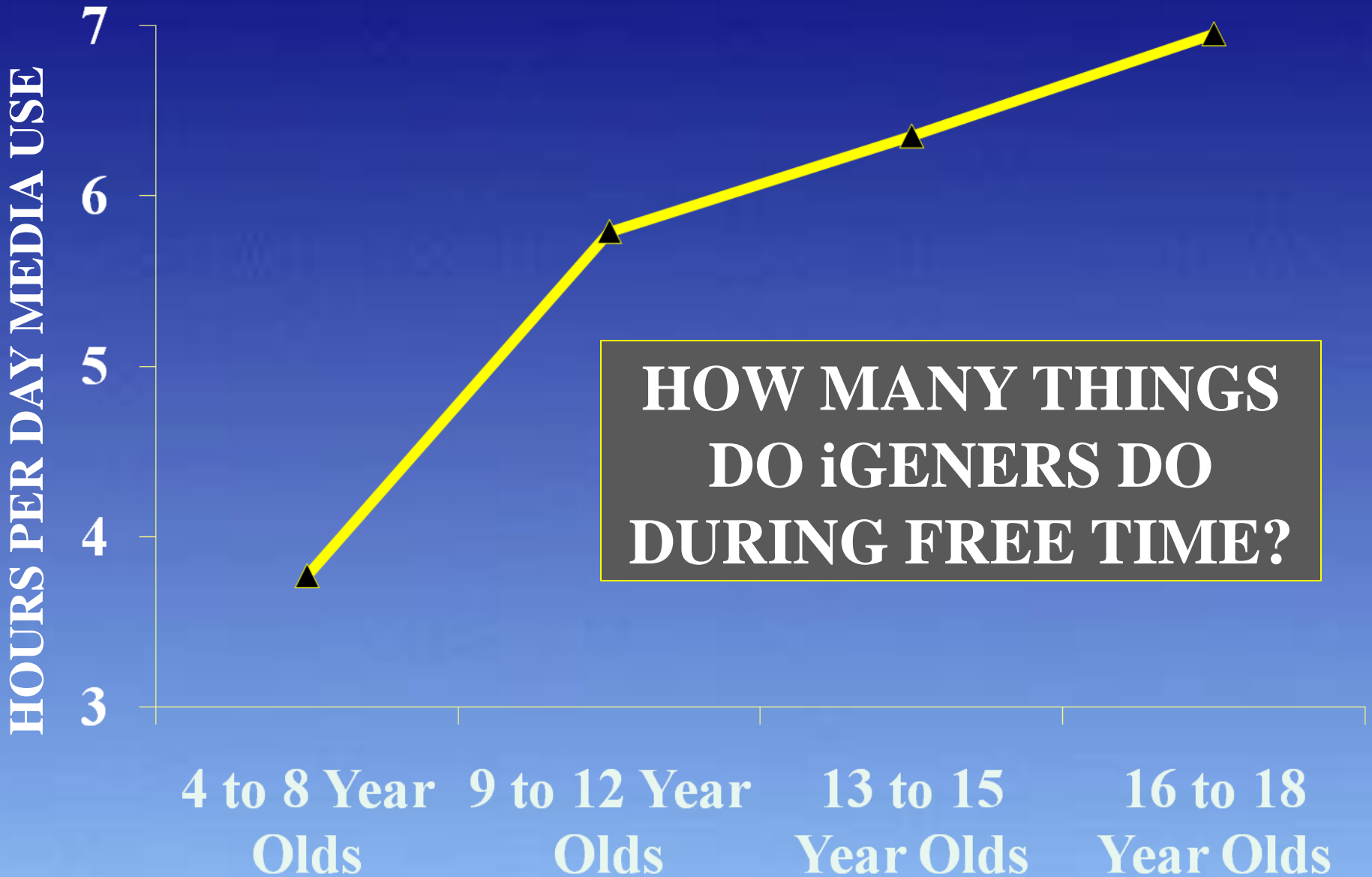
Understanding the iGeneration



#2: THEY ARE
SUPREME
MULTITASKERS



Understanding the iGeneration



Understanding the iGeneration

WHY DO THEY MULTITASK SO MUCH?

Because they can! With all the new technologies it is difficult for them not to multitask.

