

Intergenerational Learning and Information Literacy: How media generations learn with, about, and from each other

Heike vom Orde

Head of Documentation
International Central Institute for Youth and Educational Television (IZI)
Heike.Orde@br.de

Media Generations: Digital Natives vs. Silver Surfers?



Digital Natives (generation born after the 1980s):

Grew up with digital media

Heavy users of mobile media

Silver Surfers (aged 55+, frequent web surfers)

Grew up with traditional media (print + TV)

Prefer stationary PCs

Social Media: Starting Point for Intergenerational Learning?



Both generations use and appreciate the web for socializing and communication purposes:

Social Media are part of daily media routines of Digital Natives



As Social Media experts they could enable Digital Surfers to maintain their existing relationships with social media ...



... and this could be an eye-opener for Digital Natives because they learn to see digital communication from another perspective!

Chances of Intergenerational Learning



Building intergenerational relationships means initiating a **process of social learning**



This way generations can learn **with, about, and from each other**

**Thank you for attention and
see you at the poster session!**



Heike.Orde@br.de

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