

The reinvention recipe

One part desperation. One part aggravation. One part decimation. One part liberation.

Lee Rainie - @lrainie

Director - Internet, Science and Technology Research

November 6, 2016

Mechanics Institute – Reinvention: Thriving in the 21st Century

FACTANK



NEWS IN THE NUMBERS

THE CHRONICLE

of Higher Education

St

November

Con
Back

By M

Twe
he/she

Con

They

And yo

“Tweckle (twek’ul) vt. To abuse a speaker to Twitter followers in the audience while he/she is speaking.”

**we need a tshirt, "I survived the keynote disaster
of 09"**

**it's awesome in the "I don't want to turn away
from the accident because I might see a severed
head" way**

**too bad they took my utensils away w/ my plate.
I could have jammed the butter knife into my
temple.**

7 Stages of Grief

(Modified Kubler-Ross Model)

Shock*

- Initial paralysis at hearing the bad news.

Denial

- Trying to avoid the inevitable.

Anger

- Frustrated outpouring of bottled-up emotion.

Bargaining

- Seeking in vain for a way out.

Depression

- Final realization of the inevitable.

Testing*

- Seeking realistic solutions.

Acceptance

- Finally finding the way forward.

* This model is extended slightly from the original Kubler-Ross model, which does not explicitly include the Shock and Testing stages. These stages however are often useful to understand and to facilitate change.

ENTERTAINMENT WEEKLY

what's going on

MARVIN GAYE



THE GAYE COLLECTION
AND REMIXES BY
DAVID N. BROWN

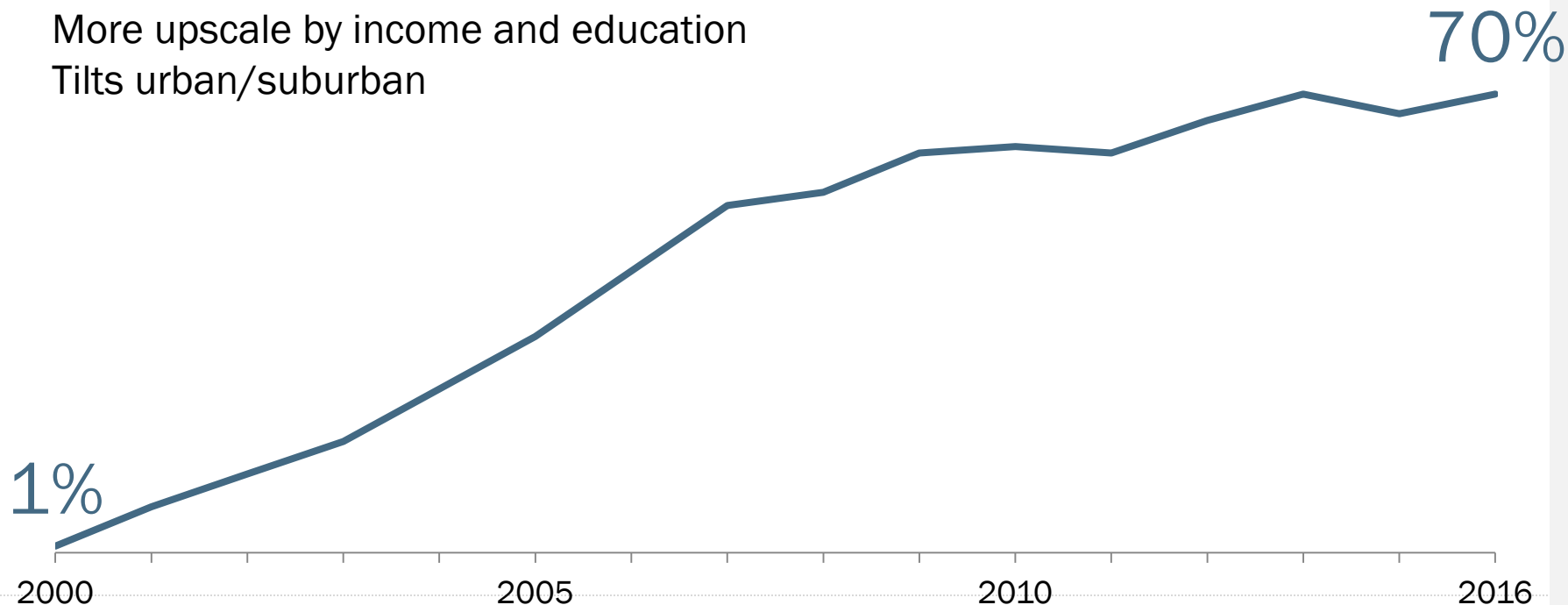
First revolution – Internet (89% use it)

