

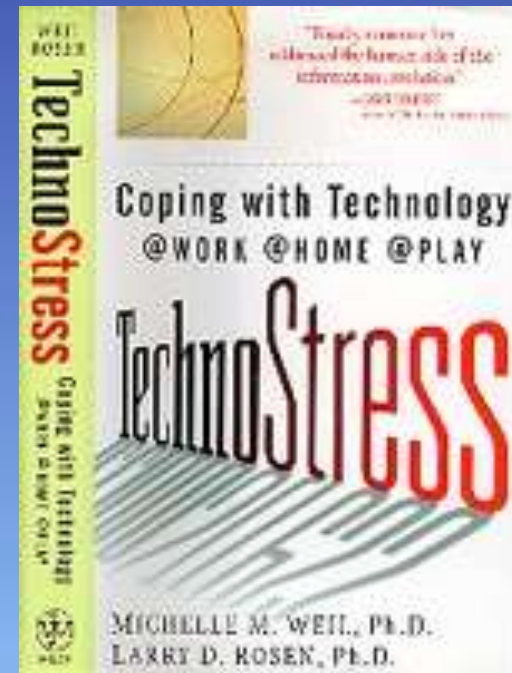
Educating the Net Generation

Educating the Net Generation “Why Kids Hate School”

Western Psychological Association

April 23, 2009

Larry Rosen, Ph.D.
CSU Dominguez Hills



Me, MySpace, and I
Parenting the Net Generation

Larry D. Rosen, Ph.D.

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“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

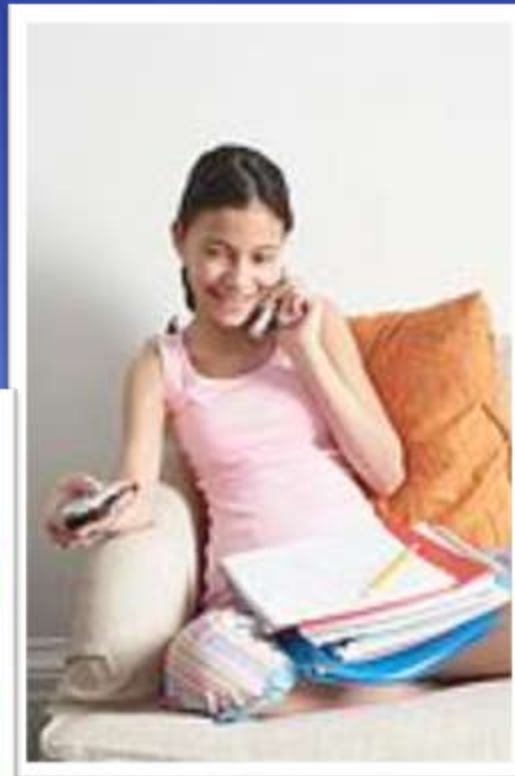
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WHAT ARE THEY DOING IN CLASS?



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WHY ARE THEY NOT PAYING ATTENTION?



