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?
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:
<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listen to CDs/MP3s:</td>
<td>68%</td>
</tr>
<tr>
<td>Eat</td>
<td>67%</td>
</tr>
<tr>
<td>Watch TV:</td>
<td>50%</td>
</tr>
<tr>
<td>Talk on phone:</td>
<td>45%</td>
</tr>
<tr>
<td>Listen to radio:</td>
<td>45%</td>
</tr>
<tr>
<td>Do homework:</td>
<td>45%</td>
</tr>
<tr>
<td>Read:</td>
<td>21%</td>
</tr>
<tr>
<td>Nothing:</td>
<td>5%</td>
</tr>
</tbody>
</table>
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?
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

- Webcams, 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