

TECHNOLOGY, MEMORY & KNOWLEDGE OF CANADIAN HISTORY (PART I)

ASSOCIATION FOR CANADIAN STUDIES AND
THE CANADIAN INSTITUTE FOR IDENTITIES AND MIGRATION
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INTRODUCTION

BACKGROUND AND SURVEY METHODOLOGY

TECHNOLOGY, MEMORY AND HISTORY

- Traditionally, there has been an important connection between learning, knowledge acquisition and memory.
- Knowledge about the past is closely linked to memory and the ability to collect and retain information.
- Technologies have fundamentally changed the way in which we acquire knowledge and process information.
- Increasingly technologies are enabling us to offload information that was otherwise stored in our brain (whether it be phone numbers, appointments, birthdays, geographic locations and/or key events).
- The impact of technologies on the teaching and learning of history and other related disciplines is continuing to evolve and it's creating challenges for educators as to how best to reach citizens with key information.

TECHNOLOGY, MEMORY AND HISTORY (CONT'D)

- The impact of technologies on the teaching and learning of history is an area of inquiry that merits considerably greater attention than it has received to date.
- The ACS commissioned Leger Marketing to conduct a detailed survey on how technologies affect the relationship between memory, knowledge and the learning experience.
- The August 2018 survey found that 7 in 10 Canadian respondents agreed that “with the Internet and technology they don’t need to remember as much as they used to.”
- There are several important questions that arise from the survey findings that follows and we invite your observations and recommendations as we seek guidance as to how policies and programs are potentially affected by rapid change...

METHODOLOGY

- Leger Marketing surveyed 1,503 Canadians across the country on behalf of the Association for Canadian Studies during the week of August 27, 2018.
- The probabilistic margin of error was 3.5 points, 19 times out of 20.
- The sample included:
 - 403 Quebecers and 567 Ontarians
 - 790 males and 713 females
 - 929 English, 352 French, and 212 Others (Mother tongue)
 - 57% of respondents were employed
 - 47% of respondents had a university education
 - 23% of respondents earned more than 100k in 2017.



LEARNED HELPLESSNESS, MEMORY & TECH DEPENDENCE

SURVEY FINDINGS

HALF OF CANADIANS SAY THEY FEEL HELPLESS WITHOUT ACCESS TO THE INTERNET, ESPECIALLY YOUTH, MULTILINGUALS AND 'OTHERS' (NON-OFFICIAL) LANGUAGE SPEAKERS

I feel helpless when I do not have access to the Internet...	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
TOTAL Agree	50.3%	49.4%	51.2%	59.8%	52.4%	41.7%	47.1%	50.5%	47.4%	54.9%
Strongly agree	15.2%	15.9%	14.6%	26.1%	14.8%	7.9%	11.5%	15.8%	15.8%	16.2%
Somewhat agree	35.0%	33.5%	36.6%	33.7%	37.6%	33.7%	35.6%	34.7%	31.6%	38.7%
TOTAL Disagree	48.7%	49.5%	47.9%	38.8%	46.2%	58.0%	52.1%	48.5%	50.0%	44.6%
Somewhat disagree	31.3%	30.9%	31.7%	28.3%	30.0%	34.6%	34.1%	30.5%	34.2%	30.1%
Strongly disagree	17.4%	18.7%	16.2%	10.5%	16.2%	23.4%	18.0%	18.0%	15.8%	14.5%
I don't know	1.0%	1.1%	.9%	1.5%	1.4%	.3%	0.9%	0.8%	2.6%	.6%

55 percent of non-official language speakers in Canada feel helpless when they do not have access to the Internet.