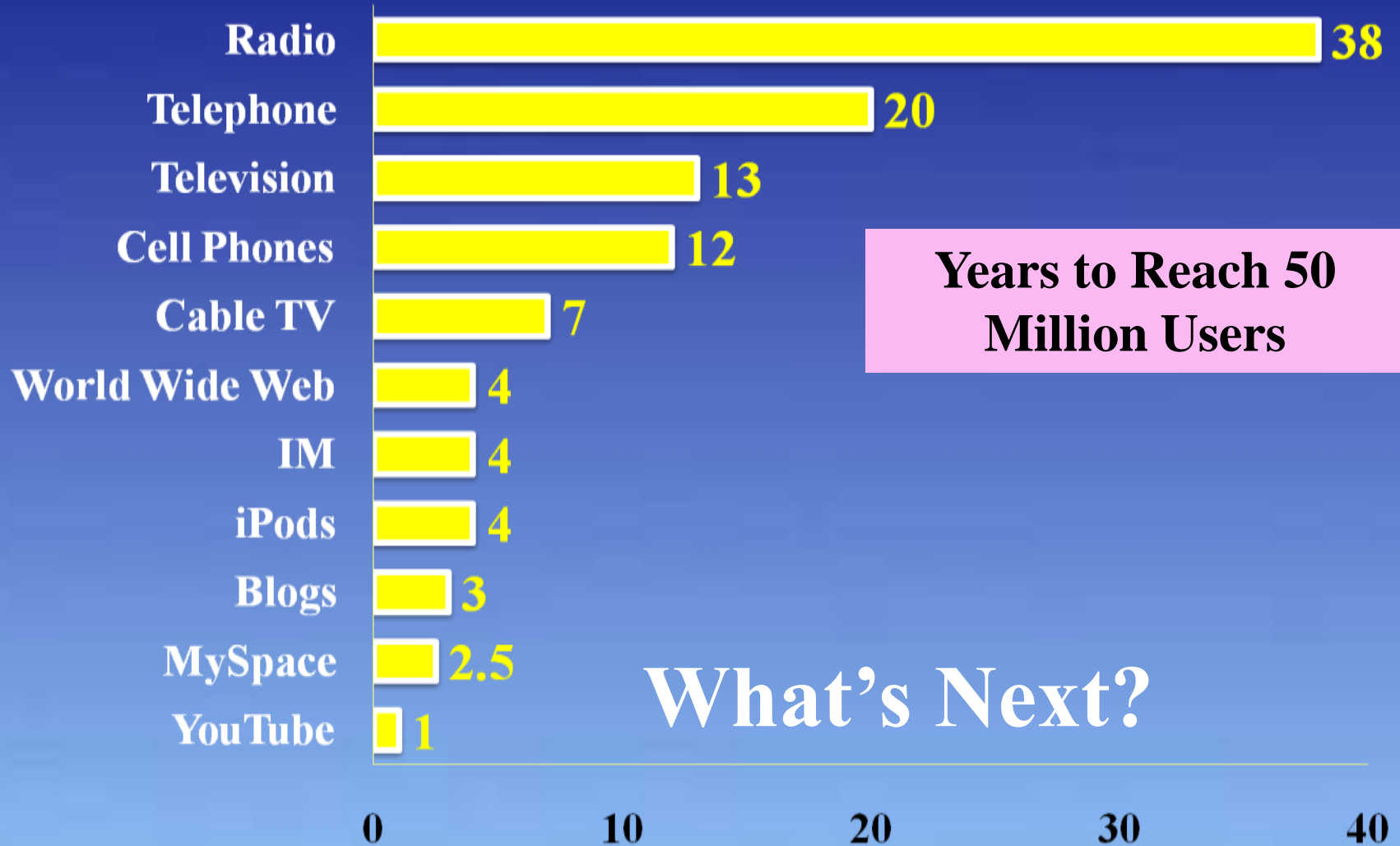
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MAJOR ISSUES

- 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

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THE PACE OF TECHNOLOGICAL CHANGE IS DIZZYING



We are in the Midst of Four Vastly Different Generations

Baby Boomers (born 1946-1964)

Generation X (born 1965-1979)

Net Generation (born 1979 - 1999)

iGeneration (born 2000 – 2008)

NET GENERERS DIFFER FROM EARLIER GENERATIONS IN 7 WAYS

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

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

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

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8 out of 10 teens
*“can’t imagine a day
without technology.”*

National Consumer Electronics Association 2008

AT SUMMER CAMP,
THE FIRST NIGHT
AWAY FROM HOME
IS THE HARDEST.

