

DIGITAL, DYNAMITE, AND DANGEROUS

*Understanding the impact on
current and emerging technology
on education, service, and users*



THE DIGITAL AGE

**A SURGE OF NEW
TECHNOLOGIES AND SOCIAL
MEDIA INNOVATIONS ARE
ALTERING THE MEDIA
LANDSCAPE**

**It is easier than ever
before to reach a large
audience, but harder
than ever to really
connect with it.**

CHANGE AFFECTS BEHAVIOR

Are YOU ready for the
future?

What a difference a decade makes: The Internet 2000-2010

2000

- 46% of adults used Internet
- 5% had broadband at home
- 50% owned a cell phone
- 0% connected wirelessly
- Slow, stationary connections built around “my” computer

2010

- 79% of adults use Internet
- 64% have broadband at home
- 82% have a cell phone
- 59% connect wirelessly
- Faster, mobile connections built around outside servers and storage

How do most Americans “get” the news? (18+)

- 78% watch local TV
- 73% watch National Network / Cable news
- **61% go online**
- 54% listen to radio
- 50% read local newspaper
- 17% read national newspaper

Cell Phone Usage

- 26% get weather reports
- 25% browse headlines
- 18% check news apps
- 16% get sports updates
- 13% get traffic information
- 12% get financial information
- 11% receive news alerts by email / text

Cellular Technology

The computer in your cell phone today is a million times cheaper and a thousand times more powerful and about a hundred thousand times smaller than the one computer at MIT in 1965.

**“So what used to fit in a building
now fits in your pocket. What
fits in your pocket now will fit
inside a blood cell in 25 years.”**

—Ray Kurzweil

Useful data to know

- Upon graduation, the average teen has spent 11,000 hours in school – and 15,000 hours watching TV
- There are over 114 million blogs and counting- the “blogosphere” is 70 times bigger than it was 3 years ago

And some more useful data

- In China, 46% of all University degrees were a BS in Engineering; in the US, it was 5%
- Nokia manufactures 13 cell phones every second

Americans have access to:

- 1 trillion web pages
- 65,000 iPhone applications
- 10,500 radio stations
- 5,500 magazines
- 200+ cable TV networks

**We have 240 million
televisions in America –
2,000,000 of them in the
bathroom!**

**GROWTH IS
EXPONENTIAL**

Years to reach a Market Audience of 50 million:

Radio.....38 years

TV.....13 years

Computer.....4 years

E-Commerce

- EBay began in 1996; by 2006, EBay's revenues exceeded \$6 billion dollars
- MySpace began in 2003; by 2006 had 60,000,000 users
- YouTube began in September 2005; it now has over 100,000,000 users

Digital Exposure is Vast

More video was uploaded to YouTube in the last 2 months than if ABC, CBS, and NBC had been airing new content (with no re-runs) 24/7/365 since 1948 (which was when ABC started broadcasting).

TRADITIONAL BROADCASTING

ABC, CBS, and NBC collectively get 10 million unique visitors per month. These businesses have been around for a combined 200 years.

SOCIAL MEDIA SITES

MySpace, Facebook, and YouTube collectively get 250 million unique visitors *per month*. None of these sites existed 6 years ago.

INFORMATION ACCESS

Wikipedia launched in 2001. It now features over 13 million articles in more than 200 languages.

Google

Over 2.7 billion searches are performed on Google each month- Where were these questions addressed BG (before Google)?

TEXTING: 17 years

- The first commercial text was sent in December 1992.
- By 2009, the number of text messages sent and received *each day* **EXCEEDS** the population of the planet

Pop Quiz:

How many text messages does the average teen send every month?

584?

1,150?

1,612?

Nope. 2,272.

Impact of Social Networks:

In February 2008, John McCain raised \$11 million for his U.S. Presidential bid. That same month, Barack Obama attended no campaign fundraisers. Instead, Obama leveraged online networks to raise \$55 million in those 29 days.

The mobile device will
be the world's primary
connection tool to the
Internet in 2020.

What does this mean?

The advance of technology has created a new skill set needed by managers, workers and students

Management challenges:

- 90% of the 200 billion e-mails sent daily are spam- *How do we manage them?*
- 2/3 of social network users are active in the workplace and they collectively spend 18.5 billion minutes everyday on these sites – *How many during work hours?*

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- 165 billion emails are sent daily; an average worker will spend 10 years of their working life dealing with emails- ***Is this what we want?***
 - 1 in 4 employees prefer to communicate by email rather than in person; by 2020 it will be 3 in 4- ***Are managers comfortable with this preference?***

***Social Networking and
email can be productivity
killers if not managed
correctly***

Tomorrow's Workers

- During this presentation:
 - 60 babies have been born in the USA
 - 244 babies have been born in China
 - 351 babies have been born in India

Size Matters:

If you are one in a million...

