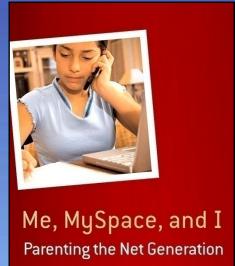
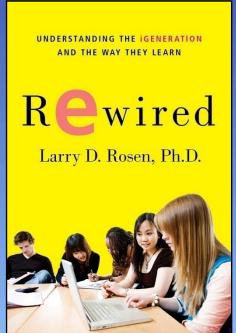
UNDERSTANDING THE iGENERATION

The Challenges of Change in Education
October 28, 2010
Larry D. Rosen, Ph.D.



Larry D. Rosen, Ph.D.



"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

We are in the Midst of Four (or 5 or 6?) Vastly Different Generations

Silent/Traditional Generation (1925 – 1945)

Baby Boomers (born 1946 - 1964)

Generation X (born 1965 - 1979)

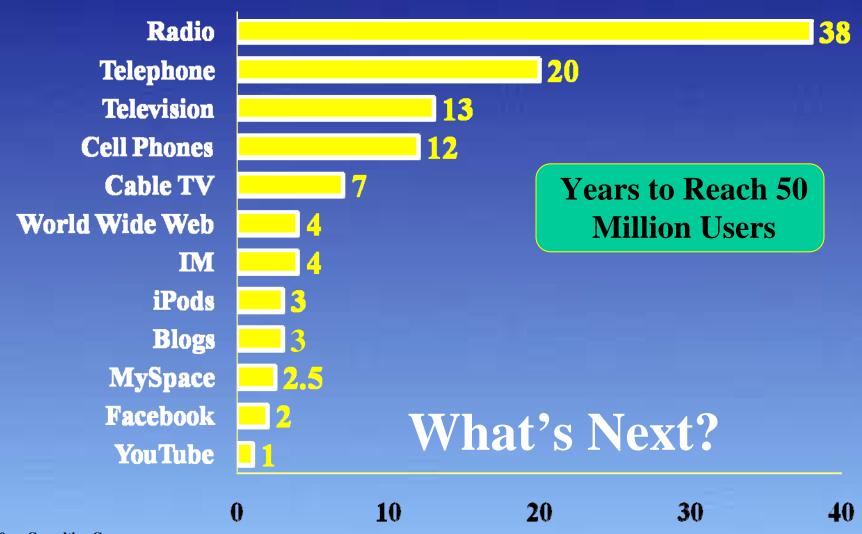
Net Generation (born 1980 - 1989)

iGeneration (born 1990 – 1999?)

?????? (born in the new millennium)

LIFE IS MOVING FASTER THAN EVER ... PARTICULARLY FOR THESE YOUNGER GENERATIONS

The Pace of Technological Change is Dizzying



NEW TECHNOLOGIES FOR A NEW GENERATION (all since 2000)

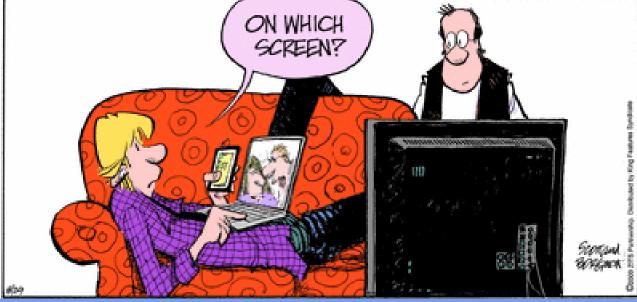
- iPod
- iPhone
- Wii
- MySpace
- Facebook
- YouTube