Cell phones, iPods, IM, text messaging,
Internet browsers, DVRs, PIP-TV,
Skype, MySpace, Facebook

DOES MULTITASKING HARM PERFORMANCE?

CONTROL GROUP



Read



Take Test

INTERRUPTION GROUP 1



IM



Read



Take Test

INTERRUPTION GROUP 2



Read



IM



Continue to Read



Take Test

← INTERRUPTION

Understanding the iGeneration

- 1. Who Took Longer to Finish the Chapter and the Test?**
- 2. Who Performed Better on the Test?**

Understanding the iGeneration

#3: THEY COMMUNICATE “DIFFERENTLY

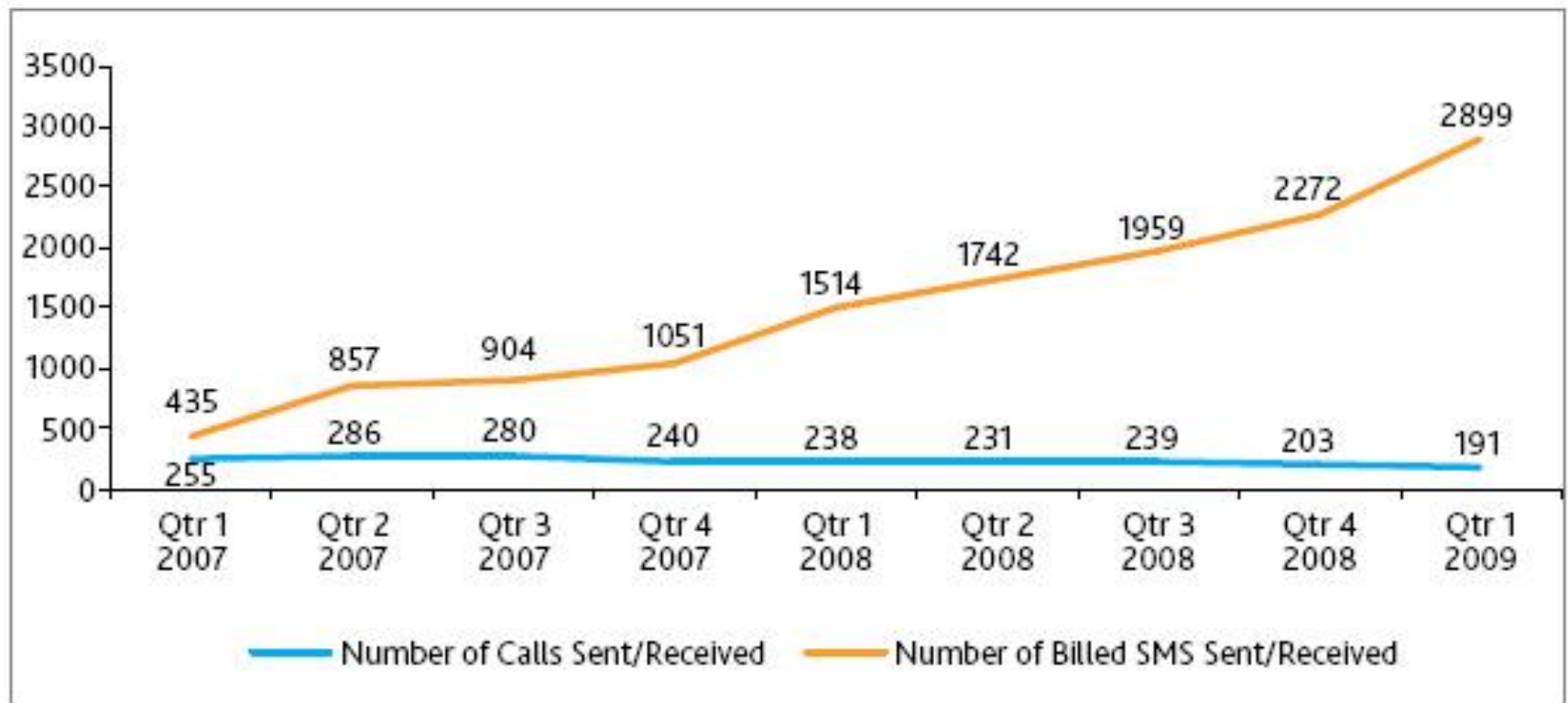
- **Text Messaging Rocks!**
- **Tweeting the Night Away**
- **Facebooking and MySpacing**
- **E-Mail is sooooo Yesterday**
- **Can you Skype with me?**



Understanding the iGeneration

NATIONAL NIELSON RESEARCH

Figure 12: Average Number of Monthly Texts and Phone Calls—
U.S. Mobile Teens 13–17



Source: The Nielsen Company

And 42% of teens say they can text blindfolded.