- In China, there are 1300 people just like you
- In India, there are 1100 people just like you
- The 25% of the Chinese population with the highest IQ's is greater than the entire population of North America

According to the US Department of Labor...

Today's learners will have
10-14 jobs

By the time they are **38**

Impact of Exponential Knowledge

- 3,000 new books are published each day
- It is estimated that 40 exabytes of unique, new information will be generated worldwide this year – more than in the previous 5,000 years combined.

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- The amount of new technology information is doubling every 2 years, thus....
 - A student in a four year technical or college degree program will find $\frac{1}{2}$ of what they learned in their first year to be obsolete by their 3rd year.

The Corporate – Academic Challenge

We are preparing workers and students for jobs that don't exist, using technology that has not yet been invented, in order to solve problems we don't even know are problems yet.

SO WHAT DO WE DO?

We have to teach different skills to our workers and to our students – the 3R's alone will not lead to success in a global world.

FIRST:

Students / workers must be able to deal with *massive* amounts of information

SECOND:

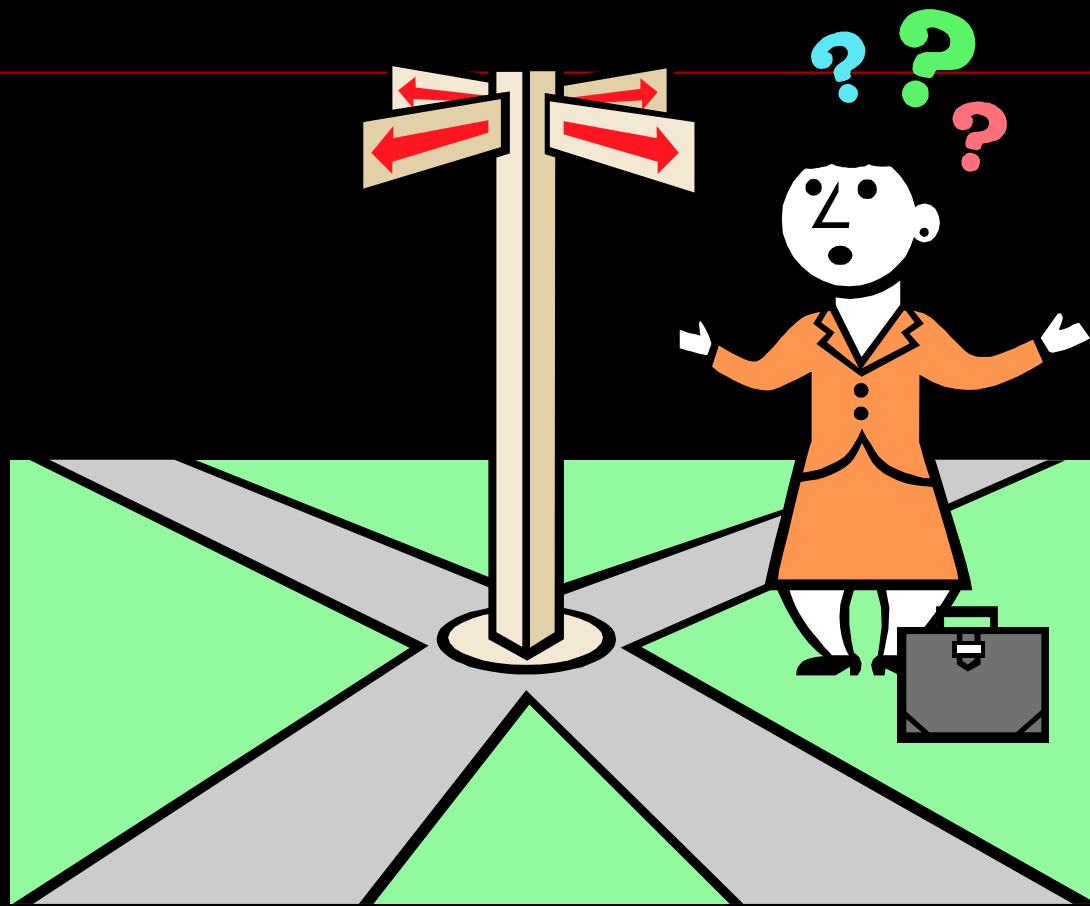
They must learn how to
communicate in a global
community

THIRD:

They must be self-directed to understand how to organize more and more of their own learning

CHANGE, CHANGE, CHANGE –

We will all have to change and to change many times. Are we ready? Are we educated? Are we innovative? Are we flexible? Are we willing to seek other paths to success?



Great Truths ...

**Wisdom comes with age, but
sometimes age comes
alone...**

Potential tools to explore

- Blogs and blogging
- Apps
- Social Networking Presence
- Health alerts to personal cell phones
- Digital publications
- Pod casting for recruitment and for patient education

Great Truths ...

**No matter how hard you
try, you cannot baptize
cats...**

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