

Module 1

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We are from Łódź 😊



New Media – New Playground for young people



New Media – new factor and new environment in socialization

- Young people always are kind of „*aliens*” in adults’ perception
- e.g. we didn’t have the Internet when we were children as well as cell phones☹
- New media is the **tool**. We should be more familiar with its specificity



Why „New media” are new? From traditional media to new media



Going back to the question „why „New media” are new”?

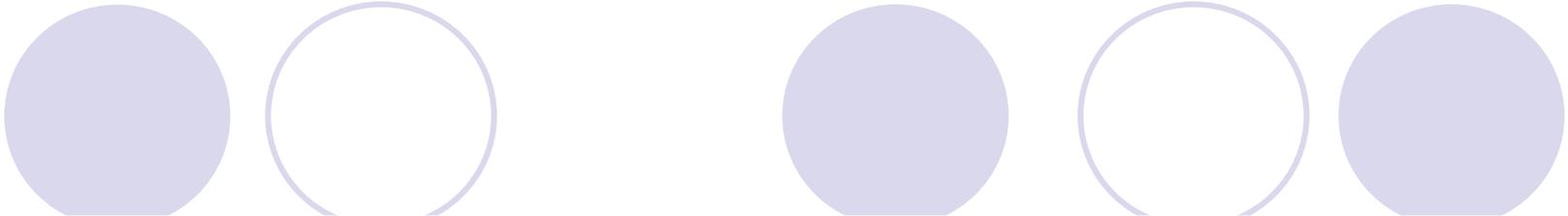
- Digitality
- Interactivity
(producent+consument=*prosument*),
- Hypermedia
- Quantity of the materials,
- Social contacts (networking,
communication)
- Cyberspace
- Real/virtual or online/offline?



Something about the stereotypes

- Try to guess what adults and young people say about the media usage?





	Adults %	Junior high schools' pupils (Pyzalski, 2009) %
I can set up a website.	26,5	46,9
I have better computer skills than most of my friends.	34	31,9
I am an expert in the field of computer usage.	5,3	13,9
I publish my work on the Internet (music I compose, graphics)	6,4	30,3
I run my own website or a blog	5,8	25,9

	Adults %	Junior high schools' pupils (Pyzalski, 2009) %
I spend more and more time in front of a computer.	27	45,7
I get bored when even one day I have no access to the Internet connection.	8	37,8
During my free days I spend my whole time in front of a computer.	3,7	19,1
It is better no one knows what I do while I use the Internet.	5,1	32,7
I have a lot of secrets regarding my Internet usage.	3,4	32,2
I often donot sleep at nights because I use the Internet.	5,6	12,3
I feel better in the virtual world comparing to the real one.	1,9	15,6
Among all my interests Internet is on the first position.	5,6	10,3

Why stereotypes?

- Digital Natives/Digital Immigrants?



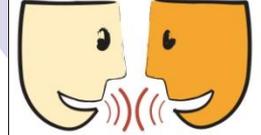
- How can stereotypes influence socialisation and communication between adults and young people?

About *content creators* (Lenhart)

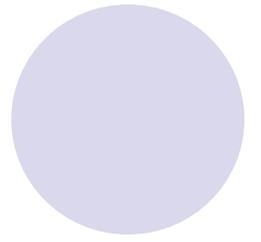
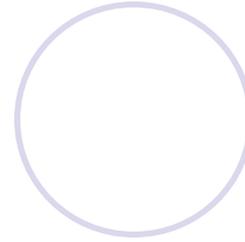
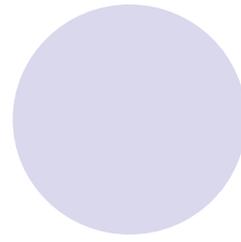
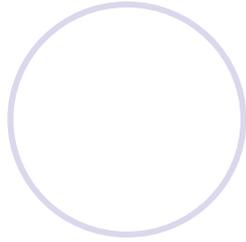
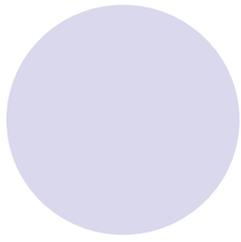
- **More important question than „how long” is „what”?**



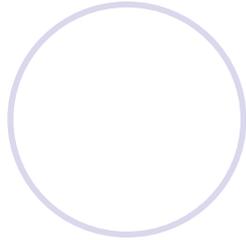
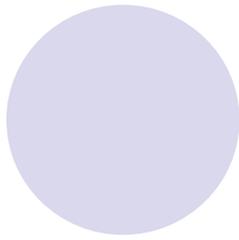
Computer mediated *communication* (CMC)



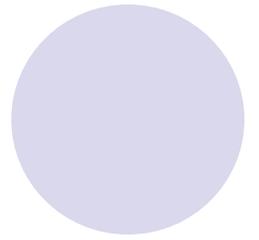
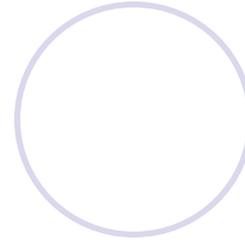
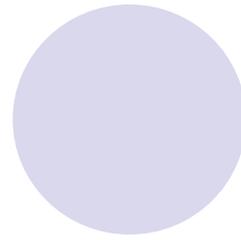
- Reduction of non-verbal channel,
Sense of anonymity,
- Disinhibition,
- Features of the materials...
 - *persistence*,
 - *searchability*,
 - *replicability*
 - *invisible audience* (Dannah Boyd, 2008)



Web 2.0 – social media – social
networking sites

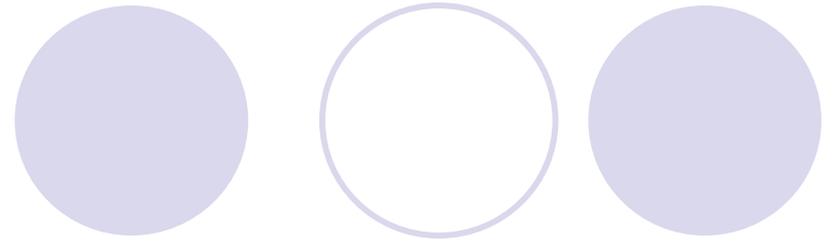
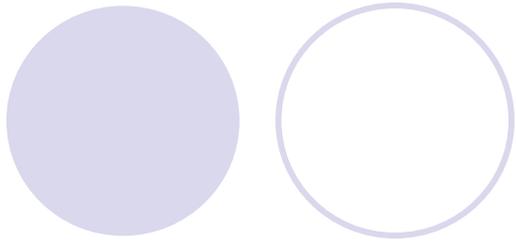


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- Let's be more familiar with cyberspace
- Adults should accompanying young people in environment the young people are.
- ...and bridge *digital divide*





Thank you for the attention