



**Corpo Nacional
de Escutas**

Acampar com Smartphones?

Enquadramento

- O uso das tecnologias será benéfico como suporte às atividades escutistas fora da sede?
- Deveremos limitar o uso de tecnologias em acampamento?
- Fará sentido proibir o uso de tecnologias em atividades escutistas?
- Quais as potencialidades que as tecnologias podem trazer para as atividades escutistas?
- Usar tecnologias podem limitar a criatividade tão necessária para a aplicação do método em acampamento?
- Seremos obrigados a deixar usar smartphones em acampamento por causa dos encarregados de educação?

Organização da Sessão

- 1. Apresentação / Introdução**
- 2. Rápida visão do mundo atual**
- 3. Discussão de tópicos**
- 4. Sugestões de trabalho**
- 5. Mensagem final / Recomendações**

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2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

6

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



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O mundo evolui...

JAN
2018

ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



we
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social

+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL
MEDIA USERS



+13%

SINCE JAN 2017

+362 MILLION

UNIQUE
MOBILE USERS



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+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE
SOCIAL USERS



+14%

SINCE JAN 2017

+360 MILLION

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **GROWTH DATA:** WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.

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Crescimento da digitalização no mundo

We Are Social

<https://www.slideshare.net/wearesocial/digital-in-2018-in-southern-europe-part-1-west-86864268>

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MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION (NOTE: NOT UNIQUE USERS)



Portugal atualmente

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DIGITAL IN PORTUGAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



10.31
MILLION

URBANISATION:
65%

INTERNET
USERS



7.73
MILLION

PENETRATION:
75%

ACTIVE SOCIAL
MEDIA USERS



6.60
MILLION

PENETRATION:
64%

UNIQUE
MOBILE USERS



8.11
MILLION

PENETRATION:
79%

ACTIVE MOBILE
SOCIAL USERS



5.70
MILLION

PENETRATION:
55%

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SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



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Digitalização em Portugal

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Portugal também evolui...

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+7%

SINCE JAN 2017

+533 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



+8%

SINCE JAN 2017

+500 THOUSAND

UNIQUE
MOBILE USERS



+6%

SINCE JAN 2017

+451 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+10%

SINCE JAN 2017

+500 THOUSAND

99

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.

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Crescimento da digitalização em Portugal

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE
(ANY TYPE)



94%

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SMART
PHONE



67%

Google

LAPTOP OR
DESKTOP COMPUTER



63%



TABLET
COMPUTER



32%

TELEVISION
(ANY KIND)



96%

Google

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



7%



E-READER
DEVICE



1%

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WEARABLE
TECH DEVICE



4%

101

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. ***NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

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SMARTPHONE LIFE MANAGEMENT ACTIVITIES

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]



USE THE ALARM
CLOCK FUNCTION



52%

MANAGE DIARY
OR APPOINTMENTS



23%

CHECK THE
WEATHER



26%

TRACK HEALTH, DIET,
OR ACTIVITY LEVELS



2%

TAKE PHOTOS
OR VIDEOS



50%

CHECK
THE NEWS



20%

READ E-BOOKS
OR E-MAGAZINES



4%

MANAGE LISTS
(E.G. SHOPPING, TASKS)



10%

126

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. *NOTES: DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

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TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



6H 31M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



2H 10M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



2H 34M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



0H 41M

102

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.
NOTE: TIME SPENT USING SOCIAL MEDIA INCLUDES SOCIAL NETWORKS AS WELL AS MESSENGERS / CHAT APPS.