- Twitter
- Flash Drives
- XBox
- SatelliteRadio
- Flickr

- Firefox
- Blackberry
- 3D TV
- ClubPenguin
- TiVo

AND THEY USE THEM ALL ... AT ONCE

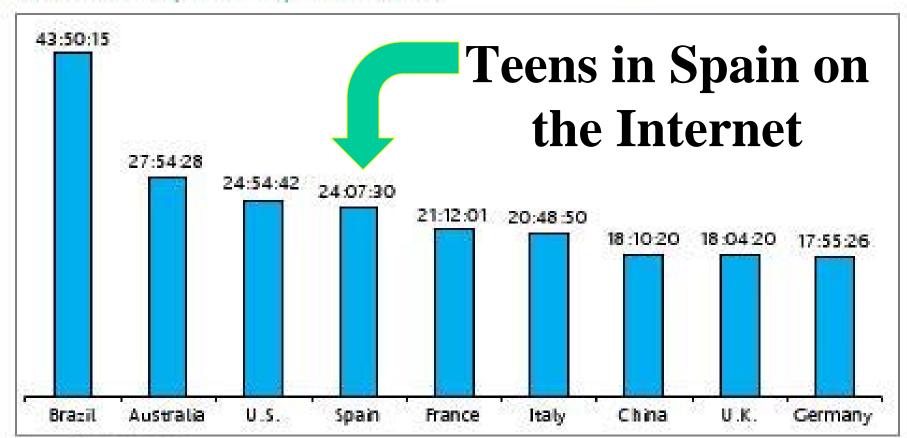




Using the Internet in Spain

Users	Population	% Pop.	Usage Source
5,387,800	40,827,300	13.2 %	<u>ITU</u>
14,095,451	43,435,136	32.5 %	Nielsen//NetRatings
19,765,032	45,003,663	13.9 %	Nielsen//NetRatings
27,028,934	40,491,051	66.8 %	Nielsen Online
29,093,984	46,505,963	62.6 %	Nielsen Online
	5,387,800 14,095,451 19,765,032 27,028,934	5,387,800 40,827,300 14,095,451 43,435,136 19,765,032 45,003,663 27,028,934 40,491,051	5,387,800 40,827,300 13.2 % 14,095,451 43,435,136 32.5 % 19,765,032 45,003,663 43.9 % 27,028,934 40,491,051 66.8 %

Figure 9: Average Monthly Time Spent on Internet and Applications— Persons 12–17 (hh:mm:ss)—March 2009



Source: The Nielsen Company

Facebook Growth in Europe February 2009 vs. February 2008

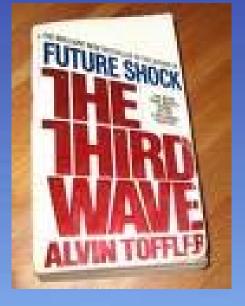
Total Europe, Age 15+ - Home and Work Locations

Source: comScore World Metrix

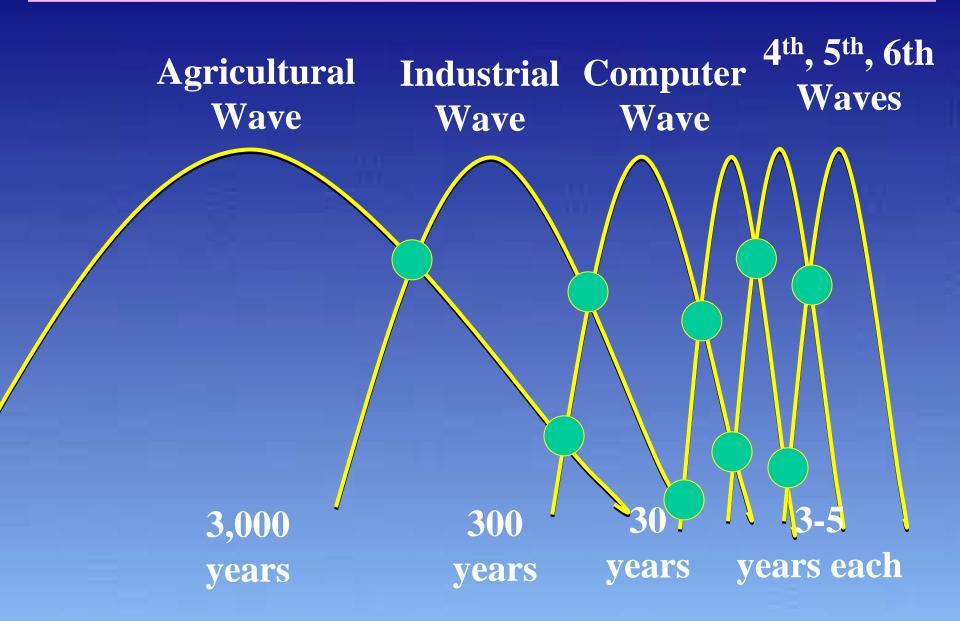
	Facebook.com	Unique Visitors (000)				
		Feb-08	Feb-09	Percent Change	Rank in Social Networking Category in Feb-09	
	Europe	24,118	99,776	314%	1	
	United Kingdom	12,957	22,656	75%	1	
	France	2,217	13,698	518%	1	
	Turkey*	N/A	12,377	N/A	1	
	Italy	392	10,764	2721%	1	
S	Spain	515	5,662	999%	1	
	Germany	680	3,433	405%	4	
	Belgium	327	2,308	607%	1	

In Spain Facebook
Grew
999% in one year!

Alvin Toffler's Wave Model Explains Generational Upheaval



WAVES	TECHNOLOGY	YEARS
FIRST	Agricultural	3,000
SECOND	Industrial	300
THIRD	Computer	30
FOURTH	Informational?	3-5?
FIFTH	Communication?	3-5?
SIXTH	Biotech ?	3-5?