Home broadband growth

Skews younger

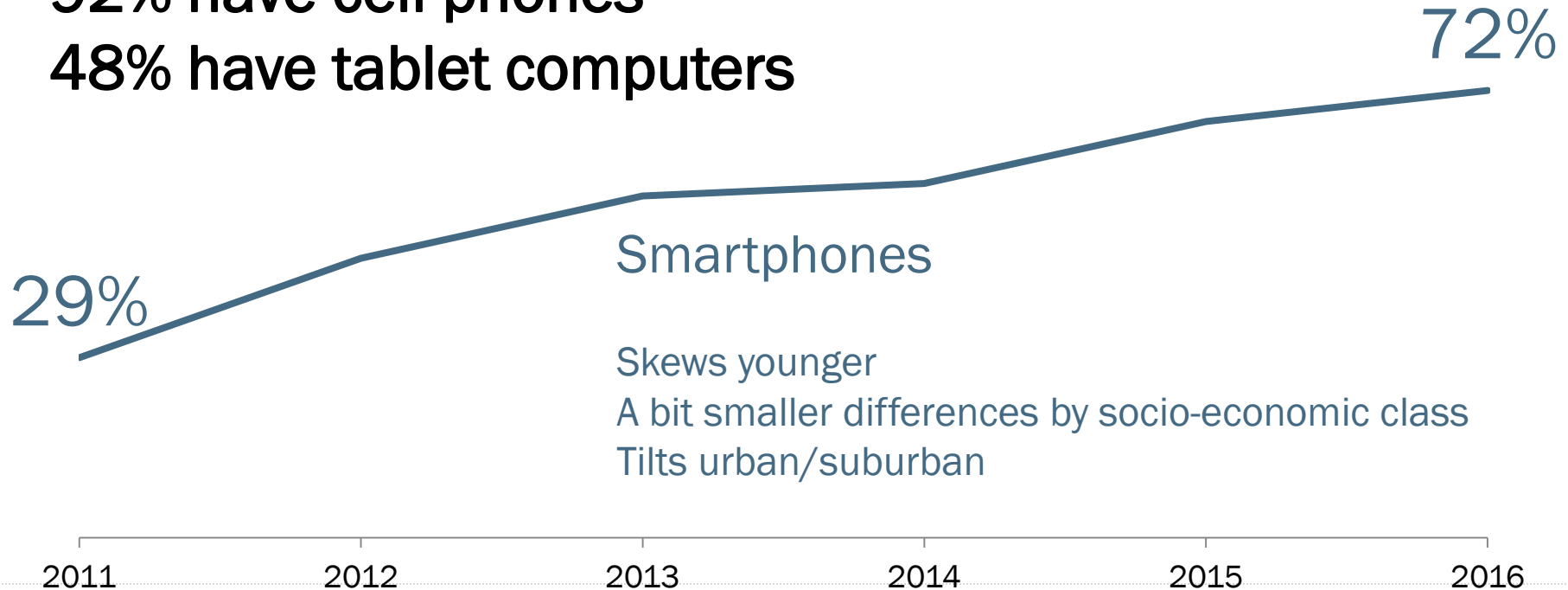
More upscale by income and education

Tilts urban/suburban



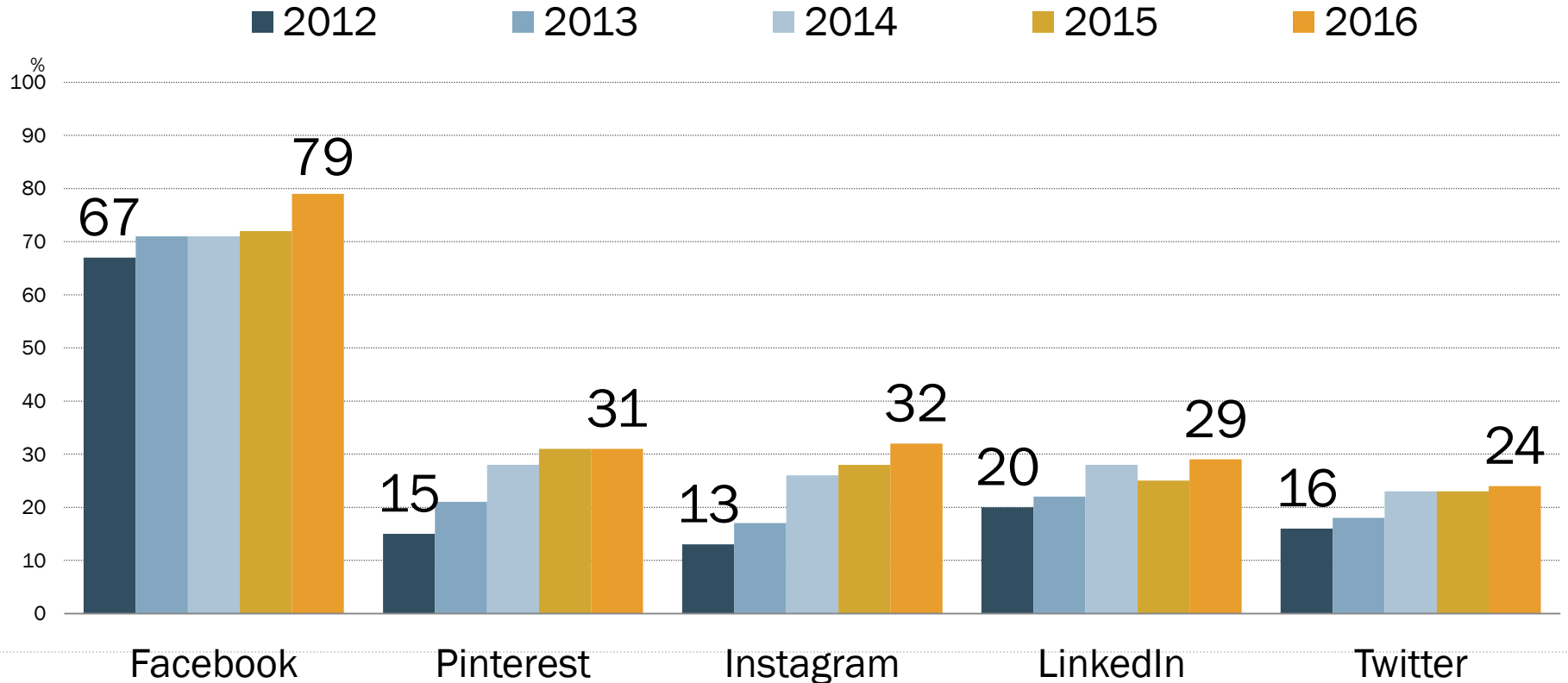
Second revolution – Mobile

92% have cell phones
48% have tablet computers



Third revolution – Social networking/media

% of internet users



Users of all social media platforms also use Facebook

% of users of each social media site who use another social media site

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	-	65%	48%	54%	93%
% of Instagram users who ...	49%	-	54%	48%	95%
% of Pinterest users who ...	38%	57%	-	41%	92%
% of LinkedIn users who ...	45%	53%	43%	-	89%
% of Facebook users who ...	29%	39%	36%	33%	-

Fourth revolution – Internet of Things, Metaverse, Virtual Reality, Artificial Reality,



