



youthography 

Youth in Transition / Youth 101
The New Advertising

Max Valiquette, President

- I've got a 12 year background in strategic planning, often on big brands and always in the youth market and youth culture
- I'm one of North America's leading youth culture experts (cough, cough)
- I've hosted a youth issues talk show, been quoted in the WSJ, written a pop culture magazine column, presented a thousand times...
- I am also really immature



And I work for Youthography:

- Part of an independent agency group, with our first company incorporated in 2001
- Based in Toronto with an LA office (like, 90210)
- 40+ employees across our three agencies and our Marketing, Creative and Research & Strategy teams
- Tactic-neutral capabilities that allow us to provide full 360 degree marketing services to our clients



The Y Syndicate:

DISTRICTTM
LIFESTYLE MARKETING

youthographyTM 

RIOTTM
EVENT + SPONSORSHIP

The Y Syndicate

youthography 

The brands we touch:

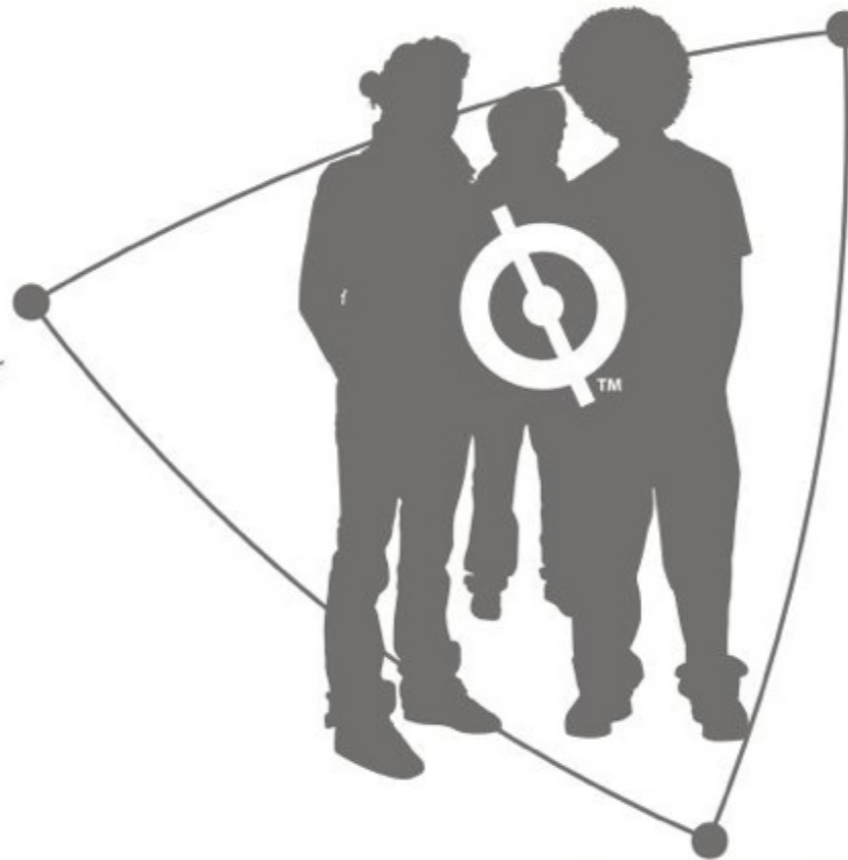
- Youthography billed over 100 different organizations in 2008
- Fortune 500
- Federal, Provincial and Municipal government
- Not-for-profit
- In Canada and the U.S.



Our informed approach:

Connected

Connected to consumer insights and connected within the pillars of youth culture.



Integrated

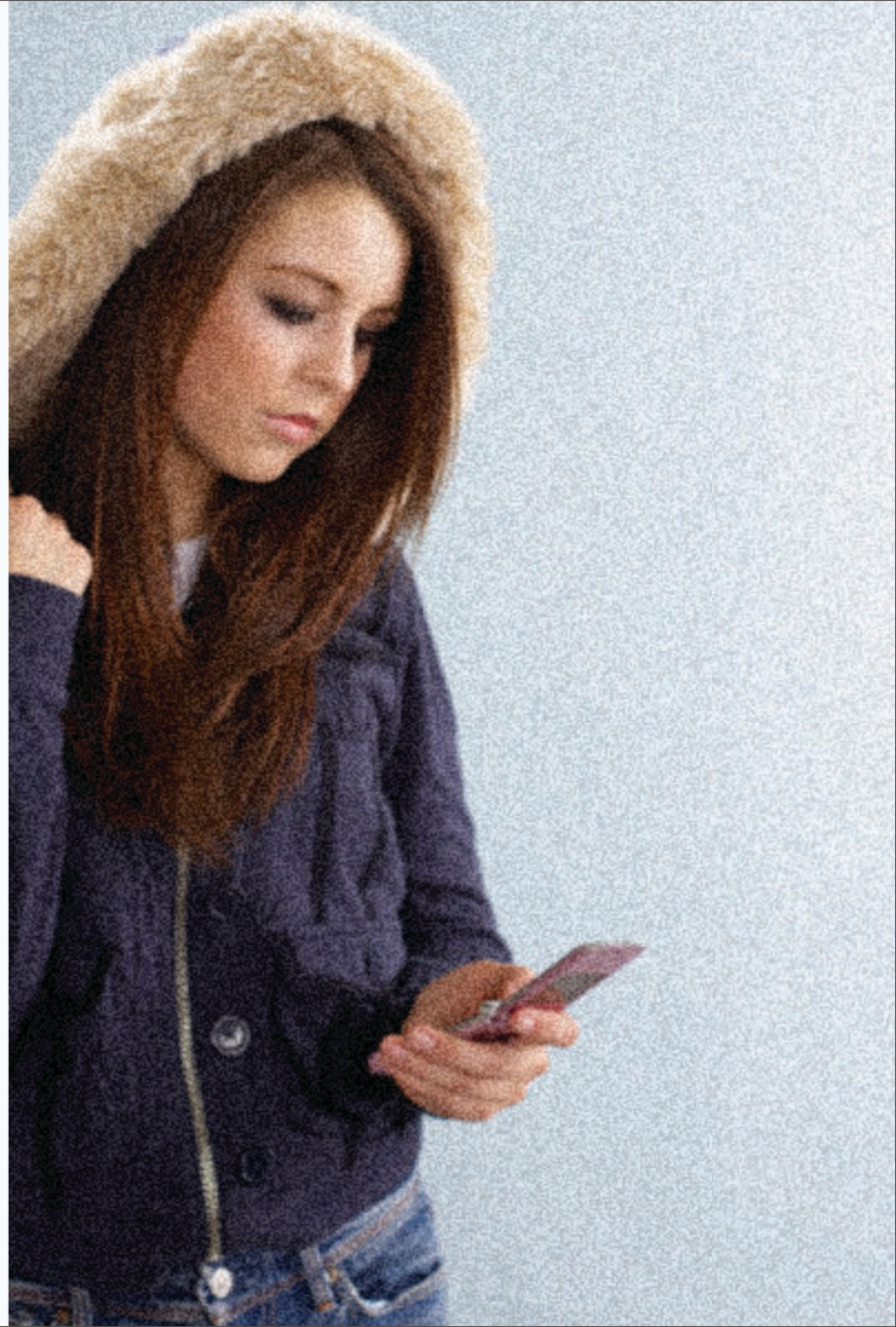
Full-service, media-neutral capabilities with a true 360 degree offering.

