



USER PROFILES

New Media and New Learning

On a typical day, a young person selects from 200+ cable television networks, 5,500 consumer magazine titles, 10,500 radio stations, 30 million+ websites, and 122,000 newly published books.

–*Wired* magazine

**How much time do users
spend engaged in media
activities?**

Kaiser Family Foundation's report,
*Generation M: Media in the Lives of
8-18 Year-olds* (March, 2005)

- Youth aged 8 to 18 spend an average of 6.5 hours daily (44 hours weekly) with media.
- Due to multitasking, youth are exposed to over 8 hours of media content during their 6.5 hours of daily use.

Media access for youth aged 8-18

- Typical youth lives in a home with an average of 3.6 CD or tape players, 3.5 TVs, 3.3 radios, 2.9 VCRs/DVD players, 2.1 video game consoles, and 1.5 computers.
- 63% live in homes where the TV is on during meals, 51% in homes where the TV is on most of the time.
- In the bedroom: 68% have a TV, 49% play video games, and 31% have a computer.

Personal media for youth aged 8-18



- 65% have a portable CD, tape or MP3 player
- 55% have a handheld video game player

Media usage for youth aged 8-18

(average hours per day)

Watching TV / DVDs / VHS:

3:51

Listening to radio / CDs / mp3s:

1.75

On the Internet:

1:02

Playing video games:

0:49

Reading books, magazines:

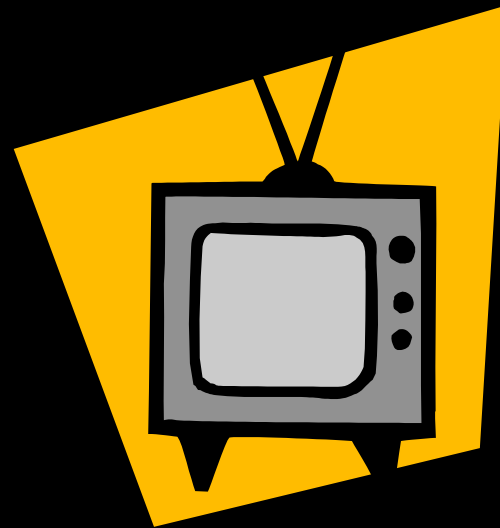
Activities youth aged 13-24 multitask while online

Listen to CDs/MP3s:	68%
Eat:	67%
Watch TV:	50%
Talk on phone:	45%
Listen to radio:	45%
Do homework:	45%
Read:	21%
Nothing:	5%

**What kinds of activities
engage users?**

Traditional Media

- TV
- Movies
- Music
- Magazines
- Posters / Print Ads
- Zines / Comic Books



New Media

- **Web Exploration**

search engines, websites

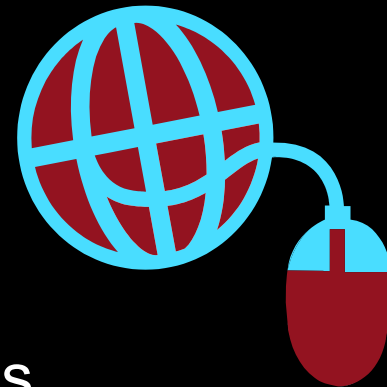
- **Communication**

email, chat rooms, discussion boards,
blogs, instant messaging, text messaging

- **Filesharing / Downloading**

- **Tech Accessories**

desktop / screensavers, ringtones / digitones



Users have their own language.



lol = laugh out loud

brb = be right back

rt = real time

btw = by the way

toy = thinking of you

b4n = bye for now

**What makes users receptive
to a particular media
message or technology?**

CONTROL!



Youth are attracted to messages
and technology that make their
navigation easier.

Demographics: What are Users looking for?

- Information and entertainment
- Cutting edge technology
- Acceptance and involvement in a community
- Social currency and personal accessories

Follow the Trail...



- Watch an Usher video on MTV
- Read news, features, bio of Usher on MTV.com
- View Usher's video clips
- Download Usher songs
- Download Usher digitone for cell phone
- Download pics of Usher for desktop
- Sign up for Usher "alerts"
- Search communities and discussion boards for Usher
- IM a friend about Usher
- Surf Usher fansites

How will new media and technology shape the future of learning?

“We need teachers to help us do investigations, not give us the information.”

--M.J., 10-year-old gamer

Inquiry Learning: Investigations

- Virtual mentors, digital libraries, large data sets
- Remote sensing, immersive and simulated environments
- Smart learning objects, intelligent toys, wearable technologies
- Multimedia expressions, construction/design tools, video data

Inquiry Learning: Documentation

- Oral journal
- Wearable technologies to track performance
- Design reusable e-books with simulations

Inquiry Learning: Discourse

- Web cams, online classrooms
- Wireless parental involvement
- E-mentors
- Virtual science fairs
- Virtual communities
- Work place experts

Inquiry Learning: Abstraction

- Personal web pages
- Global knowledge databases
- Digital portfolios
- Modeling in VR, video building