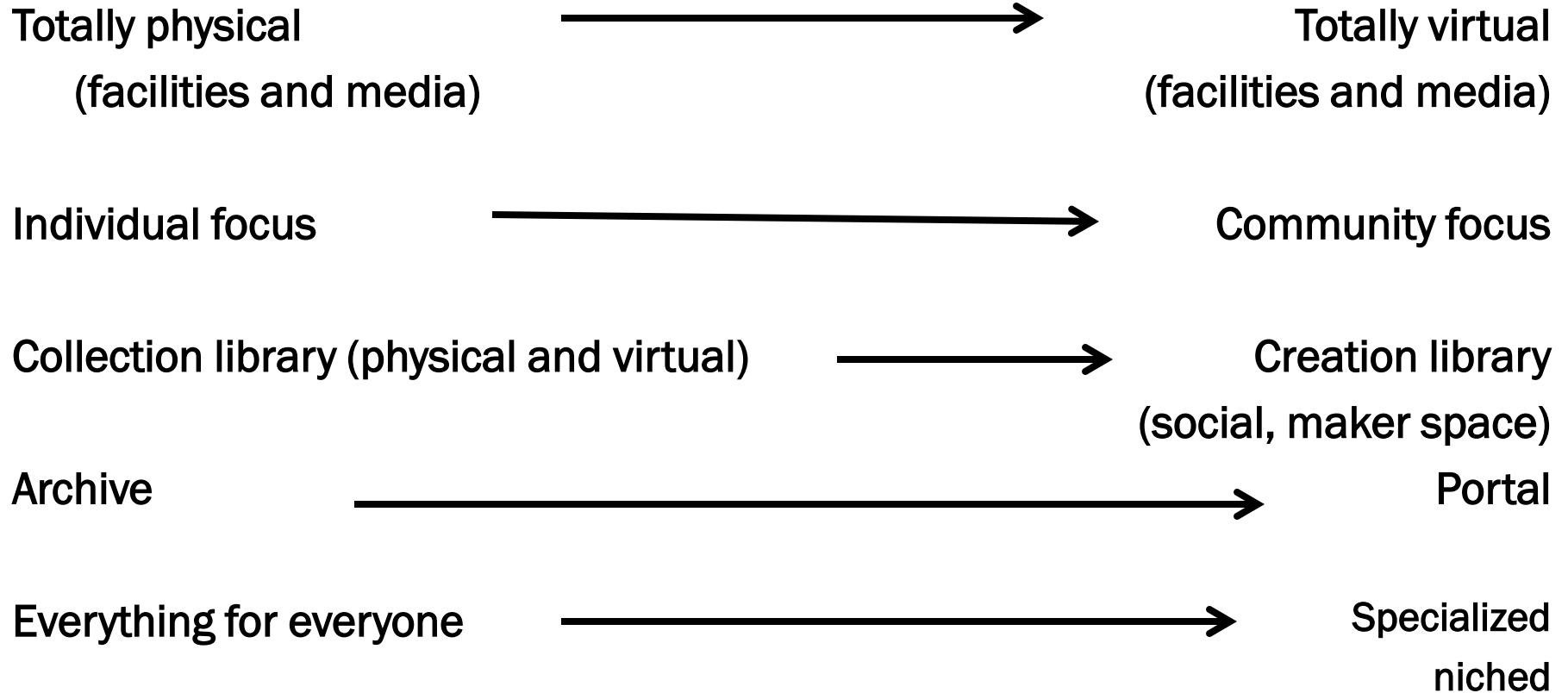
The internet will become ‘like electricity’ — less visible, yet more deeply embedded in people’s lives for good and ill

Your 6 big puzzles to solve

- 1. What's the future of personal enrichment, entertainment, and knowledge?**
- 2. What's the future of pathways to knowledge (reference expertise)?**
- 3. What's the future of public technology and community anchor institutions?**
- 4. What's the future of learning "spaces"?**
- 5. What's the future of attention (and its structural holes)?**

Q6: Where do you fit on the continuum?

