

THE DIGITAL YOUTH


Camilla Mehlsen / August 23 / 2019

M^r

MEHLSSEN MEDIA

NB. THIS IS A SHORT VERSION OF PRESENTATION WITH ONLY FEW PHOTOS





Remember life before the Internet, Google and the smartphone?

Yes? You're not Z or Alpha

Generation Z Born 1995-2009

Generation Alpha Born 2010 -

#1 To be *your own media outlet*

#2 To be a *VISUAL COMMUNICATOR*

#3 To be a *FACELESS COMMUNICATOR*

American teens prefer digital communication rather than face to face communication. Tipping point: 2018.

Common Sense Media 2018



MEHLSSEN MEDIA

#4 To be **ALONE TOGETHER**

Danes aged 16-24-year are the most lonely group

11-13-year old Danish boys spend more daily hours on screens compared to the rest of Europe



#5 To be raised as a digital **CONSUMERS**

– and a product (you are also a product)

Teenagers

13-19 years

Tweens

Ca. 8-12 years

"Kids"

0-7 years

DANISH YOUTH ARE **DIGITAL FIRST MOVERS**

Danish teens spend more time online (phones, tablets, computers, tv) than teens in most other countries.

Only 0,5 % of the young in 7th grade have no profiles on SoMe. 90 % have a profile on Facebook/Messenger, 87% Instagram, 71 % on YouTube.

Snapchat is the most popular SoMe platform (69 % 4th grade; 97 % in 7th grad).

Sources: Teknologiens testpiloter.

Børns Vilkår: Digital Dannelse i Børnehøjde.

... BUT DO THEY GET SMARTER?

"Kids can bang on
pots all day...
that doesn't mean
they are making
music."

– Seymour Papert

MYTH OF THE DIGITAL NATIVES

They are not able to multitask (and learn)

They are not critical digital media users

They are not "makers"

They need digital literacy.





#Integrate digital literacy in the curriculum

#Involve users' own experiences

**#Stimulate a generational synergy effect
and a common language**

Will you tell your family and friends what you have learned?

”I’ve told them about the tricks used to collect user data”.

- I’ve already told them about FOMO, and then we have discussed how Facebook and other social media collect user data and whether it’s okay”.
- ”I don’t think my parents know they are the product”

LIES SPREAD SIX TIMES FASTER THAN THE TRUTH

Twitter study:

False news reach more people than the truth.

False news inspire fear, disgust, surprise while true stories inspire anticipation, sadness, joy, and trust.

Kilde: The spread of true and false news online. Science, 9. marts 2018



**#THE MORE HIGH TECH THE WORLD GETS
THE MORE WE CRAVE HIGH TOUCH**



How to make the smart generation **smarter?**

- Stimulate critical thinking and maker competences
- Enhance unitasking, take responsibility of digital distractions, focus on digital balance
- Involve the experiences and perspectives of the youth
- Explore digital media and data as part of curriculum
- Put the didactics on center stage.



THE TEACHER IS THE KEY FACTOR

”When students are creating themselves, learning is taking place. And teachers will be at the epicenter of this. Anyone who believes differently has never had a good teacher.

I would trade all of my technology for an afternoon with Socrates.”

– *Steve Jobs*





MODERNE IDEER



CAMILLA MEHLSSEN
VINCENT F. HENDRICKS

**Hvordan
bliver vi digitalt
dannede?**

INFORMATION FORLAG

**Thank you for your
attention!**

Camilla Mehlsen

camilla@mehlsenmedia.dk

+45 2491 2868

Find books and resources at

www.mehlsenmedia.dk



M

MEHLSSEN MEDIA