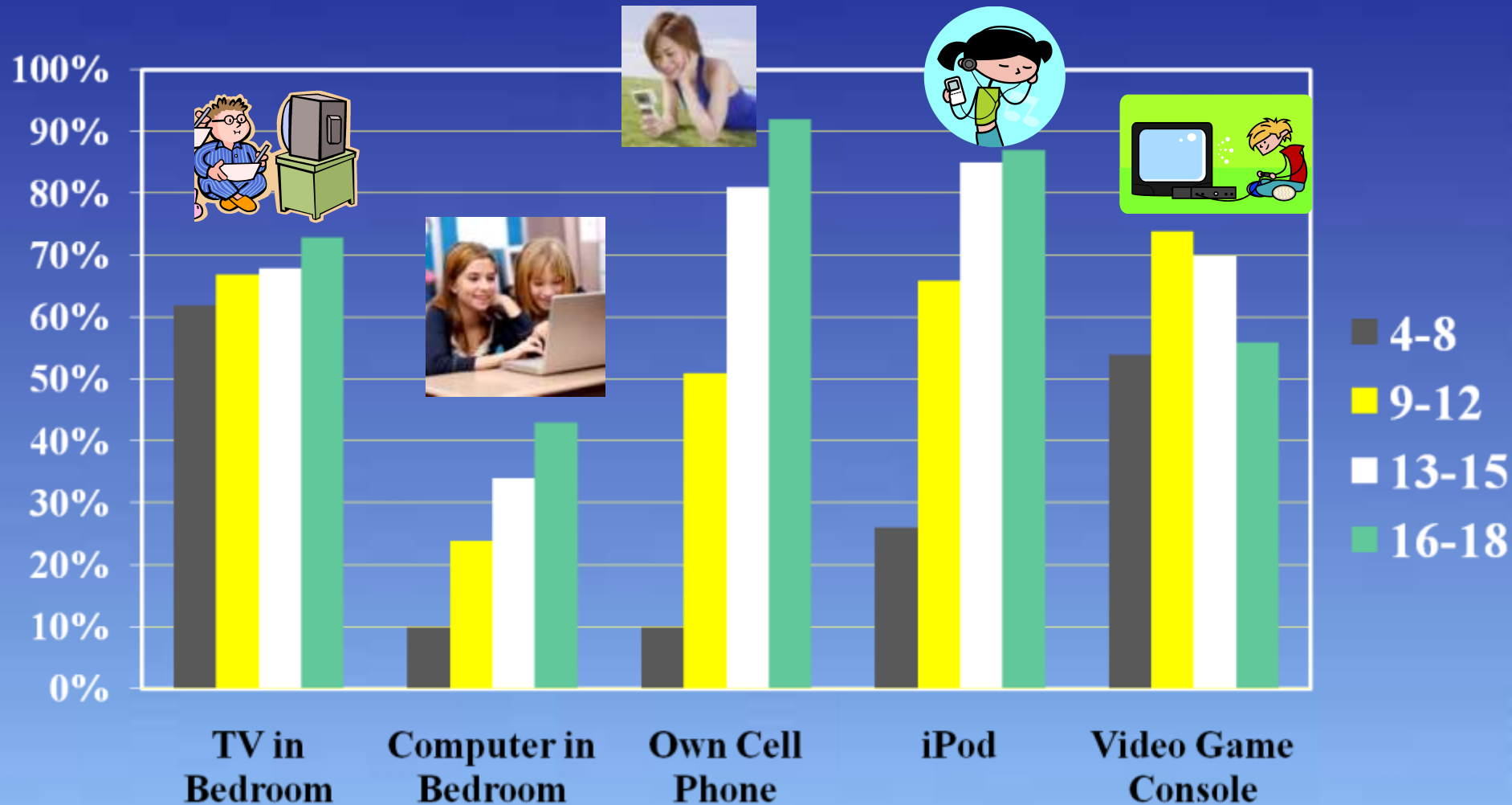
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SNIFF!

I MISS MY
TV, CELL PHONE
AND COMPUTER!

