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
www.izi.de
www.IZI-Datenbank.de