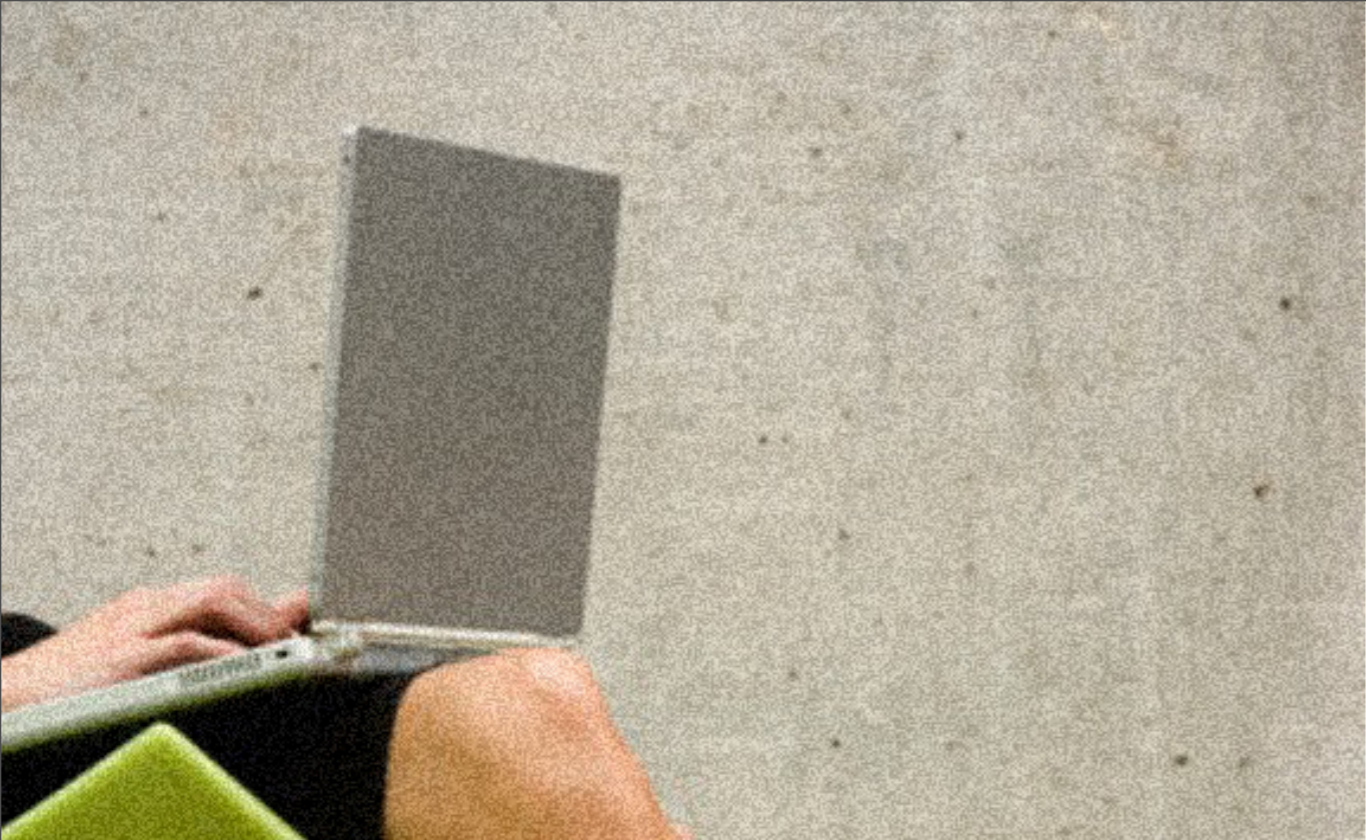
Innovative

A focus on innovation and design in every aspect of the marketing communications process.

Today

- Demographics and Psychographics
- The Collective, or Me to We
- Culture in Transition
- Education
- Q and A





Demographics & Psychographics



The 5 x 5 Factor

- The 10 to 34 age group divides into **five equal five-year cohorts**:

Age	Male / Female (Number)	Male / Female (% of Population)
10-14	2,013,800	6.0
15-19	2,255,700	6.7
20-24	2,284,300	6.8
25-29	2,285,200	6.9
30-34	2,217,000	6.7
Total	11,056,000	33.1

Source: Statistics Canada, 2008 Census

Home Offers Less

- 83% come from families with only 1-2 children at home
- Families aren't traditional anymore: 12% blended, 14% common-law, 16% single-parent
- 74% of women work out of home – $\frac{3}{4}$ of whom are full time - vs 82% of men
- **“3:30 to 5:30 is my chill time...it’s the time for me alone at home.”**
- And yet, 44% of 20-29 year-olds still live in the family home

(Partially) Getting into Adulthood Earlier

- Average age of educational enrollment: <4
- Average age of 1st menstruation is has dropped and is **continuing to do so**
- Average age of 1st cigarette: 13
- Average age of “school-type” decision: 14
- Average age of 1st intercourse: 16 (vs. 18)

Literally Growing Up More Quickly

- Precocious puberty—or early sexual development—is a phenomenon being seen in virtually all industrialized / Westernized nations
- From Nexus Magazine: “While I always believed that little girls go through puberty at around eleven, twelve or thirteen years of age, something very strange was now happening to our daughters. I was now being told that little girls are considered 'normal' if they start menstruating at the delicate age of eight!”

Literally Growing Up More Quickly

- 50% of US Caucasian girls show “breast budding” by the time they are 10 (and 14% by age 8!) - the average age of same for African-American girls is 9
- In “The Falling Age of Puberty in US Girls” it’s stated that 1st menstruation has dropped by four years in the past century
- It’s now starts when they are **just over 12**
- Pediatricians are rethinking the very definition of early puberty – and taking action (or not!) around this
- More adult-y (risky!) behaviours are more likely to follow

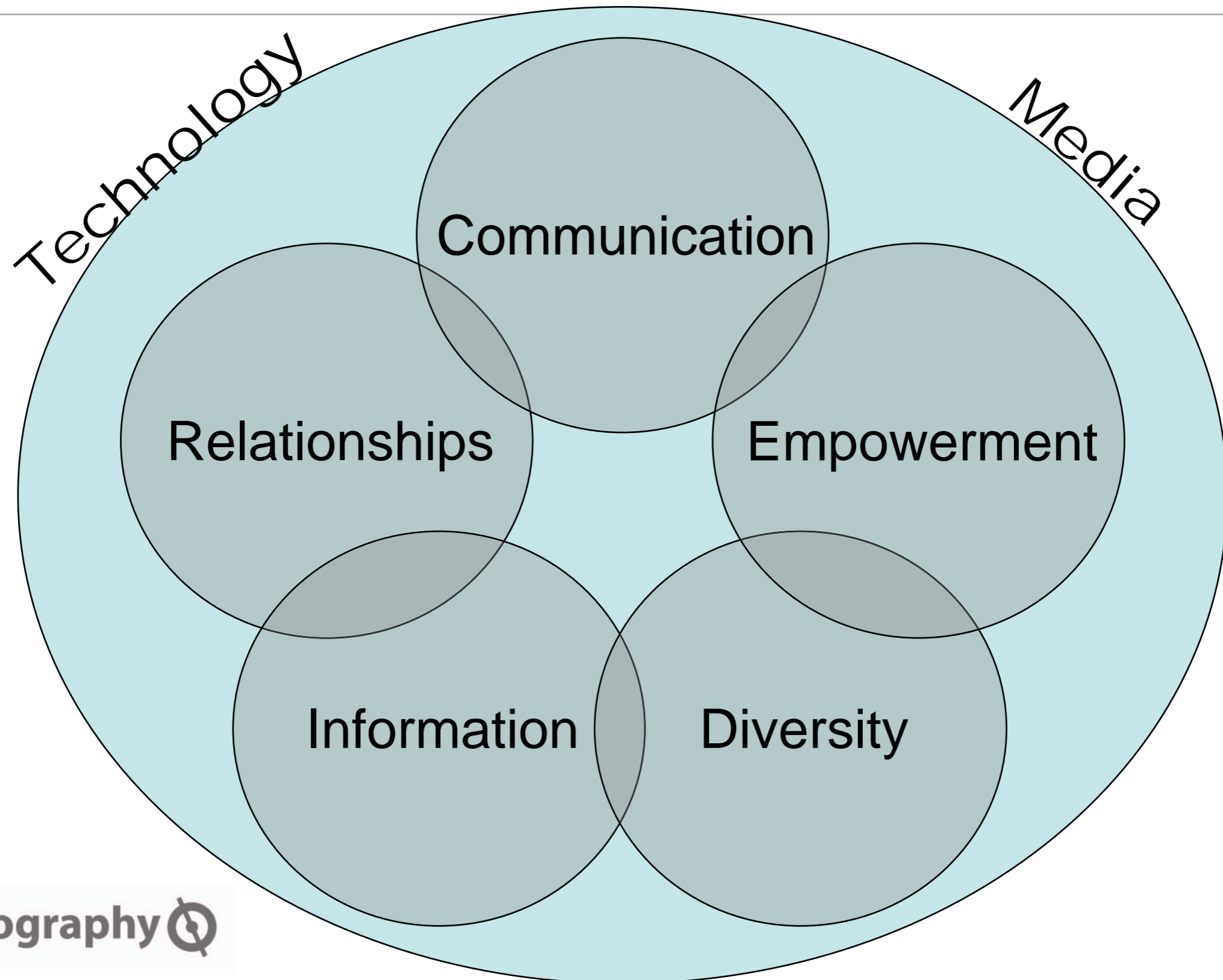
(Fully) Getting into Adulthood Later

- Median age at graduation: 23 (vs. 22)
- Average age at graduation: 25 (vs. 23)
- Average age of 1st marriage: 28 (vs. 25)
- Average age of 1st childbirth: 29 (vs. 26)

Prolonged Pre-Adult Lifestage



The Big Five: Youth Values



It's all Enabled by Technology and Fueled by Media

- **“We already knew that kids learned computer technology more easily than adults. What we’re seeing now is that they don’t even need to be taught. It’s as if children were waiting all these centuries for someone to invent their native language.”**
- Jaron Lanier (Computer Scientist / Techno-Cultural Theorist)



The Collective, or Me to We



So what it do we mean by all of this?

