EFFECTS OF NEW MEDIA AMONG MILLENNIAL STUDENTS: A CHALLENGE TO EDUCATORS

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Many of today’s learners as we often call as the “Net Generation”, “Millennial Generation”, “Digital Natives”, “Generation Y”, “Generation Me” and “i-Kids” have grown up with the Internet which provides immediate access to a wealth of information and in multiple formats such as video, audio and text. This is the generation who have always had technology into their lives – they are connected 24/7. Learning technologies are more robust and more complex than ever before. Elearning or known as “electronic learning” is gaining more popularity in the academic these days. Learning in today’s generation is offered not only using the traditional classroom setup but also through the use of accessible internet. This development has contributed to the birth and development of eLearning. This allows teachers to post requirements, materials, quizzes and references online. This also provides a venue for them to communicate with their students for educational discussion using forums and blogs.

Online education is growing annually at a rate of 30% according to figures from International Association for K-12. Offering students opportunities to learn at their own pace in various settings is a new direction of learning. The proliferation of educational resources such as books, videos, games, news, or whatever you can imagine that can help to go through any topic made easily accessible via the Internet.

The role of educators is increasingly challenging in sense-making, coaching and credentialing. Students expect to be able to study each time and anywhere they intend to. The educators of today need new strategies to communicate with the generation of today
to shape enticing educational experiences that will enable them to use their mobile phones.

Meanwhile, it is proposed that there must be professional enhancement program that must be included in comprehensive in-service trainings on Information Technology integration, spreadsheet applications, database management, use of internet resources, extensive training on the use of peripheral IT equipment, in-service courses on programming languages, professional development scenarios that will assist faculty members develop their skills on integrating ICT in their teaching processes.

Thus, importance of computer skills is increasing enormously among students and teachers. Understanding the need to provide a tool to improve learning outcome of the students as well as to inspire the students to become digitally literate, an eLearning tool is of value to be created.

It is not only teachers but also educational materials producers and publishers should strive to learn whether the goals for the use of this new media are helpful, sensible, educationally suitable and commercially reasonable.

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