Is school development fast enough to keep up with today‘s pace?

*Children spend years in an antiquated educational system, studying subjects they will never use, preparing for a world that no longer exists.*

Robert Kiyosaki
Kids are different today, but what has changed?

- Today's children spend their leisure time differently than their parents
  - Media and technology play an important role
  - Children's leisure time is significantly more organized
    - 70% of children 6-14 years of age attend a sports club at least once a week
    - 49% of children 6-14 years of age attend an art club at least once a week
- Media and technology have become an important source of
  - Entertainment
  - Information
  - Communication
- Children spend about as much time with media as they do at school

**BUT unlike school, they enjoy it!**

Source: Children and new media, Nielsen Admosphere, 2016
What do we know about digital natives?
Facts about digital natives:

• Children's media and technology equipment is still expanding.

• Vast majority of children today have access to the Internet at home.
  • 69% use the Internet daily (94% of 12-14 year-olds).
  • 69% have access via smartphones (88% of 12-14 year-olds).

• Thanks to tablets, the Internet has spread among younger and even pre-school children.
  • 63% of 6-7 year-olds use tablets regularly, 35% own a tablet.
  • 48% of 6-7 year-olds use smartphones regularly, 18% own a smartphone.

Source: Children and new media, Nielsen Admosphere, 2016
With the expansion of mobile devices, the Internet has become even more accessible to all children.

Children don’t need paid mobile access, because wi-fi is available for free in many places.

**Facts about digital natives**

- **Internet usage on smartphones:**
  - 71% Only wi-fi
  - 3% Only mobile data
  - 22% Wi-fi + data

Base: Smartphone owners, N=589

Source: Children and new media, Nielsen Admosphere, 2016
Media and technology equipment – family and individual devices

Use TOP 5 (6-14 y/o):

- Smartphone: 69%
- TV set: 69%
- Tablet: 57%
- Notebook: 51%
- PC: 34%

Base: Whole sample, N=1031

Ownership TOP 5 (6-14 y/o):

- Smartphone: 58%
- TV set: 12%
- Tablet: 40%
- Notebook: 17%
- PC: 10%

Base: Whole sample, N=1031

Source: Children and new media, Nielsen Admosphere, 2016
Girls and boys have fairly equal access to media devices

Which of the following devices do you regularly use?

Base: Whole sample, N=1031

Source: Children and new media, Nielsen Admosphere, 2016
Most frequent daily activities

Source: Children and new media, Nielsen Admosphere, 2016
The facts about digital natives...

- Watching TV is still the most frequent leisure time activity.
  - But it is not the most popular activity. **YouTube is more popular than TV.**
  - Television is gradually losing its privileged role as a common family activity.
- Children watch videos, movies and shows on many other devices.
  - **Time spent watching movies, videos, and series has become increasingly individualized.**

### Videos on devices:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>At least 1x a week</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-11 y/o</td>
<td>66% 43% 22%</td>
</tr>
<tr>
<td>12-14 y/o</td>
<td>39% 35%</td>
</tr>
</tbody>
</table>

Base: N=1031

Source: Children and new media, Nielsen Admosphere, 2016
YT has become the most important source of entertainment and information

The YouTube Phenomenon:

- 53% of kids watch YouTube nearly every day
- 35% of 6-7 y/o
- 44% of 8-9 y/o
- 62% of 10-11 y/o
- 66% of 12-14 y/o

- Almost all children use YouTube on the Internet!
- Only 13% 6-7 year-olds (internet users) use YouTube less than once a month!
- Only 2% 12-14 year-olds (internet users) use YouTube less than once a month!

Source: Children and new media, Nielsen Admosphere, 2016
Learn how to play the ukulele? YT as an important learning tool!

9% of children regularly watch „how to“ educational videos!

Source: Children and new media, Nielsen Admosphere, 2016
What do we know about YouTube celebrities?

- Children read less than before, books are gradually losing their role as an important source of entertainment, information and education.
- Literary heroes were replaced by movie heroes such as the Simpson family...
- New heroes appeared on the scene. Heroes that parents and teachers do not know too much about.

Familiarity with YouTubers

- 55% Know some
- 28% Don’t know any
- 18% don’t know who they are

Source: Children and new media, Nielsen Admosphere, 2016
Social networks are very important communication tools now

- Facebook and other social networks play a key role in communication, especially for older kids (10+) and adolescents. **62% of 12-14 year-olds use social networks daily.**
- The most commonly used device for visiting social networks is smartphone.
- Facebook and other social networks allow children to stay in touch, create group communication and communicate continuously not only using words but also through photos, videos and pictures/icons.
- Facebook is no longer the only social network that children use; children also use **Messenger, Instagram, Google+, WhatsApp, Viber, Snapchat.**

Source: Children and new media, Nielsen Admosphere, 2016
Which of these activities do you do?

- Do you play videos that you like more than once?
- Do you film your own videos on your phone or tablet?
- Do you comment on or evaluate video you watched (YouTube, Facebook, etc.)?
- Do you share (forwarding, publishing) links to your favorite videos with your friends?

- Have you ever published / shared some of your own YouTube videos?
- Have you ever published/ shared a video (or photo) on Instagram?
- Have you ever published / shared a video on Facebook?
- Have you ever shared / shared some of your own video (or photo) on Snapchat?

Source: Children and new media, Nielsen Admosphere, 2016
What has changed and what has not?

- The Internet has become the main source of information and a very important source of entertainment.
- Books are gradually losing their role as the most important source of information and education.
- Parental control of media is increasingly limited by mobile internet.
- Media consumption has become increasingly individualized and fragmented.

- Children are no longer just passive users and viewers, they comment and create content themselves. Today’s children have grown up being active interactors and collaborators.
- Children learn best by doing. Motivation is very important.

- **BUT in most schools, kids are expected to learn by sitting at a desk, then coming home to sit again to do homework.**
For teachers, it is becoming increasingly difficult to engage children (80%)

Is it time for a change?

Source: Professional beliefs of teachers, Nielsen Admopshere, PaedF, 2011
33% of young adults are not satisfied, while only 18% of parents are not.

**Are you satisfied with the level of contemporary education at Czech schools?**

Internet population 15+, N=509

- **Yes**: 57%
- **No**: 28%
- **I don’t know**: 15%

Source: Study on media and education, Nielsen Admosphere, 2016
62% of young adults agree, while only 34% of parents do...

Is school development fast enough to keep up with today’s pace?
Internet population 15+, N=509

- Yes: 46%
- No: 43%
- I don’t know: 11%

Source: Study on media and education, Nielsen Admosphere, 2016
Today's schools prepare children especially for exams!

What views do young people have on contemporary schooling?

Consent to statements:

• **72%** school prepares children especially for exams!
• **71%** school leads children to memorize content they don’t understand
• **66%** school forces children to memorize knowledge they can find on the Internet with one click
• **59%** school **does not support** self-confidence of children
• **58%** school **does not prepare** children for the real life at all
• **45%** school destroys the desire to learn and know new things
• **42%** school doesn’t develop creativity
• **39%** school uses new technologies for education enough

Source: Study on media and education, Nielsen Admosphere, 2016
How can we teach digital natives?
8 shifts towards interactive learning

Don Tapscott – Growing up digital: The rise of the Net Generation

1. From linear to hypermedia learning
2. From instruction to construction and discovery
3. From teacher center to learner center education
4. From absorbing material to learning how to navigate and how to learn
5. From school to lifelong learning
6. From one-size-fits-all to customized learning
7. From learning as boring to learning as fun
8. From the teacher as transmitter to the teacher as facilitator
Thank you!

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