

### **Growing up digital: the rise of the net generation**

The first generation to grow up digital has arrived, and they are transforming the way we work, play, and communicate. In *Growing Up Digital*, bestselling author Don Tapscott profiles this net generation and how its use of digital technology is reshaping the way society and individuals interact. Unlike the Baby Boomers who grew up with the passive medium of television, children today, in ever-growing numbers, are embracing interactive media such as the Internet, CD-ROM, and video games. *Growing Up Digital* highlights how young people-empowered by digital media-learn, work, play, communicate, and shop differently than their boomer parents. It examines what this means for the whole spectrum of society, including our education system, the government, and economy. Taken together, *Growing Up Digital* offers an overview of the Net Generation's fearless overhaul of our culture; and it gives the members of this generation-and everyone affected by their use of new media-a chance to anticipate and act on what lies ahead.

