The Net Generation: Balancing Freedom and Security in their Digital World

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EDUCAUSE Learning Initiative
http://www.educause.edu

Securing the eCampus 2.0 Conference
Dartmouth College • 11-12 November 2008

✓ Today’s Learners
✓ In our rear view mirror
✓ Speeding in the passing lane
✓ The Mobile, Web 2.0 Culture
✓ Vulnerabilities or Opportunities
✓ Striking a Balance: The 3T’s
Today’s Learners

Growing up with Google

It’s all about You.

“The new Web is a very different thing. It is a tool for bringing together the small contributions of millions of people and making them matter.”

*Time*, Lev Grossman, 12/13/06
It’s all about Me.

“The new Web is a very different thing. It is a tool for bringing together the small contributions of millions of people and making them matter.”

Time, Lev Grossman, 12/13/06

The (digital) natives are coming!

Children age 6 and younger
- 2:01 hours / day playing outside
- 1:58 hours using screen media
- 40 minutes reading or being read to.
- 48% of children have used a computer
- 27% 4-6 year olds use a computer daily
- 39% use a computer several times/week
- 30% have played video games

Kaiser Family Foundation (2007)
K-12 Students Technology Use
Speak Up, 2007

Grades 9-12

✓ 23% of students use online tools to connect with students around the US
✓ 17% to connect with students around the world
✓ 50% of students grades 3-5 use online tools to connect with other students
✓ 44% of students connect with 20+ other kids per month online
✓ 34% of those are friends they have never met


K-12 Students *Regular* Technology Use, 2008

✓ #1 activity grades 6-12: downloading music
✓ 64+% K-12 play online and computer games
✓ 40% gr 6-8 and 67% gr 9-12 maintain a personal web site
✓ 50% gr 9-12 posted/shared a video
✓ 21% gr 6-8 remix content
✓ 24% gr 3-5 participate in virtual worlds

“They” are self-expressive, social networking, media creators

- 57% of American teens are media creators
  - created a blog, web page, posted art work, photos, remixed content into own creation
- 33% share what they create online with others
- 22% have a web site
- 19% blog
- 19% remix online content
- 13% have posted video

And, “they” are on campus!

Characteristics
- Digital (growing up in constant contact with digital media)
- Connected
- Action-oriented
- Experiential
- Immediate
- Social

Learning Preferences
- Teams, peer-to-peer
- Engagement & experience
- Visual & kinesthetic
- Things that matter

Interactive and Social:
The way these students prefer to think and work.

Educating the Net Generation (2005)
http://www.educause.edu/educatingthenetgen
## Trends in Technology Ownership

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
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<tr>
<td>Laptop</td>
<td>66.1</td>
<td>7.8</td>
<td>7.8</td>
<td>10.1</td>
<td>82.2</td>
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<td>Smartphone</td>
<td>1.1</td>
<td>1.2</td>
<td>7.8</td>
<td>10.1</td>
<td>66.1</td>
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</tbody>
</table>

*Students and Information Technology (2004, 2007, 2008), EDUCAUSE Center for Applied Research*

## Trends in Using Social Networks

- **Stay in touch with friends**: 96.8%
- **Share photos, music, videos**: 67.7%
- **Find out more about people (may or may not have met)**: 51.6%
- **Communicate with classmates about course-related topics**: 49.7%
- **Plan or invite people to events**: 48%
- **Participate in special interests groups**: 27.3%
- **Make new friends I have never met in person**: 16.8%
- **As a forum to express my opinions and views**: 16.4%
- **For professional activities (job networking, etc)**: 11.6%
- **Communicate with instructors about course-related topics**: 5.5%

*Students and Information Technology (2004, 2007, 2008), EDUCAUSE Center for Applied Research*
A Growing Mobile, Web 2.0 Culture

Net Gen’s aren’t having ALL the fun!

2007 Campus Computing Survey

Web 2.0 Comes to Campus

Green, C. (2007), retrieved 7/31/08 EDUCAUSE CIO listserv
Council for Advancement and Support of Education (CASE)

Outside social networking sites being used:

- 73% Facebook
- 53% LinkedIn
- 30% YouTube
- 29% MySpace
- 26% Google
- 20% Flickr
- 16% Wikipedia
- 15% Yahoo Groups
- 6% Twitter

![Gator Nation Network: University of Florida Alumni Development](https://gnn.ufalumni.ufl.edu/)

Top 100 Tools for Learning, 2008

<table>
<thead>
<tr>
<th></th>
<th>Delicious</th>
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<tbody>
<tr>
<td>1</td>
<td>Blogger</td>
<td>2</td>
<td>Firefox</td>
<td>3</td>
<td>Google Reader</td>
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<tr>
<td>4</td>
<td>Skype</td>
<td>5</td>
<td>Wordpress</td>
<td>6</td>
<td>Google Search</td>
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<tr>
<td>7</td>
<td>Google Docs</td>
<td>8</td>
<td>Powerpoint</td>
<td>9</td>
<td>Moodle</td>
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<td>Wikispaces</td>
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<td>20</td>
<td>Slideshare</td>
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Hart, J. (Updated October 2008), [http://www.c4lpt.co.uk/recommended/top100.html](http://www.c4lpt.co.uk/recommended/top100.html)
Generational online differences

