

SbVC Consultation Group

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Mountain Plains ATTC (HHS Region 8)

ATTC

Addiction Technology Transfer Center Network
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Today's Agenda – Session 7, Welcome !!

- 25 to 30 minutes reviewing power point slides and discussion regarding digital culture, digital immigrants, and digital natives
- Learn to be aware of differences in digital culture and how to identify one's own internal biases when working with clients
- Group discussion of how to minimize impact of biases and ways one can adjust to the digital and technological history and skill sets of each client
- Last 10-15 minutes reserved for case consultation for those who wish to present issue or questions.



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Digital Immigrants...

people born before or about 1964 and who grew up
in a pre-computer world



(Zur & Zur, 2011)

Like all immigrants... as Digital Immigrants learn to adapt to their environment, they retain, to some degree, their 'accent' ...

What is your digital accent?

Comparison of Digital Types

Digital Immigrants

- Prefer to talk in-person or on the phone
- Don't text or only sparingly
- Prefer synchronous communication
- Prefer receiving information slowly: linearly, logically, & sequentially
- Prefer reading text (i.e., books) on processing pictures, sounds & video

Digital Natives

- Prefer to talk via chat, text, or messaging thru social media
- Text more than call
- Prefer asynchronous communication
- Prefer receiving information quickly & simultaneously from multiple multimedia & other sources
- Prefer processing /interacting with pictures, graphics, sounds & video before text



Other Digital Types....

Ways to sort people other than age

- **Attitudes**
- **Comprehension**
- **Relationships**
- **Practices**
- **Comfort with technology**



Avoiders

- **‘Luddites’ - true avoiders of modern technologies**
- **Use landlines; avoid email and the Internet**
- **Newspapers arrive via carrier, not Internet server**
- **Can be old digital immigrants who cannot relate to modern technology**
- **Can be digital natives who some may call ‘Neo-Luddites’ - philosophically oppose the use of the Internet and other modern online technologies**

(Feeney, 2010; Toledo, 2007)



Minimalists

- **Use technology reluctantly**
- **Could be digital immigrant-reluctant adopters or digital native minimalists**
- **Have an email account and probably a Facebook profile but do not check them regularly**
- **Have a cellphone, but do not need or desire to be online via the phone**
- **No smartphones are necessary/wanted**
- **Reads the newspaper in paper form**

(Feeney, 2010; Toledo, 2007)



Tourists

- **Visitors in the digital world**
- **Pay attention to the 'local' or 'native' digital culture, learn its language, observe its rituals, and comprehend its complexities**
- **Keep internal distance from technology even though they tend to use it appropriately and effectively, as needed, but not extensively**
- **Stays internally non-digital in regard to preferences and values**

(Feeney, 2010; Toledo, 2007)



Enthusiastic or Eager Adopters

- **Have fun with technology**
- **Enjoy the latest smart phone & tablet**
- **Ready & excited to try out the product of a friend & enjoy the process**
- **Participate in online discussions via Facebook, news sites, blogs, or online education**
- **Write online content themselves**
- **Check email & online throughout the day**
- **Get their news online, not via print**

(Feeney, 2010; Toledo, 2007)



Innovators

- **Are not only enthusiastic, they work with technology to improve it**
- **This group includes game developers, programmers, engineers, technology writers, professors, and hackers**

(Feeney, 2010; Toledo, 2007)



Digital Over-Users/Problematic Users

- **Heavily dependent on technology to occupy their time....many of them are gamers**
- **Excessive internet use for gaming, porn, social networking, gambling, etc**
- **Extremely protective of their "right" to be online**
- **Can become upset, irate, and even violent if technology is not available**
- **Lives are significantly, negatively affected by their excessive use of digital technologies**

(Feeney, 2010; Toledo, 2007)



Questions to Ponder

- **Are you a digital native or immigrant ? Why?**
- **What are your biases when working with the opposite of how you view yourself?**
- **What dynamics would you need to be aware of when working with clients ?**
- **How would you work to meet clients where there are at if different from your digital and techno history ?**





It's Consultation Time !





Helpful resources and links

- <https://www.marcprensky.com/writing/Prensky%20-%20Digital%20Natives,%20Digital%20Immigrants%20-%20Part1.pdf>
- <https://www.zurinstitute.com/digital-divide/>
- <https://firstmonday.org/article/view/2474/2243>



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THANK YOU and SEE YOU NEXT TIME !

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