DIGITAL MEDIA, YOUR STUDENTS AND YOUR CLASSROOM

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KIDS AND THEIR DEVICES

TOM PINCINCE
ATHLETICS MARKETING & COMMUNICATIONS
PART-TIME LECTURER
I’m more than the athletics guy, here’s how I’ve learned...
HOW DO THEY LEARN?
I’M ALL FOR TECHNOLOGY BUT HERE IS MY PET PEEVE
WHAT DO THEY WANT TO DO?
HALF OF 3RD GRADERS...MY SURVEY
WHAT DO THE NUMBERS TELL US?

(ACCORDING TO COMMON SENSE MEDIA)
KIDS AGE 8 AND UNDER SPEND AN AVERAGE OF 2 HOURS AND 19 MINUTES A DAY WITH SCREEN MEDIA
MORE FAMILIES SUBSCRIBE TO STREAMING SERVICES THAN DO TO CABLE
95% OF HOMES HAVE A MOBILE DEVICE (52% IN 2011)
42% OF KIDS UNDER 8 HAVE THEIR OWN DEVICES
COMMUNICATING WITH TEACHERS THROUGH DIGITAL IS HOW THESE KIDS ARE GROWING UP
DIGITAL CLASSROOMS
POWERSCHOOL
EMAIL
REMIND APP
WHAT WE’RE DOING IN M&C HERE AT CCSU: WE’RE GOING AFTER THE KIDS WHERE THEY ARE, ON THEIR DEVICES
MANAGING YOUR STUDENTS AND THEIR TECHNOLOGY

MICHAEL NORTH, PH.D.
COMMUNICATION DEPARTMENT
DOES THIS LOOK FAMILIAR?
WHO WAS IN YOUR CLASS?

MILLENNIALS (1983-1995)
WHO IS IN YOUR CLASS NOW?

GENERATION Z
I saw a guy at Starbucks today. No iphone, no tablet, no laptop. He just sat there. Drinking coffee. Like a psychopath. @sarcasm_only
CONTENT THAT INTERESTS GENERATION Z IS...

• Brief

• Entertaining

• Funny

• Fresh
GENERATION Z

• Born after 1995

• 3-out-4 think personal phone use during work should be allowed

• 2-out-5 would rather have working Wi-Fi over working toilets

• More than half watch two hours of online video per day

• YouTube is the app Gen Z can’t live without
  • News, shopping recommendations, a good laugh, and how-to info
GENERATION Z

• 85% prefer YouTube
  • 72% prefer Instagram (52% in 2015)
  • 69% prefer Snapchat (41% in 2015)
  • 51% prefer Facebook (71% in 2015)

• 45% are online constantly (24% in 2015)
  • “Online access multiple times per day in 2015”

• Generation Z avoids:
  • preppy brands; department stores; cable TV; anything related to paper; casual dining restaurants; traditional luxury goods
CCSU STUDENTS IN 2018 \( N=(396) \)

- Three-out-of-four students have a job

- Free time:
  - Four-out-of-five have up to 5 hours of free time per day
  - Two-out-of-five spend their free time watching digital content or browsing social media

- Social media:
  - Three-out-four spend between 2 to 5 hours on social media per day
  - More than 90% use multiple platforms; 1-out-of-4 use four platforms
  - More than half have at least 500 connections on their favorite social media platform

- Favorite social media:
  - Instagram 38.1% / Snapchat 29.7% / Facebook 13.5% / Twitter 11.9%
  - “I check Snapchat like 20 to 40 times a day.” / “I am on Snapchat every hour.” / “Snapchat is a habit.”
MILLENNIALS

• Tech Savvy: Two screens at once
• Communicate with text
• Facebook and Twitter
• Curators and sharers
• Now focused
• Optimists

GENERATION Z

• Tech Innate: Five screens at once
• Communicate with visuals
• Instagram, Snapchat and YouTube
• Creators and collaborators
• Future focused
• Realists
THOSE D&¥% SMARTPHONES
SMARTPHONE AS PRIMARY DEVICE

- 96% of Generation Z
- 92% of Millennials
- 84% of Generation X
- 69% of Baby Boomers
- 67% of those 70 and older
SLEEPING WITH A SMARTPHONE

• 83% of Millennials

• 68% of Generation Xers

• 50% of Baby Boomers

• 20% of those 70 and older
ATTENTION SPAN

• Since 2000, average attention span has decreased from 12 to 8 seconds
  • Goldfish have an attention span of 9 seconds

• Heavy multi-screeners have a difficult time filtering out irrelevant stimuli

• Generational divide:
  • 77% of Millennials reach for their phone if nothing is occupying attention
  • 10% of those 65 and older reach for their phone in same situation
It's "Before", not "B4"...you speak English. Not Bingo

WHAT TO DO
1. MOBILE DEVICE POLICY

• Establish the rules on the first day of class in the syllabus

• Be consistent throughout the semester

• Be fair

• My policy: Five minute mobile phone break in the middle of class / No phones outside of the five minute break / talk to me about emergencies
2. ENGAGE YOUR STUDENTS

