

Empowering Families in the Digital Age

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What We'll Cover Today

- *Identify the major generational differences across lifespan development that contribute to a digital divide between parents/caregivers and their student/child*
- *Understand the educational technology landscape and the public education approach to students and technology*
- *Provide information, resources and tips to parents to support their parenting goals*

Shameless Use of Technology to Make a Point

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Code: # J893

Baby Boomers – Born 1946 to 1964



Members of this group are considered as 'baby boomers' because, during this period of time, there was a statistically significant surge in the number of births that occurred.

Experts believe that the baby boom was directly related to the end of World War II in 1945. Once the war was over, there was an overall optimistic mood in the various countries, especially in the U.S.

How They Use Technology?

• 60% of senior citizens ages 65 are conversant with the use of the Internet.



• 86% of Younger boomers and 84% of Older boomers ages 47-56 own cell phones.



• 49% of Younger Boomers and 43% of Older Boomers own a laptop computer.



• 65% of Younger Boomers and 64% of Older Boomers own a desktop computer.



• 42% of Younger Boomers and 26% of Older Boomers own an iPod/MP3 player.



• 7% of Younger Boomers and 3% of Older Boomers own an eBook reader.



• 4% of Younger Boomers and 3% of Older Boomers own a tablet like iPad.



• 34% would surf the Web on their phone to look for a better price or other options while shopping at a retail store.



• 20% of Boomers say social media affects how people see you.

• 12% of Boomers think it is appropriate to talk, text and surf the Web during work hours.

• Television

Defining Technological Product



Communication Media



• Telephone

Generation X – Born 1965 to 1976

2 Generation X - Born 1965 to 1976



Generation X is the demographic unit following the baby boomers and preceding the Millennials.

Members of this group were sometimes called the "latchkey generation", due to reduced adult supervision and to the increased divorce rates and increased maternal participation in the workforce.

• Personal Computer

Defining Technological Product



Communication Media

• Email & Telephone



How They Use Technology?



Millennials or Gen Y – Born 1977 to 1995




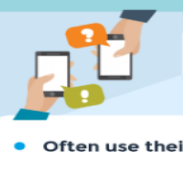
The term Millennials apply to individuals who reached adulthood around the turn of the 21st century. They grew up in a technology-filled and online-driven society.

The members of this generation also hope to be the next great generation and to turn around all the "wrong" they see in the world today.


How They Use Technology?



- The only generation that is more likely to own a laptop computer or netbook than a desktop:
70% own a laptop, compared with 57% who own a desktop.



- 95% own a mobile phone.
- Often use their smartphone to take 'selfies'.



- 63% own a game console.



- 74% own an iPod/MP3 player.

- 5% own a tablet like iPad.

- 5% own an e-Book reader.



- 56% would surf the Web on their phone to look for a better price or other options while shopping at a retail store.

- 31% of Millennials say social media affects how people see you.

- 18% of Millennials think it is appropriate to talk, text and surf the Web during work hours.



Defining Technological Product

- Tablet and Smartphone

Communication Media

- Text and Social Media



Gen Z, Centennials – Born 1996 to Present



Following the technology-driven generation of Millennials is the Gen Z, iGen, or Centennials. The defining historical moment that separates them from their Millennials siblings was the 9/11 attack.

The members of this generation are still largely kids and adolescents, so their adult characteristics are yet to be examined.

Defining Technological Product



- Virtual Reality (VR) and Augmented Reality (AR) headsets and components, Nano-computing, 3D printing, Electric and driverless cars.



Communication Media

- Hand-held communication devices, accessories such as smartwatches.



