



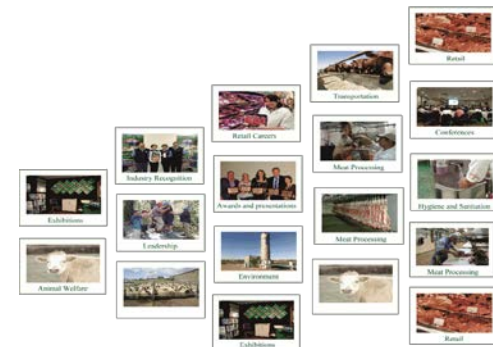
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NATIONAL MEAT INDUSTRY TRAINING ADVISORY COUNCIL LIMITED

How do millennials use their mobile phone?

Fiona Gojan, MINTRAC

Paddock to Plate National Training Conference 2018





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Overview:

- Introduction
- Millennials engagement with a mobile phone
- Millennials in the working environment
- Mobile phones in a learning environment





**OMG THANK
GOODNESS IT WASN'T
MY PHONE**

What do millennials use their phone for?

- On average, millennials check their phone 221 times a day
- 79% checking apps in the hour before going to sleep
- 55% checking phone within 15 minutes of waking up



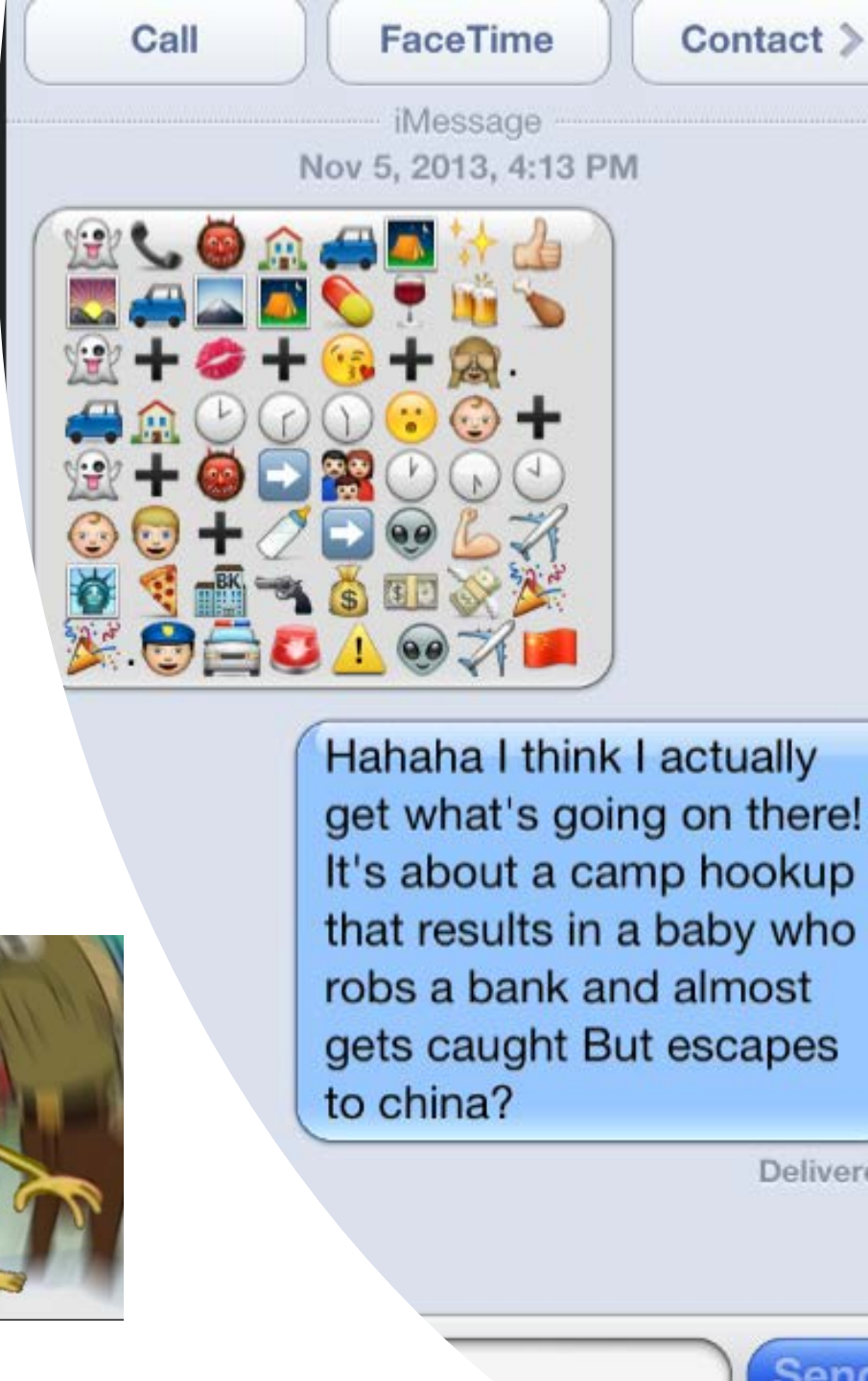
What do millennials use their phone for?

