

The Digital Divide

Natives & Immigrants

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marketing, advertising, communications, graphic arts

what divide?

economics & access?

the audience of the entire Internet for the first time, globally, crossed one billion users in December 2008

China: 180 million, USA: 163 million
Middle East & Africa: only 4.8%

the tide is turning

- An April 2009 survey by the Pew Research Center's Internet & American Life Project
- Values internet access like any other utility
- 2008 marked the first year data-enabled phones outsold desktop pc's.

so, we're acquiring technology but what about utilization?

is there a difference between a digital native and a digital immigrant in the workforce and how they think & learn?

The Digital Native

A digital native is a person who has grown up with digital technology such as computers, the internet, mobile phones and MP3. — *Wikipedia*

Digital Natives

"They have spent their entire lives surrounded by and using computers, video games, digital music players, video cams, cell phones, and all the other toys and tools of the digital age.

Today's average college grads have spent less than 5,000 hours of their lives reading, but over 10,000 hours playing video games" — Mark Prensky

Digital Natives

Generation Y, sometimes referred to as "Millennials" or "Net Generation", who were born between 1978–1995 and grew up in the 1990s and 2000s.

The Digital Immigrant

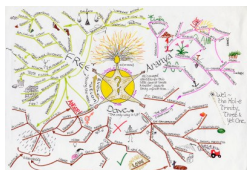
A digital immigrant is an individual who grew up without digital technology and adopted it later. — Wikipedia

The Digital Immigrant

Those of us who were not born into the digital world but have, at some later point in our lives, become fascinated by and adopted many or most aspects of the new technology — *Mark Prensky*

Digital Natives

"Different kinds of experiences lead to different brain structures", says Dr. Bruce D. Berry of Baylor College of Medicine



The Digital Immigrant

The desire and effort may be there to learn new tech, but the intuition and learning methodologies are different and take longer.

The Digital Immigrant

As Digital Immigrants learn – like all immigrants, some better than others – to adapt to their environment, they always retain, to some degree, their "accent," that is, their foot in the past.

- Printing your email
- Print a document to edit it
- The "did you get the email?" phone call

Take the Pew Internet Challenge

- What type of technology user are you?
- [pew technology quiz](#)

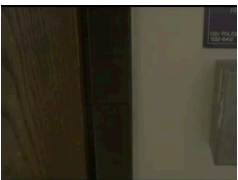
Characteristics of The Divide

Native: They won't listen to me or my ideas. We could be doing so much with technology!
 Immigrant: What...I have to learn a new program? I just got comfortable with the old one.

Digital Natives prefer to use their technologies to interact, communicate, and collaborate with others.

Meet them where they are.
 Make an effort to bridge the divide.
 Learn the technology. Teach them the business.

The Digital Divide is Here



A Vision of Students Today: Kansas State University, YouTube

Manifestation

- Natives have an inherent right to use their technology the way they see fit to meet their needs.
- A culture clash as the Natives meet the Immigrants at home, at school and in the workforce.
- Organizations that do not address the divide will lose talent to those that do



Digital Natives everywhere

Young people may be newcomers to the world of work, but it's their bosses who are immigrants into the digital world — [2006, Pew Internet](#)

Ball State Study

- HR directors will pay more for new workers with emerging media skills
- <http://bit.ly/EUme3>
- While companies were willing to pay a premium for emerging media skills, 77 percent of respondents provide little or no training to current employees.

who's reinforcing the divide?

challenges

— Pew Research

They are video gamers and that gives them different expectations about how to learn, work and pursue careers.

They are technologically literate, but that does not make them media literate.

They are content creators and that shapes their notions about privacy and propriety.

They are product and people rankers and that informs their notions of propriety.

They are multi-taskers often living in a state of "continuous partial attention" — blurry boundaries between work and leisure.

Technologies Natives Use Daily

- Cell phones (with sms & mms)
- Google - first stop for their information
- Digital music - no tapes, albums, cd or radios - iPod
- Digital Social Networks
- Chat - via IM, via social network
- Multiple person chat (we use to call a "conference")
- Video Chat
- Voice Over IP
- TiVo
- Digital Camera and Video Recorder
- File Sharing
- Thumb Drives
- Gaming - xbox, PS2, etc.
- Create and publish with Youtube & Blogs
- Wikipedia as reference
- cloud computing
- rich media experiences
- Always had a computer
- Expectation of Mobility - wireless is everywhere

Bridging the divide

Your Challenges

- available technology
- existing skill sets on both sides of the divide
- common ground

acknowledgement

- **Step #1: Recognition of the phenomenon**
 - do feel you are making best use of available technologies?
 - would your constituents agree with you?
 - be open to acquiring new applications and skills
 - ask for help from your natives, it's in their best interest

technology

- **Step #2: Inventory Your Information Technology**
- what resources do you already have?
- It doesn't have to be expensive, in fact there are many solutions that are free
- look for sources catering to the non-profit crowd like TechSoup, Verizon Funds, technologygrantnews.com, and <http://www.noguides.org>
- consider cloud computing, like a google docs or build your own cms where you can store, share, and collaborate

people

- **Step #3: Assess All Skills Sets**
- Immigrants: Coach or Mentor your Natives
 - make sure they understand where you are strong and weak in technology
 - all they know is their own skills and make assumptions or take for granted yours
 - Teach them how to make the business

people

- Natives: Coach/Train immigrant counterparts
 - remember, your immigrant parents, they paid for your technology
- Ask for help
- Set goals for technology adoption and skills improvement

embrace

- **Step #4: Embrace some of the new technologies natives are already using and acknowledging its adoption will encourage everyone.**
- blogs
- wikis
- forums
- social networks
- user voice
- cloud computing
- video
- mobile apps
- tagging
- online collaboration

questions?

Marketing Technology Training Certificate

104 hours of hands on training
All the latest Adobe Apps & SM channels
7 college credits
Student kits include books, flip video
Certificate of Applied Learning
from Vincennes University
For more information:
desktopmediatraining.com

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