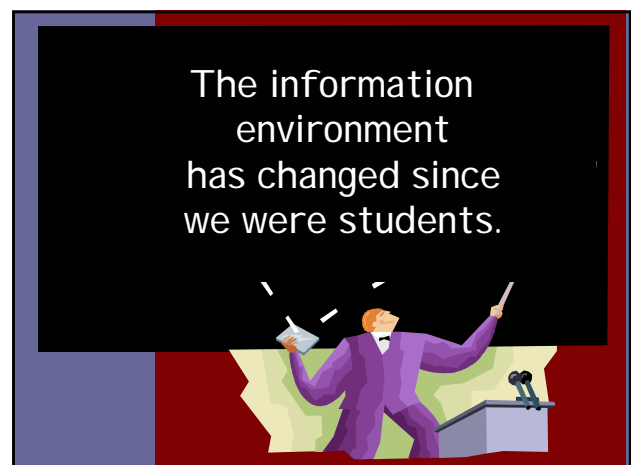
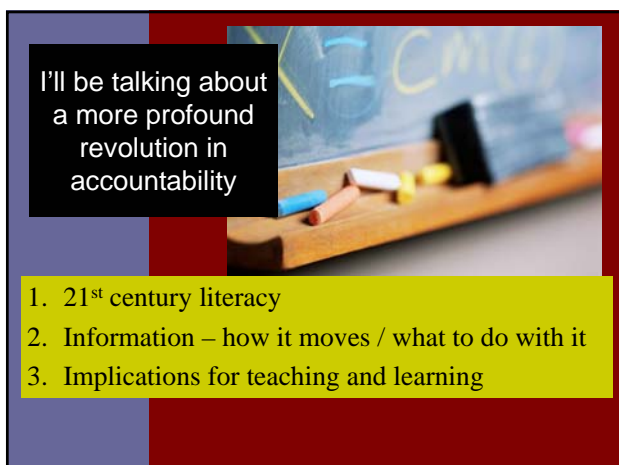
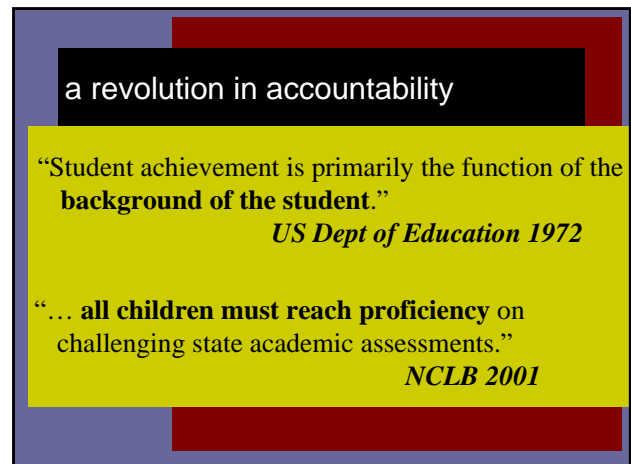
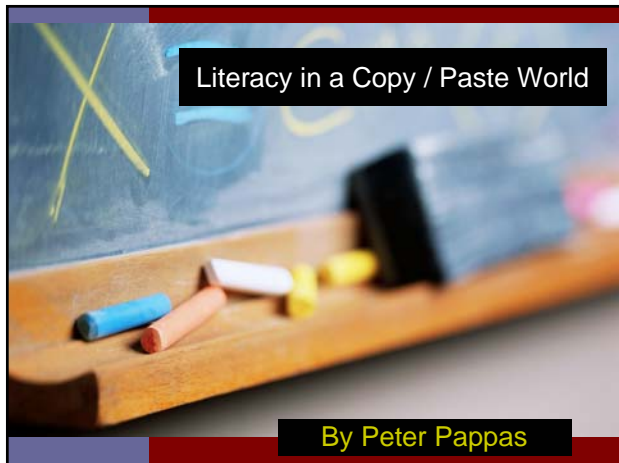
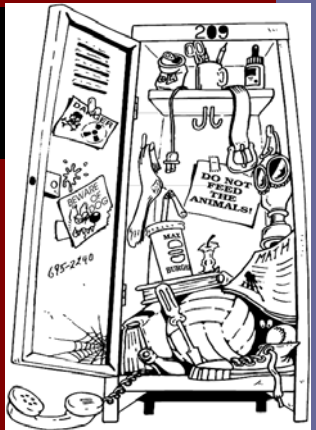


Literacy in a Copy / Paste World



Literacy in a Copy / Paste World

How we stored
“our information”