THE GENERATIONS DIFFER IN:

- Media Use
- Multitasking
- Communication
- Socialization
- Content Creation
- Learning Styles
- Personal/Work Values

WHAT ARE THE DIFFERENT GENERATIONS DOING WITH THEIR MEDIA?

HOURS OF DAILY TECHNOLOGY USE

TECHNOLOGY HOURS/DAY	NET GENERATION	GENERATIO N X	BABY BOOMERS
Online	2:31	1:58	1:14
On Computer	2:08	2:32	1:41
E-Mail	1:26	1:37	1:14
IM/Chat	1:45) 0:36	0:14
Telephone	2:02	1:47	1:38
Texting	2:20	1:07	0:28
Video Games	1:08	0:31	0:13
Music	3:33	2:35	1:44
Television	2:37	→ 2:12 ←	→ 2:25
TOTAL DAILY TECHNOLOGY USE	20:38	14:55	7:51

© 2010 rccConsulting Group

TECHNOLOGY USE

NOW LET'S TAKE A CLOSER LOOK AT THE iGENERATION TEENS AND THEIR YOUNGER BROTHERS AND SISTERS



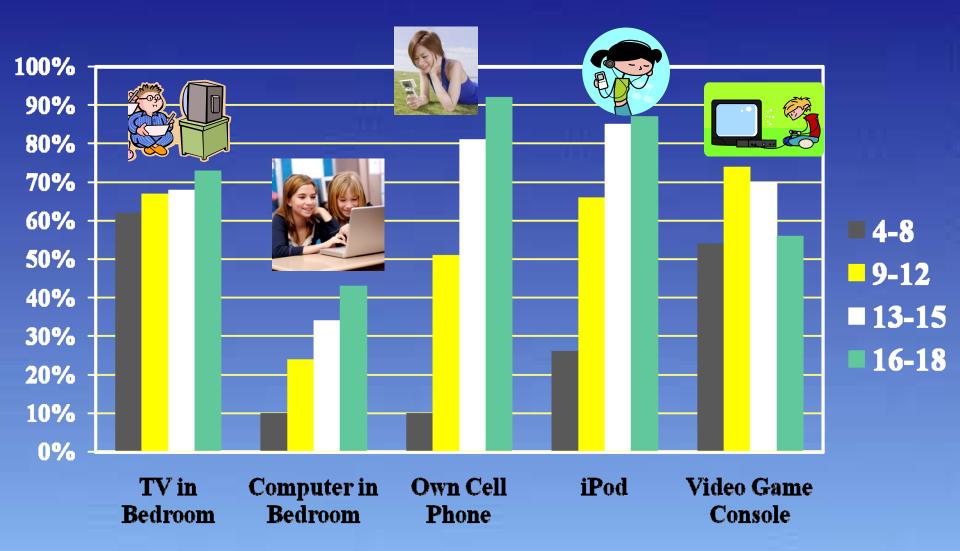
THEON SEEM TO BE **TECHIES FROM** BIRTH

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 <u> </u>	→ 1:58 <u> </u>	→ 2:24
On Computer	0:23	→ 0:57 <u> </u>	→ 1:44 <u> </u>	→ 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 <u> </u>	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 © rccConsulting Group

TECHNOLOGY AND

9 to 12 | 13 to 15 | 16 to 18

"TECHNO-COCOONS"



