

Digital technology can serve, disserve, enslave

Educating for Freedom in a Pervasive Digital Environment

Empowering youth to improve benefits and reduce damages

Digital tech is a double-edge knife.

When one edge cuts, the other edge can hurt its user.

**Welcome to a preventive/educational/playful approach to help youth civilise
an ultra seductive, arousing, sophisticated, dangerous, and
addictive tool that can also become tyrannic.**

APOP, Thursday January 18, 2018

H. G. Wells

1866-1946

***The
War of
Worlds
1898***

***Human
history
becomes
more & more
a race
between
education
and
catastrophe
(1920)***



**With no landmark,
young people don't
even know they're
crossing the border
between Serving-
Dis-serving-Enslaving**

**They find themselves
inside a prison they
can hardly escape,
life being more
pleasant there than
reality**

Neil Postman 1985
***Amusing ourselves
to death***

Aldous Huxley 1931
George Orwell 1949

Marshall McLuhan 1962

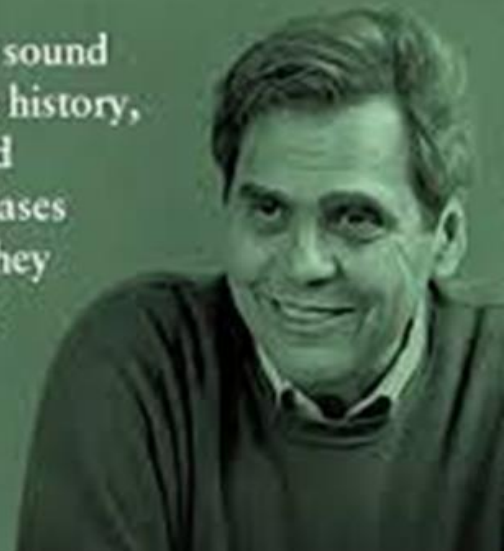
1985:
***Amusing
Ourselves
to Death***

**Aldous
Huxley 1931**

**George
Orwell 1949**

NEIL POSTMAN

If students get a sound education in the history, social effects and psychological biases of technology, they may grow to be adults who use technology rather than be used by it.

