

# TECHNOLOGY, MEMORY & KNOWLEDGE OF CANADIAN HISTORY (PART 2)

ASSOCIATION FOR CANADIAN STUDIES AND  
THE CANADIAN INSTITUTE FOR IDENTITIES AND MIGRATION  
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JACK JEDWAB AND PAUL HOLLEY



# 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

# THOSE WHO DON'T THINK THEY NEED TO REMEMBER AS MUCH AS THEY USED TO BECAUSE OF THE INTERNET GIVE LOWER SELF-ASSESSMENT OF HISTORY KNOWLEDGE

I have a good knowledge about Canada's history	Thanks to the Internet and technology, I don't need to remember as much as I used to			
	Very dependent	Somewhat dependent	Not very dependent	Not dependent at all
TOTAL Dependent	58.0%	63.4%	67.8%	72.9%
Very dependent	19.5%	8.1%	11.8%	18.6%
Somewhat dependent	38.5%	55.2%	56.0%	54.3%
TOTAL Not dependent	40.1%	35.3%	30.7%	26.4%
Not very dependent	27.5%	29.1%	25.4%	19.4%
Not dependent at all	12.6%	6.2%	5.3%	7.0%
I prefer not to answer	1.9%	1.3%	1.5%	.8%

# DEPENDENCE ON TECH FOR REMEMBERING KEY DATES IN HISTORY HAS LITTLE EFFECT ON SELF-ASSESSED KNOWLEDGE OF HISTORY

I have a good knowledge about Canada's history	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
<b>TOTAL Dependent</b>	60.9%	67.1%	65.7%	58.9%
Very dependent	17.1%	7.7%	11.7%	13.2%
Somewhat dependent	43.7%	59.4%	54.0%	45.7%
<b>TOTAL Not dependent</b>	36.9%	31.3%	32.4%	38.4%
Not very dependent	26.6%	27.0%	27.4%	27.1%
Not dependent at all	10.3%	4.3%	5.1%	11.2%
I prefer not to answer	2.3%	1.6%	1.9%	2.7%



# THOSE WHO FEEL THAT THEIR MEMORY IS NOT AS GOOD AS IT USED TO BE GIVE LOWER SELF-ASSESSMENTS OF HISTORY KNOWLEDGE

I have a good knowledge about Canada's history	My memory is not as good as it used to be			
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
TOTAL Agree	60.5%	61.6%	68.7%	73.2%
Strongly agree	15.1%	8.8%	12.7%	17.9%
Somewhat agree	45.4%	52.7%	56.1%	55.3%
TOTAL Disagree	38.4%	37.7%	30.1%	24.6%
Somewhat disagree	26.6%	30.6%	25.1%	18.4%
Strongly disagree	11.8%	7.0%	5.1%	6.1%
I don't know	1.1%	0.8%	1.1%	2.2%

# USE OF WIKIPEDIA CONSISTENT ACROSS GENDER, MOST AGE GROUPS AND LANGUAGE

Use Wikipedia 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
<b>TOTAL Yes</b>	66.3%	67.6%	65.2%	73.4%	72.5%	55.9%	67.3%	64.5%	71.1%	73.8%
Often	28.4%	26.6%	30.1%	39.0%	29.8%	19.7%	30.6%	26.8%	28.9%	34.9%
Sometimes	37.9%	41.0%	35.1%	34.4%	42.7%	36.2%	36.7%	37.8%	42.1%	39.0%
<b>TOTAL No</b>	32.8%	31.2%	34.3%	25.1%	26.7%	43.6%	31.2%	35.2%	26.3%	25.6%
Rarely	19.9%	20.8%	19.0%	20.5%	17.7%	21.4%	18.5%	21.4%	13.2%	16.9%
Never	12.9%	10.4%	15.3%	4.6%	9.0%	22.2%	12.7%	13.7%	13.2%	8.7%
I prefer not to answer	.9%	1.2%	.5%	1.5%	0.8%	.5%	1.5%	0.3%	2.6%	0.6%