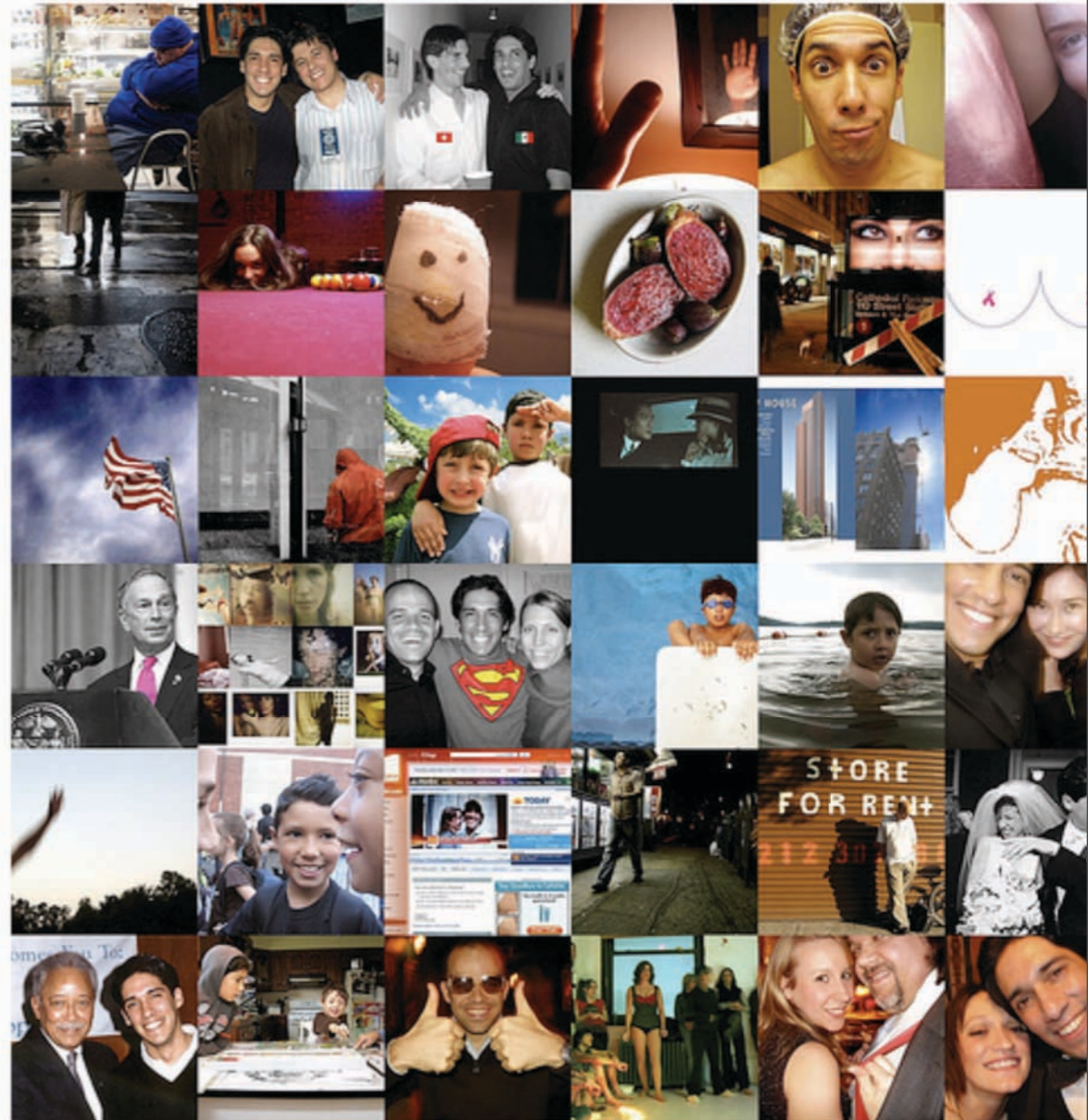
- “My friends are my family.”
- “I can’t live without my cell phone.”
- “Why do they spend so much time texting?”
- “My daughter is on facebook all the time.”
- “Don’t they care what’s out there about them?”
- **What’s the deal with the group experience? And how is this regular connection to a youthful network blurring the line between public and private?**

Welcome to the World of We.

- It's no longer a world of Me...
- **Welcome to the world of We.**
- And It's very much a youth-driven trend:
- **To paraphrase the New York Magazine, this trend is the “biggest generation gap since Rock ‘n’ Roll”**

Looking Back Upon 2007: A Year of Many Perfect Moments

ADD TO FAVES BLOG THIS



1. [Wake Up! It's Almost Midnight! \(on New Year's Eve\)](#), 2. [Celebrating 10 Years of Body & Soul](#), 3. [Freunde](#), 4. [The Meaning of Happiness](#), 5. [Back in Action](#), 6. [I Knew That Too](#), 7. [Lovers Crossing](#), 8. [Red Booths & Beer](#), 9. [Everything is Going to be Alright](#), 10. [Una Tuna Unos Higos \(California Dreamin'\)](#), 11. [Will I See You Tomorrow?](#), 12. [For The Love of All Women\('s Breasts\)](#), 13. [Testing "The Secret"](#), 14. [I Like to \(Lust\) and Love](#), 15. [Ode for a Son](#), 16. [The Lover](#), 17. [The Luxury of Living](#), 18. [The Perfect Woman](#), 19. [Hizoner Pride](#), 20. [More, More, More](#), 21. [Superman Goes to The June Rager 056b](#), 22. [4th of July at JD's](#), 23. [Nicky, The Brave](#), 24. [A Touch of Evil](#), 25. [We Jumped in The Lake](#), 26. [The First Day of School: Third Grade](#), 27. [Straight or Curly?](#), 28. [Less is More](#), 29. [A Sign of The Times: Store For Rent](#), 30. [In A Dream \(Happy 10th Anniversary\)](#), 31. [I am beginning](#), 32. [I've Got A](#)

Done
you6

The Collective, or the We

- This culmination of trends combines relationships, communication, information and technology that represents a natural evolution of group dynamics with young people
- We're talking about how easy it is to network, to connect with a large group of people; to reach out to other young people, wherever you are; to get validated in youthful choices; **to be a part of a group...**
- ...and to **share more with that group**, more often, more personally, than ever before.



It used to be about “Me,” for Boomers and Xers

- You were **One Person**, dealing with life’s peaks and valleys
- **Adolescence was a short period of time**
- Major life events defined “growing up” or transitioning to adulthood
- Difficulty connecting to a network means a default to adults



Age of Me, Age of Next

- Short adolescence and a focus on adulthood meant a strong focus on “growing up,” traditional achievements , becoming an adult
- **Your parents were the last generation to not be teenagers;**
- **You were part of the last two generations that had no easy connection to a network of youth**
- “What are you going to be when you grow up



It's now about "We," for Millennials

- You are one person, but **connected** to a network of young people when it suits you
- **Adolescence takes a much longer time**
- It's not necessarily about "major" experiences; you still have milestones but "minor"
- Ease of connecting to your network validates a lot of your choices



Age of We, Age of Now

- Longer adolescence and a society-wide focus on youthfulness and youth values means much less of a focus on “growing up”
- Your parents aren’t pushing you to “become an adult,” (or maybe even acting like it themselves!)
- Your easy connection to your network validates your choices
- **“What are you doing right now?”**



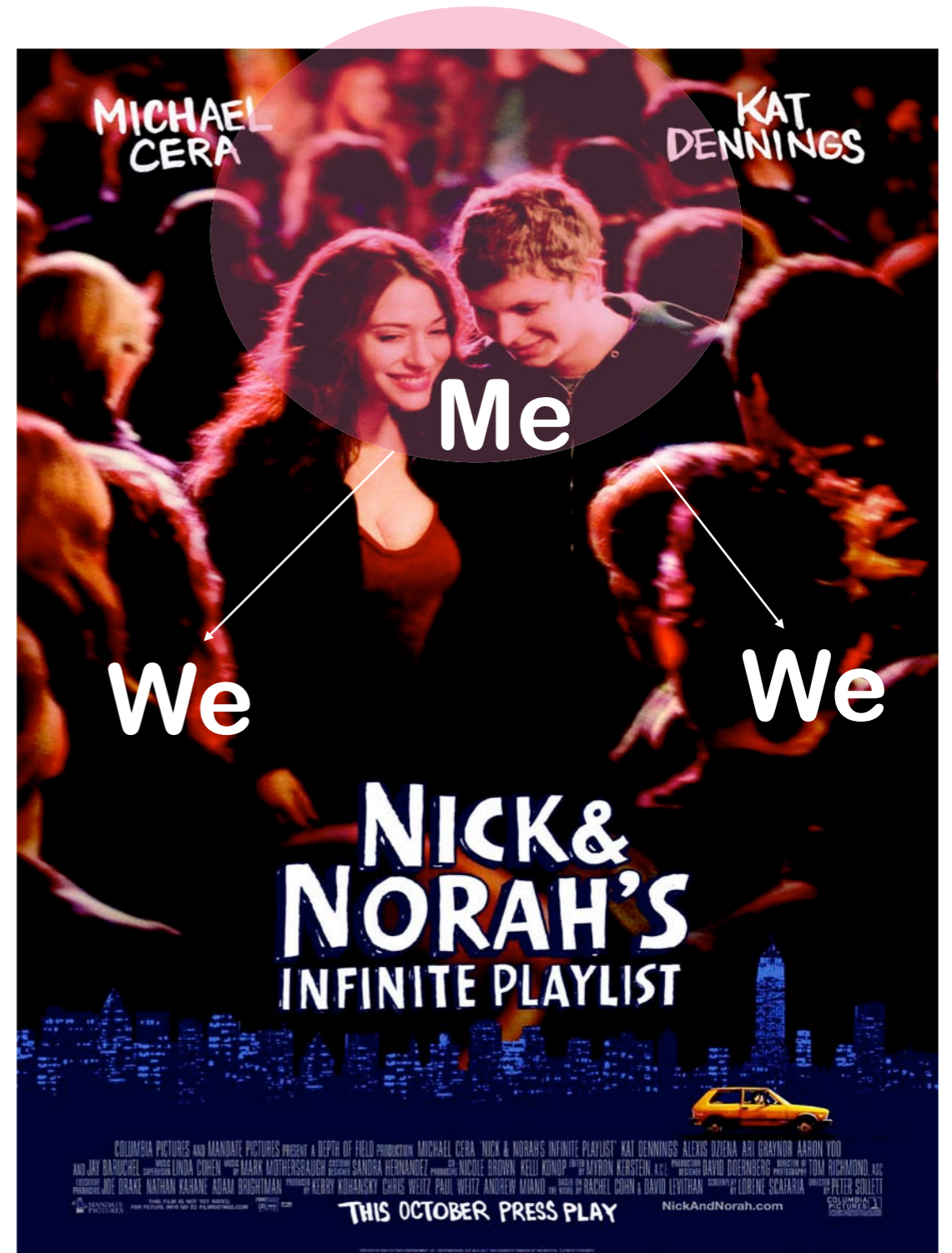
“Me” Movie Characteristics

- Travails of being young
- Crazy group of friends
- Personal growth or connection...
- **...that happens in a moment alone**
- **Molly Ringwald**
- **...growing up**