Understanding the iGeneration

**DOES USING “TEXTISMS” AFFECT
THEIR ABILITY TO WRITE IN
ENGLISH?**

RESEARCH STUDY

**Do Students Who Use More “Textisms”
in Their Daily Communication Write
Better or Worse?**

Understanding the iGeneration

LINGUISTIC TEXTISMS

- Acronyms (LOL; ROTFLMAO; POS)
- Leaving out apostrophes (dont instead of don't)
- Shortening words (tht for that; 2nite)
- Using lowercase “i” in place of uppercase “I”

CONTEXTURAL TEXTISMS

- **Emoticons/Smilies ☺ or ☹**
- **Special characters to denote emotions
(*blush*; I ::love:: you)**
- **All capital letters (I AM ANGRY)**

Understanding the iGeneration

STUDENTS WHO USED MORE TEXTISMS IN THEIR DAILY WRITING

- Wrote worse formal letters
- Wrote better informal essays

Understanding the iGeneration

CAN THEY TEXT AND PAY ATTENTION?

ZITS

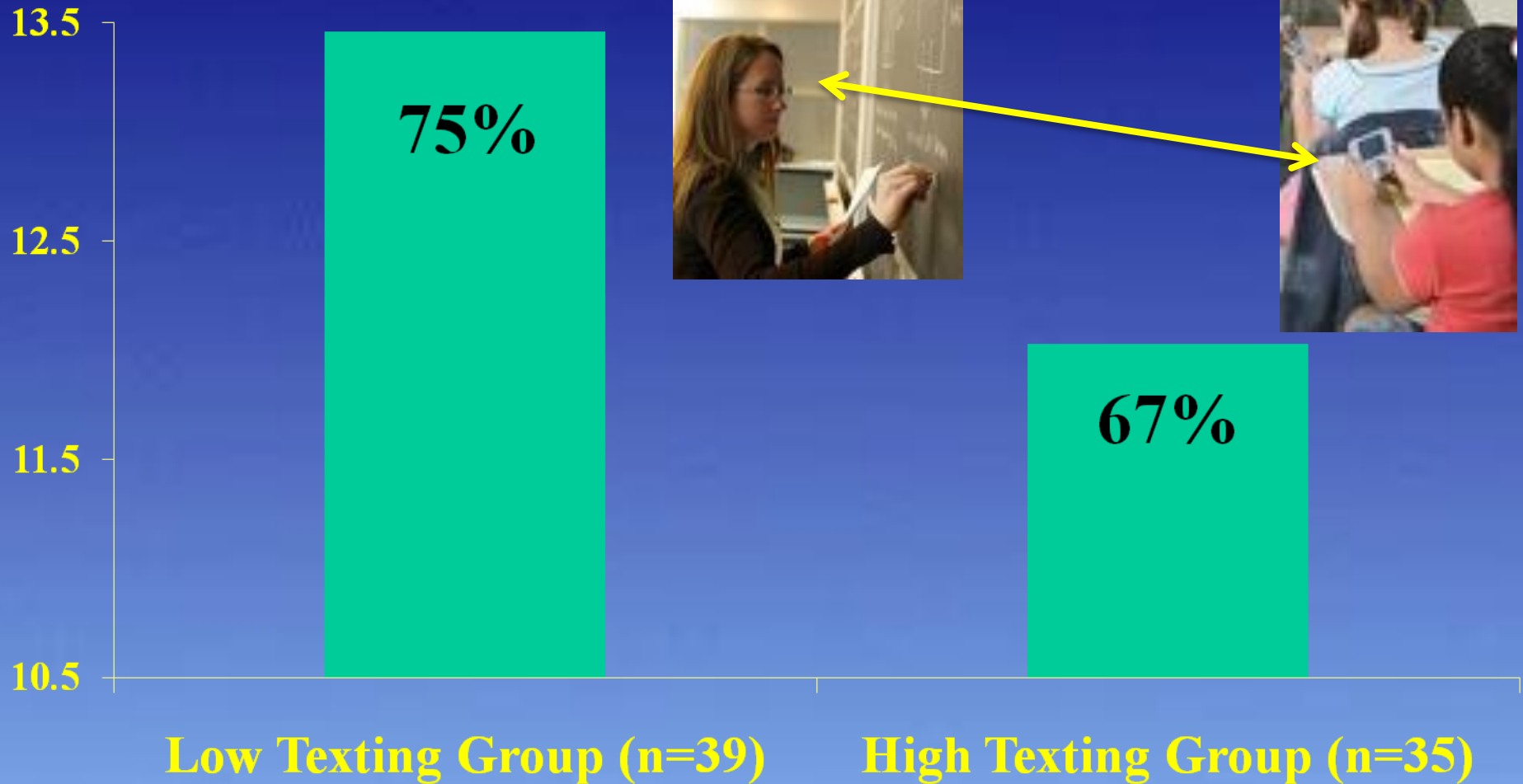
BY JERRY SCOTT AND JIM BORGMAN



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Understanding the iGeneration

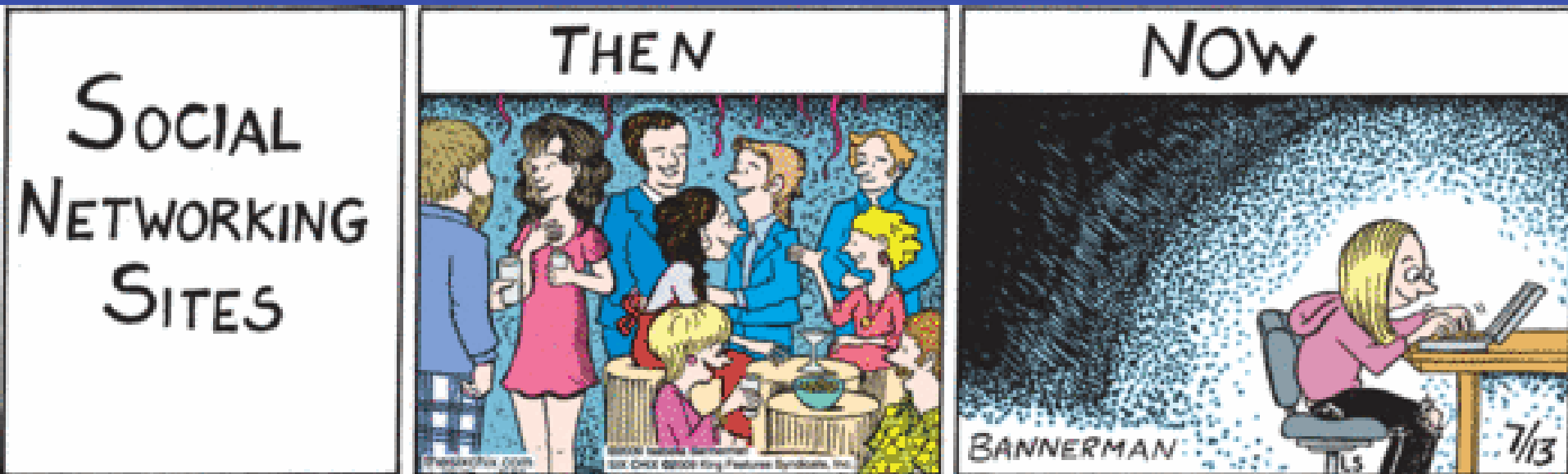
RECENT STUDY: TEXT MESSAGE INTERRUPTIONS



100% more texts – ONLY 11% worse performance

Understanding the iGeneration

#4: THEY SOCIALIZE DIFFERENTLY



Understanding the iGeneration



- **MySpace: Fastest Growing Website in History**
- **MySpace: 70 million unique visitors/month**
- **Facebook: 77 million unique visitors/month**
- **Together = 5th largest country in the world**
- **80% of Teens Use Weekly**
- **32% of online time is social networking**
- **More than 100 social networks for tweens!**