How students store and
access “information” today

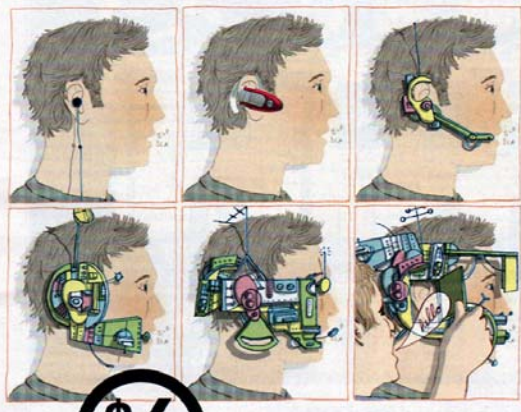


The exchange of information that's
most meaningful to students
probably isn't happening in the classroom.



- 50% teens have a cell
- They're never farther than a call, or text message away from peer advice.

NY Times 2006



New technologies
have put students in
charge of the
information they
access, store,
analyze
and share.

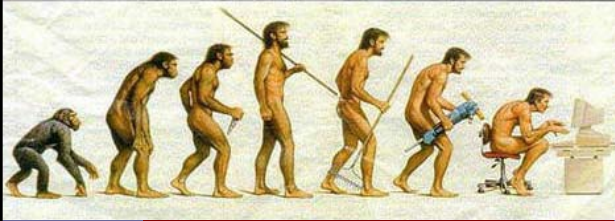


Yet many schools
function as if they still
controlled the flow of
information



Literacy in a Copy / Paste World

A brief history of the copy / paste era



Time Magazine 1994

"The internet will never go mainstream, because it's not designed for doing commerce."



In the decade since – technical trends have been the engines for change:

- 1.Fluid: Information has been digitized.
- 2.Memory: The cost dropped to 1/200th
- 3.Hardware: Faster / smaller / more portable
- 4.Networked: Fiber optic and wireless
- 5.Web Platform: Adopted as the standard

Information: what's it look like, where do you find it, what do you do with it?

Technology accelerates the migration of all we know into the universal form of digital bits. This data can be saved, edited, indexed, hyperlinked, tagged and searched.

- Corporations and libraries around the world are now **scanning about a million books per year**.
- Nearly 100 % of all contemporary recorded **music has already been digitized**, much of it by fans.
- About one-tenth of the 500,000 or so **movies** listed on the Internet Movie Database are now **digitized on DVD**.

NY Times 2006

What is
literacy in the 21st
century?

How do we prepare our
students for
a world we cannot
describe?

Literacy in a Copy / Paste World

What skills will the 21st century workplace require?

- Routine and predictable tasks will be taken over by computers or outsourced.
- Workers will need to be agile learners and fluid thinkers.
- To stay employable they will need to continually learn new skills required in knowledge-based careers.



Literacy in the 21st century will mean the ability to find information, decode it, critically evaluate it, organize it into personal digital libraries and find meaningful ways to share it with others.



Information is a raw material – students will need to learn to build with it

Literacy is not simply reading and retaining information.

It's having **strategies** for using information in **rigorous** ways – **analysis, synthesis and evaluation.**

Rigor: Bloom's taxonomy

Evaluation: appraise, defend, predict

Synthesis: compose, design, develop

Analysis: compare, contrast, categorize

Basic Skills

Application: demonstrate, illustrate, solve

Comprehension: describe, explain

Knowledge: memorize, name, recognize, recall

Depth of Knowledge (DOK)

Extended Thinking/Reasoning (level 4)

Strategic Thinking/Complex Reasoning (level 3)

Skills and Concepts/Basic Reasoning (level 2)

Recall and Reproduction (level 1)

Relevance!

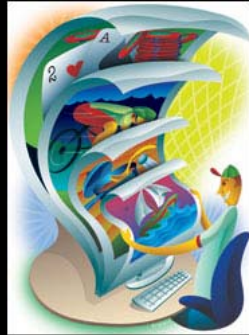
Connect students with their learning



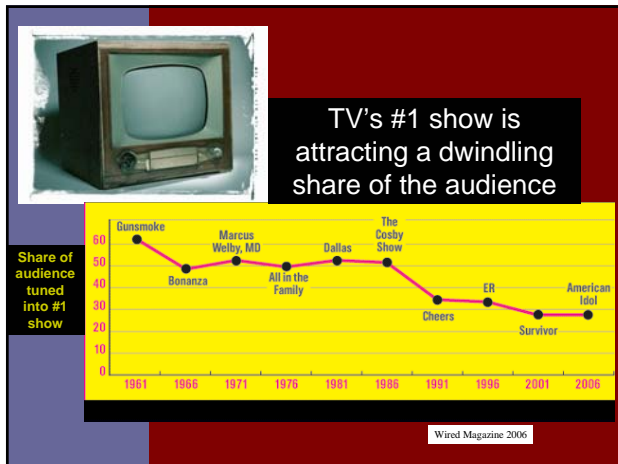
1. What am I learning today?
2. Why am I learning it?
3. How can I use this knowledge and these skills to make a difference in my life?
4. How can I work with teachers and other students to improve my learning?