“Me” Movie Characteristics

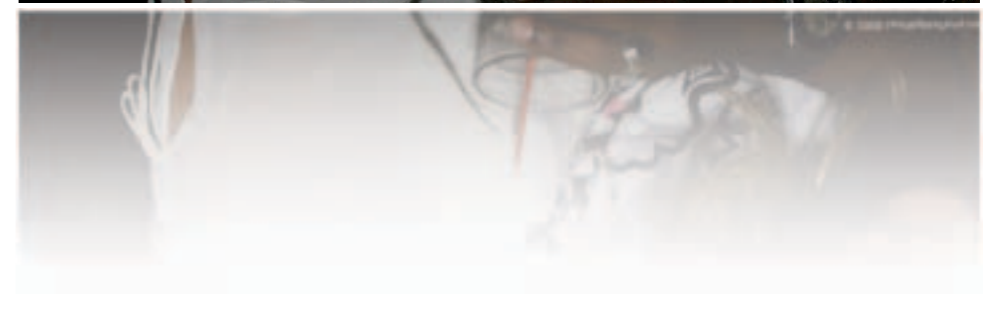
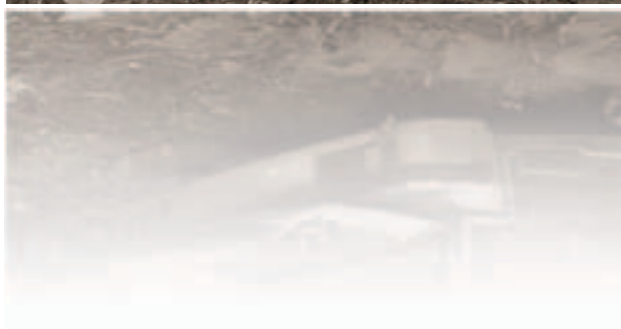
- Travails of being young
- Crazy group of friends
- Personal growth or connection...
- ...that happens when connected to your network
- Michael Cera
- ...being awkward, growing up less



But what happens when we're ALWAYS connected?

- **We start seeing more and more from each other.**
- We send information back to the network more quickly.
- We use it in a more robust fashion.
- We see other people relaxing their standards, whether intentional or not.
- **We start to change our definition of privacy and what we keep private.**

We change what we're willing to do in front of other people



Always giving to the network, and getting from the network

- Because young people have grown up with (and in) the public sphere their whole lives, the collective is a totally normalized experience for young people
- **The line between public and private lives just doesn't exist**

Age of We, Age of Now

- Because they've grown up with constant surveillance...
- ...constantly surveilling...
- ...and it is a two-way relationship
- **The network is the message and you are the network**



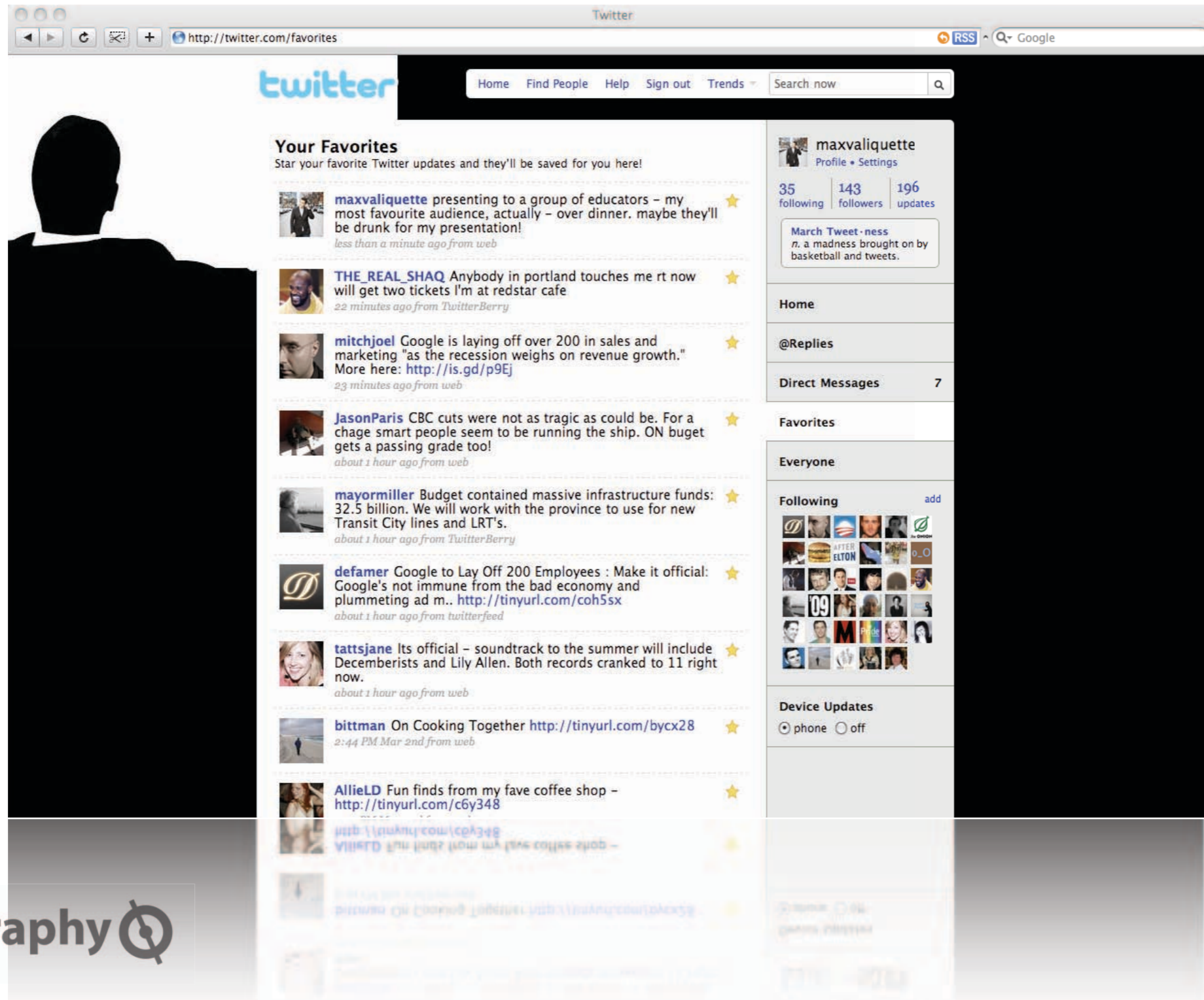
Twitter

The image is a screenshot of the Twitter website's 'About Twitter' page. At the top, there is a navigation bar with links for 'home', 'find people', 'help', 'sign out', and 'friends', along with a search box labeled 'search now'. The main heading is 'About Twitter'. Below this, there are several sections:

- About us**: A section with a sub-heading 'About us' and a paragraph: 'Twitter is a privately funded startup with offices in the SoMA neighborhood of San Francisco, CA. Started as a side project in March of 2006, Twitter has grown into a real-time short messaging service that works over multiple networks and devices.' To the right of this text is an illustration of a brown bird perched on a green branch.
- Twitter Employees**: A section with a sub-heading 'Twitter Employees' and a grid of 24 small profile pictures of employees.
- FAQs**: A list of questions on the left side of the page, including 'Where did the idea for Twitter come from?', 'Why do so many people seem to like Twitter?', 'Isn't Twitter just too much information?', 'How is Twitter built?', 'How do you make money from Twitter?', and 'What's next for Twitter?'.
- Contact us**: A section with a sub-heading 'Contact us' and a link 'Download our logo'.

At the bottom of the page, there is a 'Download our logo' link and a 'Contact us' link. The overall design is clean and minimalist, with a white background and blue accents.

Feeding Your Own Completely Connected Network



The image shows a screenshot of a Twitter browser window. The address bar displays <http://twitter.com/favorites>. The page title is "Your Favorites" with the subtitle "Star your favorite Twitter updates and they'll be saved for you here!". The main content area lists several tweets, each with a star icon indicating it is a favorite. The tweets are from users: maxvaliquette, THE_REAL_SHAQ, mitchjoel, JasonParis, mayormiller, defamer, tattsjane, bittman, and AllieLD. The right sidebar shows the profile for "maxvaliquette" with 35 following, 143 followers, and 196 updates. Below the profile are navigation tabs: Home, @Replies, Direct Messages (7), Favorites, Everyone, Following (with an "add" link), and Device Updates (with radio buttons for "phone" and "off").

Your Favorites
Star your favorite Twitter updates and they'll be saved for you here!