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THEY LIVE IN THEIR PRIVATE “TECHNO-COCOONS”



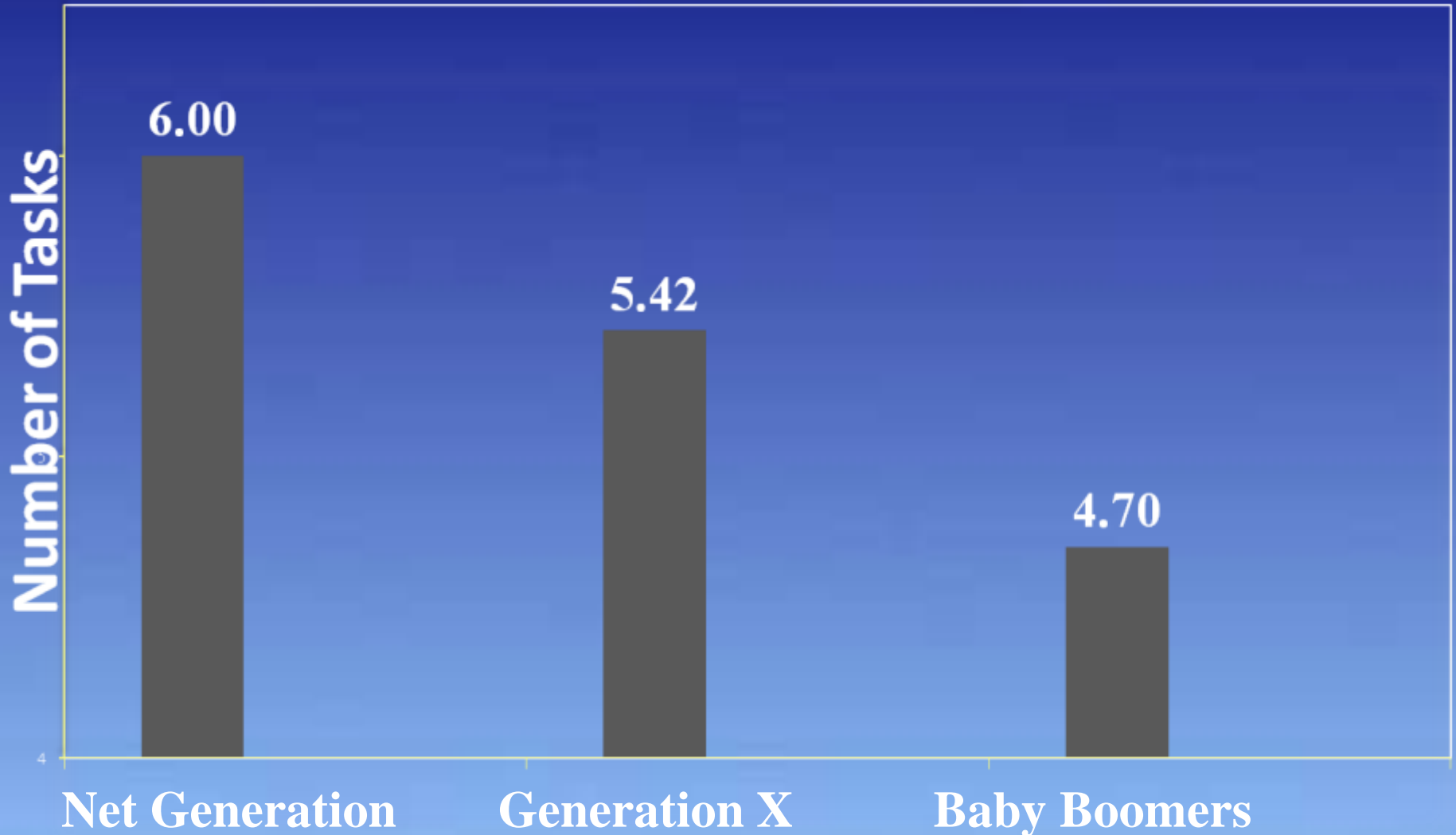
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**#2: THEY ARE
SUPREME
MULTITASKERS**

