Organizing the Digital Natives

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Presentation Outline

- Generations and Community

- Who are the Digital Natives?

- How do Digital Natives differ from digital immigrants?

- What are the implications for community development?

- What does this mean for research and education?

Generations and Community

- Each Generation Leaves its Mark on Society

- Generations and Social Capital (Putnam)

- Generations develop a worldview based on their experiences

- Generational Persona

Current US Generations

- Greatest Generation

- Boomers

- Generation X

- Millennial Generation

Greatest Generation

- WWII & The Depression

- Patriotic

- Civic Duty and Participation

- Home & Community

Boomers

- Born after the war

- Idealistic

- Involvement and Community

Generation X

- Disaffected

- Individualistic

- Materialistic

- Anti Government

Millennials

- More accepting of diversity

- More Global in Orientation

- More Civic Minded than Gen X

- World View and Experience

- Voting

Digital Natives/Digital Immigrants

- Part of the Millennial Experience

- Argument: Digital Natives Grew Up with Technology—part of their culture and part of their way of acting and working (Prensky)

- Evidence that technology rewires their brain.

Technology & The Digital Native

- Technology is a ubiquitous part of their environment.

- It colors the culture

- It may "rewire" neural patterns.

Digital Immigrants

- WWII/Depression, Boomers and Gen X
- Technology was not part of our world until later
- Technology is not the natural thing for us
- We are used to certain kinds of interaction and community building

Social Change

- Wired Institutions
  - Economy
  - Government
- Closing the Digital Divide
- New Opportunities
- New Threats

Technology & Organizing

- Websites, email, On-line petitions and so forth

- Issues Research

- Education/Awareness

- Organizing/Coordination

- Power/Influence

Web 2.0

- Social Networking and User Generated Content
- Blogs, Wikis, Meet Up, Social Networking sites, etc
- Users can develop their own content

The Changing Landscape

Community /Organizer	Native	Immigrant
Native	Technology Oriented Strategy	Mixed Strategy: Digital Immigrant-Native Organizing Approach
Immigrant	Mixed Strategy: Digital Immigrant-Native Organizing Approach	Traditional Organizing

Digital Natives as Organizers

- Reliance on technology to communicate, organize, evaluate and plan

- Multitasking

- Value of Virtual Communities and Social Capital

- Lack of understanding of older techniques

Digital Immigrants as Organizers

- Face to Face
- Traditional Organizing Methods
- Canvass
- May use technology in a supportive role

Digital Natives as Community

- Expect Technology
- Expect Immediacy
- Multitasking 24/7
- Value on-line community and Social Capital

Digital Immigrant Community

- Place based
- Technology is not as critical
- Like F2F and traditional communication
- Traditional Social Capital

Digital Immigrant-Native Organizing Approach

- Mix of traditional & technology elements

- Alloy Social Capital (Sanders)

- Segmenting and Sharing

Education

- Sharing Perspectives
- Sharing Techniques
- Learning about technology

Research

- Generations and Community Development
- Technology and Community Development
- Virtual and F2F communities