



Fact Sheet

Smart Technology, Dumb People



GUESTS:

Dr Kristy Goodwin – Dr Kristy Goodwin is the Director of *Every Chance to Learn*, an Honorary Associate at Macquarie University and a highly sought after expert on kids and technology. With over 13 years experience in teaching and a gift for cutting through media hype and conflicting research, Dr Goodwin gives parents and teachers practical information with clear tips and strategies to ensure children are given every chance to learn, while having fun and maintaining a healthy life/technology balance. Dr Goodwin's current research interests include early brain development and the impact new technologies have on young children's learning and development, including the use of touch-screen technology such as iPads.

Hugh Stephens – Hugh Stephens is the Director of Dialogue Consulting, a company that specialises in providing social and digital media strategy, risk and advisory services. As a (relatively) young person, he has a passion for how organisations can better engage with young people through online channels – whether to get their thoughts or feedback, or to empower them to take action. He has worked with a large range of youth organisations including the Youth Affairs Council of Victoria, headspace, Trapeze health services and frequently facilitates or advises organisations on their youth-focused strategy. Through his work at Dialogue Consulting, Hugh has also worked with a large range of clients including the University of Melbourne, VicHealth, Hockey Australia, Defence Health, the City of Ballarat and more. He also sits on a number of advisory boards including the External Advisory Board for the Mayo Clinic Center for Social Media based in the USA.



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INTERESTING FACTS:

- In a poll taken in 2013, 91% of the global population have a mobile phone. *
- 56% of people own smart phones. *
- According to a survey conducted by Deloitte in early 2013, 28% of Australians are considered “digital omnivores”; people who own a smart phone, laptop and tablet. ****
- Techno skeptics hold the belief that you can still enjoy modern technology whilst appreciating older technological breakthroughs.
- The average age for someone getting their first mobile phone is now 13. *
- Between May 2011 and May 2013 the percentage of people who owned a smart phone jumped from 35% to 56% *
- Games are used 32% of the time on Android and iOS connected devices. Web browsers and Facebook are equal second at 18% each. *
- There are over 1.2 billion people accessing the web from their mobile devices. *
- 94% of 16 and 17 year olds own a phone.**
- One in three primary school children have their own mobile phone, with kids as young as eight have smart phones. **
- In 2013, 35 per cent of children aged eight to 11 have a mobile phone, a figure which has almost doubled since 2007. **
- A recent survey of parents by online security firm Trend Micro shows while 67 per cent of Australian parents have bought their school-aged child a smartphone, most do not give any thought to cyber safety concerns.**
- According to the Australian Communication and Media Authority (ACMA), in 2007, one in six children (17%) in both the 8-11 year and 12-14 year age groups had a computer in their bedroom. One in ten children had internet access in their bedroom (9% for 8-11 year olds and 11% for 12-14 year olds). ***
- In the 12 months prior to April 2009, an estimated 2.2 million children (79%) aged 5-14 years reported accessing the internet, up from 65% in 2006.***
- The proportion of children using the internet increased with age; 60% of 5-8 year olds used the internet, increasing to 96% of 12-14 year olds.***

HOW TO MANAGE SMART TECHNOLOGY

- Parents need to “foster healthy media habits” in their kids. This could take shape in the form
- of technology and screen free places – such as bedrooms and kitchen tables.
- Don’t let technology rule you, you rule it.
- Technology is not bad, but you have to learn how to manage it.
- Simple things to help not let technology rule your life: turn off notifications, protect relational time (nothing beats face to face interaction), protect creative time and try to avoid impulsive checking.

USEFUL ADDITIONAL READING:

- <http://hepg.org/hep-home/books/transforming-schools-with-technology>



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- <http://www.atse.org.au/Documents/Publications/Reports/Health%20&%20Tech/Smart%20Tech%20for%20Healthy%20Longevity%20-%20Report.pdf>

USEFUL WEBLINKS:

- <http://kindoma.com/>
- <http://technoskeptic.com/>
- <http://www.ctadigital.com/item.asp?item=3016>
- <http://www.insidehighered.com/blogs/technology-and-learning/techno-skeptics-and-techno-utopians#sthash.fdqUgOCB.dpbs>
- <http://www.macworld.com.au/features/deploying-ipads-in-schools-56273/#.U734JJSzTo>
- <http://technoptimist.tumblr.com/post/38902380594/ten-reasons-for-techno-optimism>
- <http://www.goodfood.com.au/good-food/back-to-school/technology-in-the-classroom-20100119-mhn3.html>
- <http://www.essentialbaby.com.au/baby/baby-education-and-play/the-ipad-activity-seat-just-what-every-newborn-needs-20131202-2ylq7.html>

REFERENCE:

- * <http://www.digitalbuzzblog.com/infographic-2013-mobile-growth-statistics/>
- ** <http://www.news.com.au/lifestyle/parenting/rise-in-number-of-australian-kids-with-smartphones/story-fnet085v-1226630247931>
- *** <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4102.0Main+Features60Jun+2011>
- **** <http://www.smh.com.au/comment/laptops-in-schools-not-so-smart-20131120-2xvpp.html>