• CCSU students love talking in class
  • They tend to be respectful with cellphone use while other students are presenting

• Young people love experiences
  • Bring in guest speakers / go on field trips / lecture when you absolutely have to

• Don’t give your students an opportunity to multitask
  • Use in-class activities that require full attention
3. INCORPORATE MOBILE DEVICES IN YOUR LESSON

• Encourage constructive fact-checking
  • Ex. Come up with examples of what I’m talking about during class

• Make your class social
  • Ex. Tweet something you learned today

• Take your lesson mobile
  • Ex. Multiple choice questions answered on smartphones during lectures

• Students feel like they are always online
  • “Meeting” your students online is reassuring to them
  • Google Hangouts
CONCLUSION
THERE WILL BE RESISTANCE

• Studying while using Facebook reduces grades by 20%
  • 80% of students do not believe this fact

• 70% of students use their phones during class
  • Students who don’t can expect a half-letter grade increase

• In a class that offered extra credit to the least amount of cellphone use…
  • A third of the class used cellphones regularly (almost 11 text messages in a class period)

• Addiction (nomophobia)
  • 2-out-of-5 Millennials admit they have a closer relationship with their phone than with their significant other
  • Almost 200 text messages per day (75% of Millennials feel compelled to respond immediately)
PICK YOUR BATTLES

• Some class periods are lengthy
  • Do you really expect full attention for 75 to 160 minutes?

• Mobile phone use can be a barometer
  • No one checks their phone when they are captivated by what’s in front of them

• Distracting behavior
  • Step in when others start to stare at the screen too
    • Wasting your education is one thing / wasting another’s is unacceptable
  • Informal research: 50/50 for/against cellphones in class
Dear Students,
Teachers know when you're texting in class. Seriously, nobody just looks at their crotch and smiles

someecards
user card
SOURCES

• Attention span
  • Time
  • Microsoft

• Gen Z
  • Adweek
  • Mediakix
  • Talent Works

• Millennials
  • American Marketing Association
  • Entrepreneur
  • Sprinklr

• Phone addiction
  • MyDomain

• Pew Research Center
• Nielsen Media Research
FAKE NEWS AND TECHNOLOGY

STEVE YAVNER, PHD
DEPARTMENT OF JOURNALISM
WHAT DO THEY KNOW?

• “It ain’t what you don’t know that gets you into trouble. It’s what you know for sure that just ain’t so!” (Mark Twain)

• “If your mother says she loves you, check it out.” (Steve Yavner?)
WHAT DO I MEAN?

• Take out your cell phone
• Go to socrative.com
• "Student Login"
• Enter room number 131845
THE PRINCIPLE CAUSE OF THE CIVIL WAR WAS:

a) A pay dispute
b) A disagreement over states’ rights
c) Slavery
d) Unfair taxation
WHICH OF THE FOLLOWING STATEMENTS ABOUT WOODROW WILSON IS/ARE TRUE?

a) He was an outspoken white supremacist
b) He launched a “secret” war with Russia between 1918-1920
c) He authorized military interventions in the Dominican Republic, Cuba, Haiti, and Nicaragua
d) All of the above
e) None of the above
A FEW STATS: COLLEGE DRINKING (2014)

- Deaths: 1825
- Injury: 600,000
- Assault: 700,000
- Sexual Abuse: 100,000
- Academic Problems: 25%
- Abuse/Dependence: 19%
- Seek help: 5% (of the 19%)

- I know someone who died (5/15)
- I know someone who was injured (10/15)
- I know someone was assaulted (10/15)
- I know someone who was sexually abused (3/15)
- I know someone with academic problems (10/15)

Source:
http://pubs.niaaa.nih.gov/publications/CollegeFactSheet/CollegeFact.htm
DIGITAL DILEMMA

• Generation Z cohort has no memory of a world without smart phones

• Stanford History Education Group 2016 Study (n=7800)
  • 82% of middle school students could not distinguish sponsored articles and real news
  • 66% of undergraduates failed to understand how the political agenda of a Twitter author could influence the content of a tweet.
  • Most of the high school students didn’t bother to verify where photos online came from and blindly accepted the photos’ stated contexts.
THEY DON’T KNOW WHAT THEY DON’T KNOW

• The War of 1812 was between the United States and ________________

• Beyoncé rose to fame as a member of ________________
BEYOND ‘FAKE NEWS’
10 TYPES OF MISLEADING NEWS

propaganda
- Adapted by governments, corporations, and non-profits to manage attitudes, beliefs, and knowledge
- Appeals to emotions
- Used for beneficial or harmful

parasitism
- Invasive and parasitic on genuine news
- Uses language to exploit and manipulate

conspiracy theory
- Misleading narratives that suggest secret plots
- Often conspiracy without evidence

pseudo-science
- Claims of scientific evidence for unproven theories
- Often misleading and unverified

clickbait
- Eye-catching, sensational headlines
- Designed to attract clicks
- Often misleading and designed to mislead

advertising
- Misleading advertising
- Uses editorial content for commercial gain

sponsored content
- Sponsored material in mainstream media
- Commercially driven news

value and hoax
- Value-based hoaxes
- Faking the belief
- Targeted at the masses

error
- Misleading information
- Inaccurate or incorrect
- Published by established media

misinformation
- Mixing facts and misleading
- Intentional or unintentional
- Often used to mislead