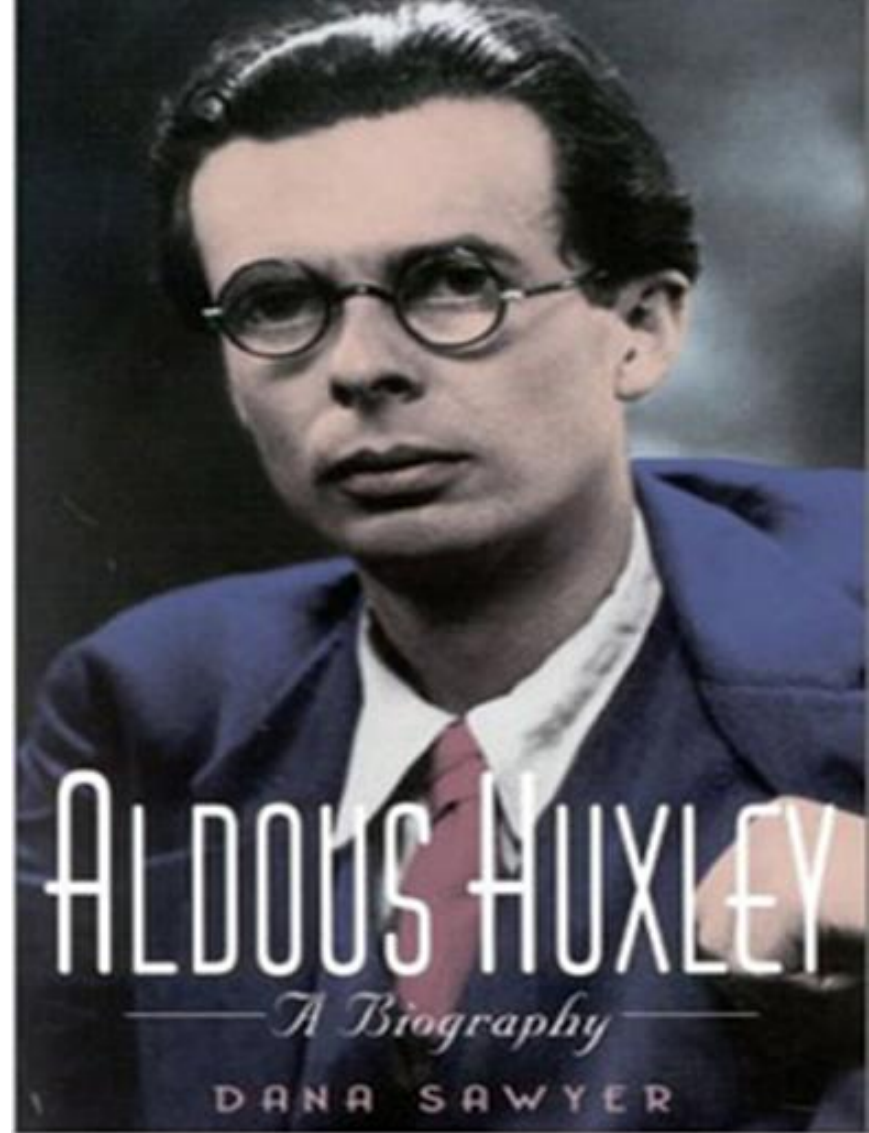


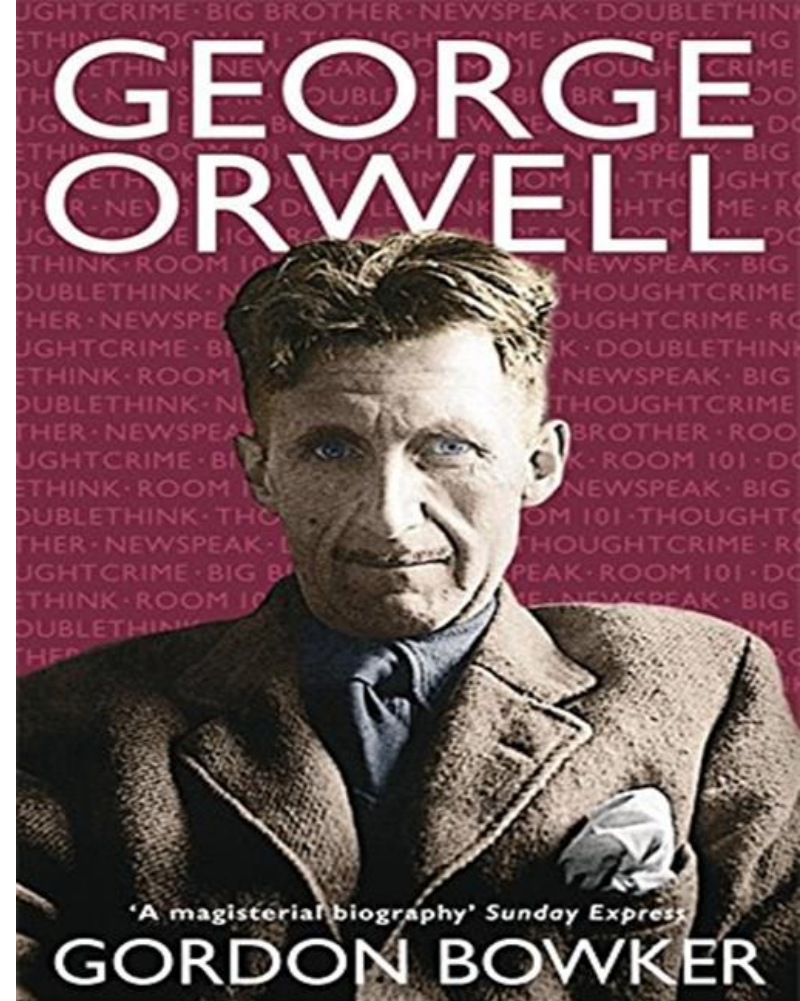
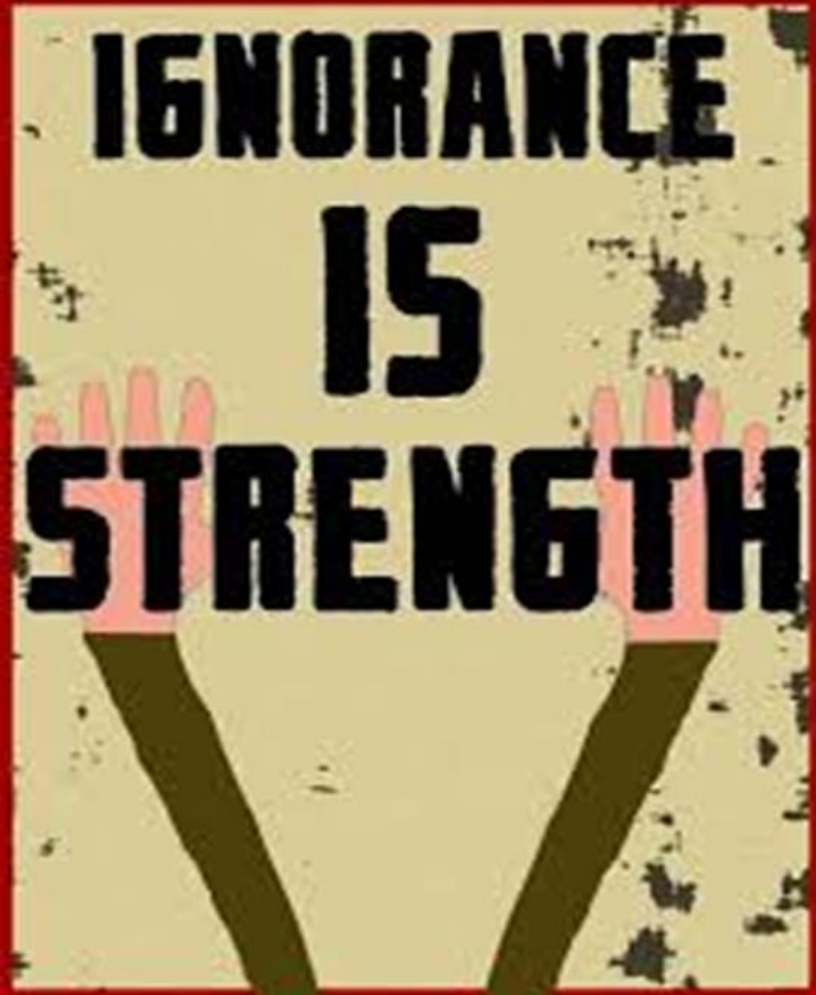
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Brave New World, 1931

*People
don't search
for the truth
anymore,
nor for
information,
nor for
education.
They want to
be entertained.*





George Orwell, 1949
Big Brother, 1984



slide_2.jpg

Marshall McLuhan



Gutenberg Galaxy (1962)

printing changed culture

Understanding Media (1964)

“electric” media change culture

Media shape our senses and perceptions

A new medium means a new shape to human consciousness



"FISH DID NOT DISCOVER WATER"

—Marshall McLuhan

IN FACT, BECAUSE THEY ARE COMPLETELY IMMERSED IN
IT, THEY LIVE UNAWARE OF ITS EXISTENCE. SIMILARLY,
WHEN A CONDUCT IS NORMALIZED BY A DOMINANT
CULTURAL ENVIRONMENT, IT BECOMES INVISIBLE.