Literacy in a Copy / Paste World

"These kids are really changing – it's tough to even get their attention."



Who else is struggling to connect with their audiences?
What do they share in common?



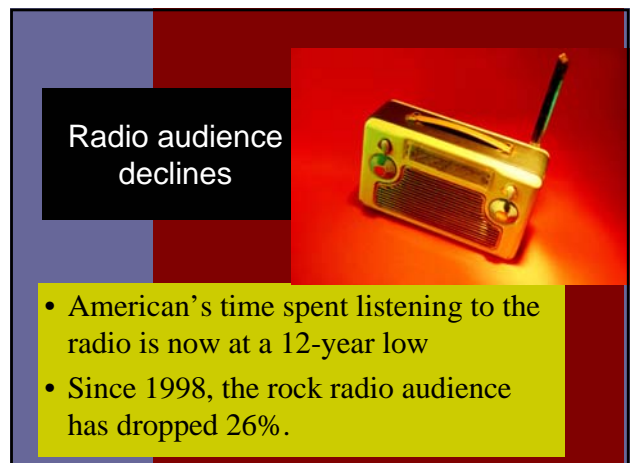
TV's #1 show is attracting a dwindling share of the audience



Newspapers and magazines lose audience

- Only 52% of Americans read a daily newspaper (compare to 81% in 1965.)
- Magazine newsstand sales are at their lowest level since 1970.

Wired Magazine 2006



Radio audience declines

- American's time spent listening to the radio is now at a 12-year low
- Since 1998, the rock radio audience has dropped 26%.

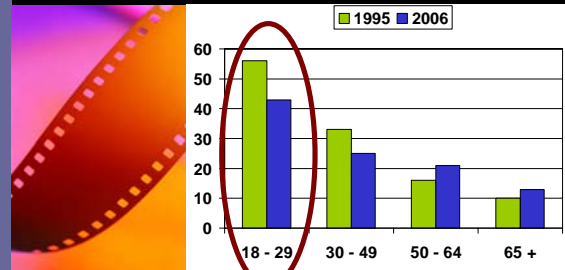
Literacy in a Copy / Paste World

The number of certified "Gold" and "Platinum" albums has dropped steadily since 2000.



Wired Magazine 2006

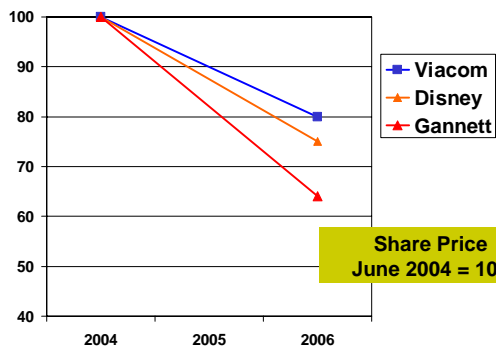
Movie attendance drops (under 50):
% who say they go out to the movies once a month or more



Biggest Decline
18 - 29

Senior Journal 2006

Change in Stock Market Prices June 2004 – June 2006
"Old" Media (Film, TV, Newspaper, Magazines)



CNN Business 2006

Lessons Learned:

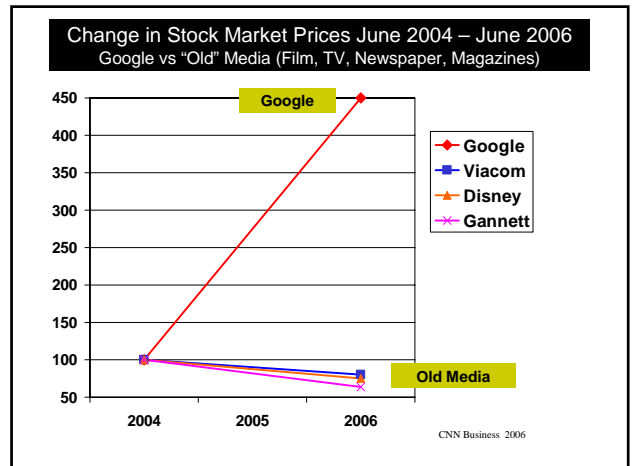
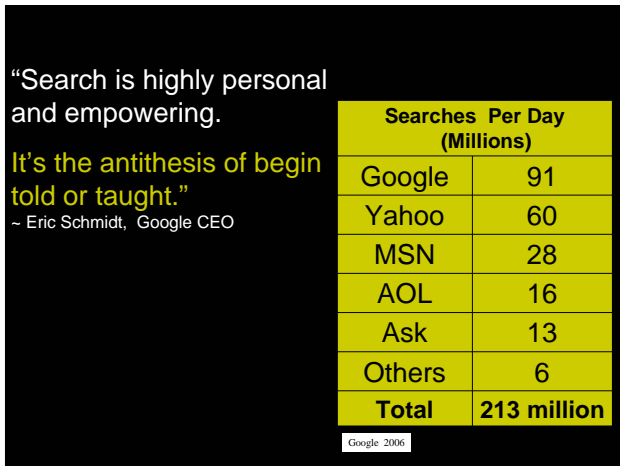
1. You **can't broadcast** at the young.
2. They won't be a **passive audience**.
3. They expect **control** and **functionality**.



Literacy in the 21st century will mean the ability to **find information, decode it, critically evaluate it,** organize it into personal digital libraries and find meaningful ways to share it with others.



Literacy in a Copy / Paste World



Literacy in a Copy / Paste World

Inside Yahoo! Groups
Find out what millions of others are doing on Yahoo! Groups

Dog Obedience
Get that naughty pooch into shape.

Babies
Feeling overwhelmed? Find solace in parents.

Stress Management
Seek serenity for that heart-healing you.

Roadside Fun
Find that unique location & a road trip!

Business & Finance
Cultures & Community
Family & Home
Government & Politics
Hobbies & Crafts
Recreation & Sports
Religion & Beliefs
Schools & Education

Computers & Internet
Entertainment & Arts
Games
Health & Wellness
Music
Regional
Romance & Relationships
Science

Join a online social network at: **Yahoo groups**
300 million users
4 million active groups

Meetup Over 2 million people are part of a revolution in local community!

Meetups near Leitchfield, KY

Meet like-minded people in your area at Meetup

Groups & Associations
ACLU Meetup Alerts
Green Party Meetup Alerts
Liberals Meetup Alerts
Louisville Little Media Meetup (35 members)
NEW Louisville/Jefferson County Democratic Party Meetup Group
Progressive Party Meetup Alerts
NEW Republicans of Louisville (6 members)
The John Yarmuth for Congress 10 Club (124 members)
The Louisville Democracy for America Meetup Group (521 members)

Parenting
Artistic Parents Meetup Alerts
Moms Meetup Alerts
New and Expecting Parents Meetup Alerts
Pagan Parenting Meetup Alerts
The Georgetown Attachment Parenting Meetup Group (5 members)
The Louisville EAST-MOMS Club: SoHM Meetup Group (16 members)
The Louisville EAST MOMS Club: SoHM Meetup Group (35 members)
back to top

Flow of information changed from a top-down broadcast model - to a horizontal connection that is both personal and collaborative ... impact on two businesses

Kodak (top down)

Amazon (horizontal)

Kodak

"You push the button, we do the rest."

81% of jobs cut over last 20 years

Kodak Christmas Gifts that open up the royal road to gorgeous color pictures

For taking color pictures ...

For showing color pictures ...

amazon.com

TIME PERSON OF THE YEAR

AMAZON.COM'S JEFF BEZOS

AMAZON.COM'S JEFF BEZOS

AMAZON.COM'S JEFF BEZOS

- 1995 Amazon goes live.
- By 1997 Amazon had shipped to 1 millionth customer.
- 1999 Jeff Bezos is Time Magazine "Person of the Year"

A store that makes suggestion.