Understanding the iGeneration

#5: THEY SPEND HOURS “CREATING CONTENT”

- **Sharing thoughts/opinions (blogs/posts)**
- **Creating music**
- **Developing videos (YouTube)**
- **Publishing/posting photos**
- **Podcasting**
- **Building/maintaining websites**

Understanding the iGeneration

#6: THEY HAVE DIFFERENT LEARNING STYLES

Auditory

Visual

***** Tactile/Kinesthetic *****

The “Style” Makes the Learning Process
Different AND Suggests DIFFERENT
LEARNING TOOLS

Understanding the iGeneration

MAJOR ISSUES

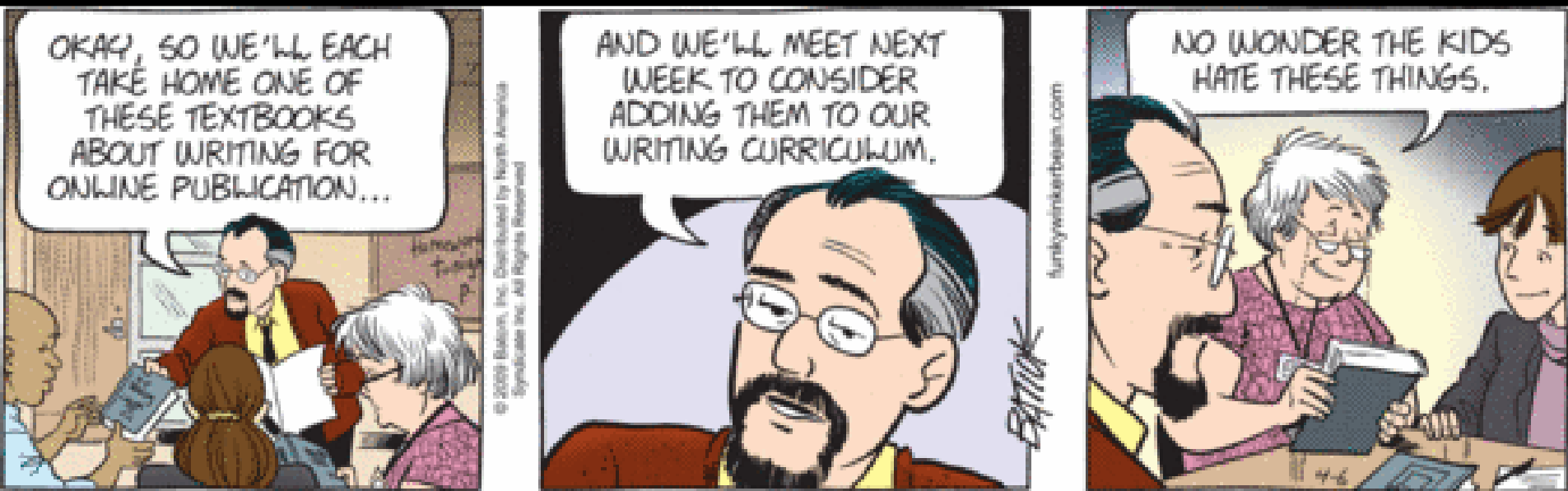
- Life is Different – and MUCH FASTER
- Students are unique – and VERY DIFFERENT
- Old Educational Models are BORING
- New Educational Strategies are DESPARATELY NEEDED TO ENGAGE STUDENTS

Understanding the iGeneration

**BASED ON WHAT WE KNOW
ABOUT the iGENERATION WE
NEED NEW LEARNING MODELS**

Understanding the iGeneration

THE OLD MODELS JUST WON'T WORK



Understanding the iGeneration

AN EXPLOSION OF WMDs “WIRELESS MOBILE DEVICES”

- Essays Using “Textisms”
- Find the Facts
- Read the News
- Text Comments/Questions to the Teacher
- IMing Students in Other Schools
- Q & A Device

SOCIAL NETWORKING IN THE CLASSROOM

- **Shakespeare 2.0**
- **Tweets for All**
- **Facebook/MySpace Discussion Groups**