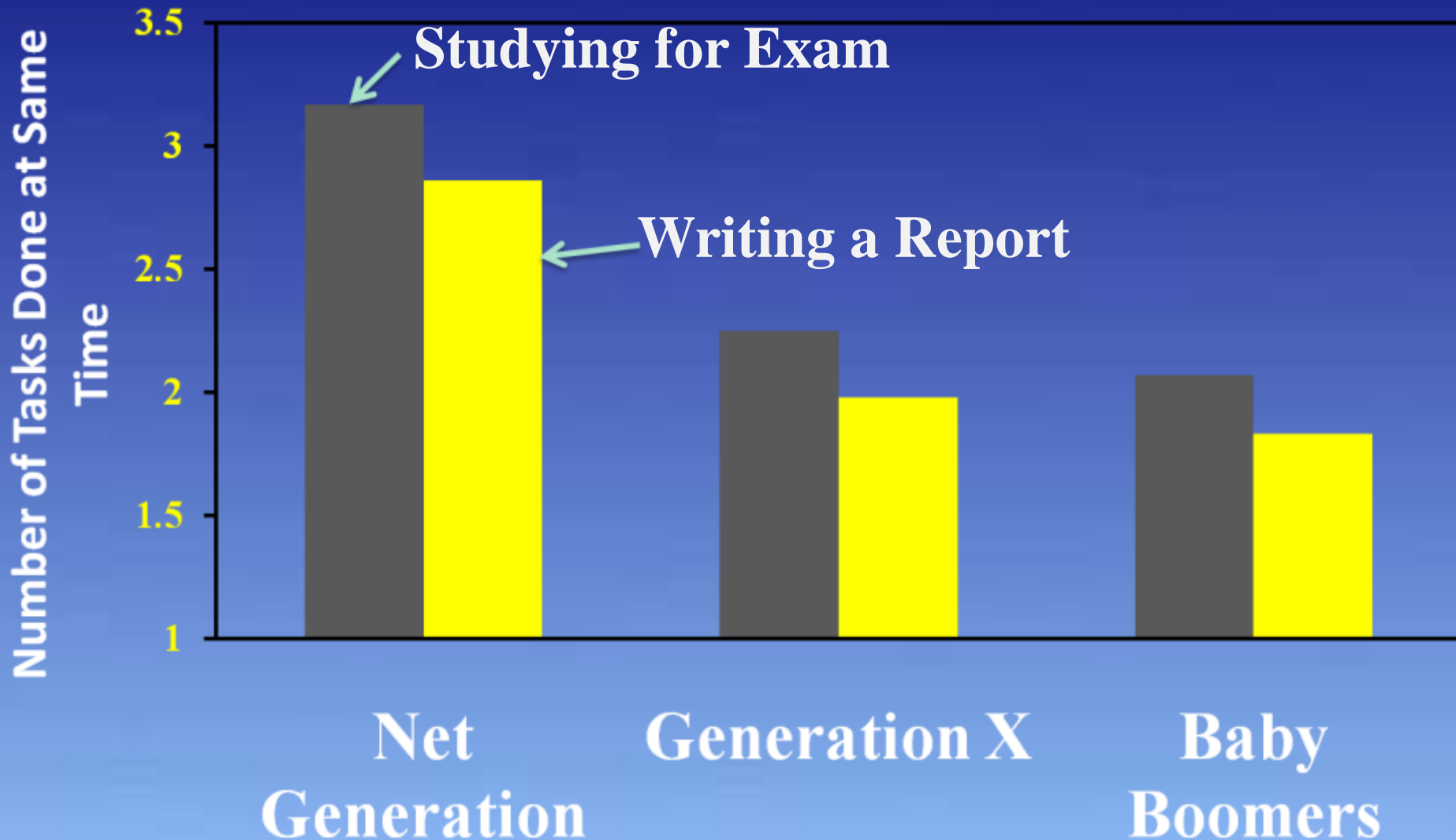
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Multitasking With Free Time



