

Technology Skills & Digital Natives

COSC 480: User-Centered Design

Madeline E. Smith

September 2, 2016

Plan for Today

- Field Trip Update
- Discuss Readings
 - Case Study: Google Buzz
 - Prensky, 2001
 - Bennett et al., 2008
 - Hargittai, 2010
- What's next?

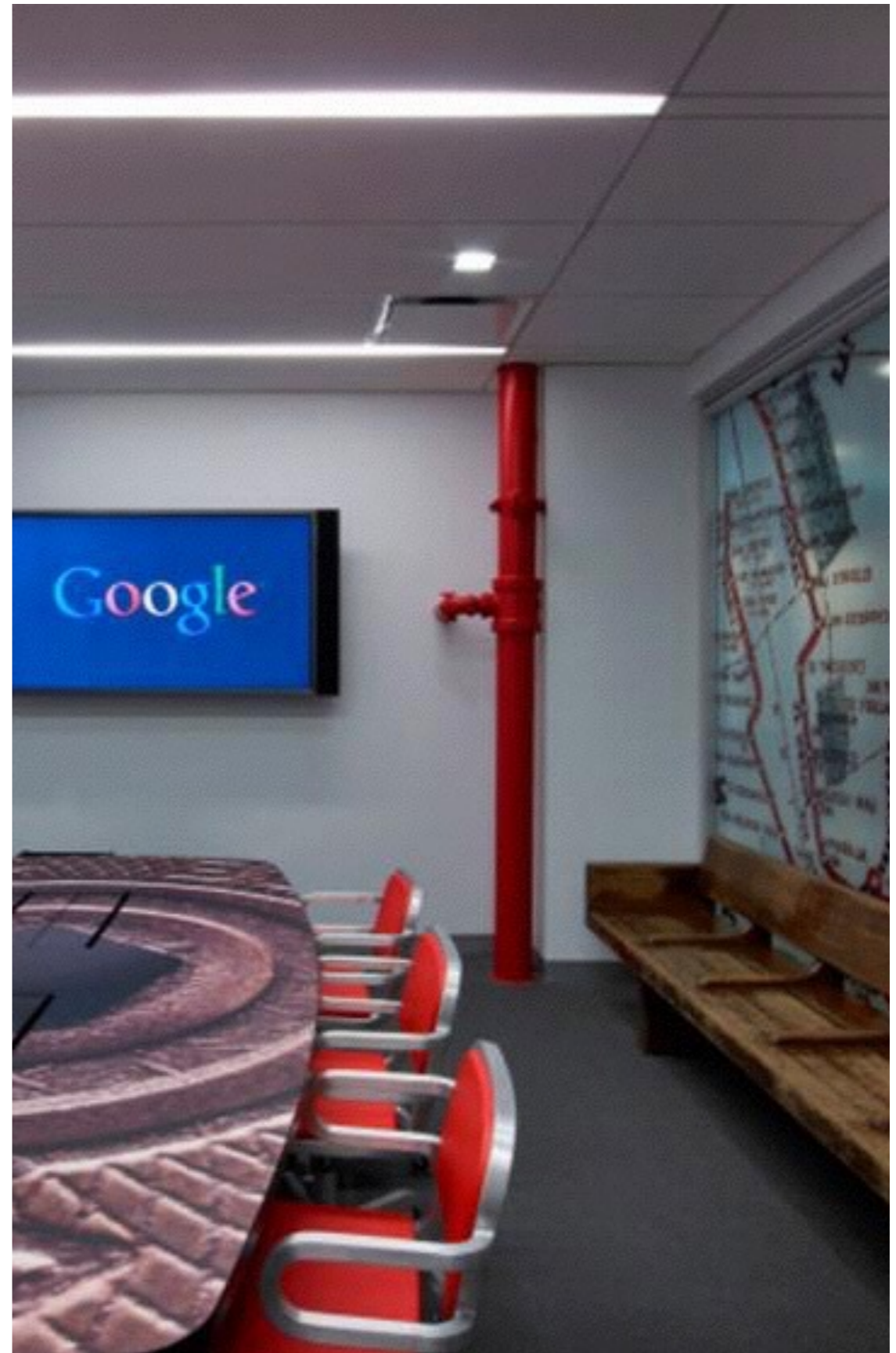
We're going to Google NYC!

November 3–4, 2016

Depart: Thurs morning

Return: Fri evening

schedule coming later



You Read

- Case Study: Google Buzz
- Prensky, 2001: Digital Natives, Digital Immigrants
- Bennett et al., 2008: The 'digital natives' debate
- Hargittai, 2010: Digital Na(t)ives

Case Study: Google Buzz

February 16, 2010

“You are not your user.
No matter how good you
think you are.”



Dana Chisnell

UX Researcher + Consultant

Center for Civic Design
UsabilityWorks

Digital Natives, Digital Immigrants

October 2001

“Today’s students are no longer the people our educational system was designed to teach.”



Mark Prensky

“an internationally acclaimed speaker, writer, consultant, and innovator in the field of education”

Australian education
researchers and
sociologists

The ‘digital natives’ debate

2008

“Grand claims are being
made ... We propose a
more measured and
disinterested approach”



Sue Bennett



Karl Maton



Lisa Kervin

Digital Na(t)ives?

February 2010

“People who have grown up with digital media are often assumed to be universally savvy...”



Eszter Hargittai

Sociologist
Communications

University of Zurich

Looking Ahead

- Class next week
 - Monday: Interviewing
 - Wednesday: Needsfinding
 - Lab: Project introduction + brainstorming
 - Friday: no class
optional: attend talk at Hamilton College
- A2: Understanding Users due Friday night

A2: Understanding Users

For this assignment you will be observing and interviewing a user in order to identify user needs. The task at hand is sending an email. This is something we all do everyday and probably don't think much about. But through this assignment you will see the task in a new light.