Understanding the iGeneration

TAPPING THEIR CREATIVE SIDE

- **Blogs**
- **Wikis**
- **Photos**
- **Podcasts**
- **Videos – Vlogs**

**Only Limited by IMAGINATION
(and they have lots of that!)**

Understanding the iGeneration

**HERE'S ONE NEW EDUCATIONAL
MODEL THAT USES ALL THE
iGENERATION'S SKILLS**

**MOBILE VIRTUAL LEARNING
ENVIRONMENTS
(MVLEs)**

Understanding the iGeneration

“MVLE” CHARACTERISTICS

- **Available Anywhere**
- **Available Anytime 24/7**
- **Virtual Worlds**
- **Flexible Tools**
- **Interactive – Learner Controlled**
- **Collaborative**
- **Creative**
- **Student Centered – Push AND Pull**
- **Changes Role of Teacher/Parent**

Understanding the iGeneration

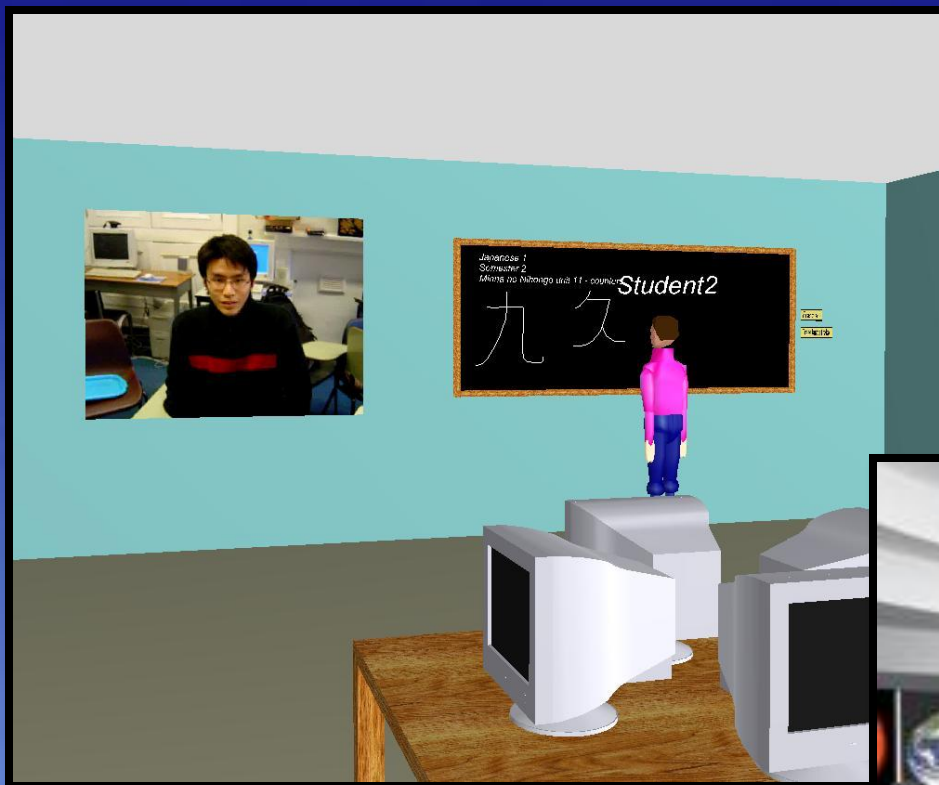
**THE MOBILE VIRTUAL
LEARNING ENVIRONMENT
STARTS WITH THE
STUDENT ENTERING A
“VIRTUAL SCHOOL”**