amazon.com

Peter's Store

See All 34 Product Categories

Your Account

Gift Certificates | International | New Releases | Top Sellers

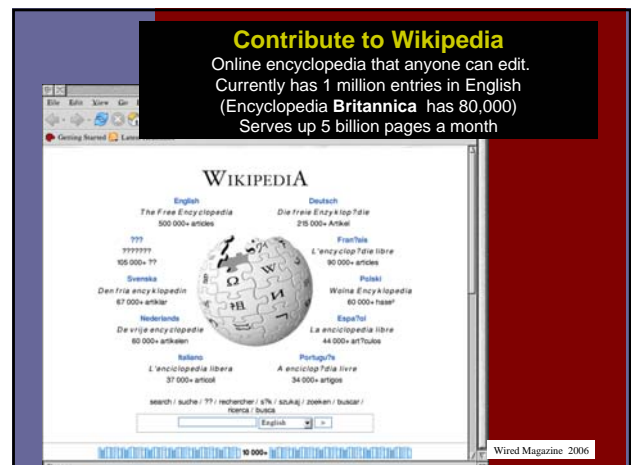
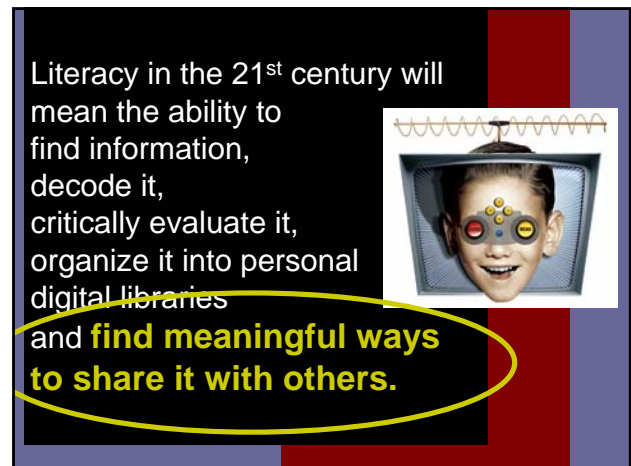
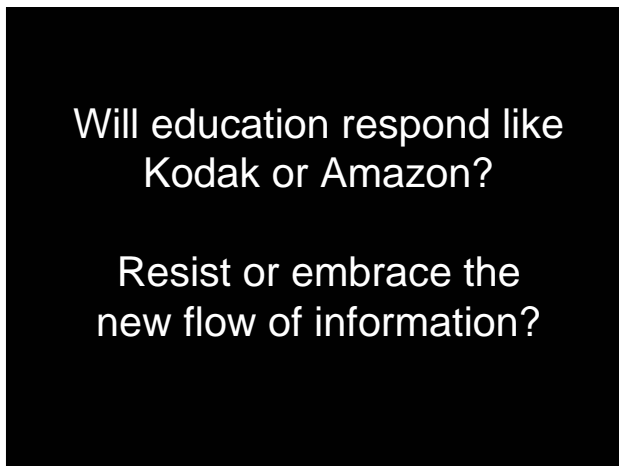
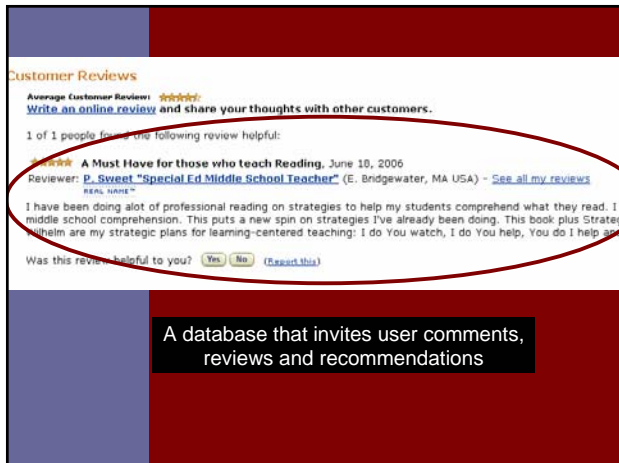
GO

Hello, Peter Pappas. We have recommendations for you.

Great Deals, Big

Amazon virtual inventory of 3.7 million books guided by automated personalized recommendations.

Literacy in a Copy / Paste World



Literacy in a Copy / Paste World

Showcase your writing skills on your own Blog

The "new internet story tellers" in the world's biggest coffeehouse.

six apart TYPEPAD | MOVABLE TYPE | LIVEJOURNAL | ABOUT US | SUPPORT

Every small business deserves its own direction.

TypePad
Inform. Influence. Inspire.

GET STARTED IN MINUTES

- 1 Create your account.
- 2 Build your blog.

Start Free Trial

12 million American adults, keep a blog.
57 million American adults, read blogs
54% of bloggers are under the age of 30.

Pew Internet & American Life Project

PEW/INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

Teen Content Creators

57% of online teens create content for the internet:

Blogs and web pages
Share original or remixed - artwork, photos, stories, or videos

Girls age 15-17 lead the blogging activity among teens.