bewareofimages.com

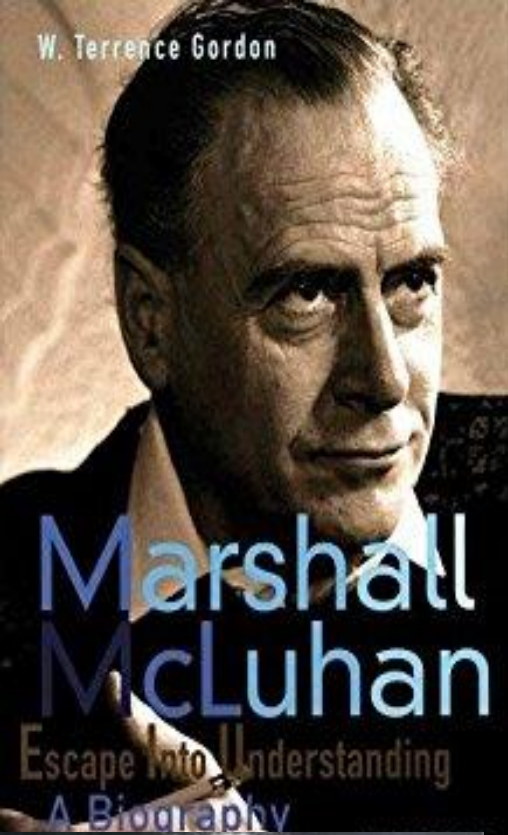
BEWARE OF
IMAGES

bewareofimages.com

**Millennials, having
never known digital
free environment,
can hardly imagine
a life without it**

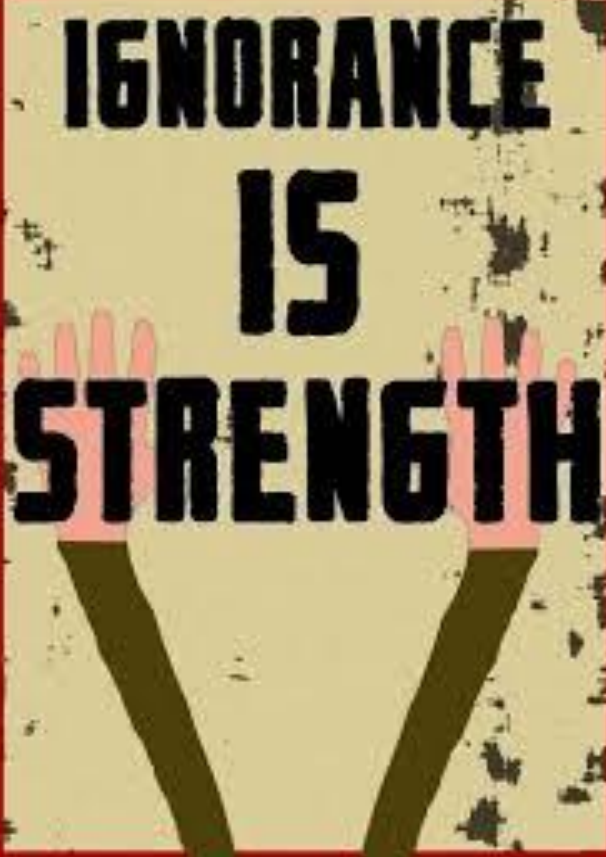


W. Terrence Gordon



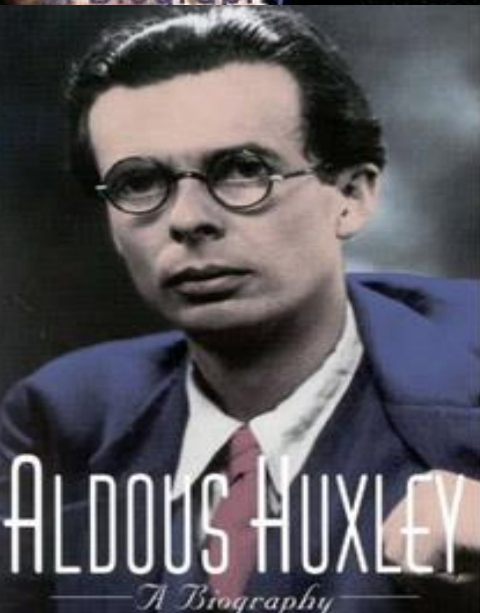
Marshall McLuhan

Escape Into Understanding
A Biography



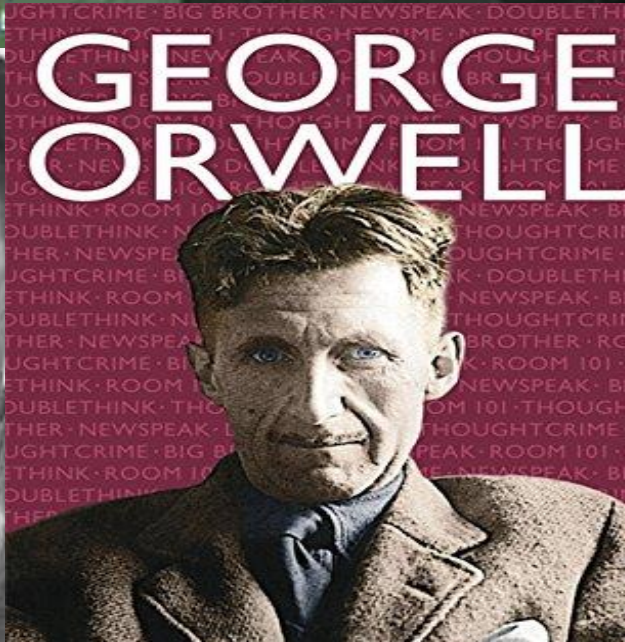
NEIL POSTMAN

If students get a sound education in the history, social effects and psychological biases of technology, they may grow to be adults who use technology rather than be used by it.