Understanding the iGeneration

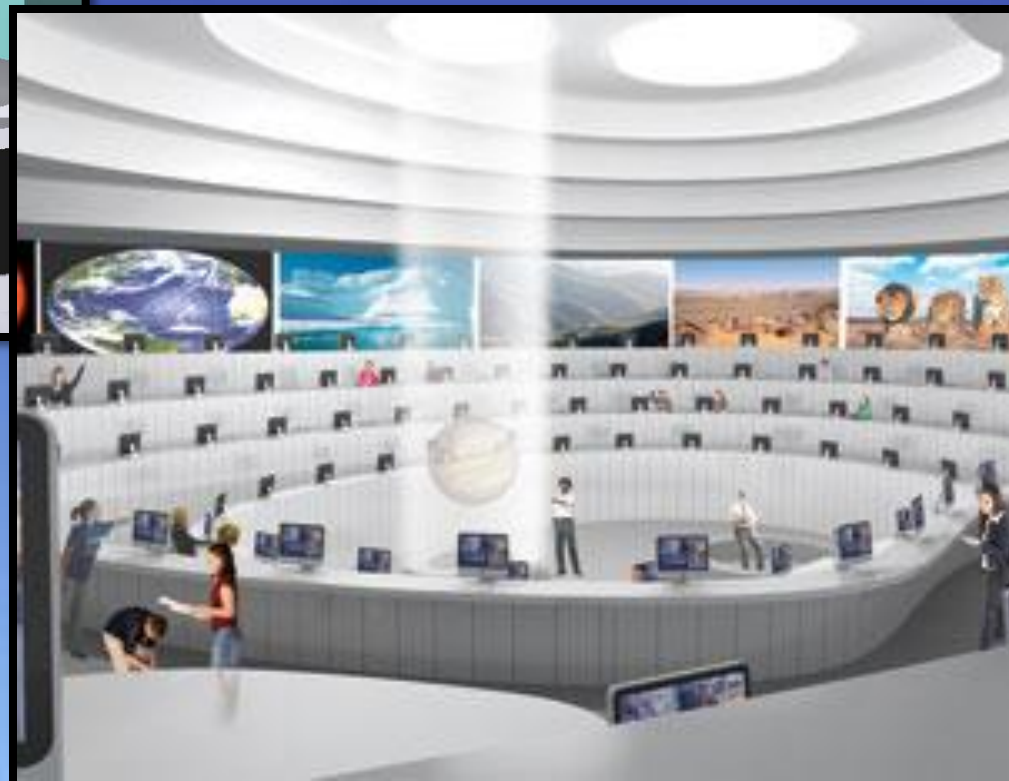


THE
STUDENT
GETS TO
CREATE
HIS/HER
OWN
“AVATAR”

Understanding the iGeneration



**THEY ATTEND
VIRTUAL
CLASSROOMS**



Understanding the iGeneration

**THEY
COMPLETE
VIRTUAL
LESSONS**



Understanding the iGeneration



**THERE'S A
← VIRTUAL
LIBRARY**

**THEY EVEN
DO VIRTUAL →
SOCIALIZING**



ONE EXAMPLE: THE SISTINE CHAPEL



Understanding the iGeneration



Understanding the iGeneration

THIS MVLE INCORPORATES MANY OF THE UNIQUE CHARACTERISTICS OF THE iGENERATION

- Media Gobblers
- E-Communicators
- Virtual Lifestyle
- Game Players
- Content Creators
- Tactile Learners
- Open to Change
- Motivated

Understanding the iGeneration

**AND THERE ARE RESOURCES TO
TEACH TEACHERS HOW EASY IT IS
TO CREATE A MOBILE VIRTUAL
LEARNING ENVIRONMENT**



Understanding the iGeneration

THE CHANGING ROLE OF THE “TEACHER”

- **Not Tied to “Book” Curriculum**
- **Content Selector**
- **Experience Facilitator**
- **Analyzer & Assimilator**
- **Media Literacy Instructor**

Understanding the iGeneration

CONCERNS

- **Safety**
- **Privacy**
- **Educating the Teachers – Who has the TIME**
- **Support – “Knowledge Broker”**
- **\$\$\$\$\$\$\$\$\$\$**

SUPPORT NEEDED AT ALL LEVELS

- **Federal Government:**
 - ✓ **Stimulus Plan**
 - ✓ **Legislation for More Online Education**
- **State Governments**
 - ✓ **California – Digital Books**
 - ✓ **Maine – 7th/8th Laptop Program**
 - ✓ **Ohio PDAs (4th-6th)**
- **Parents & Teachers**
- **Textbook Publishers**

Understanding the iGeneration

ACCORDING TO A NATIONAL EDUCATOR

“There is a persistent gap between how today’s digital natives learn in schools and how they work and interact outside of school – a trend that underscores the need for districts to keep pace with technological advances and adapt to students’ learning needs.”

Understanding the iGeneration

Thk u vry mch 4 ur tme.

NE q's 4 me?



**And watch
for my new
book in 2010**