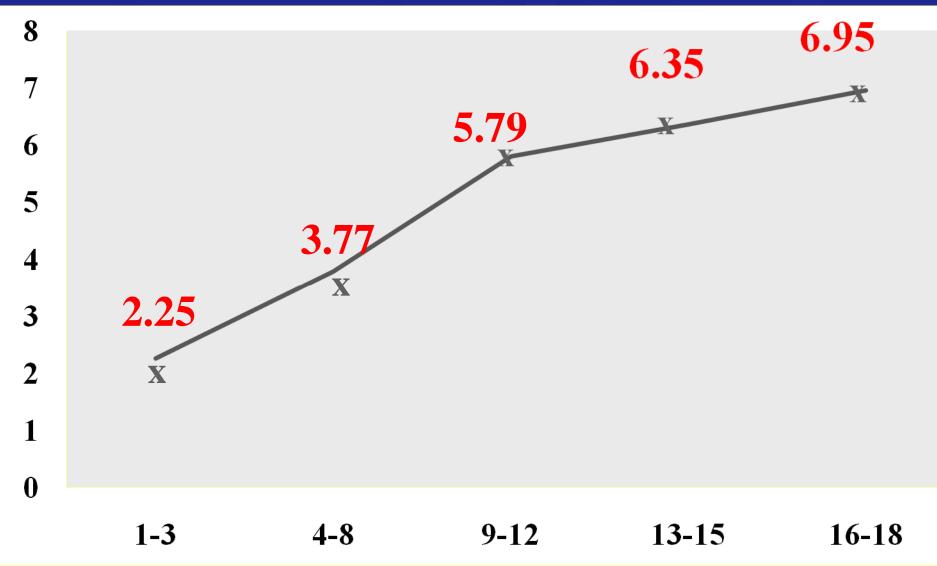


#2: THEY ARE SUPREME MULTITASKERS

How Many "Things" Do They Do During Free Time?

Baby Boomers Generation Net Generation

iGENERATION FREE TIME



HOW DO THEY MULTITASK?

TOP MEDIA FOR MULTITASKING

BABY	GENERATION	NET	iGENERATIO
BOOMERS	\mathbf{X}	GENERATION	\mathbf{N}

Music

TV Music Music

Online

Texting

TV **Phone**

Online

Facebook

E-Mail E-Mail **Texting**

Music

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



Has Multitasking Gone Too Far?

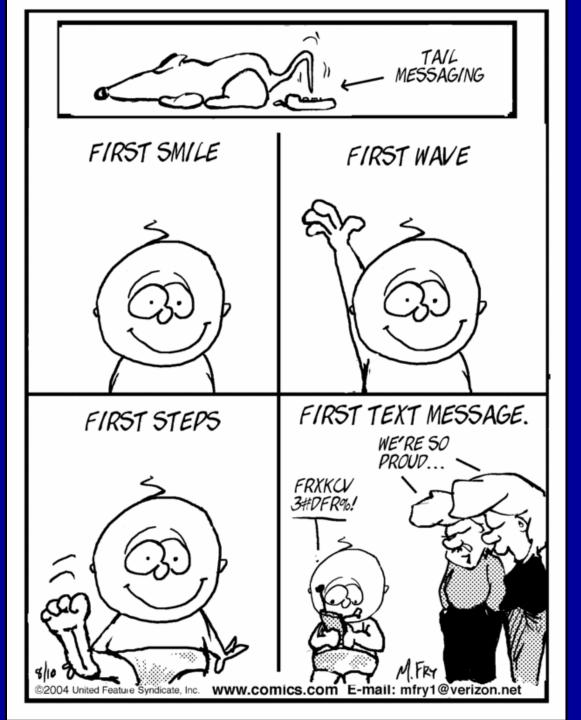




#3: THEY COMMUNICATE "DIFFERENTLY

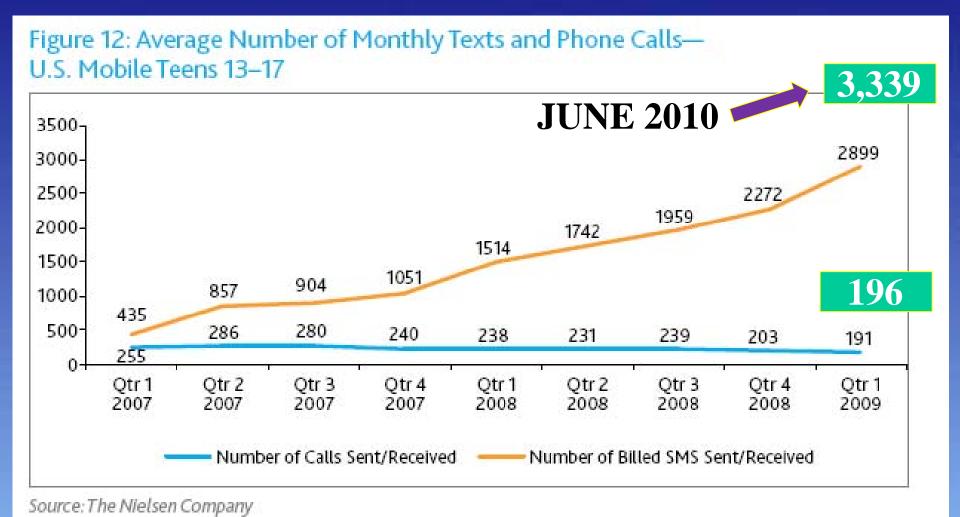
- Calling or Texting?
 - Is it English?
 - What is Twitter all about?
- Facebooking and MySpacing
- E-Mail is dead ... or at least on a respirator
- Skyping????
- Video Games Talking to strangers.