ALDOUS HUXLEY

A Biography



GEORGE ORWELL

End of preamble

**Beginning of
introduction**

**How can adults
help youth find out
that a real world
and a real life
exist?**

Question no 1

How many times/year does an average NY police officer draw his or her gun?

A = over 50 times/year

B = btw 25 & 49 t/year

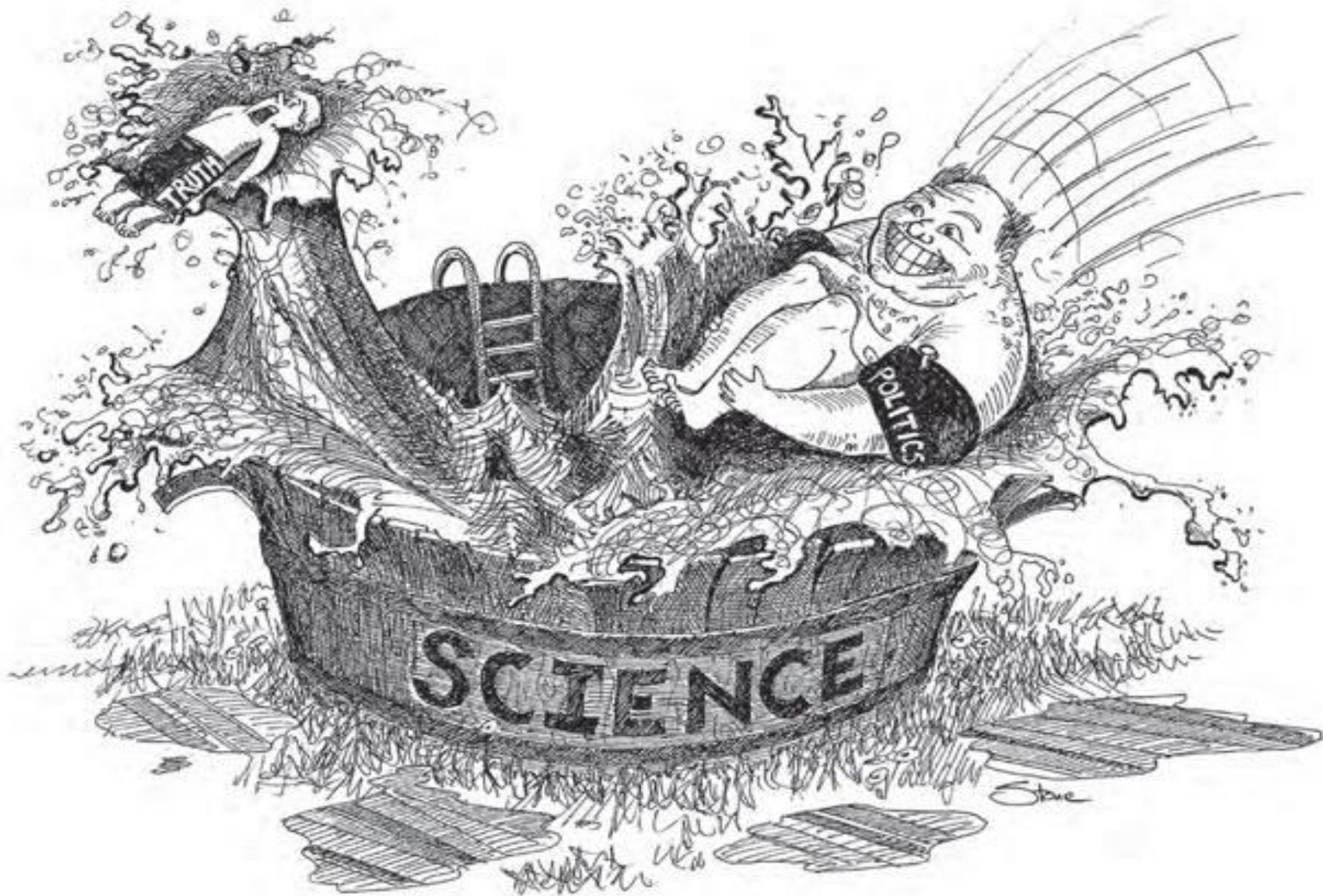
C = btw 5 & 24 t/y

D = less than 5 t/y

**To understand the
digital world, one
needs to look
behind screens
and
behind eyes**

2016-2017

**Electorate does not
trust information,
science,
truth,
decision makers**



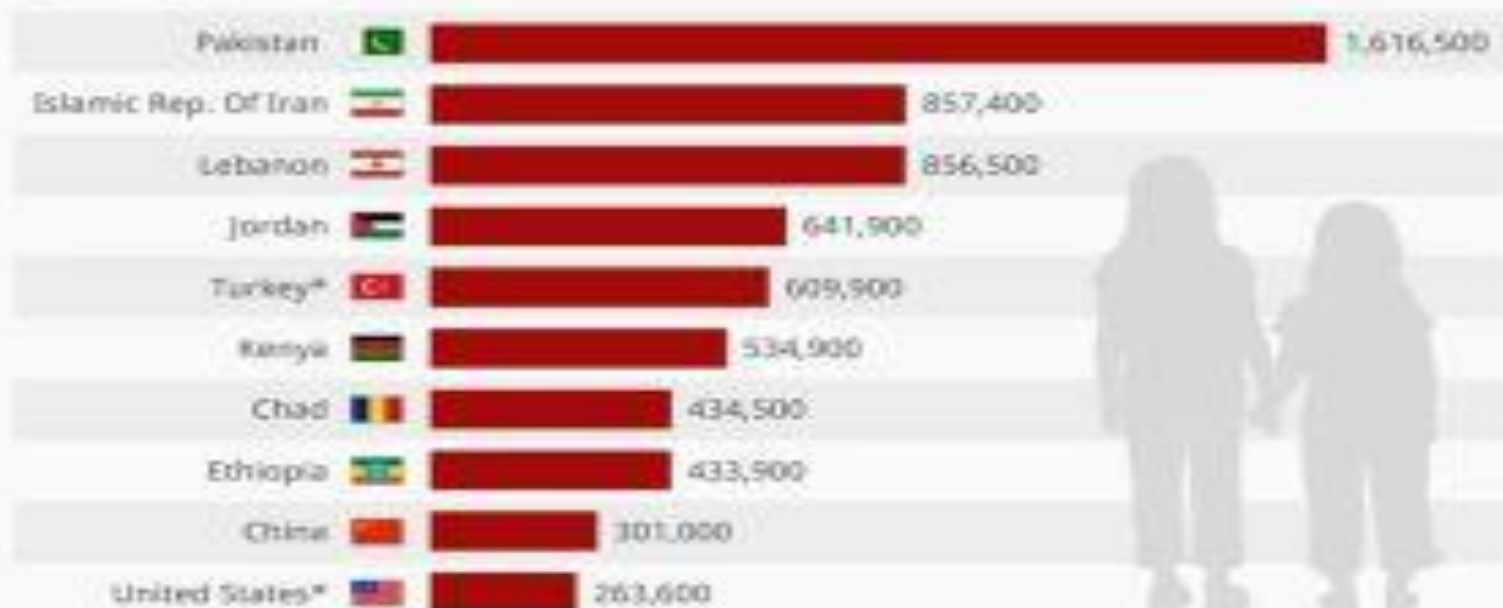
**2016, over
65 million human
beings ran away
from persecution,
war, misery,
desertification...**



This chart shows major refugee-hosting countries at the end of 2013

Pakistan Hosts The Highest Number of Refugees Worldwide

Major refugee-hosting countries at the end of 2013



*estimates
Source: UNHCR

statista







**Exposed to such
images, we are
shocked, angry, sad,
then we feel
powerless,
...disenchanted
our empathy melts,
we prefer isolation**