YOUTH, FEMALES AND 'OTHER' LANGUAGE SPEAKERS ARE MOST RELIANT ON HAVING ACCESS TO GPS WHEN TRAVELING

I feel helpless when I do not have access to the Internet...	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
TOTAL Agree	50.3%	49.4%	51.2%	59.8%	52.4%	41.7%	47.1%	50.5%	47.4%	54.9%
Strongly agree	15.2%	15.9%	14.6%	26.1%	14.8%	7.9%	11.5%	15.8%	15.8%	16.2%
Somewhat agree	35.0%	33.5%	36.6%	33.7%	37.6%	33.7%	35.6%	34.7%	31.6%	38.7%
TOTAL Disagree	48.7%	49.5%	47.9%	38.8%	46.2%	58.0%	52.1%	48.5%	50.0%	44.6%
Somewhat disagree	31.3%	30.9%	31.7%	28.3%	30.0%	34.6%	34.1%	30.5%	34.2%	30.1%
Strongly disagree	17.4%	18.7%	16.2%	10.5%	16.2%	23.4%	18.0%	18.0%	15.8%	14.5%
I don't know	1.0%	1.1%	.9%	1.5%	1.4%	.3%	0.9%	0.8%	2.6%	.6%

Less than 42% of Canadians age 55+ feel helpless when they do not have access to the Internet compared to 60% of younger Canadians age 18 to 34.

YOUTH, WOMEN AND NON-OFFICIAL LANGUAGE SPEAKERS ARE AMONGST THE MOST DESPONDENT WHEN THE BATTERY IN THEIR MOBILE PHONE DIES

I feel helpless when my mobile phone has no battery...	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
TOTAL Agree	45.1%	40.5%	49.3%	62.5%	47.8%	30.4%	37.6%	46.1%	47.4%	50.6%
Strongly agree	19.0%	17.1%	20.7%	33.2%	19.1%	8.8%	11.7%	19.9%	23.7%	23.0%
Somewhat agree	26.1%	23.4%	28.6%	29.3%	28.7%	21.6%	25.9%	26.2%	23.7%	27.6%
TOTAL Disagree	51.4%	55.4%	47.6%	35.6%	49.7%	64.1%	57.7%	50.8%	52.7%	45.4%
Somewhat disagree	26.8%	27.9%	25.8%	22.7%	27.7%	29.0%	29.3%	25.8%	21.1%	29.9%
Strongly disagree	24.6%	27.5%	21.8%	12.9%	22.0%	35.1%	28.4%	25.0%	31.6%	15.5%
I don't know	3.5%	4.0%	3.1%	2.0%	2.5%	5.5%	4.6%	3.0%	0.0%	4.0%

41 percent of males and 49 percent of females feel helpless when their cell phone dies.

NEARLY 7 IN 10 CANADIANS AGREE THAT THANKS TO INTERNET AND TECHNOLOGY, THEY DON'T NEED TO REMEMBER AS MUCH AS THEY USED TO, ESPECIALLY YOUTH

Thanks to the internet and technology I don't need to remember as much as I used to...	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
TOTAL Agree	68.1%	66.4%	69.5%	77.0%	67.8%	61.9%	71.2%	67.1%	50.0%	70.5%
Strongly agree	17.4%	18.5%	16.3%	26.3%	18.8%	9.8%	16.1%	16.8%	18.4%	20.8%
Somewhat agree	50.6%	47.9%	53.2%	50.7%	49.0%	52.1%	55.1%	50.3%	31.6%	49.7%
TOTAL Disagree	30.0%	31.3%	28.9%	20.5%	30.3%	36.6%	26.9%	31.2%	47.4%	27.7%
Somewhat disagree	21.5%	22.0%	21.0%	15.1%	22.3%	25.2%	22.6%	21.5%	34.2%	18.5%
Strongly disagree	8.5%	9.3%	7.9%	5.4%	8.0%	11.4%	4.3%	9.7%	13.2%	9.2%
I don't know	1.9%	2.3%	1.7%	2.4%	2.0%	1.6%	1.9%	1.8%	2.6%	1.7%

MALES AND FEMALES USE TECHNOLOGY FOR DIFFERENT PURPOSES; TECHNOLOGY DEPENDENCE TENDS TO DIMINISH WITH AGE; AND THOSE WHO DO NOT SPEAK AN OFFICIAL LANGUAGE RELY HEAVILY ON TECH