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MULTITASKING UNDER “MENTAL LOAD”

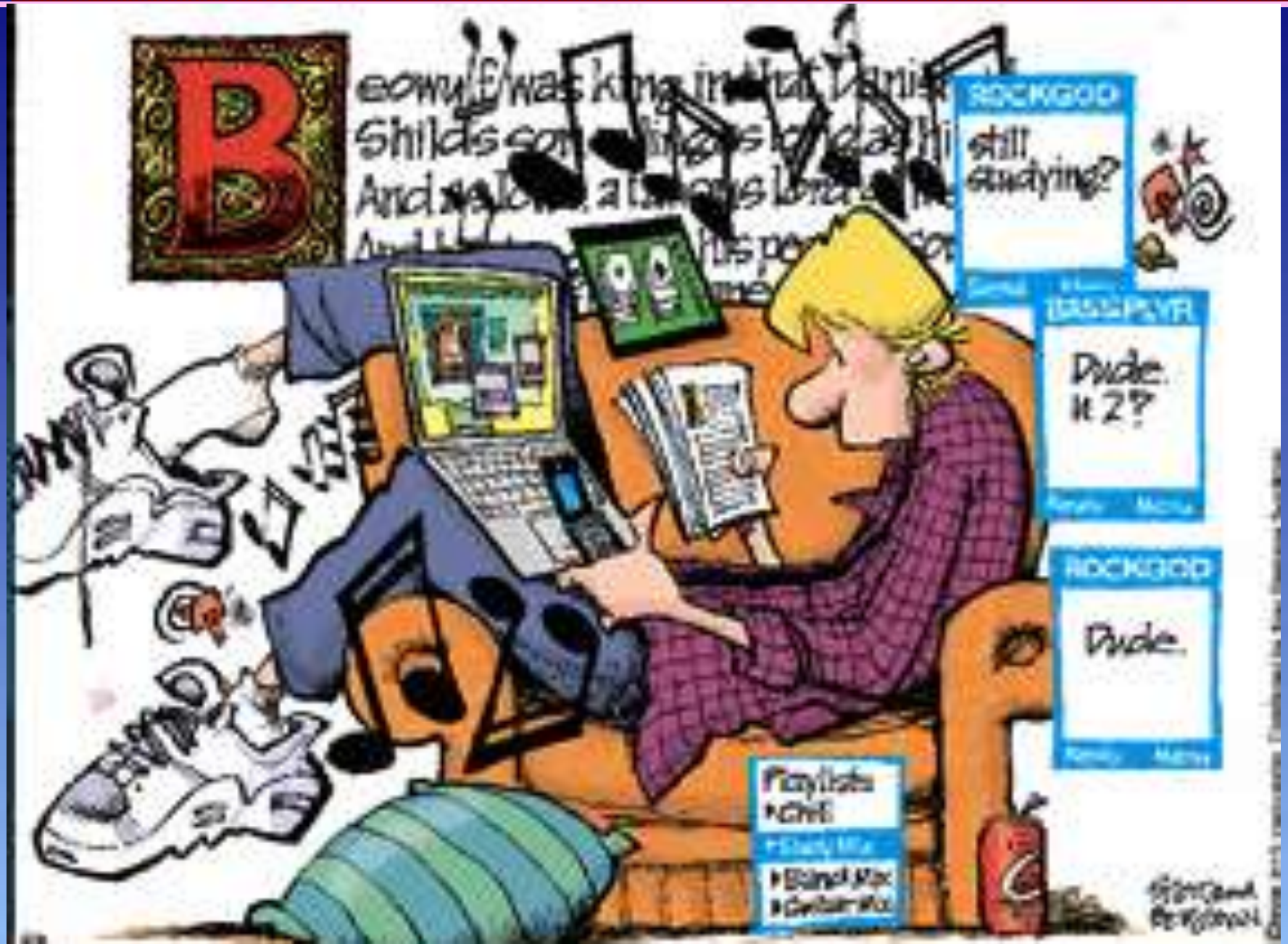


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**HERE'S HOW A NET GENERATION
TEEN STUDIES FOR AN EXAM ON
THE BOOK *BEOWULF***