Showcase your talents on your own Podcast

lme

Podcasts

NEWS & POLITICS

VIDEO PODCASTS

SPORTS

COMEDY

PUBLIC BROADCASTING

MUSIC

EDUCATION

TV & FILM

Submit a Podcast

Educational Podcasts

CHEM241 Organic Chemistry I
Jean-Claude Bradley
Category: Higher Education
Language: English
Total: 73 episodes
Free **SUBSCRIBE**

Customer Reviews
Average Rating: ★★★★★
Great Educator ★★★★★
by Bakko
You can tell the difference between someone who is just a chemist that is teaching, who knows chemistry. Jean-Claude Bradley is clearly the second of these.

HistoryPodcast
Jason Watts
Category: Education
Language: English
Total: 7 episodes
Free **SUBSCRIBE**

Customer Reviews
Average Rating: ★★★★★
Perfect! Just what I was looking for! ★★★★★
by them...
Perfectly balanced between brief and thorough. I love this podcast. It's famous and not famous. Keep up the good work guys. Thanks.

Mr. S and Mr. I
Student Poetry

Sarah T.'s Poem By: Sarah Trent
Posted by Sarah T under Uncategorized
No Comments

About the Site:
Mr. S and Mr. I Students?

Broadcast your video on YouTube

Each day:
30 million videos watched
30,000 videos submitted

1. text (blog)
2. audio (podcast)
3. Video (vblog)

YouTube Broadcast Yourself

Balancing Point


02:04 / 05:58

The copy / paste culture creates a **bottom-up takeover of the information flow.**

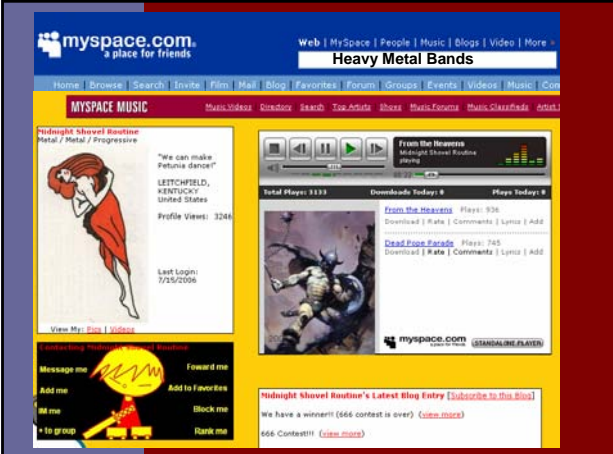
We can be **creators** as well as consumer **of content.**

Literacy in a Copy / Paste World

MySpace demonstrates a shift in **how people seek entertainment, collaboration and communication.**



- The mass market for entertainment is yielding to a million mini-markets.
- Credibility now rises from below.
- Mass media no longer decide who is popular.... You do.



myspace.com. a place for friends

Web | MySpace | People | Music | Blogs | Video | More

Heavy Metal Bands

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Con

MYSACE MUSIC

Midnight Shovel Routine
Metal / Metal / Progressive

"We can make Fetuna dance!"

LEITCHFIELD, KENTUCKY, United States

Profile Views: 3248

Last Login: 7/25/2006

View My: [Pics](#) | [Videos](#)

Message me | Forward me | Add me | Add to Favorites | All me | Block me | * to group | Thank me

From the heavens
Downloads Today: 8 | Plays Today: 8

Total Plays: 1133

From the heavens
Downloads: 836 | Rate | Comments | Lyrics | Add

Dead Face Parade
Downloads: 743 | Rate | Comments | Lyrics | Add

Midnight Shovel Routine's Latest Blog Entry [[Subscribe to this blog](#)]

We have a winner!! (666 contest is over) [[View more](#)]

666 Contest!!! [[View more](#)]



myspace.com. a place for friends

Web | MySpace | People | Music | Blogs | Video | More

Graphic artists

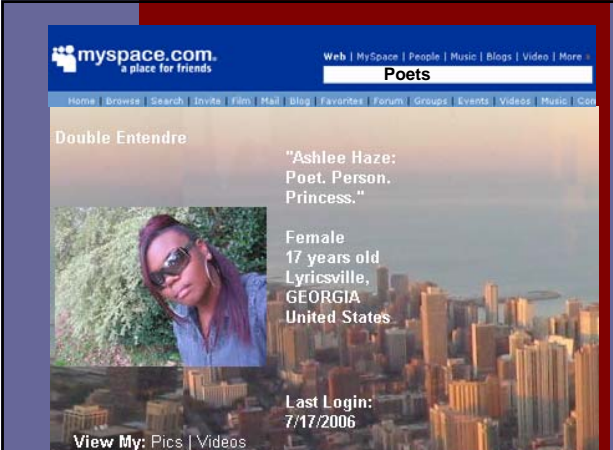
Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Con

JonGray™ is at Camp Berea. ill be back friday nigh

www.JonGray.de

View My: [Pics](#) | [Videos](#)

