



Strengthening Student Literacy Skills in the Digital Era

Dr. Dadan Rahadian

Vice Rector for Academic Affairs of Telkom University

Bandung, 23 October 2023



WHAT'S YOUR GENERATION?



Generation Z
5-25 Age



Millennials
26-40 Age



Generation X
41-55 Age



Baby Boomers
56-75 Age



The Silent Generation
76+ Age

WHICH GENERATION READS THE MOST?

.....
Comparing the reading habits of 5 generations

Millennials read more books
than any other generation...

**80% of
Millennials**
vs.
**70% of
Baby Boomers**
have read a book
in the past 12 months.



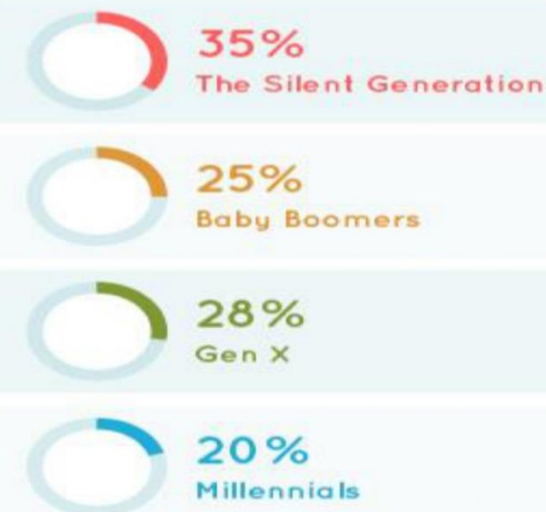
...but The Silent Generation
read for longest...

Hours spent reading each day
increases with age:



...including the Bible.

1 hour or more spent
reading the Bible daily:



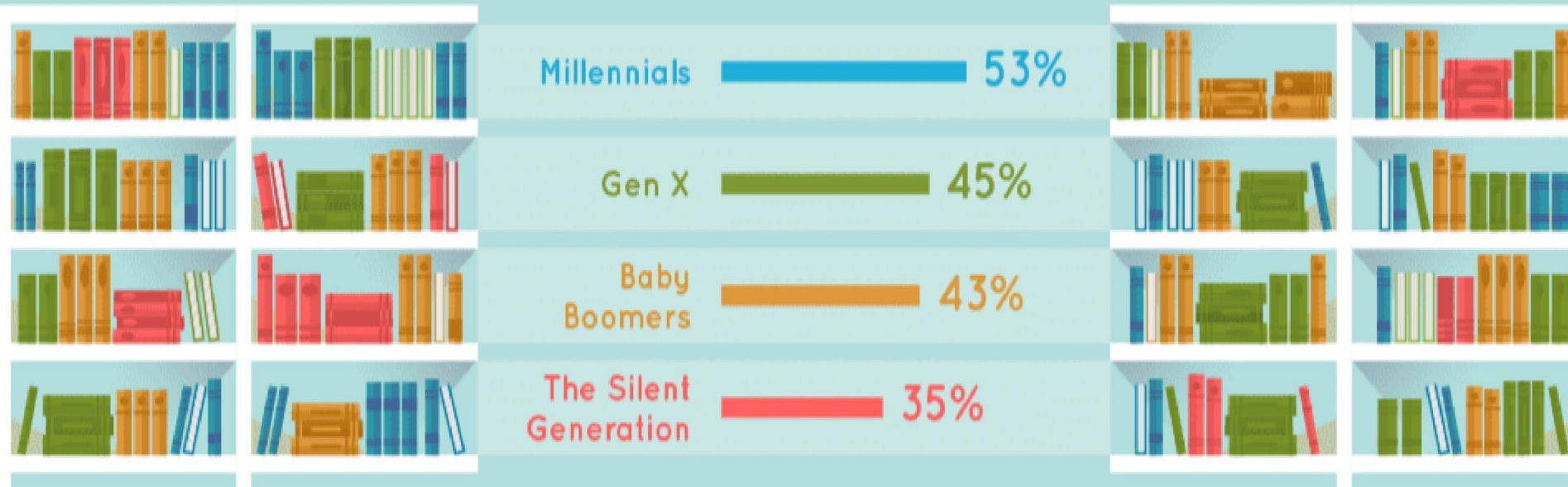
WHICH GENERATION READS THE MOST?

