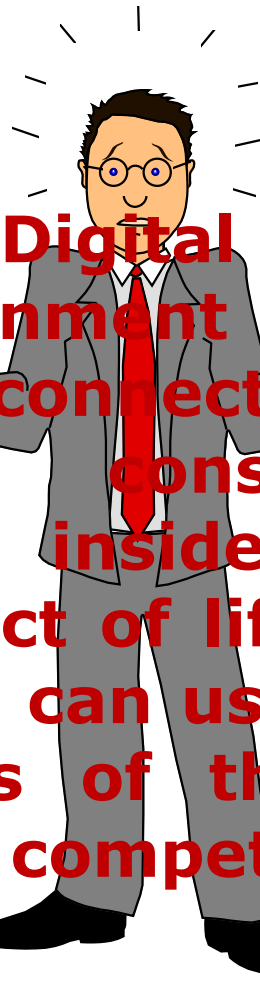


The New Generation of Digital Natives and Their Impact on the Corporate Information Environment

Presented by:
Randall Marcinko
randy@marcinko.com

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As it caters to the Digital Native, the corporate information environment becomes more like a neural network, connecting people, sharing information and consuming technology. Collaboration both inside and outside of the corporation is a fact of life. Smart companies and smart vendors can use technology and the needs & demands of the Digital Native to leapfrog over their competition.

But first, we need to understand those features of the Digital Native that impact their corporation(s).

The Digital Native¹

- accepts and processes information very quickly
- parallel processes and multi-tasks
- prefers to receive graphics *before* text
- prefers random access to serial access
- functions best when deeply networked
- thrives on instant gratification and frequent rewards

1-Digital Native, Digital Immigrant, Marc Prensky, *On the Horizon* (MCB University Press, Vol. 9 No. 5, October 2001)

Meet Sally, a Digital Native¹



This One Works

1- User Experience Works, October 6, 2011

Meet Scotty, a Digital Native¹



Star Trek IV promotional material

The Digital Immigrant¹

- was not born into a digital age
- only later in life becomes interested in various aspects of technology and adopts many
- retains some of his/her birth “accent”
 - he/she reads the manual for a program or a new piece of technology
 - he/she turns to the internet as a second choice to find information
 - limits the hours/day when he/she is online



1-Digital Native, Digital Immigrant, Marc Prensky, *On the Horizon* (MCB University Press, Vol. 9 No. 5, October 2001)

The Digital Dinosaur

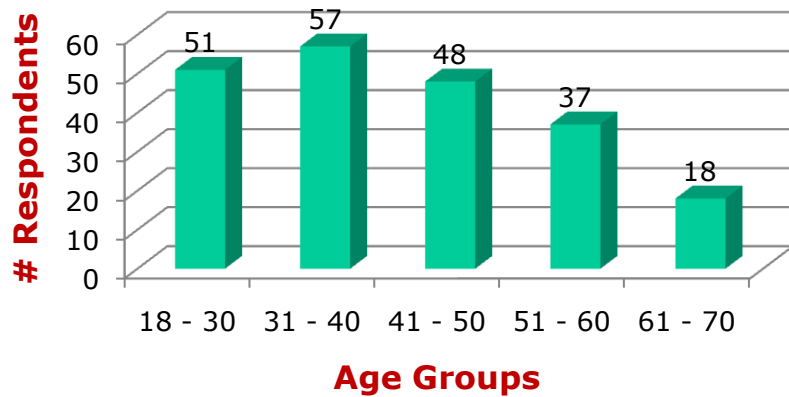
- is over 40 and avoids technology
- uses snail mail
- has never read an ebook and always prints articles from the internet before reading them