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#3: THEY COMMUNICATE “DIFFERENTLY

- **Calling or Texting?**
 - **Is it English?**
 - **What is Twitter all about?**
- **Facebooking and MySpacing**
- **E-Mail is dead ... or at least on a respirator**
- **Skyping????**
- **Video Games – Talking to strangers.**



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A 2008 NATIONAL RESEARCH STUDY BY NIELSEN MOBILE

- 13- to 17-year-old mobile subscribers sent an average of 1,742 texts per month (compared to 231 calls)
- And 42% of teens say they can text blindfolded.

[mediapost.com, 9/24/08; marketingcharts.com, 9/23/08 stats]

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**KIDS SEEM LIKE
THEY ARE ALIENS
... PARTICULARLY
WHEN THEY
COMMUNICATE**

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#4: THEY SOCIALIZE DIFFERENTLY



- **MySpace: Fastest Growing Website in History**
- **MySpace: 59 million unique visitors/month**
- **Facebook: 69 million unique visitors/month**
- **Together = 5th largest country in the world**

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- **80% of 12- to 17-year-olds use social networks weekly**

WHAT DO THEY DO THERE?

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PLACE TO EXPLORE IDENTITY

Super Beth Man



"Bikinis + Rain
= ♥"

Female
17 years old

South Georgia
and the South
Sandwich
Islands

Last
Login:8/20/2008

View My: [Pics](#) | [Videos](#)

Super Beth Man is in your extended network

Super Beth Man's Latest Blog Entry [[Subscribe to this Blog](#)]

[[View All Blog Entries](#)]

Super Beth Man's Blurbs

About me:

They call me beth, dijaney, super beth man, fortune cookie, beef, bethanator 3000/climanator 3000,.....but mostly i am known as.....bootey fabulous [This layout is from WhateverLife.com; get yours today!](#)

Who I'd like to meet:

Marshmellow Man..... dun dun dun dun dun dun dun dun

Contacting Super Beth Man

 [Send Message](#)

 [Forward to Friend](#)

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PLACE TO MAKE/KEEP FRIENDS

Super Beth Man's Friend Space (Top 8)

Super Beth Man has 165 friends.

The Bass Guy



R@CKEY



allo love



Christopher



.jorge.



Online Now!

Pegoda
Abraham is
where i wanna
be



♥ kaylee ♡



~Dane~



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PLACE TO SOCIALIZE

Super Beth Man's Friends Comments

Displaying 50 of 307 comments ([View All](#) | [Add Comment](#))

Alexi



Jun 18 2008 10:18 PM

awwww, yeah. Well I got to go on the other 2 weeks. The wrong one, mayneee. haha. I live in LA now.

my facebook is <http://www.facebook.com/profile.php?id=1132217787>

or search alexi calzatti
or send em to alexicalzatti@hotmail.com
what else is up?
thanks girl!!!

Alexi



Jun 13 2008 12:05 AM

still have astrocamp pics of us?

ROCKET



Mar 18 2008 11:04 AM

first comment of this yearrrr!! woohooo..

hahaha,
i miss you, beeeez.
come back :)

we need to eat some papa johns and talk some algae,
if you know what i mean.