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Tempo gasto com media em PT

We Are Social
<https://www.slideshare.net/wearesocial/digital-in-2018-in-southern-europe-part-1-west-86864268>

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2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH
ENGINE



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SMARTPHONE:

41%

COMPUTER:

45%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

47%

COMPUTER:

40%

PLAY
GAMES



SMARTPHONE:

9%

COMPUTER:

11%

WATCH
VIDEOS



Google

SMARTPHONE:

35%

COMPUTER:

32%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

17%

COMPUTER:

20%

111

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. *NOTES: DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

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Portugal atualmente

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MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



59%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



52%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



39%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



25%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



48%

125

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.
NOTE: DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

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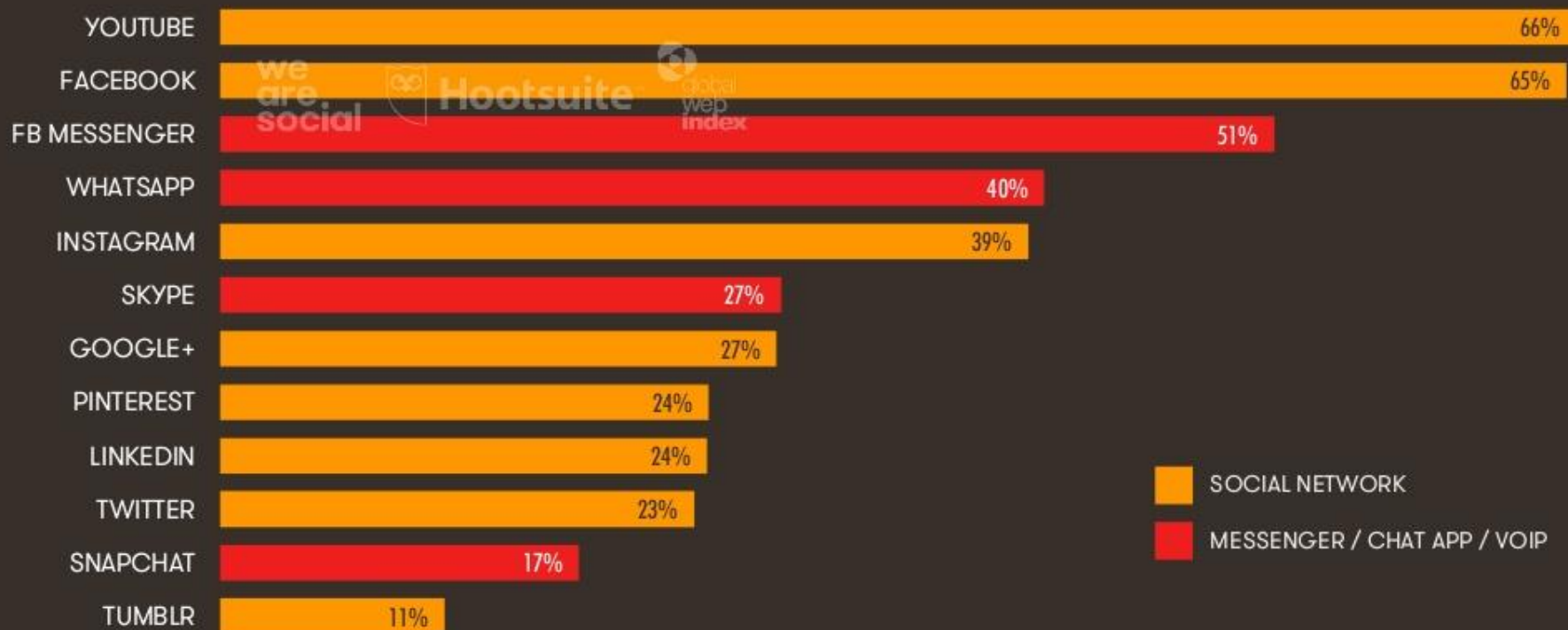
Atividades mobile em PT

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MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



116

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTES:** DATA FOR PLATFORMS WITH AN ASTERISK (*) IS COLLECTED IN A DIFFERENT PART OF THE SURVEY TO OTHER PLATFORM DATA. ALL DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. **ADVISORY:** FIGURES ARE BASED ON RESPONSES TO A SURVEY, AND MAY NOT CORRELATE TO SOCIAL MEDIA PENETRATION FIGURES SHOWN ELSEWHERE IN THIS REPORT; FOR FULL DETAILS, SEE THE NOTES AT THE END OF THIS REPORT.