DIG DEEPER...
false attribution
- Authentic images, videos, or quotes attributed to the wrong events or person

counterfeit
- Websites and Twitter accounts that pose as a well-known brand or person

misleading
- Content does not represent what the headline and caption suggest

content does not represent what the headline and caption suggest
- Content as a whole
- Pictures, graphs, and videos

IMPACT
- Neutral
- Low
- Medium
- High

MOTIVATION
- Money
- Politics/power
- Humor
- Passion
- (mis)information

Null. The impact and motivation assignments are not definitive and should just be used as a guide for discussion.
FIVE MOST COMMON

1. 100% False
2. Slanted/Biased
3. Pure Propaganda
4. Misinterpreted Research
5. Imprecise and Sloppy

From: Dr. John Johnson, author of Everydata

100% FALSE

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump
SLANTED/BIASED

• Jesse Owens
• Won 4 gold medals at the 1936 Olympics in Berlin
• So much for Hitler's “Aryan supremacy”
• Worldwide hero
• But not in the south!
<table>
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<tr>
<th>Example of Russian Propaganda Efforts</th>
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<tr>
<td><strong>Misleading article on Clinton's health</strong></td>
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<td><strong>Daily Beast piece debunking article</strong></td>
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*The Washington Post*

**PURE PROPAGANDA**
Studies Show That Traveling Makes You Smarter and Healthier – Here Are 5 Top Benefits

Posted by clinAdrian in Travel with 4 Comments

1. Traveling boosts brain power

Your mental health also experiences the perks of traveling. A poll conducted by the U.S. Travel Association found that travel, especially for retirees, prevents dementia and Alzheimer’s disease.

The study also found that 86% of those who travel are more satisfied with their outlook on life, compared to the 75% who do not travel.

Related Article: Don’t Skip Your Vacation: Studies Show Travel Makes You Smarter and Healthier

2. Traveling strengthens your heart

Not only does traveling enrich your brain power, but it also strengthens your heart health. The Framingham Heart Study found that those who didn’t take a vacation for several years were more likely to suffer from heart attacks than those who traveled annually.

Why is this?

Because those who get away from their work and homes are typically less stressed and less anxious-decreasing the strain on their hearts. In fact, travelers also reported that their stress-free and light-hearted feelings lasted for weeks after they returned home from their vacation.
IMPRECISE AND SLOPPY

81. Do you think the United States has a responsibility to do something about the fighting in Syria between government forces and anti-government groups, or doesn’t the United States have this responsibility?

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WORLD

Poll Shows Isolationist Streak in Americans

By Megan Thee-Brennan  April 30, 2013

Americans are exhibiting an isolationist streak, with majorities across party lines decidedly opposed to American intervention in North Korea or Syria, according to the latest New York Times/CBS News poll.

While the public does not support direct military action in those two countries right now, a broad 70 percent majority favors the use of remotely piloted aircraft, or drones, to carry out bombing attacks against terrorism suspects in foreign countries.
THINK LIKE A JOURNALIST

• Who told you that?
• Get to the root!
• Who else is reporting it?
• Follow the links
• Check the date
• Is it a joke?
One More Steve Essential

- “Always make a plan… always be ready to blow up the plan.”
- Do not be afraid of the truth
- The truth may not be what you think it is
- The truth may not be what you want it to be

THEY WON’T GET THE JOKE
MIX IT UP WITH TECHNOLOGY

• PowerPoints
• Discussion
• Multimedia
• Group Work
• Student Presentations

• Podcasts
• Videos
• Documentary Clips
• Observe your classroom
• Go with what works
RECOMMENDATION FOR STUDYING

• “The Pomodoro Method”
  • Set a timer for 25 minutes
  • Do your work with no distractions
  • Then give yourself a 5 minute break

• “Singletasking”
  • Just make progress
  • Maximize limited time available
RECOMMENDATION FOR OFFICE HOURS

- https://calendly.com
- Free
- You choose the slots
- Office Hours and beyond
- Easy way ask for help
- Avoids the hall buildup

JRN 255-01: Multimedia Journalism
Fall 2018
Journalism Department
Central Connecticut State University

Monday & Wednesday
9:25am-10:40am
Location: Carroll 034
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Office Hours in Carroll 228:
Mondays 11:00am-2:00pm
Tuesdays 1:45pm-3:45pm
and by appointment
Schedule through:
https://calendly.com/syavner