

“Today’s child is bewildered when he enters the 19th century environment that still characterizes the educational establishment where information is scarce but ordered and structured by fragmented, classified patterns, subjects, and schedules.”

Marshall McLuhan 1967





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MODULE 8: WEB-BASED DEVELOPMENT SCHEMES

DATE **MARCH 28, 2017**

CLIENT **ROB PUSCH**

MEDIA CONSUMPTION IS HIGHLY MOBILE

Mobile devices account for nearly half (41%) of all screen time used among tweens and 46% among teens.

TWEENS

53%
of Tweens Have
Their Own Tablet



24%
of Tweens Have
Their Own
Smartphone



TEENS

37%
of Teens Have
Their Own Tablet



67%
of Teens Have
Their Own
Smartphone

2015 study : Fully 88% of American teens ages 13 to 17 have or have access to a mobile phone of some kind.

AVERAGE DAILY MEDIA USE

Excluding time spent using media for school or for homework

TWEENS

6 hours

5:55 Total Hours

4:36 Hours of Screen Time

TEENS

9 hours

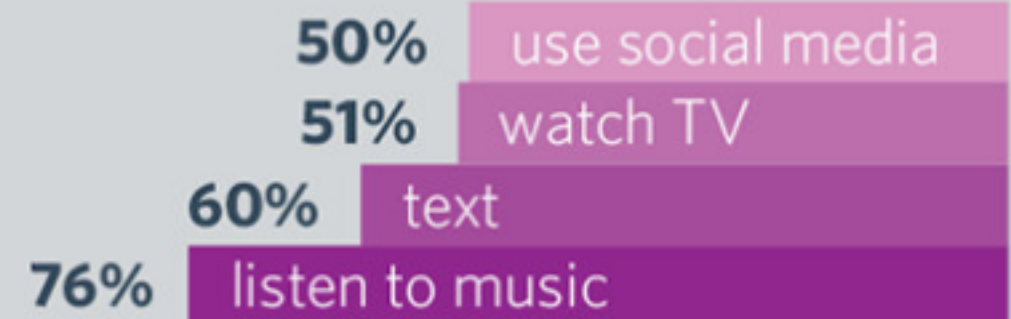
8:56 Total Hours

6:40 Hours of Screen Time

Multitasking: The New Normal

Many **teens** use media while studying, and most think it has no effect on the quality of their work.

While Doing Homework, Teens ...



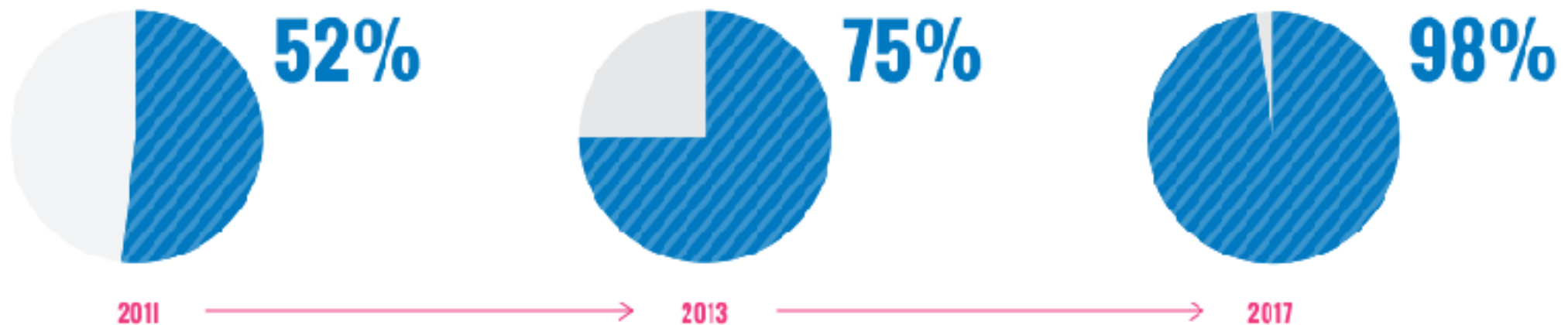
2015 study

<https://www.commonsensemedia.org>

EVOLUTION OF MEDIA USE BY KIDS AGE 8 AND UNDER 2011-2017



Mobile is universal. Among 0- to 8-year olds, percent of homes with a mobile device