- Social media
- Texting
- Photos & Music
- Banking
- Emails & Schedules
- Alarms
- Shopping
- Dating



What do millennials use their phone for? Cont.

- Emojis
- Memes
- GIFS



Pokémon Go Craze

- Popular application
- Walk around streets to catch Pokémon
- Uses GPS data
- Camera captures scene around you





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JULY 25 2016

SAVE PRINT LICENSE ARTICLE

Pokemon Go players descend on Perth city for pub crawl

Adrian Beattie



Image of a Sydney park where scores play Pokemon Go (from Twitter user Oscar Cao) Source: Twitter

Millennials in a working environment cont.

- Mobile phones are changing the way we work
- Reliability at a touch of a button
- Living in a digital world
- Global interface for interaction



Millennials in a working environment

“Today’s world is moving to mobile so rapidly that companies without a mobile-first mentality will have a difficult time attracting and retaining customers and a far bigger challenge attracting and retaining talent”

Josh James

Founder and CEO, DOMO

Should mobile phones be used in the classroom?

- Current debates
- Young people have mobile expectations
- Encourages as a interactive learning platform

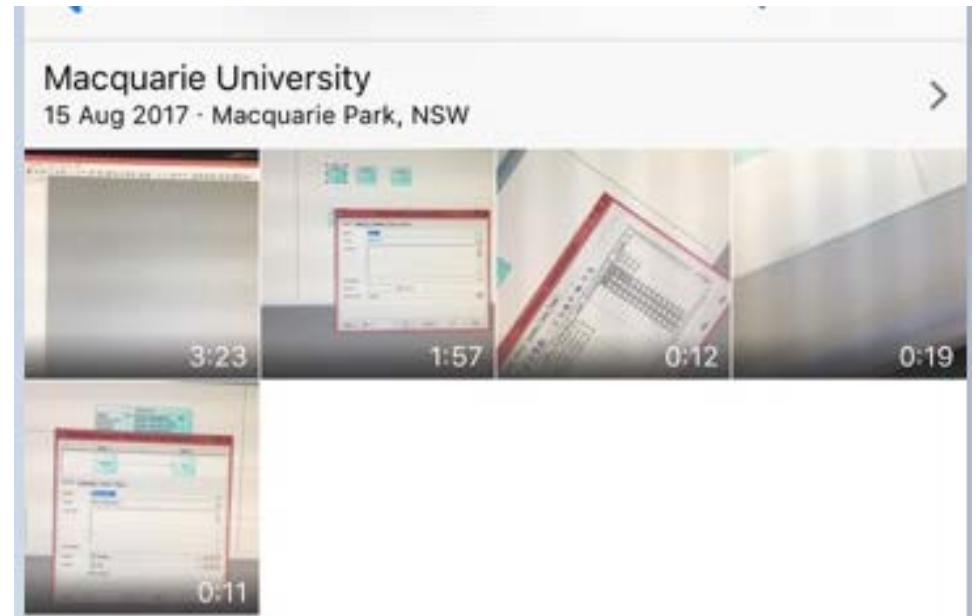
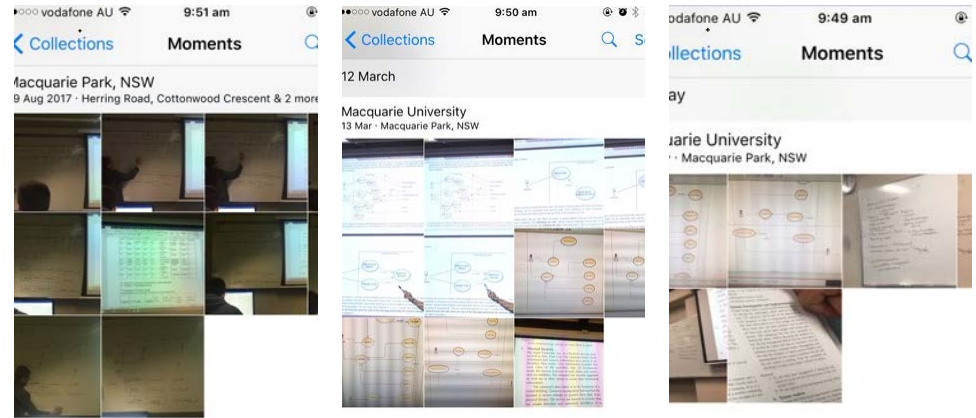


Incorporating mobile phones in a learning environment cont.