**What are these 2
boats sailing away
from?**







“We live in the era
of smart phones
and stupid people

“True story









**Two things are infinite:
the universe
and human stupidity**

**And I'm not sure
about the universe**

imgflip.com

Demonizing screens?

We do it when we don't understand reality

Damages of screen overexposure have been confirmed by thousands of studies.

Benefits of screen-time reduction combined with critical media education have been evaluated in hundreds of schools

Quick history
of what happened
between 1986 and 2001
The birth of the
Screen-Free Challenge
an educational approach
to help youth regain
control over technology

1986

International Year for Peace

**Teachers unions &
Québec Dept of Education
joined efforts to reach youth**

—The Courier
1986
INTERNATIONAL YEAR
OF PEACE





AIDEZ-NOUS A TRANSFORMER

EN MONUMENT POUR LA PAIX

CES JOUETS DE GUERRE

ET LE DÉSARMEMENT



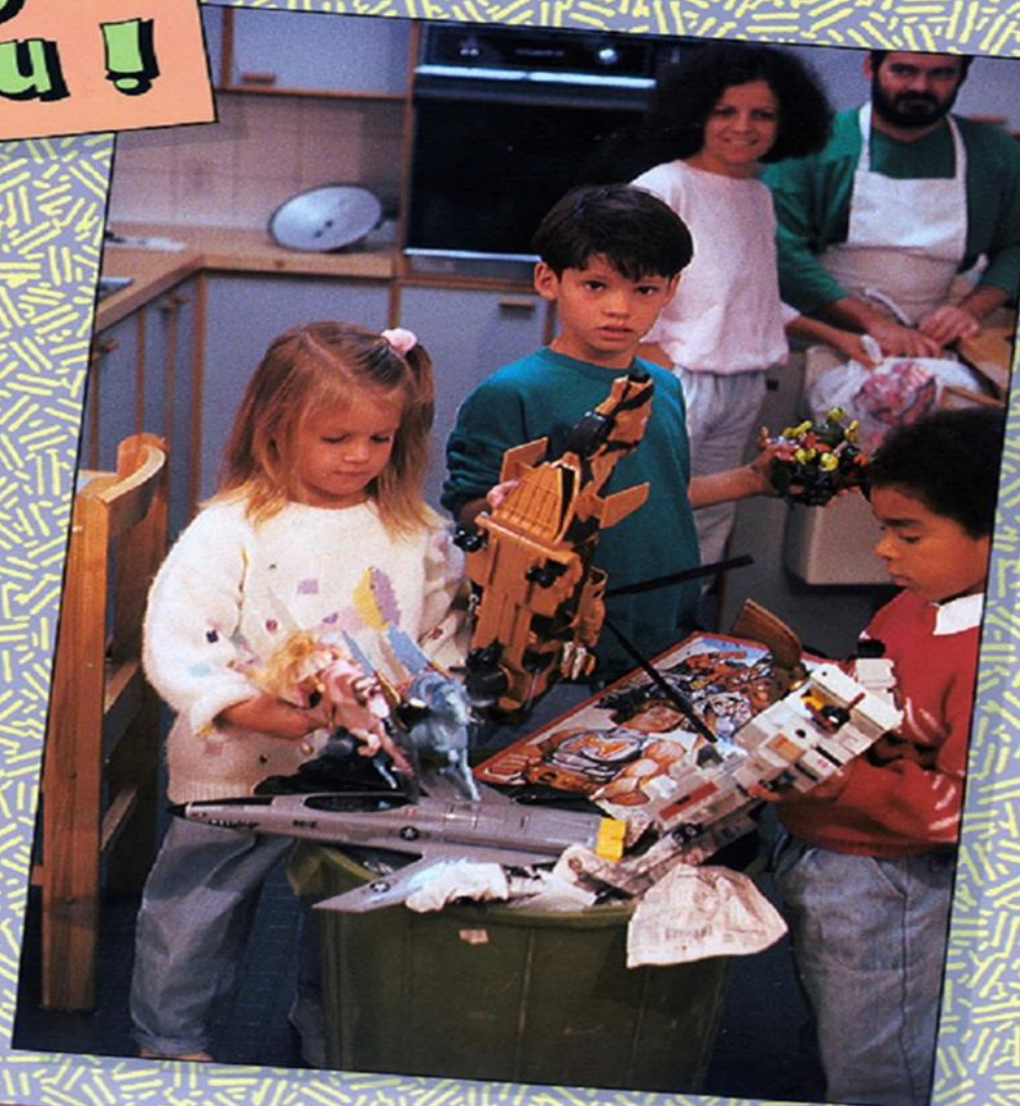
S'inscrire ou dans le
Café populaire de la
1294, rue Magasin, Sillery
ou par l'Intermédiaire de la
section de votre quartier.

