

Communication Tools for a New Generation

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A New Generation of Communication

- Who are the millennials?
- How do they communicate?
 - Email distribution lists
 - Text messaging
 - Web 2.0
 - Blogs/Wikis
 - Social networking - Facebook



Millennials

- Feedback at the push of a button
- Continuous learning is a way of life
- Moving at the speed of light - hypertext minds
- Skim and scan
- Email is old
- Portability of information is critical
- Dynamic and customizable
- Lag time is a foreign concept
- Static=Stale, Interactive=Intriguing



Millennials and Technology

- Technology is the very core of their existence.
- Carry an arsenal of devices.
- The Web is the hub for activities.
- Use the Web to create and share content.
- Stay connected.
- Millennials are prolific communicators that reinforce social interaction
 - IM, text messaging, Social networks (Facebook, Friendster, MySpace)



Email and Distribution Lists

- Best Practices
- E-mail Losing Its Effectiveness
 - People are unwilling to share their e-mail address.
 - Spam filters intercept legitimate e-mail.
 - Millennials prefer IM.
 - Growth of alternate communications channels (RSS, blogs, text messaging).



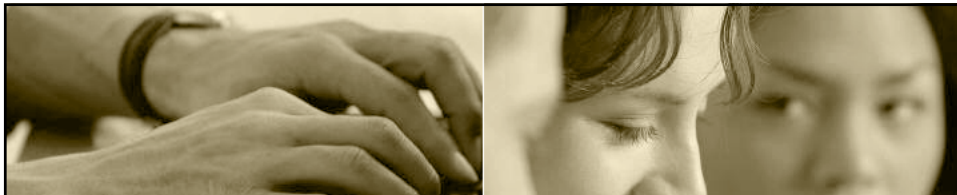
Text Messaging

- SMS stands for Short Message Service, and it is synonymous with Text Message, Text, TXT, etc.
- Keep an eye on your cellular text plan
- Many sites have online text service
- Great for short messages
- Use sparingly



Web 2.0 - Wikis

- Wikis - A wiki is software that allows users to easily create, edit, and link pages together. Wikis are often used to create collaborative websites and to power community websites.
- <http://pbwiki.com/education.wiki>



Web 2.0 - Blogs

- Web – log (Blog)
- Posts displayed in reverse chronological order. Commentary on a particular subject;
- Personal online diaries.
- Text, images, and links to other blogs, web pages, and other media related to its topic.
- One to many communication
 - <http://www.21classes.com/>
 - <http://fhsblogs.21classes.com/>
 - <http://www.uwstout.edu/soe/profdev/blogs.shtml>



Web 2.0 – Social Networking

- **Facebook**
- Launched in 2004
- Free to use
- Allows for networks such as schools, jobs, geographic region, etc.



Facebook

- More than 67 million active users
- An average of 250,000 new registrations per day since Jan. 2007
- Sixth-most trafficked site in the United States (comScore)
- More than 65 billion page views per month
- More than half of active users return daily
- People spend an average of 20 minutes on the site daily (comScore)



Facebook Groups

- Nebraska -
<http://hs.facebook.com/group.php?gid=2204842578>
- NASC -
<http://www.facebook.com/group.php?gid=5388064583>



Web 2.0 Cautions

- Copyright
 - Copyrighted material
 - Student work



Web 2.0 Cautions

- Privacy
 - Open source
 - Photos, names, numbers
 - Lock down all privacy options if possible
 - Student created Blog policy:
 - http://budtheteacher.com/wiki/index.php?title=Student_Created_Blog_Policies



Resources

- Blogs:
 - <http://www.21classes.com/>
- Wikis:
 - <http://pbwiki.com/>
 - <http://www.wikispaces.com/>
- Social Networking:
 - <http://www.facebook.com>
- Online Collaboration Board:
 - <http://stixy.com/>
- The Millennials Are Coming
 - <http://www.cbsnews.com/stories/2007/11/08/60minutes/main3475200.shtml>
- Top 100 Learning Tools for 2007
 - <http://www.c4lpt.co.uk/recommended/top100.html>
- Shift Happens Video
 - <http://www.youtube.com/watch?v=pMcfLYDm2U>



References

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- <http://en.wikipedia.org/wiki/Wiki>
- <http://en.wikipedia.org/wiki/Blog>
- <http://en.wikipedia.org/wiki/Facebook>
- <http://www.facebook.com/press/info.php?statistics>