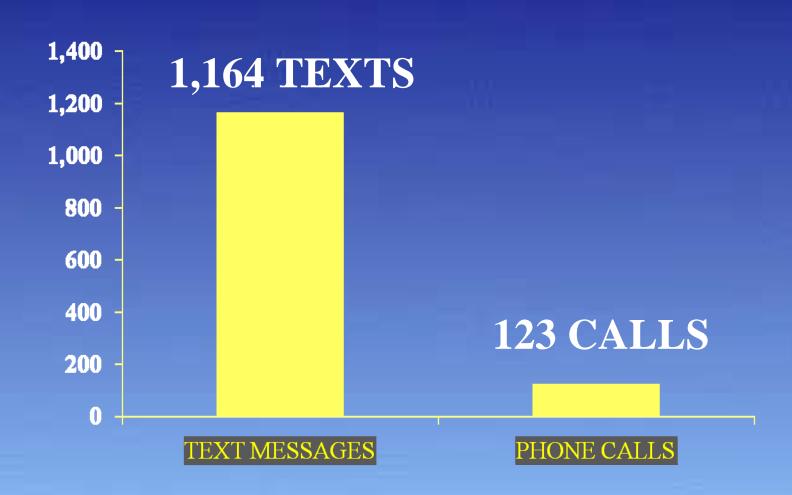
BOY DO THEY!

NATIONAL NIELSEN RESEARCH



And 42% of teens say they can text blindfolded.

WHAT ABOUT PRETEENS?



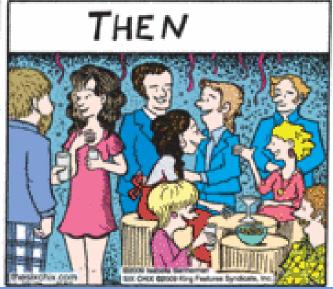
NEW DATA – HOT OFF THE PRESSES

% OF TEENS WHO CONTACT FRIENDS BY DIFFERENT METHODS

- 1. Text messaging = 54%
- 2. Call on cell = 38%
- 3. Talk face-to-face = 33%

#4: THEY SOCIALIZE DIFFERENTLY

SOCIAL NETWORKING SITES









- MySpace: WAS the Fastest Growing Website
 - in History replaced by Facebook
- MySpace: 61 million unique visitors/month
- Facebook: 146 million unique visitors/month
- 1 in 14 people WORLDWIDE have a Facebook page!!! 500 million total
- Facebook is the 3rd largest country in the

- 80% 90% of 12-17 year olds use social networks weekly
- Top teen online activity is social networking
- More than 100 social networks for tweens!

VIRTUAL SOCIAL DEVELOPMENT STATUS UPDATES

Beth 1 Davis baby!!! on Monday

Megan is gonna make nut butter, homemade, 19 hours ago

Kaylee loved her walk/ecology project in the Grove Street Cemetery with Beau, France

:) 2 hours ago



ABOUT ME

"WHO AM I?"

▼ Information facebook

Contact Info

Email:

Current Town: Riverside, CA

Personal Info

Favorite Music:

This list could be to long to post, but yea I love all kinds of music. I love music that you can actually understand and sing along with when in the mood. Currently Star Gate Atlantis

Favorite TV Shows:

Favorite Movies:

Just about any movie. I like one chick flick, "A Walk to

Remember". And I love adventure movies.

I love so many movies and some of my favorites I have listed. Saved, Shrek 1 and 2, Lord of the rings seris, Hary potter the series, Batman Begins, A Knights Tale, Gladiator, X-men movies, Crash, Dune, Children of Dune, National Treasure, Four Brothers, A Walk to Remember, Rudy, Kingdom of Heaven, Sky High, Braveheart, Star wars series, Contact, Patriot, Dogma, The Last Star Fighter, Finding Neverland, Priates of the Caribbean, Dancies with Wolves, Peter Pan, Laserhawk, War games, Three kings, Mummy Series, Gone in 60 Seconds. I could keep going but dont want to bore anyone who actually is talking the time to read this.

Favorite Books:

My favorite book is A Walk Across America. The Lord of the Rings trilogy was good, as well as the Hobbit. I love mysteries and I enjoyed reading Sherlock Holmes. I like to read short stories if anything and poetry.

Favorite Ouotes:

"I may not believe a word you say, but i will defend to the death your right to say it."

"Voilà! In view, a humble vaudevillian veteran, cast vicariously as both victim and villain by the vicissitudes of Fate. This visage, no mere veneer of vanity, is it vestige of the vox populi, now vacant, vanished. However, this valorous visitation of a by-gone vexation, stands vivified, and has vowed to vanquish these venal and virulent vermin vanguarding vice and vouchsafing the violently vicious and voracious violation of volition. The only verdict is vengeance; a vendetta, held as a votive, not in vain, for the value and veracity of such shall one day vindicate the vioilant and the virtuous. Verily, this vichyssoise of

"WHAT KIND OF PERSON AM I?" My Quotable Quotes -

"Tis better to have loved and lost than never to have loved at all."