Jon Gray
Graphic Artist



myspace.com. a place for friends

Web | MySpace | People | Music | Blogs | Video | More

Poets

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Con

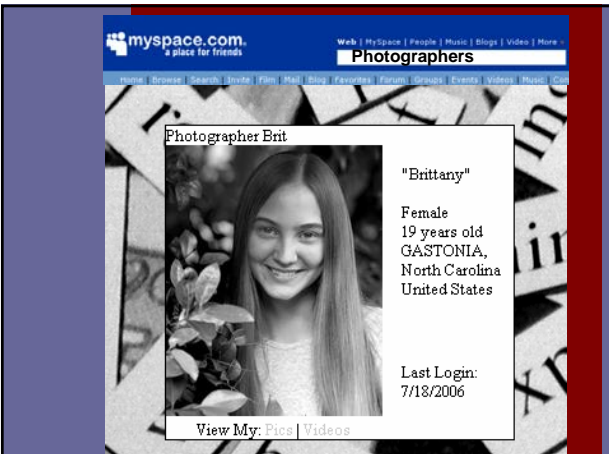
Double Entendre

"Ashlee Haze:
Poet. Person.
Princess."

Female
17 years old
Lyricsville,
GEORGIA
United States

Last Login:
7/17/2006

View My: [Pics](#) | [Videos](#)



myspace.com. a place for friends

Web | MySpace | People | Music | Blogs | Video | More

Photographers

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Con

Photographer Brit

"Brittany"

Female
19 years old
GASTONIA,
North Carolina
United States

Last Login:
7/18/2006

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myspace.com. a place for friends

Web | MySpace | People | Music | Blogs | Video | More

Photographers

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Con

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United States

Last Login:
7/18/2006

View My: [Pics](#) | [Videos](#)

- MySpace members are something different: **They're participants.**
- The site doesn't broadcast at people.
- It gives people a forum and tools to express themselves and create a map of their lives.

Literacy in a Copy / Paste World

MySpace's tools model good instructional practice.

- Accommodate diverse learning styles and interests
- Authentic audience and purpose
- Student (user) centered
- Cooperative learning
- Differentiated
- 24/7 access

6.2 billion page views a month made it the fifth-most-visited site in the US

thelongtail.com 2006



What can schools do to promote a new literacy in the copy / paste world?

1. Stop trying to “integrate technology”

- We need to look at technology as a way of getting job done.
- Stop worrying about how to “work the computer.”
- Instead we should think critically about:
 - what tools are there
 - what do they do
 - how can they impact teaching and learning?

The technology is just the “paper and pen” of the future.

2. Focus on literacy in all content areas

- Don't allow ourselves to be overwhelmed by the **perceived demands of covering content and test prep.**
- We must **all use consistent instructional strategies** that give students responsibility for their own learning.

Its about the thinking not the technology.

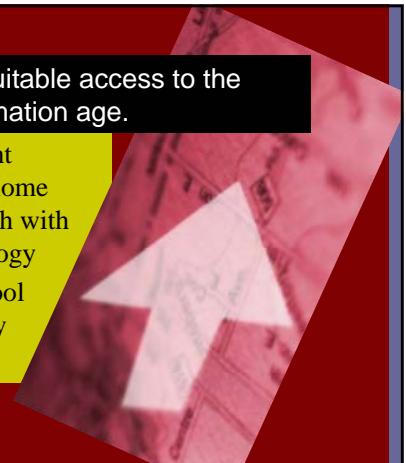
3. Give students tools / forum to critically evaluate information

- Is everyone an authority today?
- Student need experience questioning the validity of what they're reading.
- Explore divergent opinions and perspectives in collaboration with their peers.



4. Provide an equitable access to the tools of the information age.

- Our more affluent students live in home environments rich with personal technology
- For the rest, school may be their only access.



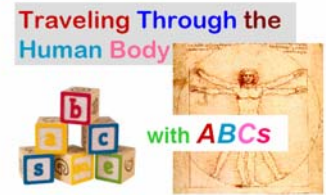
Literacy in a Copy / Paste World

5. Provide students with rigorous, engaging and authentic tasks.

- Take advantage of tools for analyzing and sharing information
- Harness their creative talents
- Give them opportunities to work in teams
- Produce for audience and purpose



Sample: Student Digital Publishing



- Written by 6th grade science students working in teams
- Students asked to create their own comparisons
- Softcover books were published
- The student then read their books to 3rd grade students



Production costs are \$4.53 per book
Plus .02 per page b/w or .15 per page color
Example: 50 page book with color cover
B/W pages - \$5.53
Color pages - \$12.03



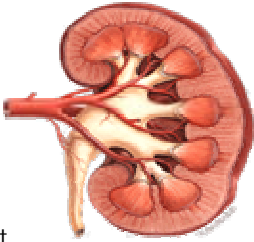
Not an add-on, a chance for kids to master content and record their thinking

- Based on 6th grade science standards
- Use powerful literacy strategy – creating comparisons
- Technology a tool not the goal
- A chance to work in teams to create for an authentic audience.