- maxvaliquette** presenting to a group of educators – my most favourite audience, actually – over dinner. maybe they'll be drunk for my presentation!
less than a minute ago from web
- THE_REAL_SHAQ** Anybody in portland touches me rt now will get two tickets I'm at redstar cafe
22 minutes ago from TwitterBerry
- mitchjoel** Google is laying off over 200 in sales and marketing "as the recession weighs on revenue growth." More here: <http://is.gd/p9Ej>
23 minutes ago from web
- JasonParis** CBC cuts were not as tragic as could be. For a chage smart people seem to be running the ship. ON buget gets a passing grade too!
about 1 hour ago from web
- mayormiller** Budget contained massive infrastructure funds: 32.5 billion. We will work with the province to use for new Transit City lines and LRT's.
about 1 hour ago from TwitterBerry
- defamer** Google to Lay Off 200 Employees : Make it official: Google's not immune from the bad economy and plummeting ad m.. <http://tinyurl.com/coh5sx>
about 1 hour ago from twitterfeed
- tattsjane** Its official – soundtrack to the summer will include Decemberists and Lily Allen. Both records cranked to 11 right now.
about 1 hour ago from web
- bittman** On Cooking Together <http://tinyurl.com/bycx28>
2:44 PM Mar 2nd from web
- AllieLD** Fun finds from my fave coffee shop – <http://tinyurl.com/c6y348>

maxvaliquette
Profile • Settings
35 following | 143 followers | 196 updates
March Tweet-ness
n. a madness brought on by basketball and tweets.

Home
@Replies
Direct Messages 7
Favorites
Everyone
Following add
Device Updates
 phone off

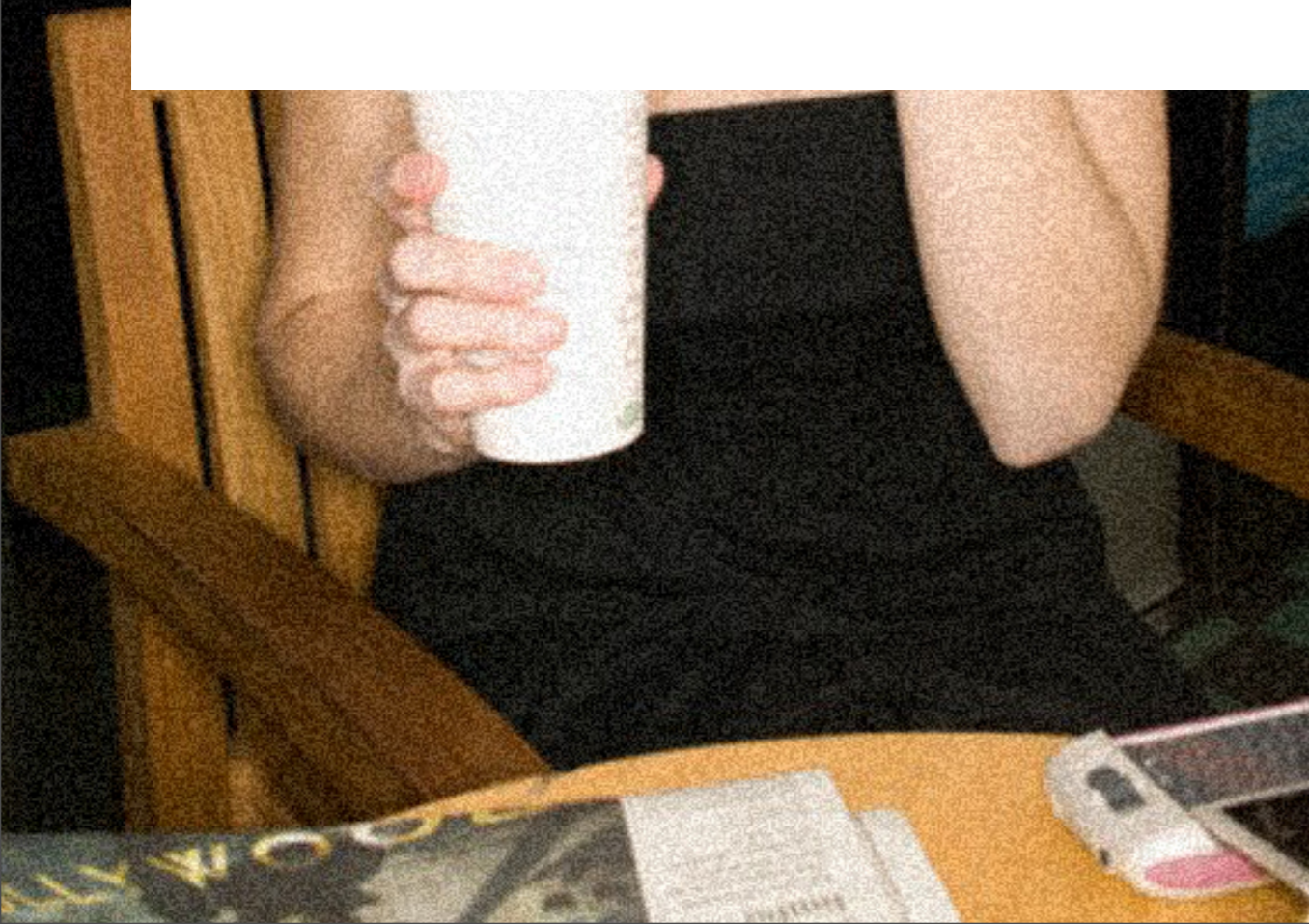
But what happens when we're ALWAYS connected?

- **“Private” (read: entirely internal) may have less value to this generation “it’s not really real until it’s in my facebook status.”**
- Break-up announcements that aren’t announced (but your facebook status changes)
- The wall posting: “What are you doing tonight?”
- **Less fear of the revelation of personal information**
- Microblogging EVERYTHING: “I’m eating the best sandwich...”
- And the way that all of this has an impact on the rest of their lives – including school and work and commerce and social activism and everything else...

...because how you communicate to this generation – as family, students, as customers, as employees, as anyone or anything – is completely connected to how they connect to each other, and their schools, and their brands, and workplaces, and their culture, and everything else...for the first time *ever*



Culture in Transition



The Burning Question...

- “How do we engage young people?”
- Young people the world over are leading the charge in how we create, consume and manage culture, whether we—or they—realize it or not...
- **...and this is having a massive impact on anyone trying to connect to them**
- We need to look at media, culture, and communication in aggregate...as there has been a huge shift in **culture and communications** over the past decade
- And those things - **the two most important things to young people** - have been totally transformed

Culture in Transition: The Three Cs

- **Change:** Constant pace of cultural change coming from rampant, relentless, and increasing technological change
- **Charge:** Young people are in charge of when and how they communicate and interact with - or even create - their culture
- **Challenge:** They challenge traditional models of the way culture and communication work and aren't stuck to any existing models (no matter how long they've existed!)

Change

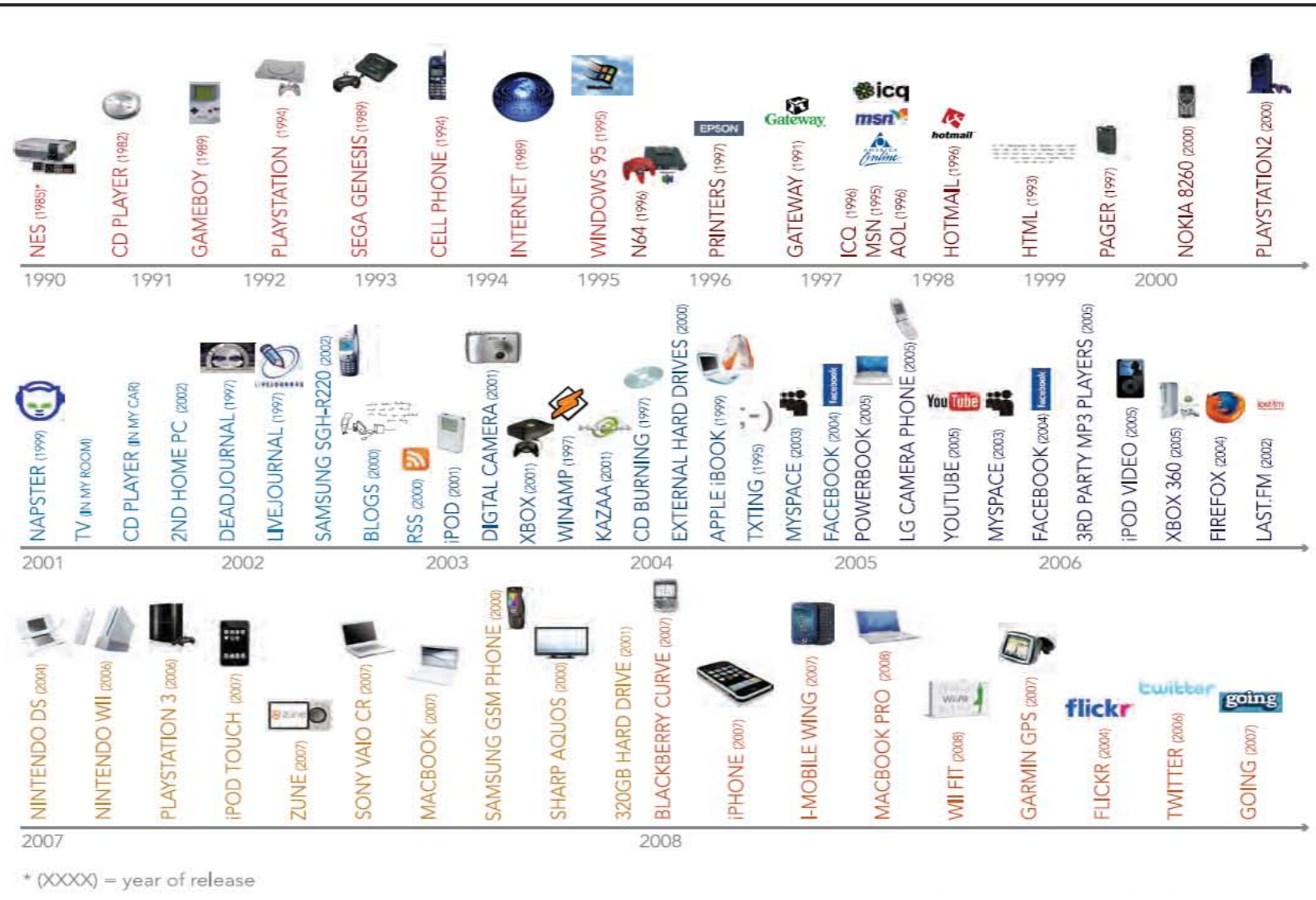
- **Then:** Youth culture was pretty consistent: Technology changed slowly; adults controlled youth culture (or at least youth culture distribution) and that wasn't changing
- **Then to Now:** Technology changes quickly; Prices drop quickly (which matters more to young people than to adults); this leads to a huge change in how youth culture is distributed
- **Now:** Huge speed of change is regular; technological change creates cultural change; and big organizations find it hard to keep up with that change