~ Alfred Lord Tennyson

"A kiss is a lovely trick designed by nature to stop speech when words become superfluous."

~Ingrid Bergman

Sing like no one's listening, love like you've never been hurt, dance like nobody's watching, and live like its heaven on earth."

Mark Twair

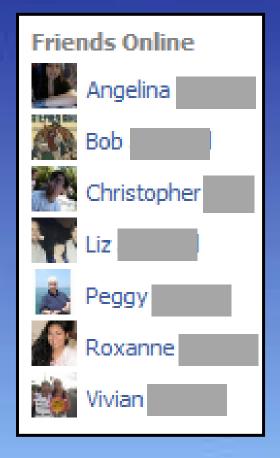
Love is always patient and kind; it is never jealous, love is never boastful or conceited; it is never rude or selfish it does not take offense, and is not resentful. Love takes no pleasure in other people's sins but delights in the

Advanced Global Personality Test Results

Extraversion		73%	Romantic	70%
Stability		43%	Avoidant	63%
Orderliness		60%	Anti-authority	63%
Accommodation		56%	Wealth	36%
Interdependence		63%	Dependency	36%
Intellectual		83%	Change averse	36%
Mystical		30%	Cautiousness	70%
Artistic		23%	Individuality	50%
Religious	1	10%	Sexuality	70%
Hedonism	II.	10%	Peter pan complex	23%
Materialism		30%	Physical security	90%
Narcissism		70%	Physical Fitness	77%
Adventurousness		76%	Histrionic	43%
Work ethic		56%	Paranoia	43%
Self absorbed		43%	Vanity	36%
Conflict seeking		23%	Hypersensitivity	76%
Need to dominate		63%	Indie	50%

PLACE TO MAKE/KEEP FRIENDS







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Ceili

4 hours ago · Comment · Like

needs to make significantly more money.

#5: THEY SPEND HOURS "CREATING CONTENT"

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

#6: THEY HAVE DIFFERENT LEARNING STYLES Auditory Visual

*** Tactile/Kinesthetic ***

The "Style" Makes the Learning Process
Different AND Suggests Different Ways of
Teaching and Learning

THEY HAVE DIFFERENT VALUES THAN OTHER GENERATIONS

TRAIT

iGENERATION

games, electronics

Idealistic, Liberal

Facebook, text, Twitter, 4Square,

Social Connections are everything; Speed/Immediacy, anything can be done

Core Values

Upbringing

Trust

Self (narcissistic?) Everyone (to a fault?)

Anything they wanted – many toys,

Social **Orientation Communicate**

Career Goals

Entrepreneur (branding), self-promotion, many jobs to learn skills,

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TRAIT

iGENERATION

Connection (not f2f), close knit, live at home (forever?)

Family

Strong, but open to distractions, task switching/multitasking

Work Ethic

Social with no love of "hierarchies"

Leader Style

Teams, own pace, project deadlines, no progress reports, not defined by job

Work Style

Work Rewards

Work Evaluate

Motivators

High Grades (grade inflation)

Immediate Often

Time off to play with "toys"

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BASED ON WHAT WE KNOW ABOUT THE YOUNGER GENERATIONS WE NEED NEW LEARNING MODELS

CAN WE USE THEIR LOVE OF COMMUNICATION, MEDIA, AND TECHNOLOGY TO EMPOWER THEM?

FOUR EXISTING MODELS FOR TEACHING THE IGENERATION

- 1. Wireless Mobile Devices (WMDs)
- 2. Social Networking
- 3. Writing/Creating Online
- 4. Virtual Learning Environments



6 YEAR OLDS
USING WIRELESS
MOBILE DEVICES



ONGOING WMD PROJECTS

- Texting in Class summary, polling, questions to teacher (for the shy ones)
- Find the Facts
- Read the News
- Twitter parent updates, homework reminders
- IMing Students in Other Schools
- Q & A Device

JUST A FEW FREE K-12APPS!!!