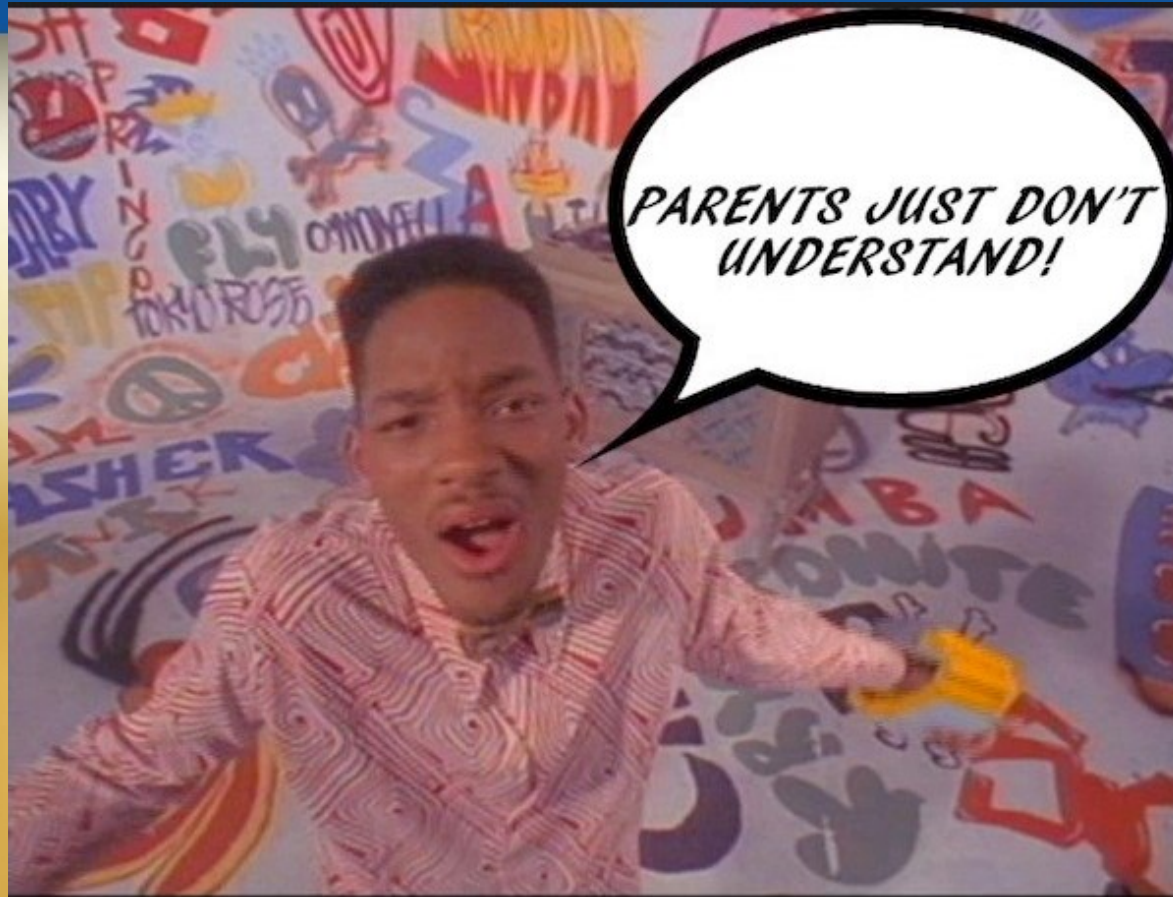
How They Use Technology?

- Gen Z expects to get their first smartphone younger than any other generation.
- 57% use messaging apps at least half the time they use their phones.
- Messaging apps Snapchat, iMessage, Skype, and Facebook Messenger are the top used messaging tools for Gen Z, respectively.

- Only 9% of Generation Z use voice assistants like Siri or Alexa.
- 41% have tried VR and 12% use it on a daily or weekly basis.
- 74% have tried augmented reality (AR) and 15% use it on a daily or weekly basis.
- Only 6% of Gen Z say it is appropriate to talk, text, and surf the web during work hours.
- Gen Z is nearly 200% as likely to think it's appropriate to talk on your mobile phone during a job interview.

- Only 6% of Gen Z say it is appropriate to talk, text, and surf the web during work hours.
- 42% of Gen Z, more than any other generation, say social media affects how people see you.

Gen Z and Technology: What Are They Thinking?