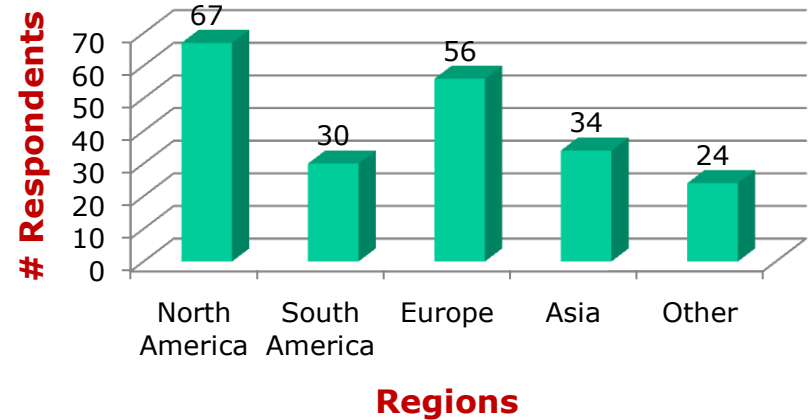
In order to better assess the characteristics of Digital Natives in today's corporate world, I undertook an international survey.

- respondents are from corporations and from academia
- respondents are from 7 countries
- respondents that answered 3 or fewer questions were not included in the results
- 285 individuals were surveyed—211 had qualified responses
- for analysis:
 - *Digital Natives*— 18 - 30
 - *Digital Immigrants*-- >30 & answered Yes to "significantly interested in technology"
 - *Digital Dinosaurs*-- > 30 & answered No to "significantly interested in technology"

