

THINK ABOUT IT!

- Despite the revolutions wrought by technology ... the classrooms, textbooks and lectures of today are little different than those of our parents.

National Science Foundation
Task Force on Cyberlearning

THINK ABOUT IT!

April 2008
73 Million children and adults watch YouTube
More than 4 billion times
Four million viewers are under age eleven
Teens watched an AVERAGE 74 YouTube videos that month alone.

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- My Teacher thinks she is so cool and with it because she makes PowerPoints for each lecture with text and graphics that fly in, twist and turn, and display the same information that is in the textbook and that she lectures about. Maybe when I was eight that might have been fun and interesting, but it is so yesterday.
12 year old student

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- They use mobile phones differently. To them email is old school. They use the phone to text instantly, surf the web, find directions ... The bottom line is this: If you understand the Net Generation, you will understand the future. You will understand how our institutions and society need to change today.

Don Tapscott
Grown Up Digital

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- Baby boomers spend about 9 ½ hours on media daily
- Generation Xers spend about 15 hours on media daily
- Net Geners (18 - 29) spend about 20 hours on media daily

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- 13 - 19 year olds spend 4.5 hours per week online for help with homework - 6.2 hours on social networks and 7.1 hours on entertainment.
- Translated teenagers spend only 1/3 of their time online on homework
- State of Our Nation's Youth - 2008 to 2009

THINK ABOUT IT!

- 31% of iPhone users are between the ages of 15 and 24
- 32% of iPhone users are between the ages of 25 and 34
- This two decade span represents 63% of all iPhone users

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- The education community should also take note that 66% of those surveyed said they hoped that mobile devices would *present opportunities to be educated anywhere in the world.*
- Harris Poll**

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- Kids are wired differently those days. They're digitally nimble. They multi - task, transpose and extrapolate. And they think knowledge is infinite. They don't engage with textbooks that are finite, linear and rote. Teachers need digital resources to find those documents, those blogs, those wikis that get them beyond the plain vanilla curriculum in textbooks.

T. Lewin "In a Digital Future, Textbooks are History."