- Recording
- Taking notes
- Use GPS technology
- Search engines



Fiona's iPhone



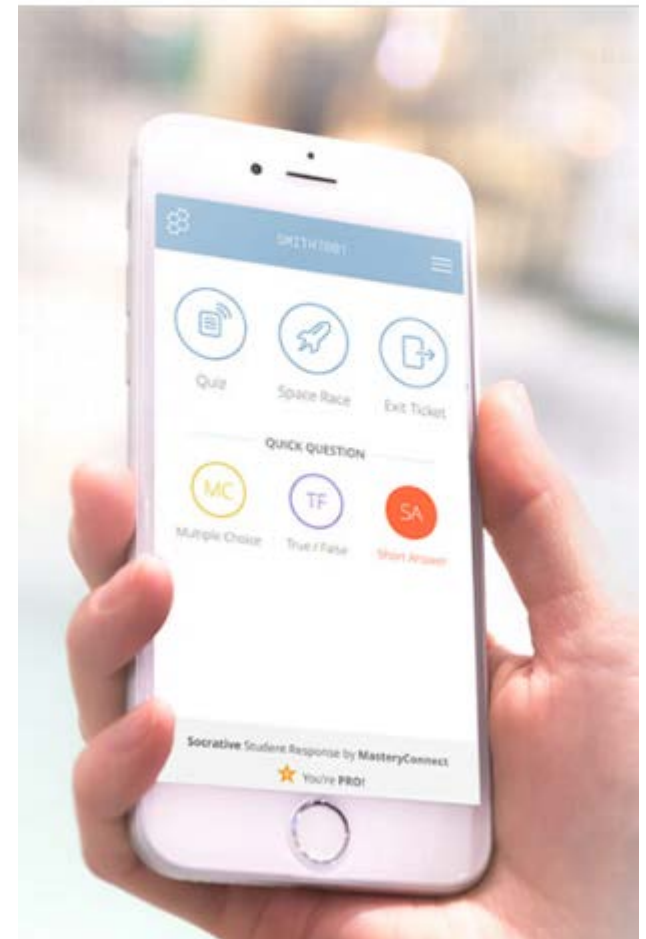
Incorporating mobile phones in a learning environment

- Social Media
- Applications
- Leader boards
- Forums
- Chat rooms
- Note taking



Applications

- Kodu
- Gamemaker
- Scratch
- Facebook
- Twitter
- Space, Mute and Moment
- Socrative



Meat Safety Class 2018 Facebook group

The image shows a screenshot of a Facebook group page for "CSU Meat Safety Inspection". The page is set to "Secret group" and has 14 members. The top navigation bar includes the Facebook logo, the group name, a search icon, and navigation links for "Home", "Groups", "Messages", and "Settings". The group cover photo is a collage of images related to meat safety, including people, a pig, and a market stall.

Left Sidebar:

- CSU Meat Safety Inspection
- Secret group
- About
- Discussion
- Members
- Events
- Photos
- Files
- Search this group
- Shortcuts:
 - EASTERN SU... (20+)
 - CSU Meat Safety Inspe...
 - Sale xoxox (20+)
 - The Jungle Giants - Met...

Group Header:

- Joined
- Notifications
- Add members
- More

Post Creation Area:

- Write Post
- Add Photo/Video
- Live Video
- More
- Write something...
- Photo/Video
- Poll
- Feeling/Activ...
- More

Recent Activity:

- Kate Webster** (13 hrs · Lào Cai, Vietnam)
- Not sure what protocol they think they are following here in Vietnam 😂🍗
-

Right Sidebar:

- ADD MEMBERS
- + Enter name or email address...
- MEMBERS (14 members)
- SUGGESTED MEMBERS (Friends)
- Beth Middlemiss (Add Member)
- Adam Hamilton Gebbie (Add Member)
- Aleena Castanos (Add Member)
- See More
- DESCRIPTION (Add a description)
- Tell members what this group is about.
- CREATE NEW GROUPS
- Groups make it easier than ever to share with friends.
- Create Group



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