



Social Media and different age groups; How we interact with the digital world

International web conference

Summary

Edita Treciokiene from Lithuanian NA welcomed everybody and then our co-ordinator of the project **Daiva Malinauskiene** presented the project "Be digital"- we are very proud of the project and the good partnership.

The Keynote speaker today, Frosti Jonsson, focused on how we interact with the digital world across age groups mostly from his personal point of view. The change in media consumption is drastic. Frosti took Iceland as an example from no tv one day a week and one month during the summer to a global citizen spending an average of 2 hours and 29 minutes on social media each day. He then showed difference in media consumption between countries. Frosti also showed us data about mobile usage in the US and worldwide usage of Facebook via mobile or laptop or desktop. It doesn't come as a surprise how mobile usage is ruling over computer and desktop with over 80%.

When it comes to age and gender Frosti says that people 45 and older are the fastest growing facebook age demographic which makes me think that the target group for the be digital program should be growing.

Frosti mentioned the huge change in access and exposure to information, how pathways to connect have changes being more accessible and faster and how the internet transformed our lives and the importance of addressing trust when talking about social media.

How-ever, as Frosti addressed, we need to be careful with the overflow of information be aware of the challenges and responsibilities that come with it.

Gileta Kieriene presented the Be digital training program as a possible solution for so called digital immigrants which she defined versus digital natives. Which are we? When defining these concepts Gileta presented some words that have been giving a new meaning in the digital world and the difference between the two.

The good news for all of us immigrants is that we can learn, practice, and adjust to this new digital world. We just must dive deep and sign up for Be digital, I guess. Finally, Gileta presented our product, the Be digital program.

The third presenter was **Evita Brilte**, our **digital native and millennial representee**, who addressed online customer service as a key element. So, when everything is happening online social media use has

Anney Pórunn Þorvaldsdóttir anney@mimir.is



increased during Covid pandemic. New platforms are appearing at the same time as people are detoxing from Social media. Younger generation is less interested in sharing personal information than the senior generation. The younger generation seems to use it more for communication and follow influencers for example. It was interesting to hear about how which age groups prefers different platforms.

Interesting fact Brilte presented is that 75% of millennials would rather text than talk, and what I thought interesting about that fact is what impact it will have of the development of languages.

Companies have been focusing on providing service by using technology and for that using different platforms. You get 24 hrs responds from robots and automatic responds and no real communication.

Still, no matter if you are a digital immigrant or a digital native, we all have the same thing in common as costumers. We want real support, and we want to feel valued.

Elza Gheorghiu, Mihaela Vatavu and Cristian Timofticiu our Romanian guests, spoke about teaching during the pandemic. We who work in the education field can probably relate to what they said about being totally in despair to gaining confidence and being successful when being kind of forced into online teaching overnight.

Cristian told us about their change management, how they executed changes and adapted after being preparing for years.

Mihaela told us about strategies. She described two change management models, Kotter and Adkar, and how they work when implementing changes. From these two models they created their own that Mihaela described. Their model is ambitious I think and something I would like to get more information about. Good work.

Elza finally described preparation of the technical and pedagogical training.

It really looks like our friends at EuroEd school in Romenia did a great job. What can we really ask for more than increased self-esteem of students and of course teachers and strong learning community?

The panel discussion was guided by questions moderated by **Clare Jortweit** from Norway.

After a short introduction from **Claire, the panelists Elza, Frosti, Laura and Gileta** answered 6 questions but maybe the answer to these questions are not that clear cut as there can be many aspects to it i.e., economical, and educational equality can impact the digital divide as Elza mentioned.