



Dawn of the digital natives

(Or how to deal with the youth of today)

Alan Redman Cpsychol
Criterion Partnership Ltd



1. The warm-up...,



2. The set-up...,

The airline, the supermarket, the law firm,
and Web 2.0 mischief



3. The point....,

Is there something going on? Is it the young people? What do business psychologists need to do about it?



4. The historical backdrop...



“I used to be with it, but then they changed what “it” was. Now, what I’m with isn’t it, and what’s “it” seems weird and scary to me. “



The cruel march of time

Builders (1901-1924)	Silent (1925-1942)	Boomers (1943-1963)	Generation X (1964-1981)	Generation Y (1982-1992)	Digital natives (1992-now)
The greatest generation	The Depression generation	Beatniks, hippies, mods, rockers	Slackers	The corporation generation	Millennials
The war generation	The sandwich generation	Generation Jones	The twenty/thirty somethings	New silent generation	iGeneration
The seniors		The love generation		Spoiled generation	Generation vista
				Generation whY	The MySpace generation T



5. Digital natives....

Prensky (2001):

“Native speakers of the digital language of computers, video games and the Internet”



Digital natives and education

Digital Native Learners	Digital Immigrant Teachers
Prefer receiving information quickly from multiple multimedia sources.	Prefer slow and controlled release of information from limited sources.
Prefer parallel processing and multitasking	Prefer singular processing and single or limited tasking.
Prefer processing pictures, sounds and video before text.	Prefer to provide text before pictures, sounds and video.
Prefer random access to hyperlinked multimedia information	Prefer to provide information linearly, logically and sequentially.
Prefer to interact/network simultaneously with many others	Prefer students to work independently rather than network and interact.
Prefer to learn "just-in-time."	Prefer to teach "just-in-case" (it's on the exam)
Prefer instant gratification and instant rewards	Prefer deferred gratification and deferred rewards.
Prefer learning that is relevant, instantly useful and fun.	Prefer to teach to the curriculum guide and standardized tests



Digital natives and employment

- Aged 15-20
- Employers describe positives:
 - Technologically very confident
 - Energetic, creative and socially connected
 - Quickly absorb information
- Employers describe negatives:
 - Poor communication skills
 - Poor grasp of corporate behaviours
 - Short attention span



Digital natives and Generation Y

- **Control**

- Access content and communicate whenever they choose, regardless of location

- **Impatience**

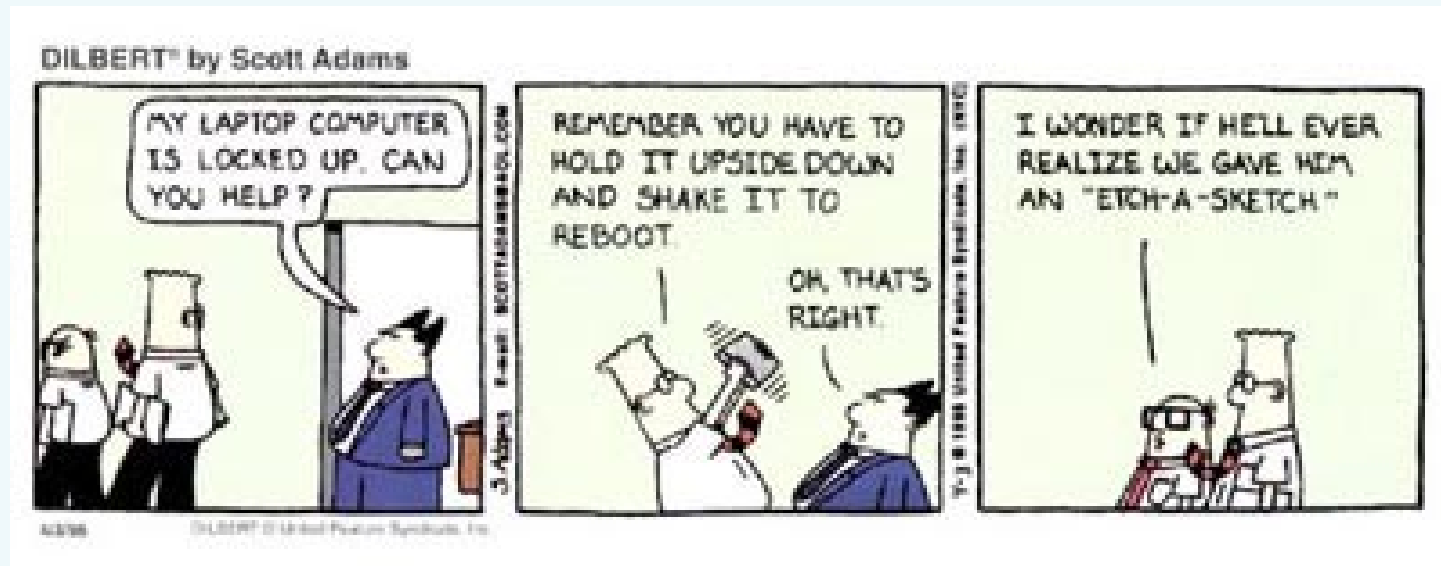
- Make the most efficient use of time through multitasking and “media snacking”

- **Originality**

- Looking for avenues of self-expression to showcase their creativity



6. Where does that leave the rest of us?..,





Do we speak the language?

Digital Aliens	Digital Immigrants	Digital Adaptives	Digital Natives
<p>Builders Latecomers to technology. The internet, podcasts, SMS, online gaming and wireless networks are largely alien concepts to them.</p>	<p>Boomers Digital immigrants who reached adulthood without digital technology. While many embrace new technologies, some do so reluctantly.</p>	<p>Generation X & Y Willingly embrace the technologies they saw evolve into consumer durables. Digital technologies began to emerge in a mass sense during the teen years of Generation X.</p>	<p>Millennials have enjoyed the luxuries of digital technology their entire lives including the massive and lucrative video game industry.</p>



You know you're a digital immigrant if...,

- You say 'www' before web addresses
- You print out your emails
- You email, fax and post the same document
- You then phone to make sure it got there



7. The challenges...,

Digital natives enter the workplace



Recruitment case study: Background

- Major UK based energy utility
- In 2006, 1021 contact centre staff and engineers resigned
- Costing the business over £24m
- Only 25% of candidates making the grade at assessment centre
- Diverse candidate pool



Recruitment case study: The digital approach

- Values based assessment
- Online application and assessment
- “Find another me” programme
- Email and SMS as primary vehicles for:
 - Advertising vacancies
 - Correspondence, reminders, keep-warm touches
- Social networking sites and blogs



9. Final thoughts...,

Do the natives learn the old or the immigrants learn the new?