Social media mais usados em PT

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<https://www.slideshare.net/wearesocial/digital-in-2018-in-southern-europe-part-1-west-86864268>

Portugal atualmente

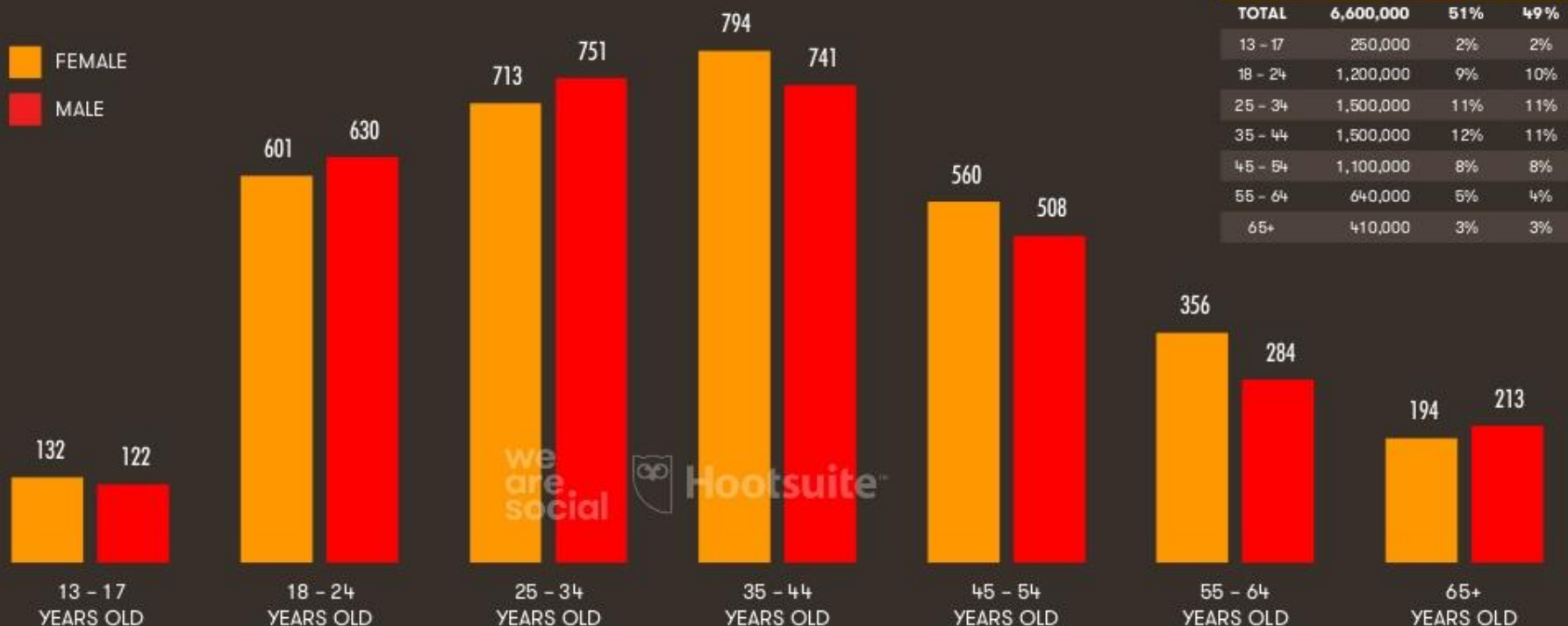
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PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN THOUSANDS



FEMALE
MALE



118

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. NOTES: THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE THOUSAND. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

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Perfil da utilizadores FB em PT

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<https://www.slideshare.net/wearesocial/digital-in-2018-in-southern-europe-part-1-west-86864268>

O que procuram os portugueses

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	FACEBOOK	100
02	YOUTUBE	43
03	PORTUGAL	40
04	GOOGLE	38
05	PORTO	32
06	TRADUTOR	30
07	METEOROLOGIA	29
08	HOTMAIL	28
09	SAPO	26
10	OLX	25

#	QUERY	INDEX
11	GMAIL	24
12	TEMPO	20
13	NOTÍCIAS	15
14	FINANÇAS	12
15	BENFICA	11
16	NOS	11
17	MAPS	11
18	RECORD	11
19	ABOLA	10
20	JOGOS	9

112

SOURCE: GOOGLE TRENDS, JANUARY 2018. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUME FOR EACH QUERY COMPARED TO THE SEARCH VOLUME FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).