Change gets Faster

DIGITAL FOOTPRINTS: A TECHNOLOGY TIMELINE

MAC panellists were asked to assemble their own personal technology timeline by creating a continuum where they listed every piece of digital technology they could think of. The continuum started in 1990 and goes all the way to today.

What you see in this gallery is a master technology timeline based on the individual timelines submitted.



And it happens FAST

- The \$399 Desktop PC
- The \$180 HD Camcorder
- The \$99 iPod Shuffle (4GB)
- Facebook on your cell phone
- TV on your PC
- Multi-media on your iPod
- Nintendo Wii (2 month waiting list)



Really, really FAST!

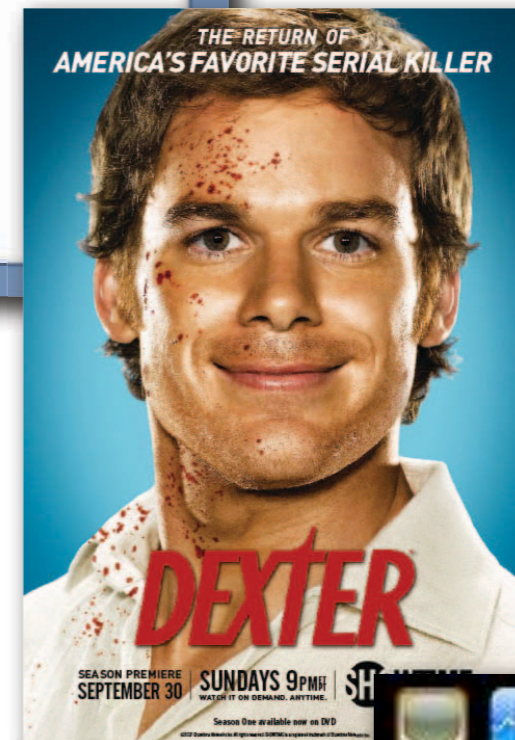
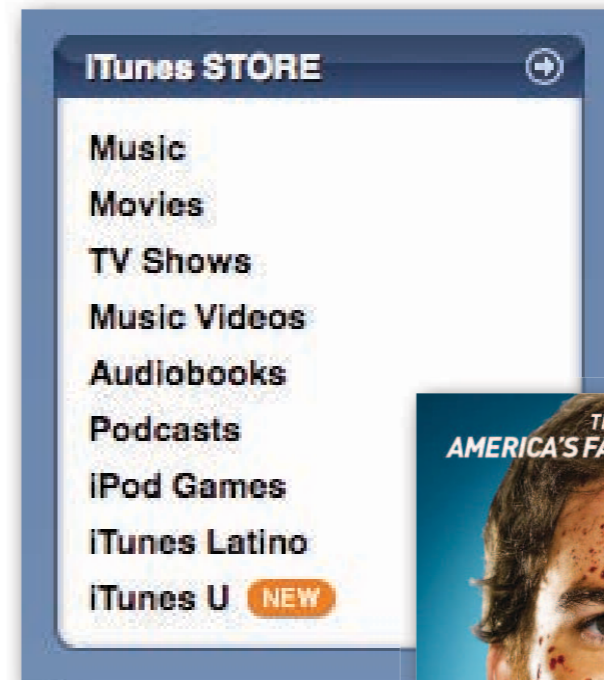


Charge

- **Then:** Culture and Communication involve little personal control or choice - Someone else's schedule, delivery devices, tech: You have to watch ads, be home, call the radio station, go to a store, etc.
- **Then to Now:** Internet and digital culture changes everything - Culture-on-demand! Communication-on-demand!
- **Now:** "Infinite" choice of what to consume, how to connect - and a control shift: creators to consumers, adults to youth

And it happens FAST

- Napster to Kazaa to LimeWire to BitTorrent...to iTunes ...for more than music, for entertainment – music, movies, TV...
- Mobile IM – MSN, BBM
- The PVR
- Pay-As-You Go / discount wireless
- TV on demand, or as DVD
- App creation



Challenge

- **Then:** Everything is top-down: There's an adult "machine" that creates culture, or is required to distribute it, and young people absorb what's sent their way
- **Then to Now:** What's happening at street level drives and dictate trends - the Internet enables anyone to create culture
- **Now:** Young people either directly create culture...or set trends that the corporate world replicates - and even invent or distribute some of the most significant changes in youth culture—or all culture!

And it happens FAST

- Who invented Google, Napster, MySpace, and Facebook, Twitter?
- Indie movies win Oscars
- YouTube Channels – Seth MacFarlane, Obama and YouTube Mash-ups
- Wiki...anything
- Radiohead – Pay what you can
- Hype Machine – music aggregator



“A Special Christmas Box for You”



My Parents Must Be So Proud



Hulu.com

hulu™





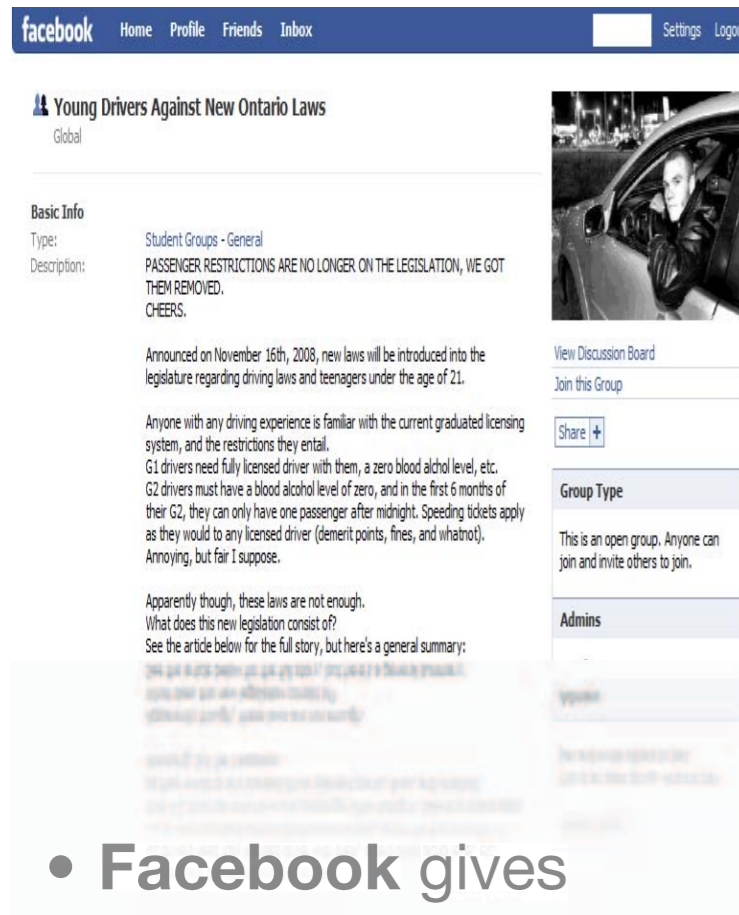
Young Canadians in Control

Control

- Institutions of all sorts are all brands and have to stop thinking that they control their “brands”
- Good brands share themselves with their consumers—or control is taken away
- If they don't like your message they will invent their own



Control



- **Facebook** gives students public control over influencing the law, allowing them to hijack it and make change.



- **Young consumers** create a backlash against brands that are too tightly controlled.



- **AdAge** declares “The Consumer” Agency of the Year and advises marketers to take notice.

Control

- Can a student-run or student-co-run school be far behind?
- Can a student owned school be far behind?
- It might not look like anything that's out there right now
- ...but it's coming, in one form or another.

lessons for schools and the whole
education industry:
learning, and the learning environment, is
changing: “who goes to the library to find
stuff out anymore?”