The Teenage Brain

The Teenage Brain

- ✓ Prefrontal cortex helps us think ahead, see consequences, and make decisions.
- ✓ Teens' prefrontal cortex isn't finished developing.
- ✓ They see situations as absolute truths that will last forever.
- ✓ Tweens develop meta-cognitive abilities and awareness of others' opinions of them.



Bottom Line:

*A teen's brain is evolving,
so risk-taking,
poor decision-making,
awareness of peer approval,
and absolute thinking increase.*

'But It's for My Homework': The Educational Technology Landscape

I forgot what chapter we were
reading again...

It's on Google
Classroom, and
Gmail sent you
a notification...

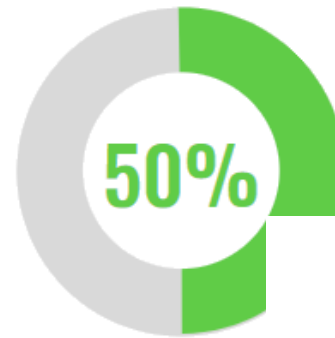


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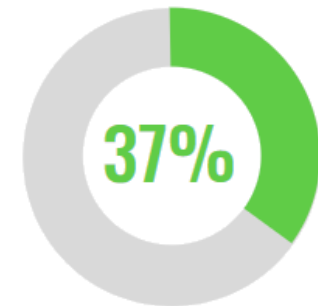


Tech Types: What Kids are Getting from Schools

- Tablets
- Laptops
- Hotspots/ Wifi
- Grade Monitoring/ Check (Student Information Systems)
- Teacher Websites
- Google Drive/Classroom
- Teacher/Parent Communication Tools and Systems
- Learning Apps and Sites



of classrooms use device every



of schools say they have an average of one device per every student

58% of mobile devices in schools are Chromebooks

19% of devices in schools are iPads and Mac laptops

The Key to Dealing with School Tech: Ask the Right Questions

PURPOSE

ACCESS

TIMELINE

HINTS AND HELP

PRIVACY

Social Media: The Other Side of the Digital Landscape

70%

of teens use social media multiple times each day.

18%

of teens feel better about themselves after social media use.

16%

of teens feel less depressed after social media use.

Over 70%

of teens don't feel better or worse after social media use.

- Social media can strengthen relationships.
- Can use to do good in the world --- reach out to volunteer, create community, be inclusive
- Most kids just having fun, according to the [Pew Research Internet Project](#):
 - 57 percent of all teens have made new friends online
 - 84 percent of boys who play networked games with friends feel more connected when they play online
 - 68 percent of teen social media users have had online friends support them through tough or challenging times

Of course, face-to-face social skills are still important!



Practical Tips for Common Sense Parenting with Social Media

Take the effects of social media seriously.

"It's really hard to feel like you have to measure up to someone else, huh?"

Combat "duck syndrome."

"Boy, these pictures sure make everything seem perfect, but nobody's life is perfect."

Pull back the curtain on perfection.

"Hmm, how many selfies do you think she took to get this one? Which filter did she use?"

Foster failure, and emphasize effort.

"I really messed up at work, but listen to how I tried hard to fix it ... "



Practical Tips for Common Sense Parenting with Social Media

Know that the pressure feels real, so lead with empathy.

"I bet sometimes it feels hard to keep up with all of this."

Encourage your teen to limit notifications.

"Let's take a look in your settings and see if we can adjust how urgent it seems."

Take a break.

Even a short break can give some relief.

Set limits to help your kid contain demands for communication.

"As a family, we're not using phones at the table or in bed."

Be a strong role model for healthy behavior.

"It's hard for me, too. Maybe we can help each other."



Practical Tips for Common Sense Parenting with Social Media

Stay engaged, empathic, and encouraging.

"I'm right here with you, and I know this is hard."

Help teens think through potential consequences of posting and sharing.

"How do you think she'll feel if that picture gets around school?"

Collect evidence, block, report, and involve institutions when necessary.

Encourage teens to be upstanders and create a positive online culture.

"I know it might feel scary, but I'll bet she'd like someone to have her back."



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Thank You!!

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