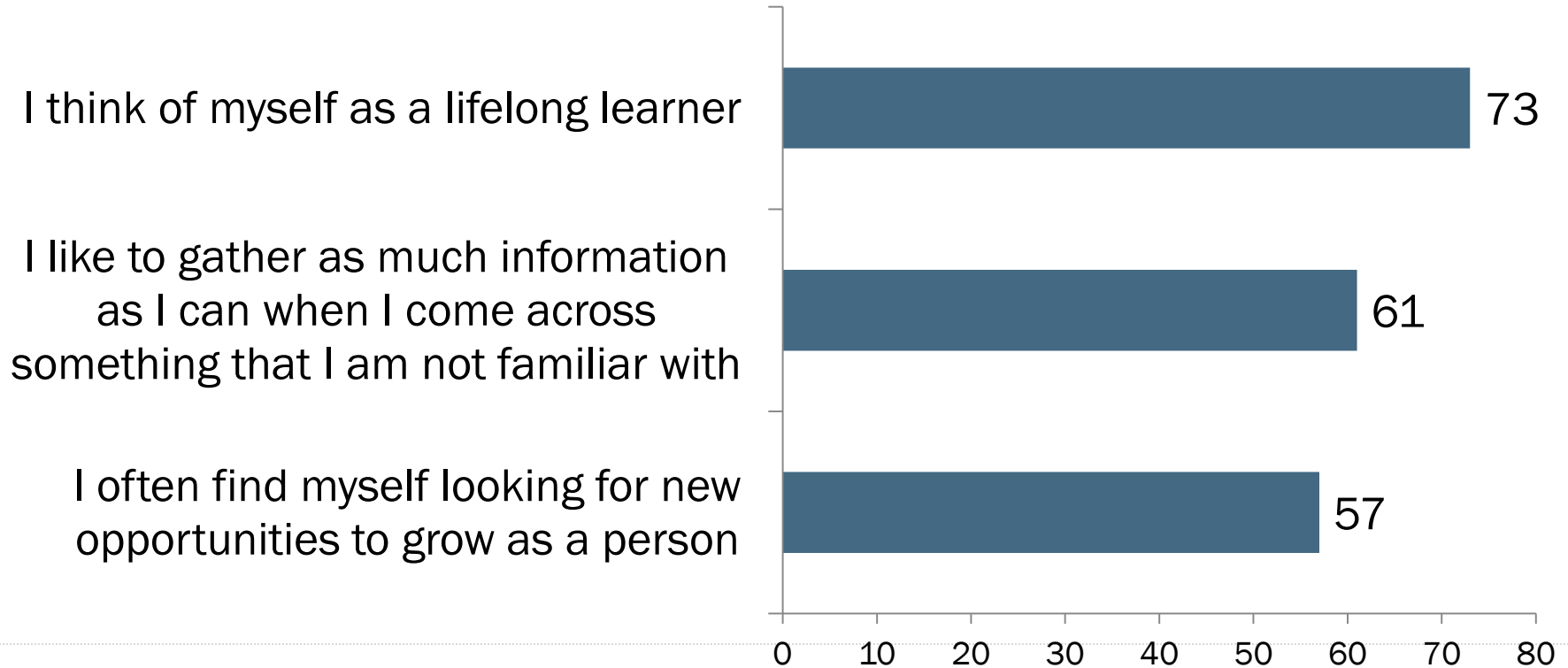
ALA's "Confronting the Future"



