

# TECHNOLOGY, MEMORY & KNOWLEDGE OF CANADIAN HISTORY (PART 3)

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

# ALMOST NINE IN TEN CANADIANS BELIEVE THAT PEOPLE RELY TOO MUCH ON TECHNOLOGY RATHER THAN THEIR OWN KNOWLEDGE

People rely too much on technology as opposed to their own knowledge	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
<b>TOTAL Agree</b>	87.9%	88.6%	87.4%	87.1%	86.9%	89.5%	89.8%	88.1%	84.6%	89.0%
Strongly agree	41.9%	40.1%	43.7%	48.9%	40.6%	38.2%	37.0%	43.9%	43.6%	42.8%
Somewhat agree	46.0%	48.5%	43.7%	38.2%	46.3%	51.3%	52.8%	44.2%	41.0%	46.2%
<b>TOTAL Disagree</b>	10.6%	9.7%	11.4%	11.7%	11.0%	9.5%	8.3%	10.8%	12.9%	10.4%
Somewhat disagree	8.6%	7.9%	9.2%	8.8%	9.0%	8.1%	7.1%	8.7%	10.3%	6.9%
Strongly disagree	2.0%	1.8%	2.2%	2.9%	2.0%	1.4%	1.2%	2.1%	2.6%	3.5%
I don't know	1.5%	1.6%	1.3%	1.2%	2.1%	1.0%	1.9%	1.2%	2.6%	0.6%

# THREE IN FOUR CANADIANS AGREE THAT TECHNOLOGY IS INCREASINGLY SMARTER THAN PEOPLE

Technology is becoming increasingly smarter than people	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
<b>TOTAL Yes</b>	74.4%	72.0%	76.7%	81.7%	72.9%	70.5%	57.9%	80.1%	60.5%	79.2%
Often	31.2%	33.2%	29.4%	44.6%	29.5%	23.3%	19.4%	35.3%	31.6%	31.2%
Sometimes	43.2%	38.8%	47.3%	37.1%	43.4%	47.2%	38.5%	44.8%	28.9%	48.0%
<b>TOTAL No</b>	23.0%	25.6%	20.4%	16.4%	22.9%	28.0%	39.1%	17.5%	36.8%	19.7%
Rarely	17.8%	19.7%	15.9%	12.7%	17.8%	21.4%	27.1%	14.8%	28.9%	13.9%
Never	5.2%	5.9%	4.5%	3.7%	5.1%	6.6%	12.0%	2.7%	7.9%	5.8%
I prefer not to answer	2.7%	2.5%	2.8%	2.0%	4.3%	1.6%	3.1%	2.4%	2.6%	1.2%



# MAJORITY OF CANADIANS REPORT USING FACEBOOK OFTEN...MORE THAN ONE IN FOUR OFTEN USE WIKIPEDIA TO FIND INFO ABOUT PEOPLE AND EVENTS

I often use the following ... to find information about people or events	Total	Sex		Age			Mother Tongue			
		Male	Female	18 to 34	35 to 54	55+	French	English	Both	Neither
Wikipedia	28.4%	26.6%	30.1%	39.0%	29.8%	19.7%	30.6%	26.8%	28.9%	34.9%
Voice Assisted Technology (e.g., Siri, Alexa)	6.7%	7.8%	5.7%	14.1%	6.1%	2.1%	4.0%	7.8%	2.6%	5.2%
Facebook	52.5%	45.5%	59.1%	62.5%	53.9%	44.0%	62.2%	51.2%	47.4%	46.2%
Twitter	12.0%	15.2%	9.1%	23.4%	10.5%	5.3%	7.4%	13.7%	18.9%	9.2%
LinkedIn	8.2%	10.0%	6.5%	15.9%	8.2%	2.9%	6.8%	8.5%	10.5%	9.2%

# THOSE WHO AGREE TECH IS SMARTER THAN PEOPLE MOST LIKELY TO BELIEVE WE RELY TOO MUCH UPON IT AS OPPOSED TO OUR OWN KNOWLEDGE

People rely too much on technology as opposed to their own knowledge	Technology is becoming increasingly smarter than people			
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
TOTAL Agree	94.0%	89.8%	83.6%	69.2%
Strongly agree	64.3%	34.6%	25.4%	33.3%
Somewhat agree	29.7%	55.2%	58.2%	35.9%
TOTAL Disagree	5.3%	9.7%	15.3%	29.5%
Somewhat disagree	4.1%	7.6%	14.2%	21.8%
Strongly disagree	1.3%	2.2%	1.1%	7.7%
I don't know	0.6%	0.5%	1.1%	1.3%

# NEARLY HALF (47%) WHO STRONGLY AGREE THAT TECH IS BECOMING INCREASINGLY SMARTER THAN PEOPLE ALSO AGREE THAT THE INTERNET AND TECHNOLOGY IS STRENGTHENING THEIR MEMORY

The internet and technology is strengthening my memory	Technology is becoming increasingly smarter than people			
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
TOTAL Agree	47.4%	40.8%	29.7%	27.8%
Strongly agree	17.7%	6.6%	3.0%	7.6%
Somewhat agree	29.7%	34.2%	26.7%	20.3%
TOTAL Disagree	49.8%	51.5%	62.4%	65.8%
Somewhat disagree	32.7%	41.4%	50.8%	34.2%
Strongly disagree	17.1%	10.0%	11.7%	31.6%
I don't know	2.8%	7.7%	7.9%	6.3%

**FREQUENT USERS OF TWITTER AND VOICE ASSISTED TECHNOLOGY ARE MOST LIKELY TO FOLLOW POLITICS; THOSE WHO READ A NEWSPAPER ON LINE ARE MORE LIKELY THAN THOSE WHO READ ON THEIR CELL PHONE TO FOLLOW NEWS ABOUT POLITICS IN CANADA**

Often follows news about politics in Canada	Use Wikipedia				Use Voice Assisted Technology (e.g., Siri, Alexa)			
	Often	Sometimes	Rarely	Never	Often	Sometimes	Rarely	Never
	184	222	92	69	56	79	113	317
	43,2%	38,9%	30,8%	35,6%	54,9%	32,2%	35,0%	38,8%
	Use Facebook				Use Twitter			
	Often	Sometimes	Rarely	Never	Often	Sometimes	Rarely	Never
	275	120	49	124	90	56	91	329
	34,9%	38,8%	31,0%	52,8%	49,5%	29,3%	35,8%	38,2%
	Reads a newspaper on-line				Reads the news via cell phone			
	Often	Sometimes	Rarely	Never	Often	Sometimes	Rarely	Never
236	161	100	71	196	118	73	178	
58,9%	34,4%	31,6%	23,1%	44,7%	26,8%	33,0%	45,5%	

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***Technology, Memory and Knowledge of Canadian History (Part 3).***

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