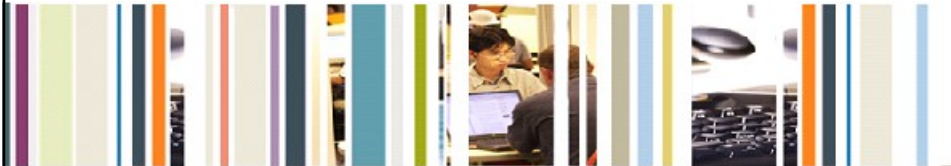


Digital Natives

Engage Them or Enrage Them

Information Technology Services



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Queensland University of Technology (QUT)

Wednesday 12th July 2006



Division of Technology Information and Learning Support
CRICOS No.00213J

Acknowledgements



Marc Prensky

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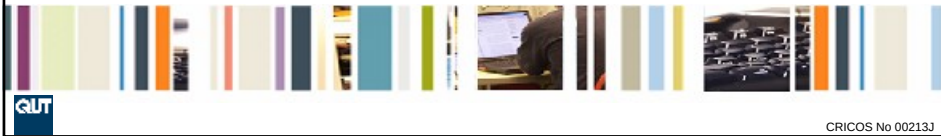


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What is a Digital Native anyway?

- Has spent their entire life surrounded by all the tools and toys of the digital age
- Is a “native speaker” of the digital language of computers, video games and the Internet.

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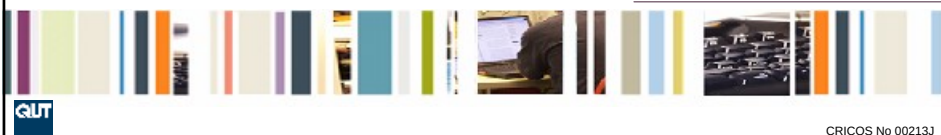


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The Flipside: Digital Immigrants

- Have adopted new technology over time
- Have an ‘accent’
 - Printing out e-mails
 - E-mailing at all!
 - No instant messaging
 - Not going to the Internet first
 - Thinking “Real Life” happens only off-line

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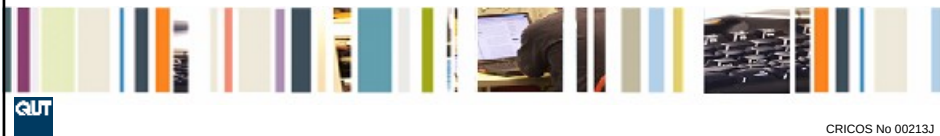


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Why are Digital Natives different?

- 5-10,000 hours Video Games
- 250,000 emails & IMs
- 10,000 hours on mobile phones
- 20,000 hours TV
- 500,000 commercials
- < 5,000 hours book reading

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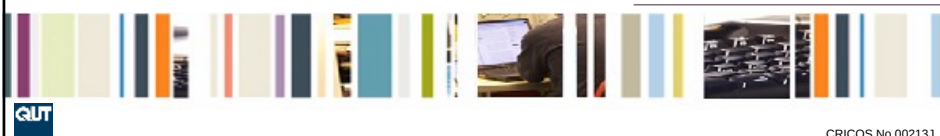


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'Old' vs. 'New'

Conventional Speed	→	Twitch Speed
Step-by-Step	→	Random Access
Linear Processing	→	Parallel Processing
Text First	→	Graphics First
Stand-Alone	→	Connected

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It's all about Engagement

- For Digital Natives:
 - engagement is more important than content
 - games are the most engaging intellectual thing available to them
 - learning needs to feel like play
 - they want to feel engaged all the time: learning is no exception

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'Old' vs. 'New': Part 2

Teachers (Digital Immigrants)
are used to

- Presentation
- Linear Stories
- One Thing at a Time
- One size fits all

Students (Digital Natives)
prefer

- Gameplay
- Random Access & Branching Options
- Multiple Data Streams
- Adapted to them

ENGAGEMENT

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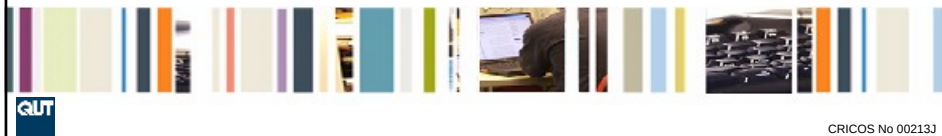
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Games as a Teaching/Training tool

	Curriculum Design	Game Design
Focus	Content	Engagement
Mode	Presentation	Gameplay
Design	Fixed	Iterative
Decisions	Relatively Rare	Frequent and important



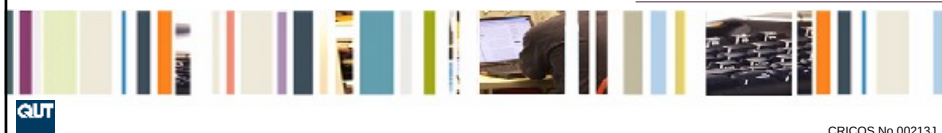
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Digital Natives: The University Challenge

A panel discussion...

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Thank you!

Questions?

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More information

- <http://www.marcprensky.com/>

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