<table>
<thead>
<tr>
<th>Activity</th>
<th>Online Teens 12-17</th>
<th>Gen Y 18-28</th>
<th>Gen X 29-40</th>
<th>Trailing Boomers 41-50</th>
<th>Leading Boomers 51-58</th>
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</thead>
<tbody>
<tr>
<td>Online gaming</td>
<td>81%</td>
<td>54%</td>
<td>37%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>75%</td>
<td>66%</td>
<td>52%</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>Text messaging</td>
<td>38%</td>
<td>60%</td>
<td>44%</td>
<td>29%</td>
<td>15%</td>
</tr>
<tr>
<td>Downloading music</td>
<td>51%</td>
<td>45%</td>
<td>28%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Reading blogs</td>
<td>38%</td>
<td>41%</td>
<td>30%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Downloading video</td>
<td>31%</td>
<td>27%</td>
<td>22%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Creating blogs</td>
<td>19%</td>
<td>20%</td>
<td>9%</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Danielson (2006)

Who me? Yes,

Of adult Internet users:

- 34% use internet to display photos or get photos developed
- 30% rated a product service, or person using online rating system
- 26% shared something online they created (art, photos, stories, videos)
- 11% used online social or professional networking sites (e.g. LinkedIn)

Maden & Fox (2006)
But wait!

What does all of this access, social openness, sharing, and mashing up mean?

2007 Campus Computing Survey

IT Security Incidents, 2005-2007

ECAR Students and IT, 2008
What personal info do you reveal online?

- 90%: first name and photos were the most common
  - Fr/So more likely to reveal all types of personal info
- Overall, not overly concerned about privacy and security issues
  - Fewer than one-third of SNS users are very/extremely concerned with misuse of their info, security issues, cyberbullying or cyberstalking
  - However, those more concerned about privacy/security are much more likely to place restrictions on SNS profiles and likely to reveal less personal info
Striking a Balance

3T’s: Training, Tracking, Trust

Managing Student Expectations: Outside in vs Inside out

“HE has typically adopted an ‘inside out’ approach – with us on the inside assuming we know what students expect and want from HE. However, successful service industries have been shown to think ‘outside in’. They research what customers expect of the service and then work to provide the service that meets those customer expectations.”

http://www.inter-disciplinary.net/tricker%20paper.pdf
Managing Expectations
“My school needs to give me more training”

Net Savviness

*Lack of fear does not equal knowledge*

- Information Fluency/Literacy
- Protecting One’s Identity/Risky Behavior
Net Savviness: Information Literacy

- Don’t assume students understand academic applications of technology
- Develop ability to critically find and use information
- Manage their different sensitivity to ownership and privacy

- Ensuring the Net Generation Is Net Savvy
- Getting Past Google: Perspectives on Information Literacy from the Millennial Mind
- How Choice, Co-Creation, and Culture Are Changing What It Means to Be Net Savvy

Net Savviness: Protecting Identity

- Develop awareness of personal and professional risks
- Avoid having to clean up “digital dirt”
Train Faculty and Staff, too

- Recognize generational online differences
- Net Savviness applies to the campus culture
- Develop digital fluency
  - Enable exploration and experimentation
  - Learning 2.0 @ Mac
    (McMaster University Library)

Collaborative Approach to Training

Across Campus
- University of Tennessee IT Security Awareness program
  http://security.tennessee.edu/training.shtml

Student Voices
- EDUCAUSE Student Security Video Contest
  http://www.educause.edu/SecurityVideoContest2009/15674

Deadline for submission: April 30, 2009
Tracking - our efforts

✔ How effective are your training and awareness development programs?
✔ How well are you managing student expectations?

Trust

✔ The view from the outside in
✔ The values of community and Web 2.0
✔ Of students and faculty because you’ll help them find solutions rather than only show them the rules

http://www.oclc.org/reports/sharing/default.htm
Millennials in the Professorate

“As ‘millennials’ reach 30 and move into faculty positions, colleges should be prepared to meet the needs of these tech-savvy people... Millennials are used to working and learning collaboratively and would expect the colleges where they teach to foster this culture.”


Look both ways

We teach our children to look both ways before crossing the street. Teaching them to be safe enables them to go, explore, do, and be.

Our job is to translate this metaphor for our learners on the digital highway.

Image: SLAC and Fermilab
We are a catalyst.

Yes, you.
You control the Information Age.
Welcome to your world.

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