ABC Free Addicus Free Animal Farm Lite Animoto Videos Apeeka match Lite Apeeka zoo Lite **ASL Lite Baby Sign lite Basic Math Brain** + **Get Smarter Brain toot Brain toot 2 Brain tuner lite** Brain train **Constitution Facts Countries of the** World **Delicious Bookmarks Dictionary Dr.Ito Brain training DropSum Free Elementary Math** Flashcards Delux Flip it lite

Flip book Lite **Free Spanish Dictionary Free Translator** Free Word Wrap Gflash + Flashcards **Giraffe's Match (Matching** Zoo) **Google Earth Hangman Classic Isign Lite KENKEN lite** KidwordsFree **Lumen Lite Math Drills Lite Math Sqequence Lite** Nikoli SUDOKUfree Numberline **Oregon Trail FREE** Oxford Translator Spanish Free Sign Smith ASL Lite Simon Savs FREE

Speed Bones Lite Speller Free Stanza **States & Capitals** Sudoku 4 Kids TanZen Lite Tap and Spell lite **Tell Time LT** Tic Tac Toe **Times Tables FREE Triplex Lite Unblock Me Free USA Factbook free USA Presidents USA State Capitals Wild Numbers Lite** Wooden Labyrinth 3D Free **Wordology Lite** WordSaladLT **WordSearch Unlimited Free World Monuments World Wide Capitals** Zero Out Free

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SOCIAL NETWORKING IN THE CLASSROOM

- Virtual Shakespeare wikis, video, Facebook, Second Life ...
- Blogging text, audio, video
 - Project K-Nect Algebra
- Facebook/MySpace Discussion
 Groups

Facebook in an AP English Class

facebook



Search





Information

Category:

Entertainment & Arts - Books & Literature

Description:

Members of this group explore issues and readings that lurk beneath the surface and sometimes "break/Into blossom" in Mr. Arber's AP Literature dasses.

Privacy Type:

Open: All content is public.

Admins

Svein Arber (Cornell) (creator)

Officers

AP English 83/86



Wall

Discussions Info

Photos



Svein Arber Feel free to join the discussion, "Ginsberg vs. Frost," started a year ago. Here's a link to "Howl":



Howl by Allen Ginsberg: The Poetry Foundation [poem]: Find Poems and Poets. Discover Poetry.

www.poetryfoundation.org

I / I saw the best minds of my generation destroyed by madness, starving hysterical naked, / dragging themselves through the negro streets at dawn looking for an angry fix,



● September 22 at 10:41pm · Share · Flag



Richard Wang http://www.bookbrowse.com/author_interviews/full /index.cfm?author_number=645

apparently Roxanne Coss is modelled after Karol Bennett, with Rene Fleming's voice.



Ann Patchett - An interview with author

www.bookbrowse.com

An interview with Ann Patchett, author of Run. Plus an excerpt, book reviews, and author biography.

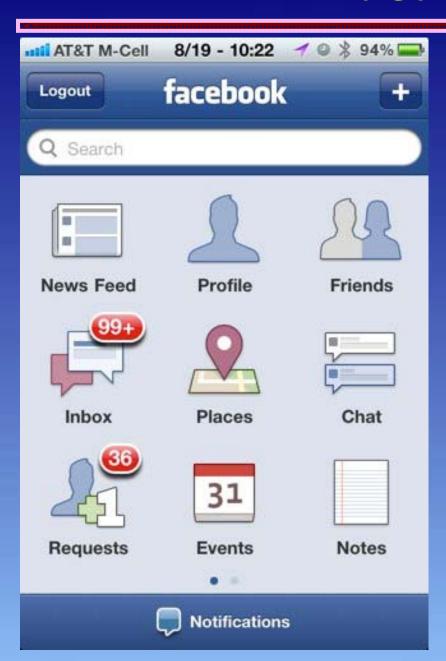
◆ September 21 at 8:41pm · Share · Flag



Svein Arber Thanks for providing the link, Richard. Anyone preparing a file on BEL CANTO for the AP Exam might want to add this interview.

September 22 at 3:39am · Flag

Johanna Kanes (Lowell High)



SOCIAL NETWORKING IS EVEN EASIER WITH WMDs

TAPPING THEIR CREATIVE SIDE

- Blogs
- Wikis
- Photos
- Podcasts
- Videos Vlogs

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

Blogging in a Chemistry/Physics Class



WELCOME!!

Hi! I'm Tammy Skinner and I teach some truly incredible students chemistry and physics at SBEC.



Here you'll find class notes, videos, test reviews, links, and other helps to make your life in chemistry and physics just a little bit easier. Visit often and feel free to post



Physics Help Session Wednesday Morning, 7:15 A.M.

Filed Under (Physics Notes & Review) by Ms. Skinner on 05-10-2010 and tagged angular projectile motion, horizontal projectile motion, projectile motion

And I promise not to start with the really hard problems this time! How's the worksheet going? You can do this!! If you are talking angular projectiles, the resultant velocity is actually made up of two things - horizontal velocity and vertical velocity. The horizontal velocity never changes, the vertical velocity has a different direction going up and coming down, but it has the same speed at equal levels. Now, if you're talking horizontal projectiles, the resultant velocity is the same as the horizontal velocity of the gun, because that's the only kind of initial velocity it has!

