Preparing Students for a Digital 21st Century

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How many websites are you accessing regularly?

How many social media websites do you use?

How many Apps do you use regularly?

Online – do you mix business and social?

Regular: Consistent and repeated use over and over again over a week
How is the World Changing?
Digital Natives

- Popular ideas that digital natives are synonymous with Gen Y who;
  - have achieved high rates of digital literacy,
  - are globally aware and connected
  - love technology
  - can be self-serving and self-focused

- What does the research actually say?
  - Digital literacy is patchy and information seeking skills may be limited to google
  - Engagement with social media is heterogeneous
  - Social networks are mainly based on real world networks
  - They do love technology
  - Participate in all sorts of social online campaigns
But not everyone is ‘equal’ on social media

<table>
<thead>
<tr>
<th>Online Participant Role</th>
<th>Example SNS Features</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reader / Member</strong></td>
<td><strong>Lurkers</strong></td>
</tr>
<tr>
<td></td>
<td>Entry and exit, View, Browse, Search</td>
</tr>
<tr>
<td><strong>Contributor</strong></td>
<td><strong>Likers</strong></td>
</tr>
<tr>
<td></td>
<td>Rate, Tag, Review, Post, Upload</td>
</tr>
<tr>
<td><strong>Collaborator</strong></td>
<td><strong>Linkers</strong></td>
</tr>
<tr>
<td></td>
<td>Establishing relationships, Cooperating,</td>
</tr>
<tr>
<td></td>
<td>Collaborating, Communicating</td>
</tr>
<tr>
<td><strong>Leader</strong></td>
<td><strong>Leaders</strong></td>
</tr>
<tr>
<td></td>
<td>Promoting, Mentoring, Governing</td>
</tr>
</tbody>
</table>

Table 1: Site features according to role (adapted from Preece and Shneiderman, 2009)
But how do people access this information even when they do get to our sites?

Pang, Verspoor, Chang, and Pearce (2016)
Keywords of the 21st Century Digital Workplace

- Digital Branding
- Digital Entrepreneurship
- Search Engine Optimisation
- Cyber Security
- Privacy and Confidentiality
- Fake News
- Echo Chamber and Online Bubbles
- Technopreneurship
- DIGITAL ASTUTENESS
## Components of Digital Astuteness

<table>
<thead>
<tr>
<th>Digital Skills</th>
<th>Digital Literacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Might there be different levels of Skills?</td>
<td>Ability to use a range of technology and platforms to critically engage with the digital environment.</td>
</tr>
<tr>
<td>Video, SEO, UX design, HTML, JAVA, Analytics, Ruby on Rails, Algorithmics, Stream Computing, Distributed Computing, Advanced Programming</td>
<td>Critically analyse online information. Does this mean critical thinking?</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Digital Emotional Intelligence</th>
<th>Digital Personal Branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goldman (2014) – Emotional Intelligence includes motivation, self awareness, self-regulation, social skill, empathy.</td>
<td>Have you ever Googled someone? Do you get a sense of who they are from that? Have you ever Googled yourself? Do you like what you see?</td>
</tr>
<tr>
<td>What are the opportunities and barriers to these online?</td>
<td>What does this mean on different online channels?</td>
</tr>
</tbody>
</table>
Some further Readings


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