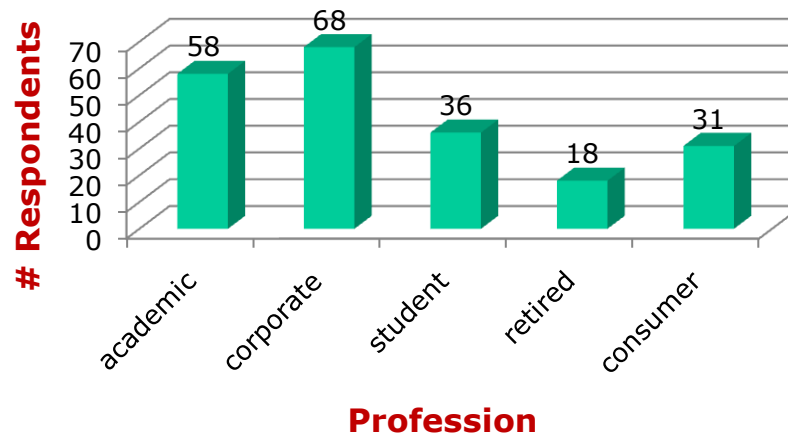
Age Distribution



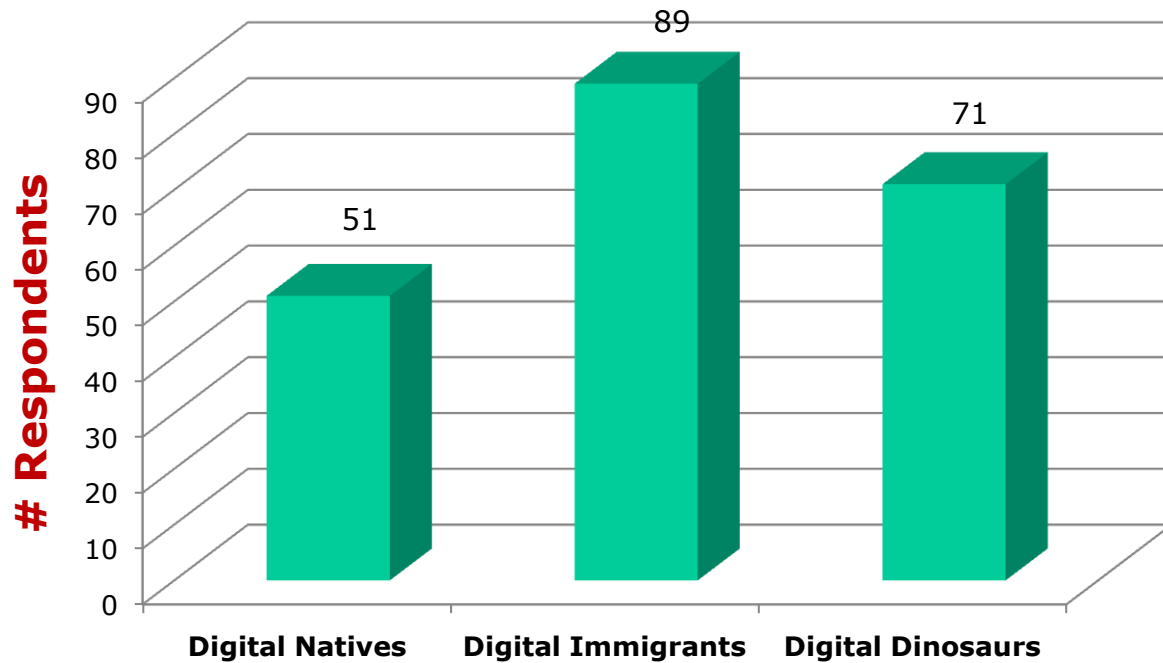
Geographical Distribution



Professional Distribution



The SURVEYED GROUP



Digital Immigrant or Native?

Perform a simple test...

Ask the candidate what the following objects have in common?




From the Survey

Question:

Do you understand what these two objects have in common?

	Digital Native	Digital Immigrant	Digital Dinosaur
<i>CORRECT ANSWER</i>	12	65	60
<i>WRONG ANSWER</i>	28	20	9
% of respondents with correct answer	30%	76%	87%



Age matters! The Digital Natives' experience knowledge is ONLY based on the past 25 years!

Assertion

Digital Natives in today's corporate environment are connected at all times. They need and want to be part of such a network.

From the Survey

Question:

What time of day do you first check your WORK email:

	Digital Native	Digital Immigrant	Digital Dinosaur
While still in bed	8	3	0
After getting up, before work	35	18	5
First hour at work	6	38	28
Later in the day	1	23	39
% who checked email before work	86%	26%	7%
% who email in first hour	12%	46%	39%
% who checked email later in work day	2%	28%	54%

The Digital Natives becomes connected early in the day and stays connected throughout.

From the Survey

Question

How often do you check your email or other social media?

avg checks per hour	Digital Native	Digital Immigrant	Digital Dinosaur
Before work	7	1	0
During the work day	5	2.5	1.5
After work	7	0.5	0.5
Average/hour throughout the day	6.3	1.3	0.7

The Digital Natives becomes connected early in the day and stays connected throughout.

FACT

The Digital Natives are electronically connected to their colleagues and peer group throughout the entire day. Their networking enhances productivity in the work place.

Digital Immigrants and Dinosaurs say ...

“We have learned that we should not any longer create products where the enduser is supposed to come to the spigot to get the **content**. Instead we must put the spigot in the midst of the daily life of the enduser.” It as become a truism in our industry!



Digital Natives have adapted this to Communication and Community and say...

"I don't want to have to go out of my way to find a communications device. I must be in the midst of communication and MY community(ies) 24x7. I need to communicate when I am ready and where I am at."

But we have know this for 45 years!



From the Survey

Question

Do you have a printer in your home?

	Digital Native	Digital Immigrant	Digital Dinosaur
No	21	3	0
One	19	40	46
Two or More	9	39	23
Yes	28	79	69
% with printer in the home	57%	96%	100%