# FREQUENCY OF WIKIPEDIA USE DOESN'T SIGNIFICANTLY INCREASE SELF-ASSESSED KNOWLEDGE OF HISTORY

I have a good knowledge about Canada's history	Use Wikipedia to find information about people or events...			
	Often	Sometimes	Rarely	Never
TOTAL Yes	63.7%	67.0%	61.9%	60.0%
Often	15.7%	11.9%	8.0%	8.7%
Sometimes	48.0%	55.1%	53.8%	51.3%
TOTAL No	34.9%	31.5%	36.5%	36.9%
Rarely	27.6%	25.9%	25.4%	30.3%
Never	7.3%	5.6%	11.0%	6.7%
I prefer not to answer	1.4%	1.6%	1.7%	3.1%

# FREQUENT WIKIPEDIA USERS MOST LIKELY TO SAY THEY HAVE READ BOOKS OR ESSAYS ABOUT CANADA'S HISTORY

Read essays or books about Canadian history	Use Wikipedia to find information about people or events...			
	Often	Sometimes	Rarely	Never
<b>TOTAL Yes</b>	38.6%	31.6%	22.7%	15.4%
Often	11.0%	5.8%	2.7%	1.5%
Sometimes	27.6%	25.8%	20.1%	13.8%
<b>TOTAL No</b>	60.7%	68.2%	77.3%	84.6%
Rarely	34.0%	39.8%	36.5%	42.1%
Never	26.7%	28.4%	40.8%	42.6%
I prefer not to answer	0.7%	0.2%	0.0%	.0%

# FREQUENT WIKIPEDIA USERS MOST LIKELY TO BE DEPENDENT ON TECHNOLOGIES TO REMEMBER KEY DATES IN HISTORY

How dependent are you on technology or the internet to remember the following? ... Key dates in history	Use Wikipedia to find information about people or events...			
	Often	Sometimes	Rarely	Never
TOTAL Yes	70.2%	60.4%	49.0%	33.3%
Often	33.1%	22.5%	17.8%	12.3%
Sometimes	37.1%	37.9%	31.2%	21.0%
TOTAL No	29.6%	39.3%	49.7%	65.6%
Rarely	20.2%	24.4%	30.9%	27.7%
Never	9.4%	14.9%	18.8%	37.9%
I prefer not to answer	0.2%	0.4%	1.3%	1.0%

THOSE WHO OFTEN USE VOICE ASSISTANTS TO FIND INFORMATION ARE VERY LIKELY TO BE VERY DEPENDENT ON TECHNOLOGIES FOR...REMEMBERING KEY DATES IN HISTORY; FACEBOOK USERS LEAST DEPENDENT ON TECHNOLOGIES TO REMEMBER KEY DATES IN HISTORY

Very dependent on technology to remember key dates in history	Use Wikipedia				Use Voice Assisted Technology (e.g., Siri, Alexa)			
	Often	Sometimes	Rarely	Never	Often	Sometimes	Rarely	Never
	141	128	53	24	57	69	74	145
	33,1%	22,5%	17,8%	12,3%	55,9%	28,2%	22,8%	17,8%
	Use Facebook				Use Twitter			
	Often	Sometimes	Rarely	Never	Often	Sometimes	Rarely	Never
216	73	34	24	76	68	52	147	
27,4%	23,5%	21,5%	10,2%	41,8%	35,6%	20,6%	17,1%	

# USERS OF VOICE ASSISTED TECHNOLOGY AND TWITTER MOST LIKELY TO READ BOOKS OR ESSAYS ABOUT CANADIAN HISTORY

Often reads books or essays about Canada's history	Use Wikipedia				Use Voice Assisted Technology (e.g., Siri, Alexa)			
	Often	Sometimes	Rarely	Never	Often	Sometimes	Rarely	Never
	47	33	8	3	28	24	14	25
	11,0%	5,8%	2,7%	1,5%	27,7%	9,8%	4,3%	3,1%
	Use Facebook				Use Twitter			
	Often	Sometimes	Rarely	Never	Often	Sometimes	Rarely	Never
58	14	9	9	36	13	13	29	
7,4%	4,5%	5,7%	3,8%	19,9%	6,8%	5,1%	3,4%	

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**Authors: Jack Jedwab and Paul Holley**

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