O que procuram os portugueses

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.PT	6M 15S	10.46
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	FACEBOOK.COM	10M 21S	4.00
05	SAPO.PT	6M 59S	3.56
06	LIVE.COM	4M 03S	3.41
07	REDDIT.COM	15M 46S	10.05
08	WIKIPEDIA.ORG	4M 16S	3.31
09	OLX.PT	10M 41S	9.45
10	INSTAGRAM.COM	5M 23S	3.34

#	WEBSITE	TIME	PAGES
11	TWITTER.COM	6M 21S	3.21
12	ABOLA.PT	12M 12S	4.33
13	GEARBEST.COM	5M 05S	4.75
14	IMDB.COM	3M 30S	4.14
15	CGD.PT	6M 58S	6.00
16	BET.PT	1M 55S	1.62
17	RECORD.PT	9M 56S	3.12
18	YAHOO.COM	4M 02S	3.61
19	LINKEDIN.COM	5M 19S	4.19
20	BONGACAMS.COM	4M 22S	2.03

110

SOURCE: ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY, 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

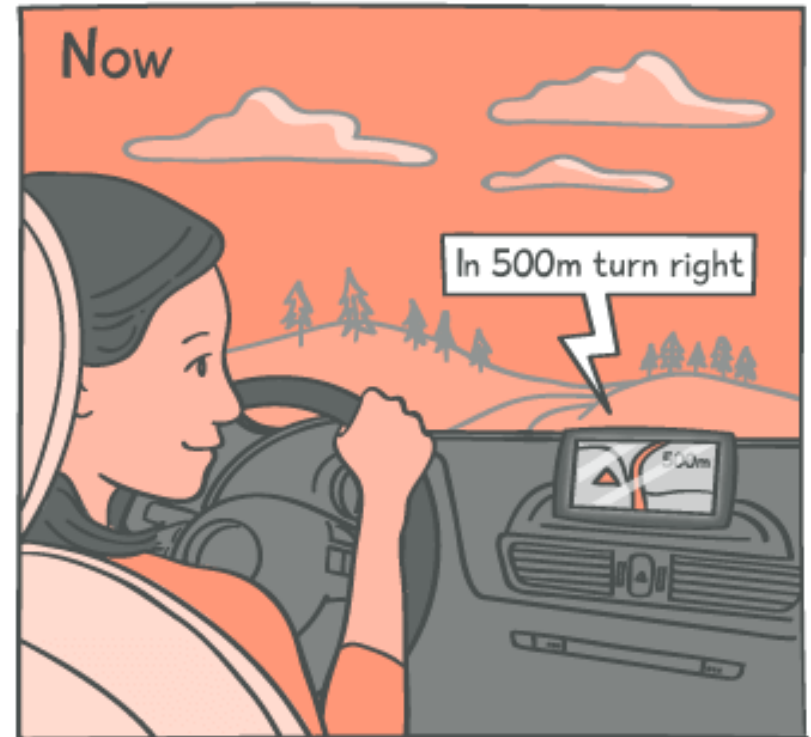
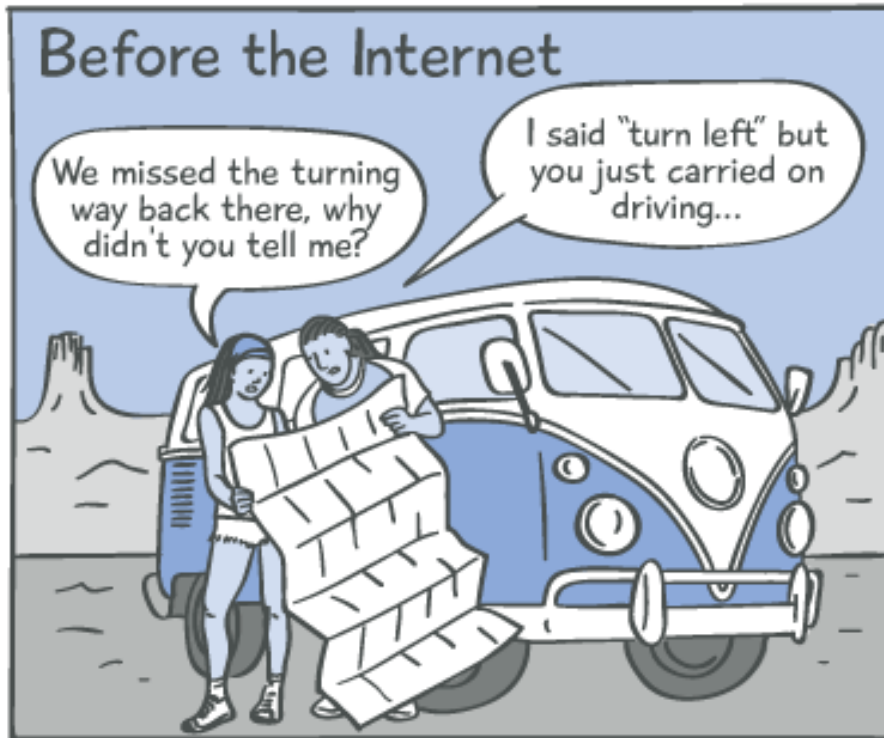