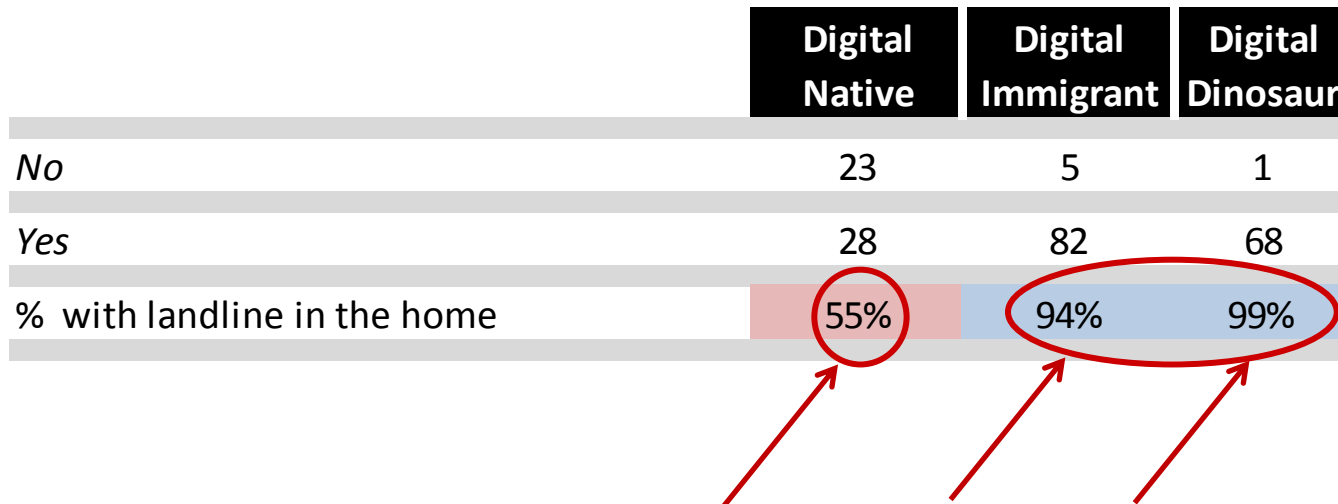
The Digital Native thrives on immediate electronic (not print) gratification. The information must be available electronically at all times.

From the Survey

Question

Do you have a landline phone in your home?

	Digital Native	Digital Immigrant	Digital Dinosaur
No	23	5	1
Yes	28	82	68
% with landline in the home	55%	94%	99%



The Digital Native won't be tied down by a "standalone" landline. He wants communication tied to him.

Assertion

The Digital Natives is asking to work in a digitally connected environment, part of a network of peers, colleagues and friends (his/her world) to which he is in contact 24x7.

This has long been something that the Digital Dinosaur and Digital Immigrant have lived with since the early days of StarTrek, since Apple, since Google and more recently, since Facebook...

Technology puts the digital community within the reach of all Digital Natives. Their challenge is taking best advantage of the community and the challenge of their corporations is to make the network available in the most effective way possible.

The Digital Native, Immigrant and even Dinosaur have wanted the StarTrek Computer



Electronic Community

Captain Kirk & StarTrek



Steve Jobs & iPhone4s



Apple & Facebook



Facebook

Maybe we are further than we think and the tools for the Digital Native are among us?



Apple, iPhone4S Promotional vid October 2011

Assertion

~~The Digital Natives in today's corporate environment cost the corporation dearly because of the time that they spend on email with friends, on Twitter and on other social media during the work day!~~

From the Survey

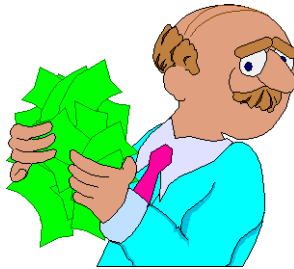
Question

How much time do you spend on email and any other networked communication with **COLLEAGUES** before and after work hours?

avg in minutes		Digital Native	Digital Immigrant	Digital Dinosaur
Colleagues before work		46	12	0
Colleagues after work		74	21	12
non-Colleagues during work	A	40	20	8
Colleagues before/after work	B	120	33	12
Net Gain by the company	(B-A)=C	80	13	4
Net Gain as % of the work day	% of 8hrs	17%	3%	1%

FACT

The Digital Natives **save** the corporation significantly on labor while dramatically enhancing productivity.



		Digital Native	Digital Immigrant	Digital Dinosaur
Net Gain by company (min)	$(B-A)=C$	80	13	4
Net Gain as % of work day	% of 8hrs	17%	3%	1%

THANK YOU !