

The Analyses of Relationship Between the Country`s Level of Development and Digital Literacy through the Digital Natives Activity in Serbia

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Abstract. The new digital era brings new way of thinking, acting and decision making, by implementing new digital devices into everyday life. The way young people learn, play, socialize, and participate in civic life is continuously changing by the impact of digital media. All these changes have led to a new category of population, named by a new definition - a digital native. It is defined as a youth, aged 15-24 inclusive, with five years or more experience using the Internet. Digital natives are: highly connected, want quick access to information, want customization, are able to process parallel sources of information, and most important - have never experienced a 'pre-digital' world. Our research is needed in order to understand the impact that digital natives have in the modern ICT society, and on the way digital natives learn, work and do things. Young people today learn and adapt to ICTs quickly. In other words, in their hands and with their minds, ICTs become a necessary and powerful tool. In 2012 there were around 363 million digital natives out of a world population of nearly 7 billion. This means that 5.2 % of the world's population and 30% of 15-24 year olds engaged in continuous activity online. The digital natives are, globally speaking, a minority of today's youth. Within the next five years, therefore, the digital native populations in the developing countries will more than double, assuming no drop-outs from Internet usage among the youth population. Under this model, a simplifying assumption is made that once someone in their youth starts to use the Internet they continue to use it year after year. This is called the monotonicity assumption. Furthermore, young people are more likely to be online than the general population as a whole. In addition, there is a strong correlation between a nation's ICT and the percentage of its population that are digital natives.

The aim of this study is to advance the analysis of digital natives by providing the evidence on the digital competence status of a group of Serbian teenagers (14 -19 years old) randomly selected from the Palilula District in Belgrade, Serbia. An Instant Digital Competence Assessment (iDCA) tool, developed by a research group from the University of Florence, was used. This tool was adopted as the measurement tool for our study. Data analysis results found several important conclusions relating to a possession of PC, type of PC, length of

possession, and their usage. Our analysis was conducted at a sample of 373 participating teenagers. Majority had personal computers (PCs) and the Internet available at home and the average period of time owning a PC was more than 5 years.

Most of them are using mobile platforms. According to Cisco, global mobile data traffic grew by 70% in 2012, to a level which corresponds to almost 12 times the entire Internet traffic in 2000. Cisco forecasts that global mobile data traffic will increase 13-fold between 2012 and 2017, which indicates that digital natives will even increase the usage of mobile platforms in years to come.

The other important research is derived through the relation between digital natives and so called digital immigrants, in Serbia. Digital immigrants include people who weren't born in digital era, but adopted digital media at some later stage of their lives. They think and process information fundamentally differently. These differences go far further and deeper than most people realize. "Different kinds of experiences lead to different brain structures". It is very likely that teenage brains have physically changed, and are different from ours, as a result of how they grew up.

Another interesting relationship exists between a country's level of digital nativism and gender balance within digital native population. There is a statistically significant relationship between digital nativism and the ratio of females to males. Girls in Serbia are more likely to gain access to the Internet. Also, type of social media used by digital natives, has changed in time, which is described in details in the paper.

Keywords:Digital native population, digital literacy, country's level of development, mobile devices.