Draw a picture, write what you know, resolve the resultant velocity into vertical and horizontal, find formulas that fit (because it will hardly ever be solved with just one) and go for it!! Capisce?



Post a Comment

(4) Comments ⇒ Read More

Our World

VEIOCITY conservation of energy molar mass collegemen electrons splacementest review fregifriction inverse proportion

October 2010 SMTWTFS 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Wiki in an Social Studies Class



Podcast/Blog in a History Class

"History is a guide to navigation in perilous times. History is who we are and why we are the way we are." - David C. McCullough

Mr. Langkorst's Web Classroom

8th Grade American History - South Valley Junior High School - Liberty, Missouri

CLASSROOM HOMEPAGE COURSE DESCRIPTION STUDENT RESOURCE PAGE PARENT RESOURCE PAGE TEACHER RESOURCE PAGE CONTACT MR. LANGHORST ABOUT MR. LANGHORST THIS WEEK IN CLASS UNITS OF STUDY STUDENT PROJECT SHOWCASE WEEKLY PARENT NEWSLETTER CLASS PICTURES AND VIDEO SOUTH VALLEY JR HIGH PAGE MR. L's PODCAST / BLOG COOL LINKS AND SITES



MR. LANGHORST'S BLOGS AND PODCASTS

www.speakingofhistory.blogspot.com



If you would like to read or listen to some of the interesting things in happening in Mr. Langhorst's classroom, check out his blog or his podcast.

What is a BLOG?

- A blog is a web journal. Mr. Langhorst's blog contains ideas, pictures, news items and general thoughts about using technology in the junior high classroom.
- Check out the South Valley Jr High Book Blog on The Year of the Hangman here (Spring 2006)

Available Podcasts and StudyCasts - click to listen or for direct download:

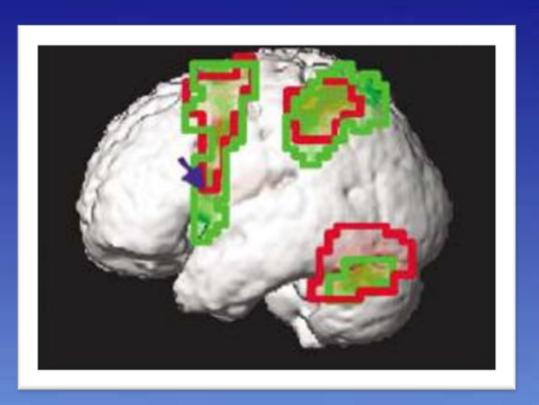
Unit 7 StudyCast "Jefferson and the New Republic" (15 minutes)

Interview with
Representative Tim Flook for
8th Graders on Being a
Member of the Missouri
House of Representatives (15
minutes)

What is a PODCAST?

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THE POWER OF IMAGINATION



Red = actual movement
Green = imagined
movement

Imagined finger movements activate brain areas that overlap with regions active during actual finger movements

© 2010 rccConsulting Group

THE VIRTUAL LEARNING ENVIRONMENT

Going to a "Virtual School"

[This is NOT online education]



THE STUDENT **GETS TO** CREATE HIS/HER OWN "AVATAR

© 2010 rccConsulting Group



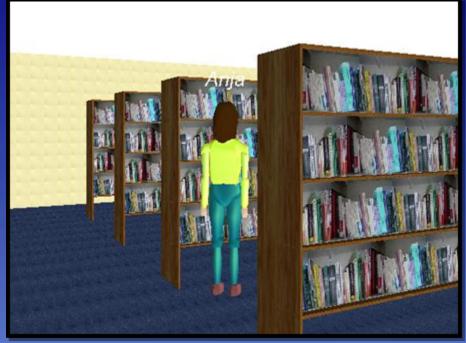
THEY CAN ATTEND VIRTUAL CLASSROOMS





THEY CAN COMPLETE VIRTUAL LESSONS





THEY EVEN DO VIRTUAL SOCIALIZING

THERE'S A WIRTUAL LIBRARY



THE SISTINE CHAPEL AT "VIRTUAL" VASSAR COLLEGE







THE CHANGING ROLE OF THE "TEACHER"

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

CONCERNS

- Safety
- Privacy
- Educating the Teachers Who has the TIME
- Support "Knowledge Broker"
- \$\$\$\$\$\$\$\$\$

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."

Tk u 4 ur tme. r thr n e qs 4 me?

[Thank you for your time. Are there any questions for me?]