.....

Comparing the reading habits of 5 generations

Millennials are most likely to visit a library.

*Percentage of generation that visited a library
in person in the past 12 months:*



WHICH GENERATION READS THE MOST?

Comparing the reading habits of 5 generations

What are the favorite genres of the 5 generations?

Across all generations, **61%** prefer *fiction* and **39%** *nonfiction*.

Fiction

Gen Z



Fantasy
53%

Young adult fiction **49%**
Romance **49%**
Horror **36%**
Science fiction **32%**
Short stories **27%**
Graphic novels **19%**

Millennials



General adult fiction
46%

Classic literature **25%**
Erotica **15%**
Urban lit **10%**

Gen X



They read across
all genres,
and don't reveal
a preference for a
particular category

Baby Boomers



Thrillers
43%

The Silent Generation



Mystery/suspense
71%

Historical fiction **52%**
Christian fiction **18%**

WHICH GENERATION READS THE MOST?

Comparing the reading habits of 5 generations

What are the favorite genres of the 5 generations?

Across all generations, **61%** prefer *fiction* and **39%** *nonfiction*.

Non-fiction

Gen Z



Humor
27%

Self-help/
psychology **25%**
True crime **25%**
Poetry **23%**
Science **21%**

Millennials



Health/fitness/wellness
27%

Parenting **22%**
Business/careers **17%**
Sociology **15%**
Technology **11%**

Gen X



Crafts/hobbies
26%

Baby Boomers



Cooking
36%

Home decorating/
Gardening books **17%**

The Silent Generation



Biography/memoir
59%

History **54%**
Religion/spirituality/
philosophy **27%**
Politics/
current events **22%**

Menghadapi Era Industri 4.0 & Society 5.0?

Harus Mempelajari
dan Menguasai
**LITERASI
BARU**

(Aoun, MIT, 2017)



Literasi Data

Kemampuan untuk membaca, analisis, dan menggunakan informasi (*big data*) di dunia digital.



Literasi Teknologi

Memahami cara kerja mesin, aplikasi teknologi (*coding, artificial intelligence, machine learning, engineering principles, biotech*).



Literasi Manusia

Humanities, Komunikasi, & Desain.



Pembelajar Sepanjang Hayat

The Roles of Digital Literacy, Technology Literacy, and Human Literacy to Encourage Work Readiness



Digital literacy



Technology literacy



Human literacy



Simultaneously,
digital literacy, technology
literacy, and human literacy
have a significant influence to the
work readiness (Lestari et.al, 2018).



Digital literacy is **awareness, attitude** and **ability** of individuals to appropriately use digital tools and facilities **to identify, access, manage, integrate, evaluate, analyze** and **synthesize digital resources, construct new knowledge, create media expressions, and communicate with others,** in the context of specific life situations, in order **to enable constructive social action.**

(Martin, 2006)

Digital Literacy



Technology literacy related to Information and communication Technology (ICT) that falls into the category of inter-literacy perspectives includes the ability to use ICT as an integral part of basic literacy (Markauskaite, 2006).

Technology literacy is the **ability to use, understand, regulate** and **assess an innovation** that **involves processes and knowledge to solve problems** (Maryl, 2005).

Technology Literacy



Human Literacy is **the process of becoming and being human** through practices that require learning or relearning behaviors, which allow us to recognize our humanity and the humanity of others. The ability to recognize humanity as an interdependent relationship makes it impossible to negate another person's humanity without the expectation of dire consequences. (Mursalata, 2016)

Human Literacy



Struktur Kurikulum Program Sarjana/ Sarjana Terapan

Matakuliah Wajib Kurikulum (MKWK)

- Agama, Pancasila, Kewarganegaraan, Bahasa Indonesia

Matakuliah Wajib Universitas (MKWU)

- Kewirausahaan, Pembinaan Karakter, Bahasa Inggris
- Literasi Data, Literasi Teknologi, Literasi Manusia

Matakuliah Wajib Prodi (MKWP)

Matakuliah Merdeka Belajar (MKMB)

Thank you