Goodbye, Main Branch

- People no longer need to go to one physical, central repository (a library, a school) to get the knowledge they want...
- ...those physical spaces are limited
- The net – the networked world – opens up unlimited access to knowledge and new methods of accessing it
- ...in eBooks, Podcasts, and everything else

Amazon's Kindle



Goodbye, Main Branch

- So the school library is no longer a repository...
- ...if it's networked, it's a gateway to all the knowledge and culture out there that exists beyond its walls, and beyond the school, and beyond your town or country
- But, umm, so is your bedroom at home, probably
- Oh! And how does your teacher or professor compare to every other piece of information or instruction out there in the world?

iTunes vs allTunes



Goodbye, Main Branch

- More freedom to get educated differently...
- ...as long as it's seen as viable for a career or forward-thinking
- More and more of this is going to be expected to be handled remotely
- This also means more parents getting more involved from a distance – and maybe even trying harder to compensate for busier lives than previous generations!

Goodbye, Main Branch

- Good learning materials are going to have to incorporate new technology!
- Official sources are very slow to do this!
- Integrating technology into traditional textbook based learning is important, for instance...
- How old is the traditional classroom model? How little of the technology that exists now was around then? So why don't we change?

Hello, Super-librarian

- Managing all of this culture and content and all of these new choices is something different entirely
- We need to organize, but also to make sense of what's good or real and what isn't – is this the new role of educators?
- How early does self-directed learning start now? When does media and culture literacy training begin? There are all sorts of new and different career choices out there – how does or doesn't education prepare us?

Hello, Super-librarian

- We are going through a crazy period of transition – in terms of availability of jobs, re-evaluation of traditional sectors, and long-term opportunities
- 63% of young Canadians expect to be in a different job within 3 years
- College enrollment grows faster than University
- Long-established sectors are hurting (Auto! Banking! Everything!); new sectors and new career choices are popping up all the time
- **Having someone to guide you through this changing world - and to help you get the knowledge to get to where you want to go - has never been so important**

Hello, Super-librarian

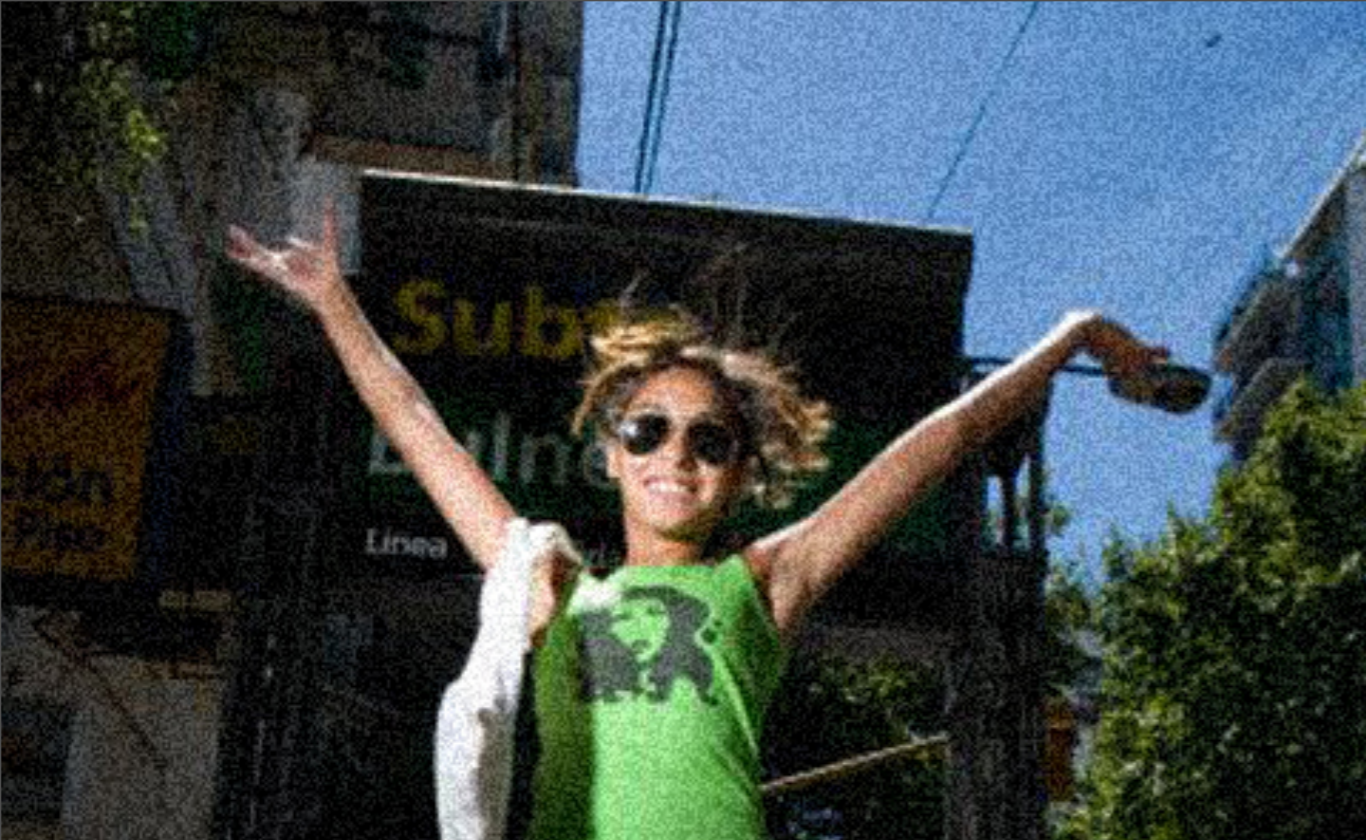
- **But remember...**
- In areas of digital media and digital culture students might think that they – or other people their age – are ahead of their teachers or schools
- With so much information, choice and culture out there, staying ahead of the curve in these areas is especially critical to success
- In terms of everything – getting educated, finding out about work, and keeping educated for long-term employment

Welcome to the Cooler School

- Teachers aren't content providers: they're content facilitators and content improvers
- Varied methods of learning are possible through the use of technology - which is somehow affordable and useable
- Self-directed learning is incorporated
- **But: "Official" sources need to get ahead of the curve: the most important and interesting developments are coming from students and not institutions**

Welcome to the Cooler School

- Facebook – you all know Facebook – is probably the premier school-based networking system in North America – if not the world – so why was it invented by a student and not by a school?
- Why haven't all schools embraced it? Why does all the interesting activity on Facebook occur at the student level?
- **Where are the essential-for-retention, school-created community-building tools?**

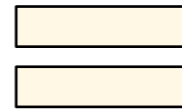


So what's next, then?

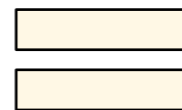


Barriers are dropping

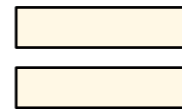
“my work life”



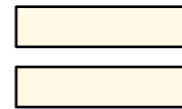
“my home life”



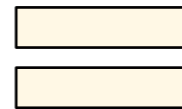
“my social life”



“my consumer life”



“my school life”



“my media life”

