


Digitalisierung – und plötzlich klapppt!

Digitalisierung | Motivationstheorien | Generationenmanagement

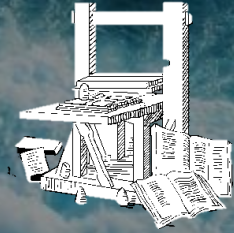


by Florian Faab



**The Internet is a tidal wave.
It changes the rules.
(Gates, 1995, S. 8)**

Digitalisierung



Generationenwandel

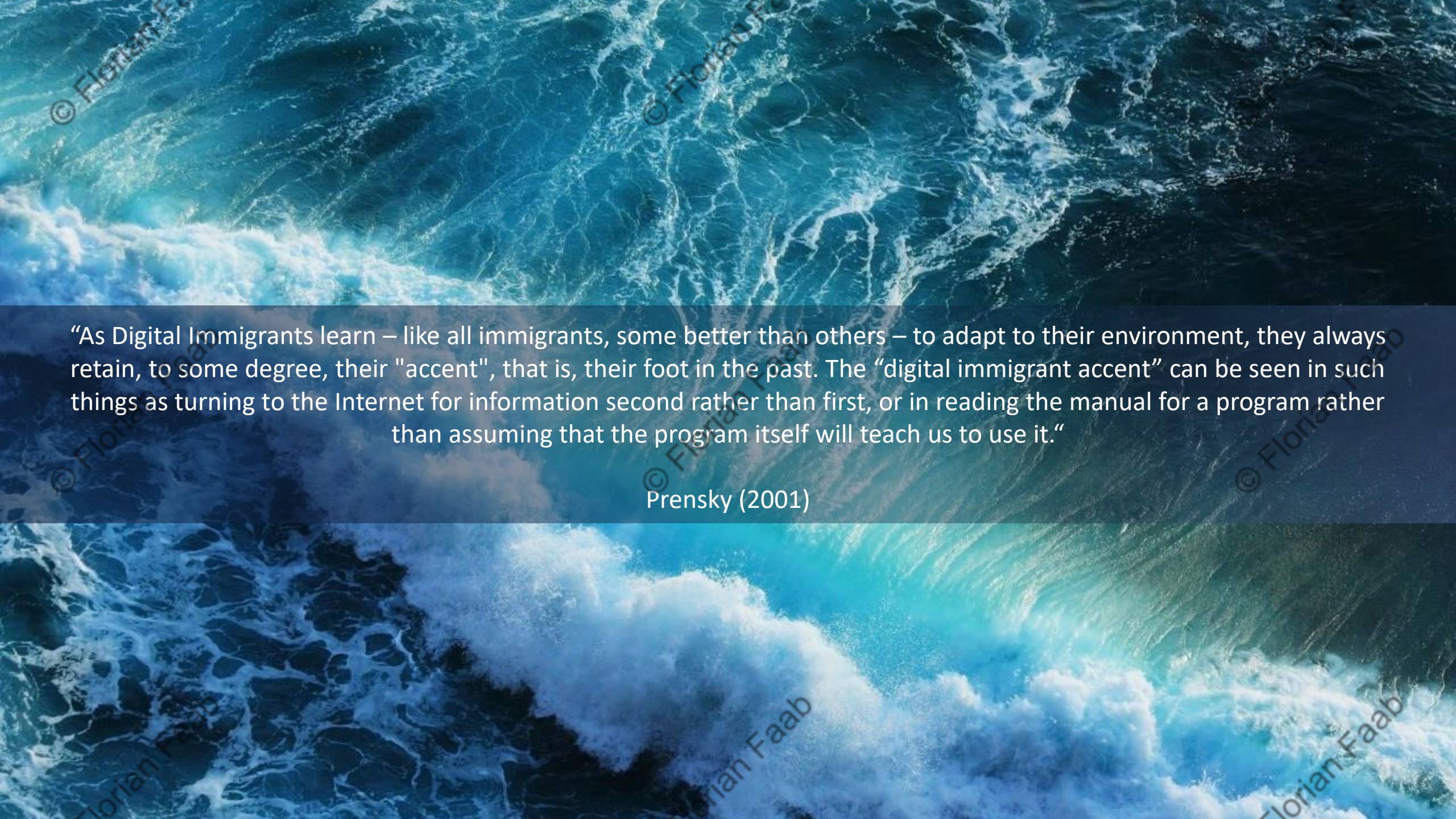




Digital Natives

versus

Digital Immigrants

An aerial photograph of a turbulent ocean surface, showing deep blue water and white, frothy waves crashing together. The water's texture is highly detailed, with many small ripples and larger, more chaotic wave patterns. The lighting is bright, highlighting the white foam of the waves against the darker blue of the water.

“As Digital Immigrants learn – like all immigrants, some better than others – to adapt to their environment, they always retain, to some degree, their "accent", that is, their foot in the past. The “digital immigrant accent” can be seen in such things as turning to the Internet for information second rather than first, or in reading the manual for a program rather than assuming that the program itself will teach us to use it.”

Prensky (2001)

Erfolgreiches Führen im Generationenmix



Motivationstheorien

Führungstheorien



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