Les activités de l'Armement
de Québec, Québec-Matthias, Nord de la Capitale, L'île
Fleuve, Perle et Bon
lieu de Québec, l'Association
des femmes de la région de Québec,
l'Association des jeunes
d'Action de la région
de Québec, la Fédération des
jeunes autochtones, l'Association
de Québec.

10 lessons from 1986 war toy campaign : monument for peace

- 1. Hasbro toys Hasbro cartoons**
- 2. GI Joe + Transformers**
- 3. 84 and 81 agressions / hour**
- 4. Violence keeps kids glued to TV**
- 5. Children worry about heroes**
- 6. Purchase remotely controlled worldwide**
- 7. ABC broadcasted Hasbro cartoons**
- 8. September, October, November...**
- 9. Xmas, peace on earth**
- 10. Solving conflicts by killing villains**

**Cessez
le
feu !**



1
9
8
7



The Youth Vote 1990-2000



2000

« L'ÉCOLE-MARKETING »

Colloque organisé par la Centrale de l'enseignement du Québec —
le réseau des Écoles vertes Brundtland dans le cadre de l'Année de la francophonie canadienne.



Hôtel Ramada, centre-ville de Québec,
Vendredi, le 4 février 2000, de 8 h 30 à 16 h 00

Invitation aux représentantes et représentants francophones ou francophiles des
associations de la profession enseignante des provinces canadiennes.

On présente sa candidature par courriel à :

ecole.marketing@ceq.qc.ca
ou par télécopieur à
(418) 649-0673.

Pour en savoir plus :

<http://eav.ceq.qc.ca> Les Écoles vertes Brundtland
œuvrent à la construction d'un monde écologique,
pacifique et solidaire.



**15 years of efforts, briefs,
petitions to decision
makers about children's
behavioral troubles in
school and deterioration of
learning conditions,
.....until 2001**

2001 Québec

**Report by the
Conseil supérieur de
l'éducation to
Dept of Education**

1985-2000

«*The number of children with behavioral difficulties had tripled in 15 years*» (CSE, 2001)

3 causal factors for increase

- *Family structure + fragile**
- *Parental guidance = less**
- *Media violence = more**

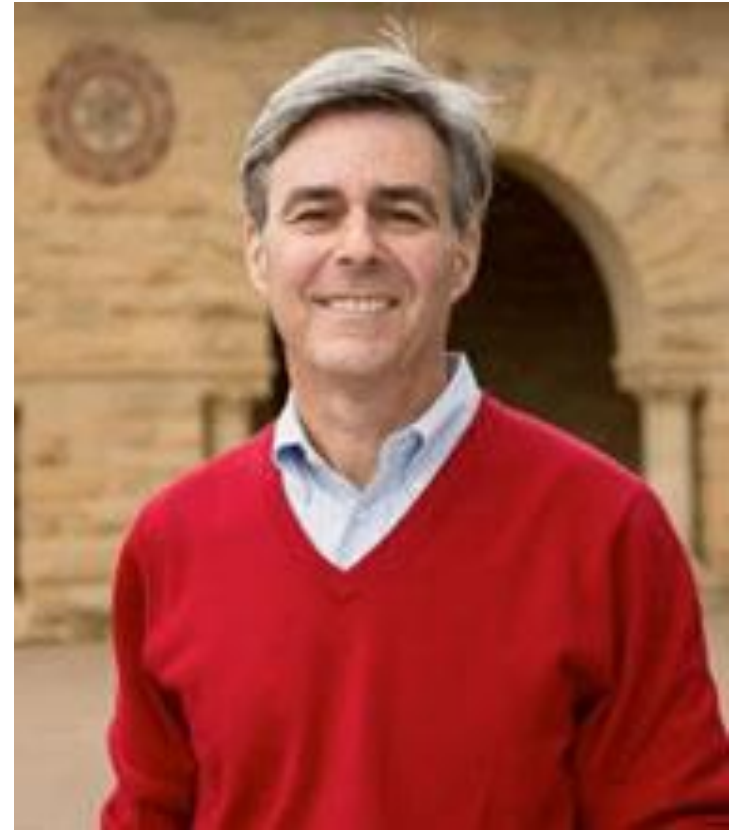
**Same year,
January 2001**

News from California

came from Chicago, Associated Press: « Cutting tv reduces violence in children”
http://www.whitedot.org/issue/iss_story.asp?slug=cuttingviolence1

2001
California
3 studies by
Dr Thomas
Robinson,
U. Stanford

http://www.whitedot.org/issue/iss_story.asp?slug=cuttingviolence1



S.M.A.R.T.