Ranking websites visitados em PT

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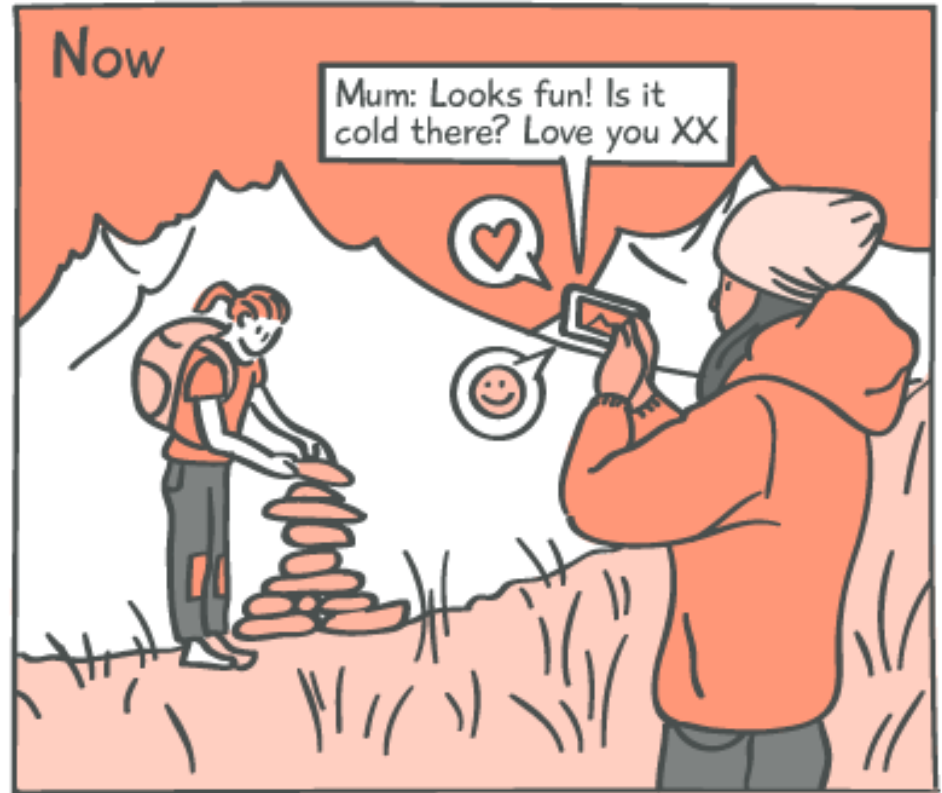
<https://www.slideshare.net/wearesocial/digital-in-2018-in-southern-europe-part-1-west-86864268>

O ANTES e o DEPOIS



Orientação

O ANTES e o DEPOIS



O ANTES e o DEPOIS



Fotografar para saudosistas!