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#5: THEY SPEND HOURS “CREATING CONTENT”

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

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#6: THEY HAVE DIFFERENT LEARNING STYLES

Auditory

Visual

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

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

#7: THEY DIFFER ON OTHER IMPORTANT PERSONALITY CHARACTERISTICS

- **Motivators**
- **Family Closeness**
- **Confidence**
- **Openness to Change**

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**BASED ON WHAT WE KNOW
ABOUT THE NET GENERATION
WE NEED NEW LEARNING
MODELS**

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THE OLD MODELS JUST WON'T WORK



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**HERE'S ONE NEW EDUCATIONAL
MODEL THAT USES ALL 7 NET
GENERATION SKILLS**

**MOBILE VIRTUAL LEARNING
ENVIRONMENTS
(MVLEs)**

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“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**

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

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

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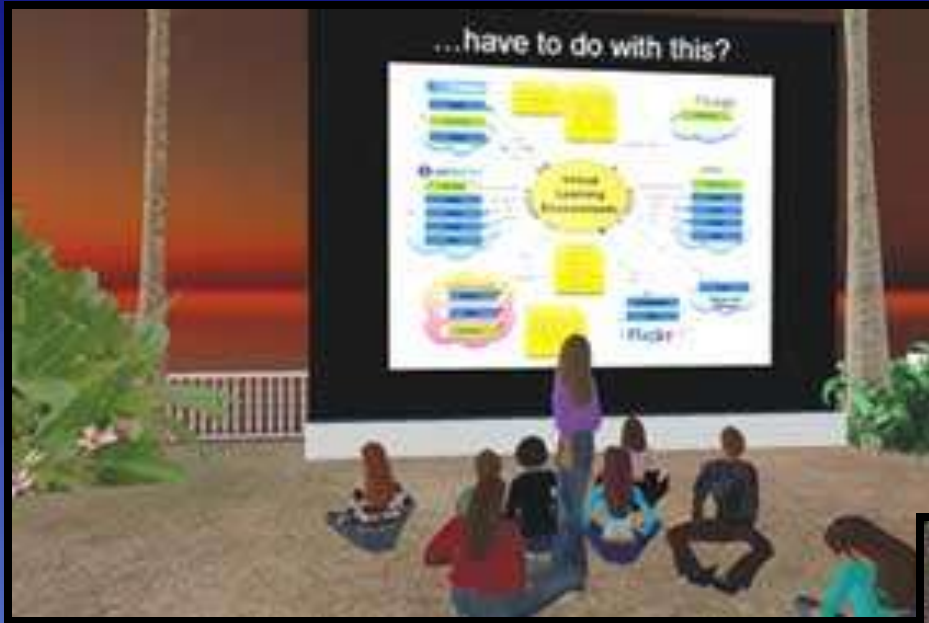


**THEY ATTEND
VIRTUAL
CLASSROOMS**



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**THEY
COMPLETE
VIRTUAL
LESSONS**



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**THERE'S A
← VIRTUAL
LIBRARY**

**THEY EVEN
DO VIRTUAL →
SOCIALIZING**



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MOBILE VIRTUAL LEARNING ENVIRONMENTS INCORPORATE THE UNIQUE CHARACTERISTICS OF THE NET GENERATION

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

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



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**YOU MAY SEE THE NET GENERATION
REFERRED TO AS “GENERATION Y”**

**SOME PEOPLE BELIEVE THAT THIS IS
BECAUSE “Y” FOLLOWS “X” WHILE
OTHERS BELIEVE IT IS BECAUSE THEY
ARE ALWAYS ASKING “WHY?”**

**PERHAPS THIS COMIC SHOWS THE
REAL REASON**

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JOURNAL DE QUÉBEC | MARDI 22 JANVIER 2008

GÉNÉRATION



Benoit
2008

Thk u vry mch 4 ur tme.

NE q's 4 me?



**Join My Research Group for our
Symposium Tomorrow 11:30-1:00**

**“The iGeneration: Media Use,
Health and English Literacy”**