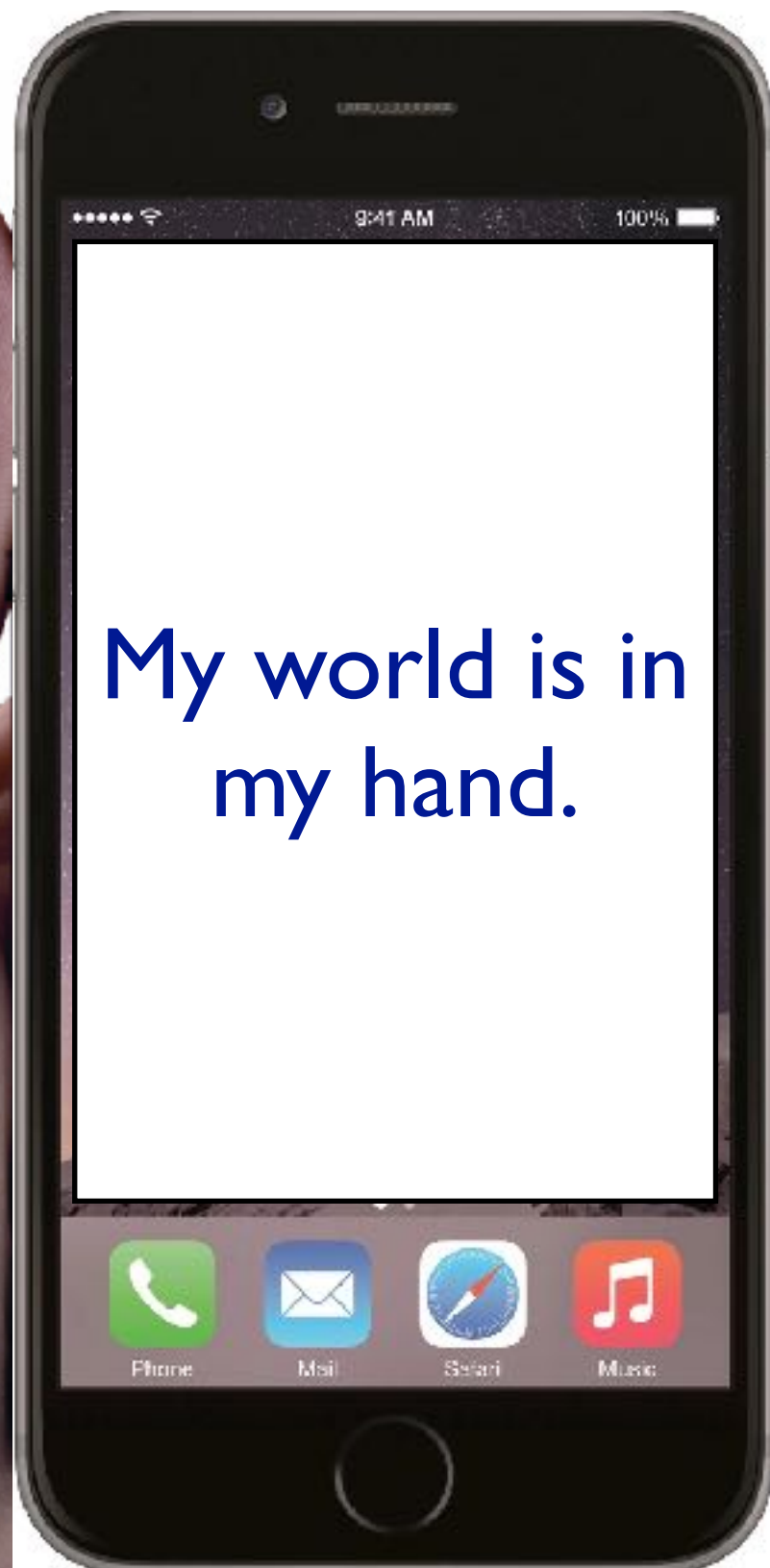


Who Has Access?



Pew Research Center *Internet & Technology*

<http://www.pewinternet.org/fact-sheet/mobile/>



Google

facebook



twitter



WORDPRESS.COM





What does
this mean
for the
future?

Context

MOOC, e-learning, m-learning, Blended

- Describe context
- Audience
- Resources
- Analysis
- Design/Development goals and products
- Evaluation
- Feedback
- Model?