2001

***Student Media
Awareness
to Reduce
Television***

Dr Thomas Robinson

1) Verbal

violence -50%

physical -40%

2) Adiposity->obesity

3) Requests for

toys ---- Nagging



**Did you hear about
it during prime-time
radio or television
or on front page of
any newspaper?**

Family life invaded by digital tech



Conversations familiales en baisse

U Michigan

1981 = 1h12 / semaine

1997 = 34 m/sem

Combien de médias ont mis la découverte à la Une ?

Nag Factor Pester Power

Lucy Hughes
Vice-president
Initiative Media

*The Corporation,
Joël Bakan, Canada*

2004



Addictive tech ---> school drop-out?

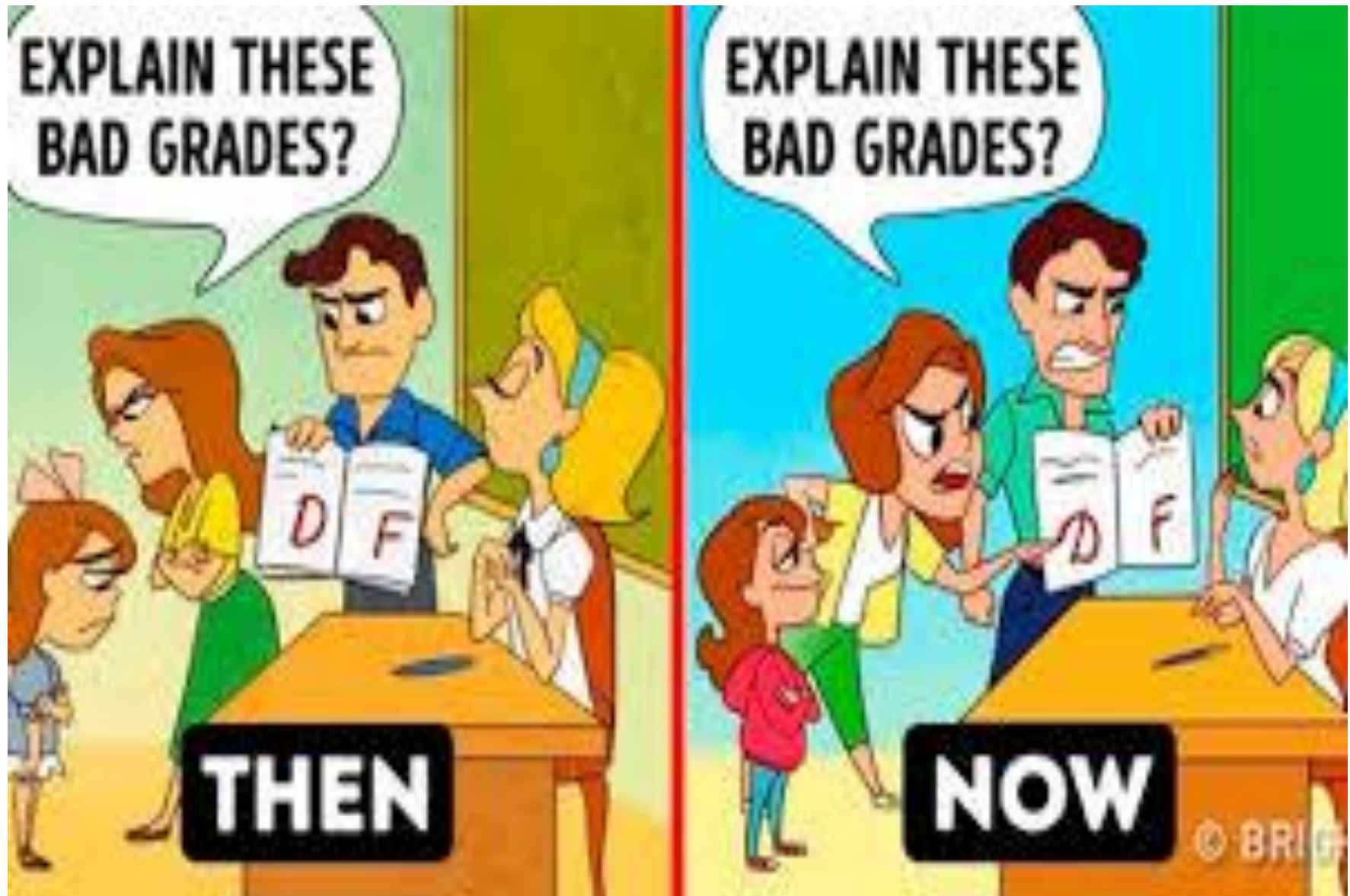


Sleep-time lost during 15 years : 20m/day



**Screen-time is
number one
topic of family
disputes**

**In 4 decades,
parents have
become *clients*
of education**



**The Moon has
two faces
Screens too**

Digital screens
= closer to those
who are far away
= far away from those
who are close

Digital tech & social isolation



**Digital tech more
addictive than tobacco**

**Sale illegal to
younger than 18**

Video games rated M?

April 2017,
Tristan Harris,
former product
manager
at Google
told

60 Minutes:
*Technology
companies have
mastered*

***"brain
hacking"**
to keep users'
attention.*

*They want to get
attention at
all costs.*





Facebook friends
Associated
Press
November 2017

Early **FB**
investor
& founding
president
Sean Parker
"FB is exploiting
a vulnerability
in human
psychology"
to attract and
retain
attention



"It's a social-validation
feedback loop... exactly
the kind of thing that a
hacker like myself would
come up with, because
you're exploiting a
vulnerability in
human psychology."