The new learning landscape

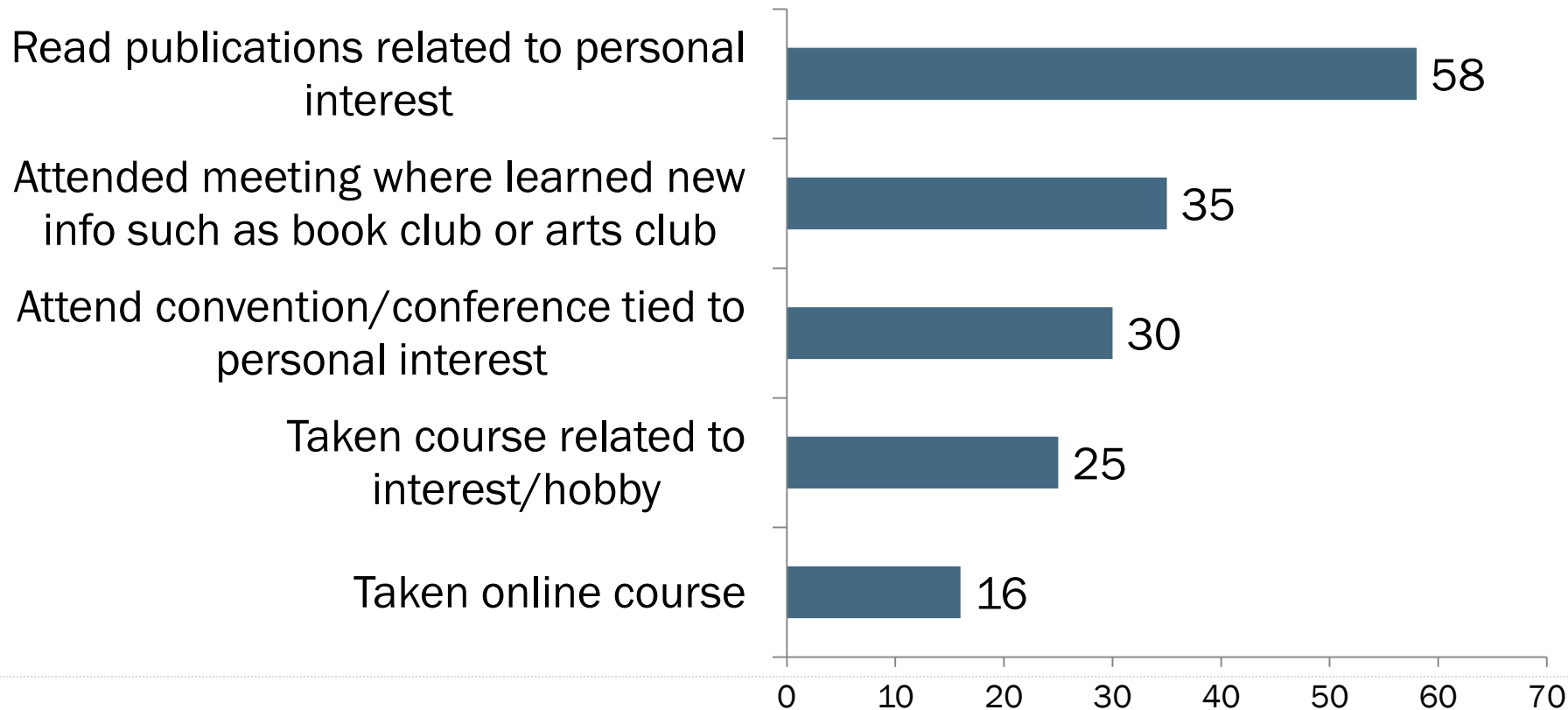
Learning as identity (% of those ages 18+)