Facebook



Your [whole, networked] life is news



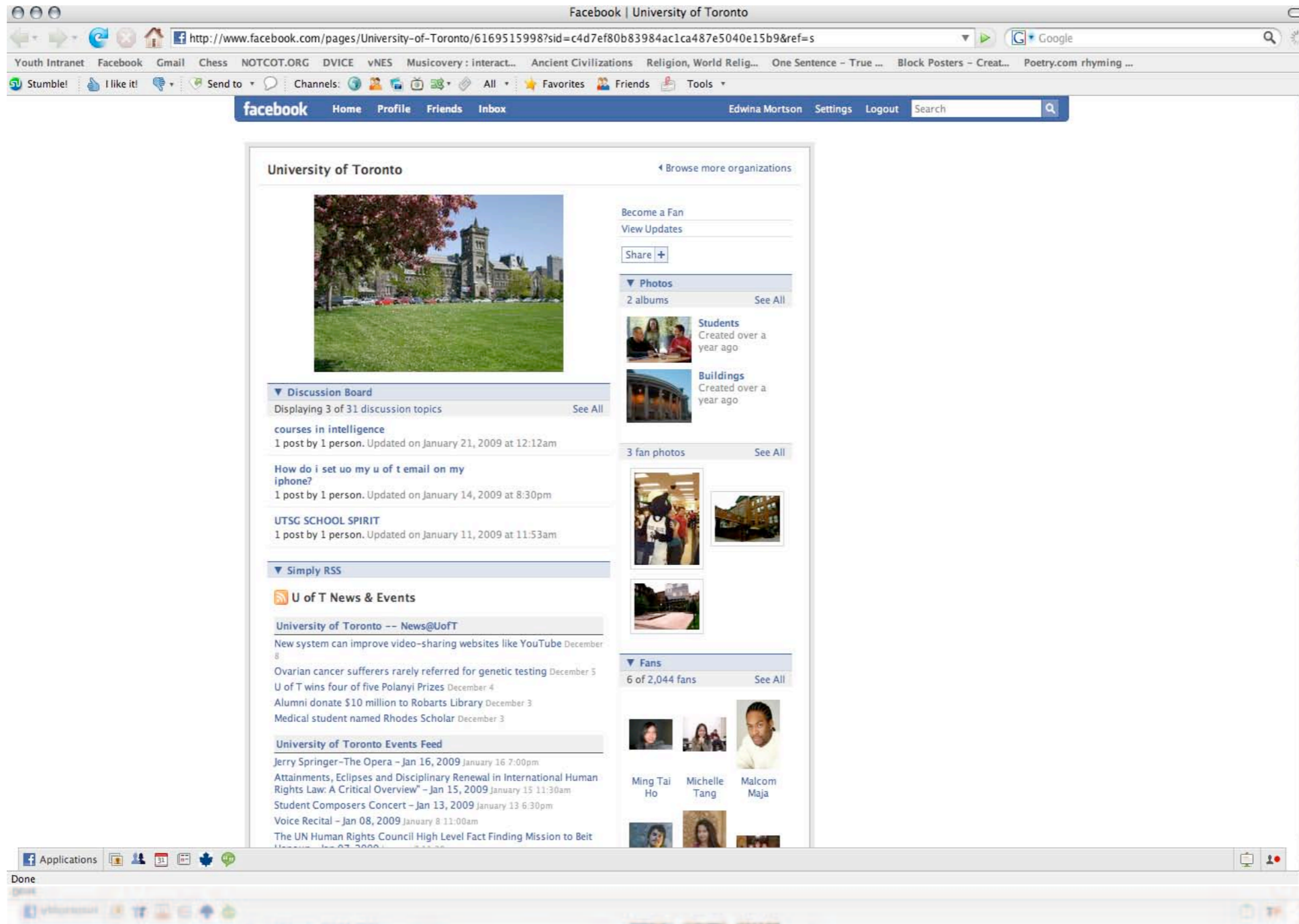
TD Canada Trust

The screenshot shows a Facebook application page for 'Cover Your Costs by TD Canada Trust'. The page features a large green banner with the text 'COVER YOUR COSTS' and 'Click here to find out how much school will cost you next year..'. Below the banner is a photo of four diverse young adults. To the right of the banner is a 'Go to Application' button and a 'Share' button. Below the banner is a paragraph of text explaining the application's purpose: 'Going off to University or College is expensive! Your weekly allowance will most likely not cover the hefty costs of continuing your education beyond high school. Introducing TD Canada Trusts, "Cover Your Costs" application, a fun and interactive way to help you plan for your costs at school next year. It's easy; answer a few quick questions about your future school, spending habits, part and night time activities and the "Cover Your Costs" application will generate your own customizable budget. Once you have your calculated total you can compare your future spending habits with four real students from different Universities. Remember, the numbers are just estimated totals, to get an in-depth understanding of your own finances consult your local TD Canada Trust Financial Advisor.'

Below the text is a 'Discussion Board' section with the message 'There are no discussions. Start the first topic.'

On the right side of the page, there is a 'Fans' section showing 6 of 18 fans with profile pictures of Anneliese Szczygielski, Mark Graham, Hina Veoli, Anu Paul, Marc Boudreau, and Cheryl Hiralal. Below the fans is an 'Advertise' section with a 'VE Day - Canada' advertisement and a 'What is your 2008 Credit Score?' section with five color-coded boxes: Excellent (750 - 840), Good (660 - 749), Fair (620 - 659), Poor (340 - 619), and I Don't Know (????).

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Pepsi

The image shows a screenshot of a Facebook group page for 'Pepsi Platinum'. The browser's address bar shows the URL <http://www.facebook.com/group.php?gid=2259956168>. The page header includes navigation links for Profile, Friends, Networks, and Inbox, along with utility links for home, account, privacy, and logout. The group name 'Pepsi Platinum' is displayed with a 'Sponsored' tag. A promotional banner reads 'Find out what's new at Pepsi and get in on exclusive promos just for our group.' Below this is a large image of a DJ at a green-lit event with the text 'SUPERSTAR DJ' and 'SEE THE WINNER'. To the right, there is a 'PEPSI' logo graphic and a 'Join this Group' button. A sidebar on the left lists applications like Photos, Groups, Events, and Marketplace. A bottom sidebar contains promotional banners for 'PEPSI DJ DIVISION', 'Pepsi's Online Fashion Store PEPSI STYLE', and 'JOIN PEPSI'. The browser's search bar contains the word 'Google'.

I Hate Pepsi

The screenshot shows a Facebook browser window with the address bar displaying `http://www.facebook.com/group.php?gid=2342923212`. The page title is "I Hate Pepsi" and it is categorized as "Global".

Navigation and Search: The top navigation bar includes "Profile", "Friends", "Networks", and "Inbox". The search bar is on the left, and the Facebook logo is also present.

Group Information:
Name: I Hate Pepsi
Type: Common Interest - Food & Drink
Description: For everyone who hates Pepsi!

Media and Content: Sections for "Photos", "Videos", and "Posted Items" all show "No one has uploaded any photos/videos/items." The "Discussion Board" section shows "There are no discussions."

Members: The group has 57 members. A row of member avatars is shown with names: Austin Blunk, Alli Beth, Chris Mayland, Taylor Hart, Reggie Damon, and Luke Smith.

Right Sidebar:
- **Join this Group:** Includes a "Share" button.
- **Related Groups:** Lists groups like "uh yeah, i live in Arkansas", "Starbucks, that's where we chill.", "GOD WORKS THROUGH ME", "Baptist Soccer", and "If you remember this you grew up in the 90's".
- **Group Type:** "This is an open group. Anyone can join and invite others to join."
- **Admins:** Lists "Cooper Davis (Arkansas Baptist High School) (creator)".

Advertisements: On the left side, there is an advertisement for ICICI Bank HiSAVE Savings Account with a "Hurry!" graphic and a "Save today" button.

Jack Layton

The screenshot shows a Facebook profile for Jack Layton. The browser address bar displays the URL <http://www.facebook.com/profile.php?id=6157133362>. The profile header includes the name "Jack Layton" and the title "Politician". A large profile picture shows Jack Layton holding a rainbow flag. To the right of the photo, the profile information is listed: Location: On my way to Stornoway; Affiliation: Nouveau Disco Party; Birthday: June 18, 1950. Below this is a "Become a fan" button and a "Fans" section showing 5 of 10 fans, with names like Jordan Hensel, Tyler Myles, David Waugh, Michael Connolly, and Evelyne Rocheleau. The "Mini-Feed" section shows two stories, including a profile update from November 14 and a post from Jack Layton joining Facebook. The "The Wall" section displays a post from Mark Kenneth Leigh Loggie (James Monroe High School) written at 3:57pm yesterday, praising Layton as a fan of the NDP and mentioning a graphic novel project.

Barack Obama

The image shows a screenshot of Barack Obama's Facebook profile page. At the top, the browser address bar displays the URL: <http://www.facebook.com/barackobama?sid=488373187586e5de67e4e1dcdf5538c9&refurl=http%3A%2F%2Fwww.facebook.com%2Fs.php%3Fref%3D>. The Facebook navigation bar includes links for Home, Profile, Friends, and Inbox (with 13 notifications), along with user information for Max Valiquette and options for Settings and Logout. A search bar is also present.

The profile header for Barack Obama includes a link to "Browse more Politicians". The main profile picture is a "THANK YOU FOR YOUR SUPPORT" graphic featuring Barack Obama's portrait and the website WWW.BARACKOBAMA.COM. To the right of the profile picture, there are options to "Become a Supporter" and "View Updates", along with a "Share" button.

Below the profile picture, a section titled "Obama" lists his biographical information:

- Country: United States
- Currently Running For: President
- Office: President
- Party: Democratic Party
- Current Office: Senate
- Office: Senate
- State: Illinois
- Party: Democratic Party

The "Favorite Pages" section shows 6 of 12 pages, including African Americans for Obama, Michelle Obama, First Americans for Obama, Students for Barack Obama, Joe Biden, and Women for Obama. The "YouTube Box" section shows 5 of 39 videos, with a featured video titled "Barack in Richmond, VA: 'We All Love This Country'" which has a "Share" button. The video description states: "With 13 days left until the general election, Barack addresses a crowd of 12,900 in Richmond, VA."

At the bottom of the page, a Windows taskbar is visible with various application icons. The "youthography" logo is overlaid in the bottom left corner.

Conclusions

- They're moving everything off-line to on-line
- A world that doesn't see boundaries or divisions: work/school/commerce/culture/communication all come together...
- ...putting young people in control of their own lives in a way that's simply never happened before: **modern schools need to adapt to this great change**
- This is a huge opportunity in terms of preparing our young people for a rapidly changing job market



Thought Starters for Education: Moving Forward



10 Thought Starters

- They are used to networked communication
- They are more collaborative than any previous generation...
- ...and have a different definition of “plagiarism” or “copying” too, because of it
- We’re on the cusp of the \$200 laptop...can we keep it out of high schools much longer?
- Which means you can’t keep media of any sort out of schools...and by the time they get to college, it’s simply expected

10 Thought Starters

- So some learning will just have to be on-line
- What's the value of an "official" source right now? Who determines what is official any more? How does this change to role of parents? Of teachers?
- What's a career now, anyway? And what is the "right level" of education for that career?
- Remember that as the world is changing, what we are preparing our kids for has to change too!
- And therefore, an open mind – coupled with expertise and experience – matters more than ever before.

Young people have redefined the music store, the search tool, and the social network; they've had the walkman, the television and the credit card redefined for them because they wanted it.

So what's next for schools?
Will they change...or will they be changed?



youthography 

Thank you