Literacy in a Copy / Paste World

K is for
Kidney

By~ Holly and Sarina



The kidneys separate waste from blood and turn it into urine. Most people have both a left and a right kidney.

Kidney

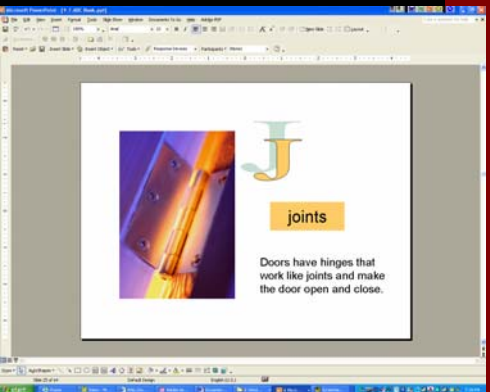
By~Holly and Sarina

The kidneys can relate to a pool filter because both of them separate the bad things from the good things. The pool filter empties the bugs and leaves from the water and the kidneys, they get rid of the bad things in your blood and turn it into liquid waste.



Pool filter

Use PowerPoint as our publisher




Students and teachers reflect on the project

Traveling Through the Human Body with ABCs



What process did you use to complete the project?

We researched our organ first. While doing this, we took notes. We then used these notes to write a rough draft, revised it and typed our power point. We did all this together.



We organized and decided who was going to do what and how. Then we read everything over to see if everything made sense to our audience.

What did you find out about yourself and the way that you learn?

I found out that Jimmy is mean and controlling and I had to learn to work with people I didn't like.

I learned that similes help you to understand the definition of a word more easily.

I learned that comparisons help me learn and to depend more on my partner because they're smart as well.

I learned you can compare and contrast in science.



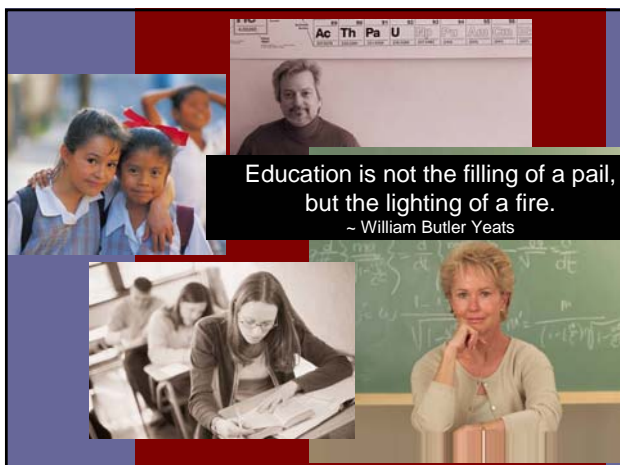
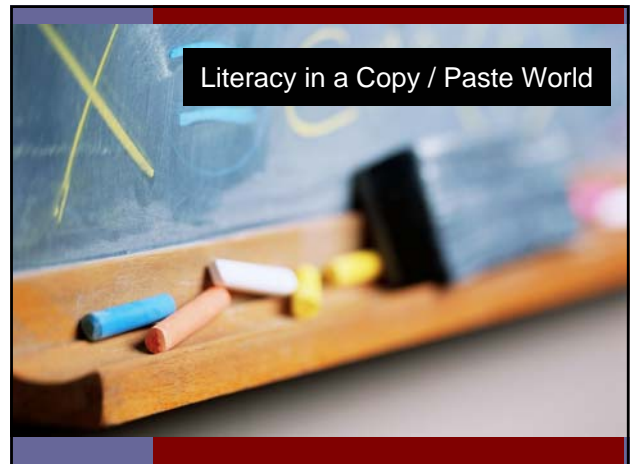
Literacy in a Copy / Paste World

Teacher reflection

“A number of students are very literal and **it was amazing to see them talk through process**, determining which body part to select and how it operates within a body system.

Listening to this their collaboration on the real life comparison was valuable.

Listening helped me to learn more about their thinking process.”



Education is not the filling of a pail,
but the lighting of a fire.
~ William Butler Yeats