Describes me very well



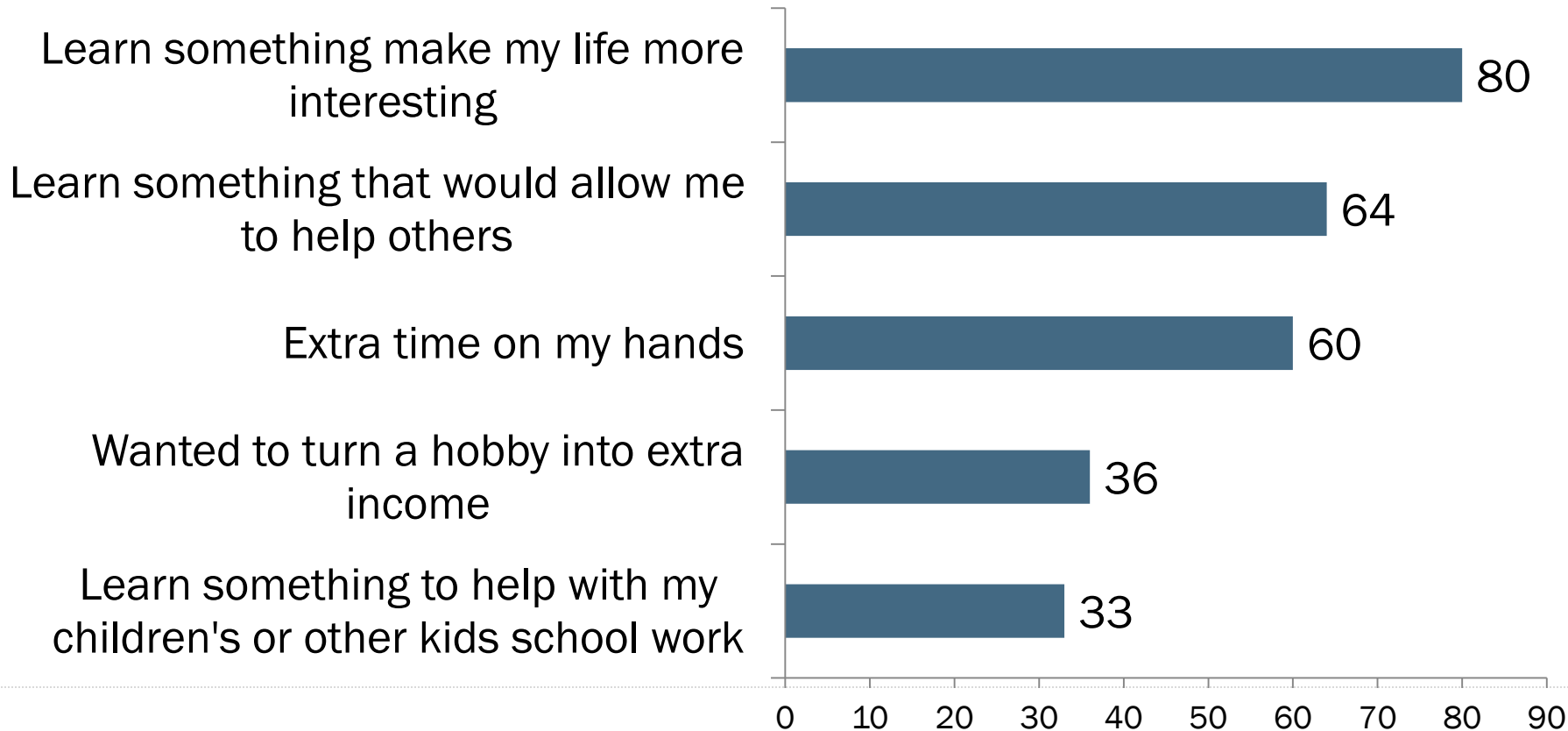
74% of all adults are personal enrichment learners