Thanks to the internet and technology I don't need to remember as much as I used to...	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
Appointment dates/times	53.8%	55.5%	52.1%	64.6%	57.1%	43.2%	46.6%	56.0%	57.9%	53.2%
Birthdays of close friends/family	50.9%	52.9%	49.2%	63.2%	50.1%	42.9%	41.8%	52.5%	53.8%	56.1%
Getting around the city	53.3%	48.6%	57.9%	68.0%	57.0%	39.5%	47.4%	53.3%	47.4%	65.3%
On-line passwords/logins	55.7%	58.7%	52.9%	64.4%	54.5%	50.5%	45.0%	58.1%	53.8%	63.0%
Key dates in history	57.1%	53.4%	60.8%	72.5%	57.9%	45.4%	47.5%	60.2%	47.4%	57.5%

Thanks to the internet and technology I don't need to remember as much as I used to...	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
Appointment dates/times	53.8%	55.5%	52.1%	64.6%	57.1%	43.2%	46.6%	56.0%	57.9%	53.2%
Birthdays of close friends/family	50.9%	52.9%	49.2%	63.2%	50.1%	42.9%	41.8%	52.5%	53.8%	56.1%
Getting around the city	53.3%	48.6%	57.9%	68.0%	57.0%	39.5%	47.4%	53.3%	47.4%	65.3%
On-line passwords/logins	55.7%	58.7%	52.9%	64.4%	54.5%	50.5%	45.0%	58.1%	53.8%	63.0%
Key dates in history	57.1%	53.4%	60.8%	72.5%	57.9%	45.4%	47.5%	60.2%	47.4%	57.5%

THOSE WHO ARE MOST DEPENDENT ON TECHNOLOGIES FOR REMEMBERING KEY DATES BELIEVE THEY DON'T NEED TO REMEMBER AS MUCH

Thanks to the Internet and technology, I don't need to remember as much as I used to	How dependent are you on technology or the internet to remember the following? ... Key dates in history			
	Very dependent	Somewhat dependent	Not very dependent	Not dependent at all
TOTAL Agree	76.4%	75.0%	62.5%	51.0%
Strongly agree	33.9%	14.9%	11.7%	8.6%
Somewhat agree	42.5%	60.1%	50.8%	42.4%
TOTAL Disagree	22.2%	23.8%	36.2%	44.7%
Somewhat disagree	17.4%	16.7%	27.4%	28.4%
Strongly disagree	4.8%	7.1%	8.8%	16.3%
I don't know	1.4%	1.2%	1.3%	4.3%

HIGHER DEPENDENCE ON THE INTERNET GIVES RISE TO GREATER DEPENDENCE ON TECHNOLOGY TO REMEMBER KEY DATES IN HISTORY

How dependent are you on technology or the internet to remember the following? ... Key dates in history	I feel helpless when I do not have access to the Internet			
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
TOTAL Dependent	72.5%	65.8%	51.3%	38.9%
Very dependent	44.1%	27.4%	14.9%	12.2%
Somewhat dependent	28.4%	38.4%	36.4%	26.7%
TOTAL Not dependent	25.8%	33.6%	48.5%	60.7%
Not very dependent	16.6%	21.1%	31.9%	27.9%
Not dependent at all	9.2%	12.5%	16.6%	32.8%
I prefer not to answer	1.7%	0.6%	0.2%	.4%

MOST DEPENDENT ON TECH/INTERNET FEEL THEIR MEMORY IS NOT AS GOOD AS IT USED TO BE

My memory is not as good as it used to be	How dependent are you on technology or the internet to remember the following? ... Key dates in history			
	Very dependent	Somewhat dependent	Not very dependent	Not dependent at all
TOTAL Agree	67.6%	64.1%	57.4%	57.8%
Strongly agree	28.7%	15.7%	12.5%	16.8%
Somewhat agree	39.0%	48.4%	44.9%	41.0%
TOTAL Disagree	30.1%	34.3%	38.8%	39.5%
Somewhat disagree	18.3%	26.1%	25.8%	21.9%
Strongly disagree	11.7%	8.2%	13.0%	17.6%
I don't know	2.3%	1.6%	3.7%	2.7%

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