- Sean Parker



Serve

Disserve

Enslave

3 zones

no landmarks

parents have

no authority

**When pedophiles
offer candies to kids,
they take advantage
of their
vulnerabilities**

**Whose responsibility
is it to protect
children from
professionals who
exploit their
vulnerabilities?**

**Let's stop blaming parents
for something they ignore
because of experts
denying damages
and
corporate responsibility**

Protecting children from screens

Is it reactionary?

Is it negative?

Is it possible?

Is it useful?

**Let's go back
in 1976**

**Québec, first + still only
North-American jurisdiction
banned ads targeting
kids younger than 13,
legislation voted in 1976,
implemented in 1980**

30 years later

Kathy Bailis
U. Illinois

+

Tirtha Dhar
U B-C

***The Québec
Experience***

**Study
published in**

2011

***Journal of
Marketing
Research***



Researchers UBC+U Illinois 2011

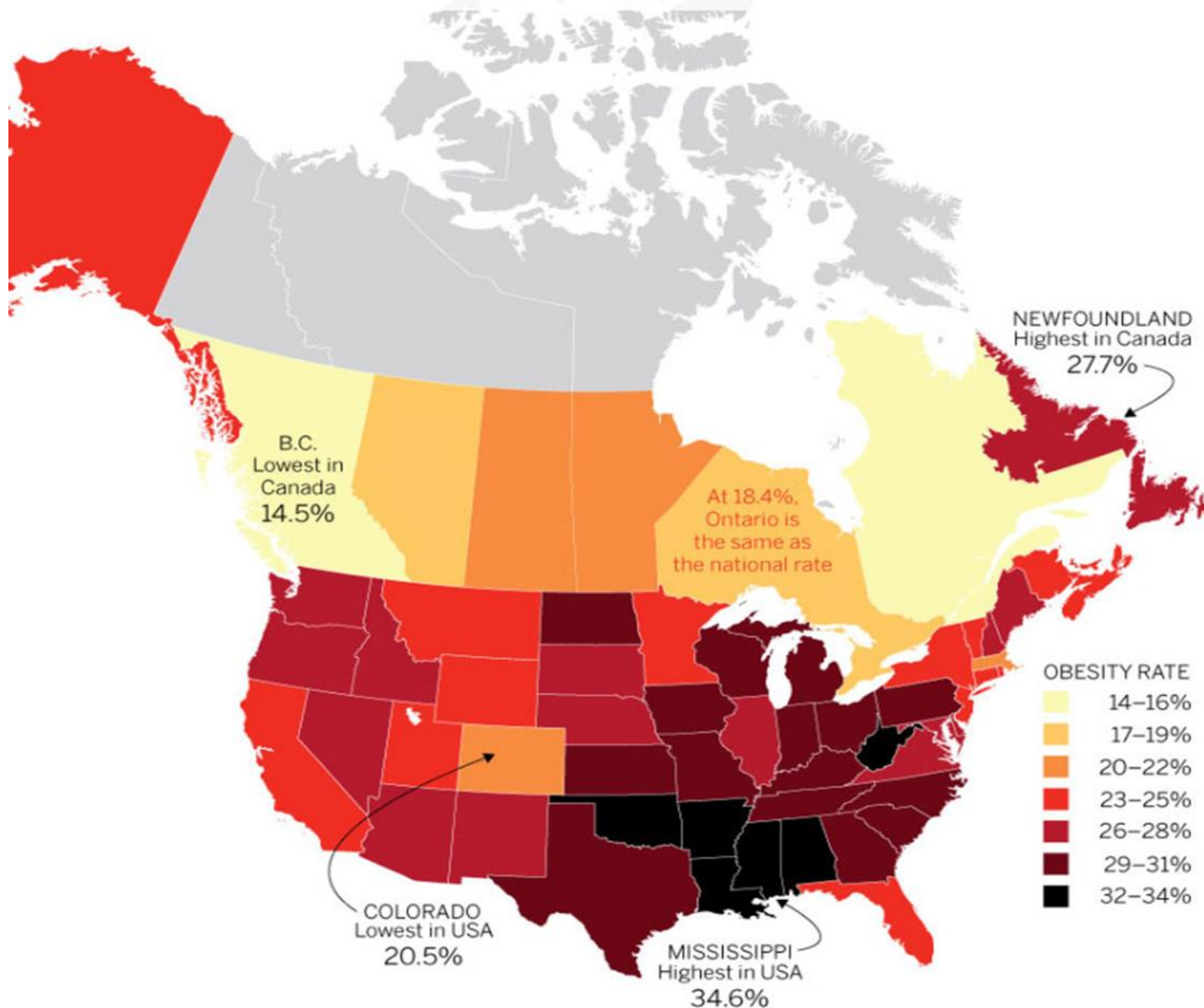
Fast-Food Consumption and the Ban on advertising Targeting Children: The Quebec Experience

- 30 years of ban on ads to kids
- What benefits, if any ?
- Household expenditure data 1984-1992
- FF consumption reduced by 88M\$
- Btw 13.4 & 18.4 billion fewer FF calories consumed every year

<http://acmesmartmediaeducation.net/2015/05/28/advertising-to-children-illegal/>

Obesity rates in North America

Percentage of the population with a Body Mass Index (BMI) of 30 or higher



2014

**Protecting
children from
marketing was
proven to be
very profitable**

**Have you read about the
benefits of Québec legislation
in any newspaper?**

**Seen info about it on
television? Heard about it on
the radio?**

**Did you see it posted in the
waiting room of your doctor's
office? Or at the hospital?**