% of those ages 18+

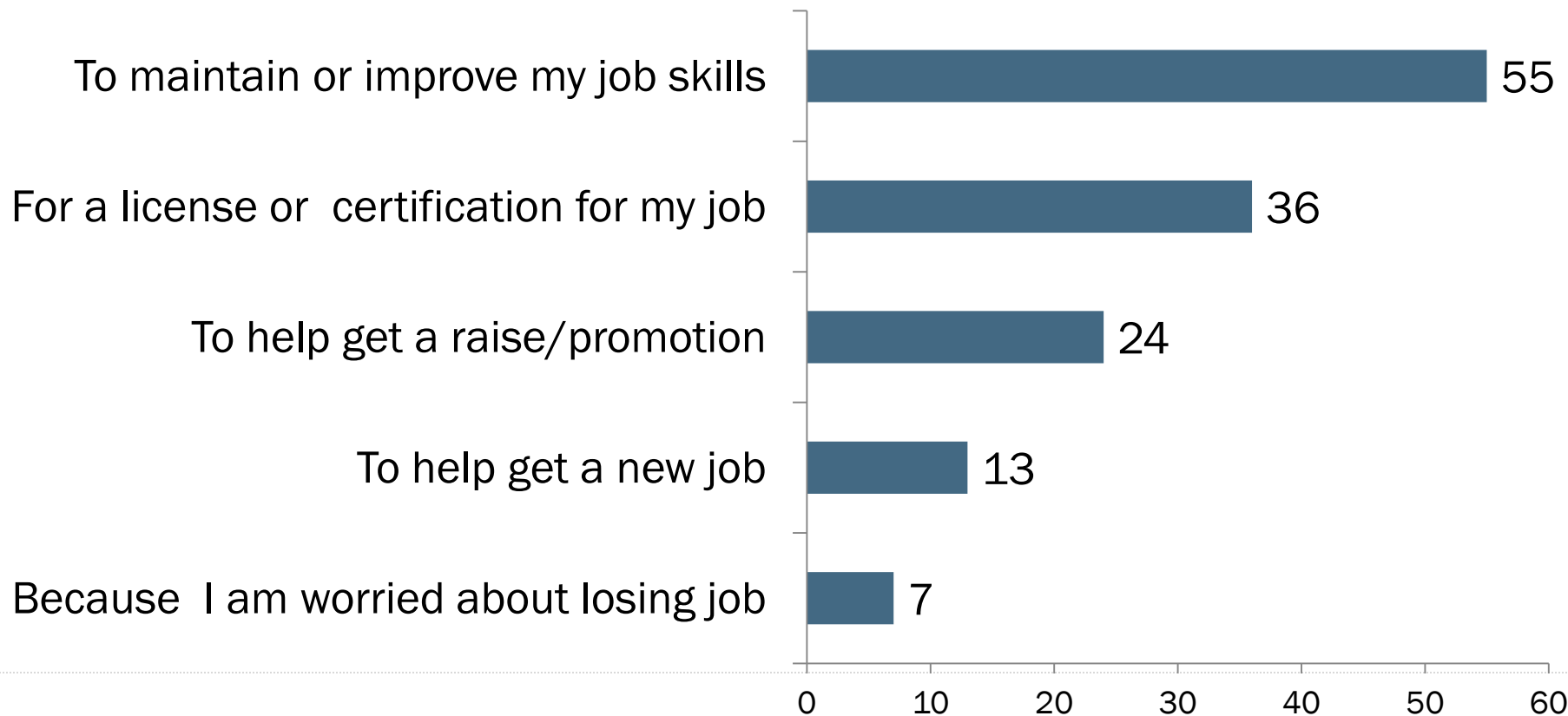


The motives of personal learners

% of those ages 18+



63% of the employed (36% of all adults) are work-related learners
– i.e. gotten training or taken courses (% of those ages 18+)



What is the future of learning?
-- Shana Ratner (1997) "*Emerging Issues in Learning Communities*"

Old:

Learning as transaction

Knowledge is
objective and
certain

New:

Learning as a process

Knowledge is
subjective and
provisional

What is the future of learning?
-- Shana Ratner (1997) "*Emerging Issues in Learning Communities*"

Old:

Learning as transaction

Learners receive
knowledge

New:

Learning as a process

Learners create
knowledge

What is the future of learning?
-- Shana Ratner (1997) "*Emerging Issues in Learning Communities*"

Old:

Learning as transaction

Knowledge is organized in
stable, hierarchical
structures that can be
treated independently of
one another

New:

Learning as a process

Knowledge is organized
"ecologically"-disciplines
are integrative and
interactive

What is the future of learning?
-- Shana Ratner (1997) "*Emerging Issues in Learning Communities*"

Old:

Learning as transaction

We learn best
passively, by
listening and
watching

New:

Learning as a process

We learn best
actively doing
and managing
our own learning

What is the future of learning?
-- Shana Ratner (1997) "*Emerging Issues in Learning Communities*"

Old:

Learning as transaction

Our "intelligence"
is based on our
individual
abilities

New:

Learning as a process

Our "intelligence"
is based on our
networks

People: Serve and Learn



Tech AND data experts
Master teachers in age of
lifelong learning
Visionaries for the
knowledge economy
and the jobs it
produces
Monitors of algorithms

Place: Reconfigured and Repurposed



Embrace the Internet of Things

Become the “trusted first place” to meet

Fill in “market holes” or niches

Test beds – maker masters

Community information stewards

Platform: Community Resource



Trusted, top-of-mind
institution for
learning

Advocates for free and
open

Advocates for closing
digital divides

Civic specialists – esp.
in learning realms

Fear not



Thank you!