O ANTES e o DEPOIS



O ANTES e o DEPOIS

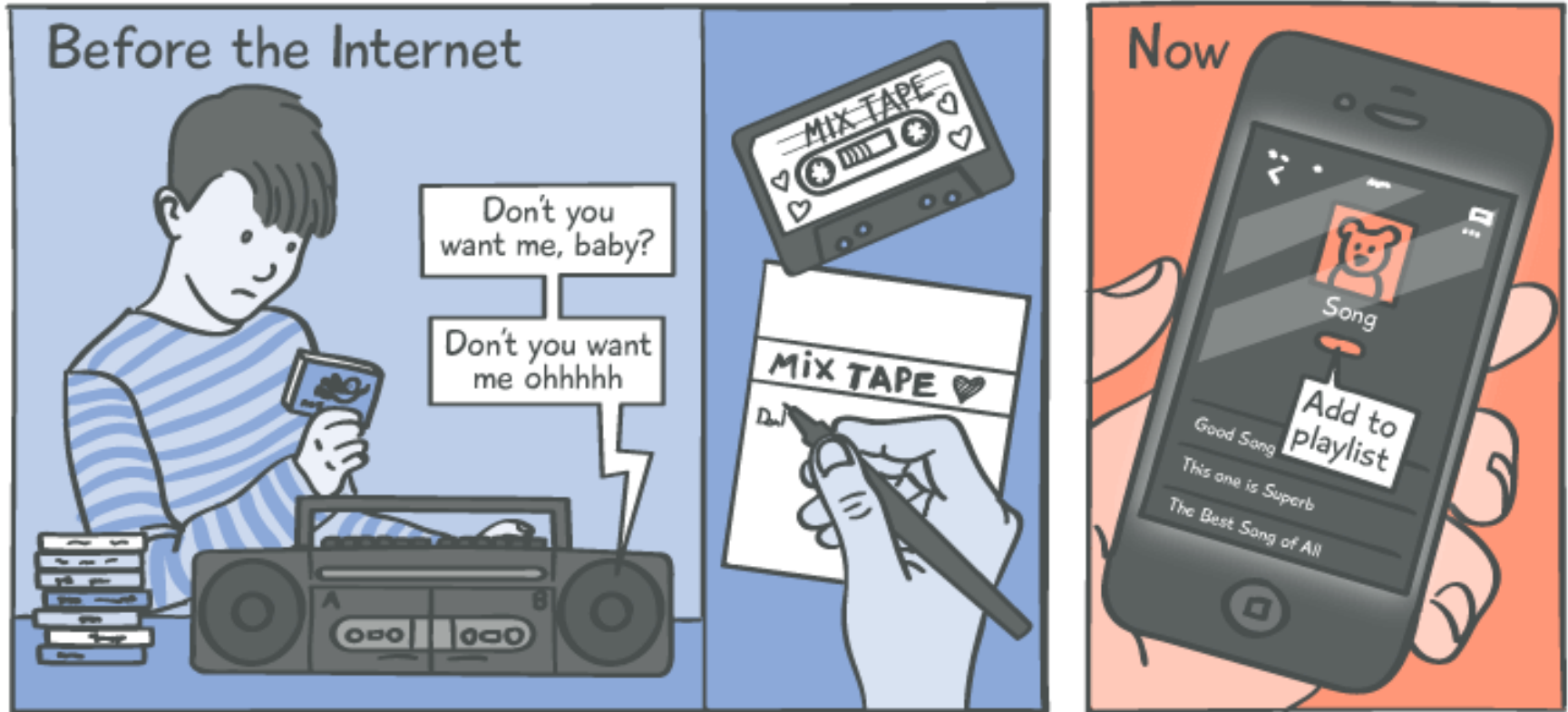


Comunicar com os próximos

Nivene Judeh // 2017

<https://www.poundstopocket.co.uk/pound-place/life-before-the-internet/>

O ANTES e o DEPOIS

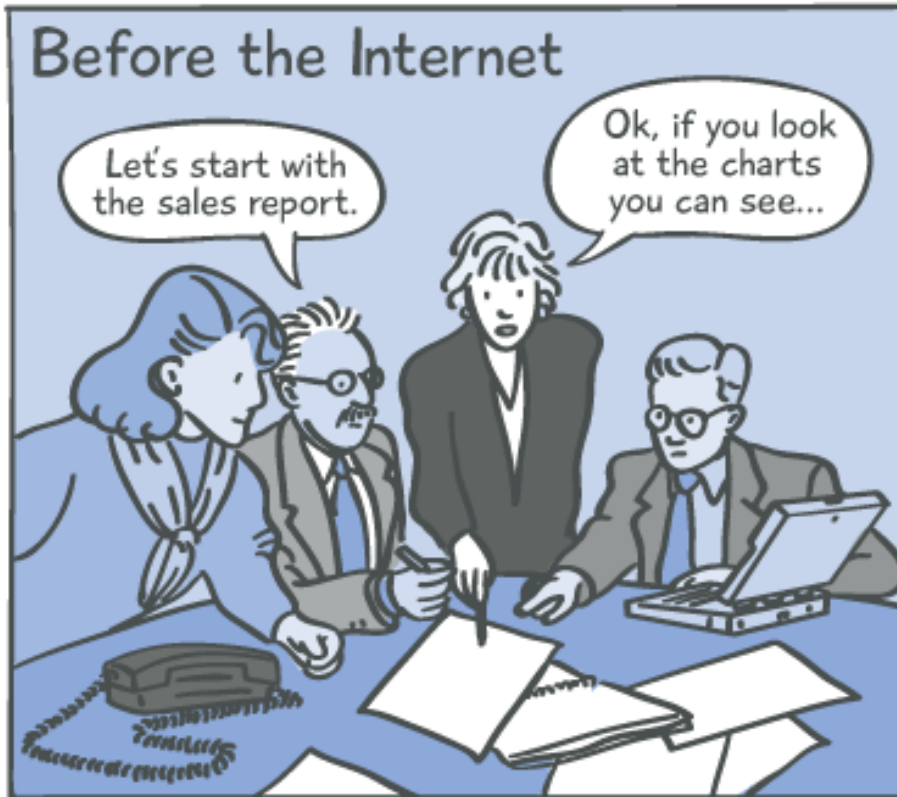


Audio-visuais

Nivene Judeh // 2017

<https://www.poundstopocket.co.uk/pound-place/life-before-the-internet/>

O ANTES e o DEPOIS



Reunir

Educar no mundo atual

- **Impossível contrariar as tendências do mundo atual, preferível saber viver com elas e tirar partido disso** (ex. carro sem condutor)
- **Educação para o “mundo real”**
- **Fomentar uma utilização positiva da tecnologia**
- **Preparar o futuro: vai ser moldado pela tecnologia, a uma velocidade crescente**
- **Não substituir a relação pessoal!**

Escutismo e tecnologias

- Escutismo: espaço de aprendizagem, também nas tecnologias
- Enquadramento único para aprender (também) com o erro!
- Experimentar o Método Escutista com instrumentos digitais: como fazer?
- Saber também lidar com a falta da tecnologia: que fazer sem bateria ou em offline?
- A importância da tecnologia na vida de uma patrulha:
 - ✓ Ferramentas (ex. respostas WhatsApp)
 - ✓ Jogos
 - ✓ Outros?

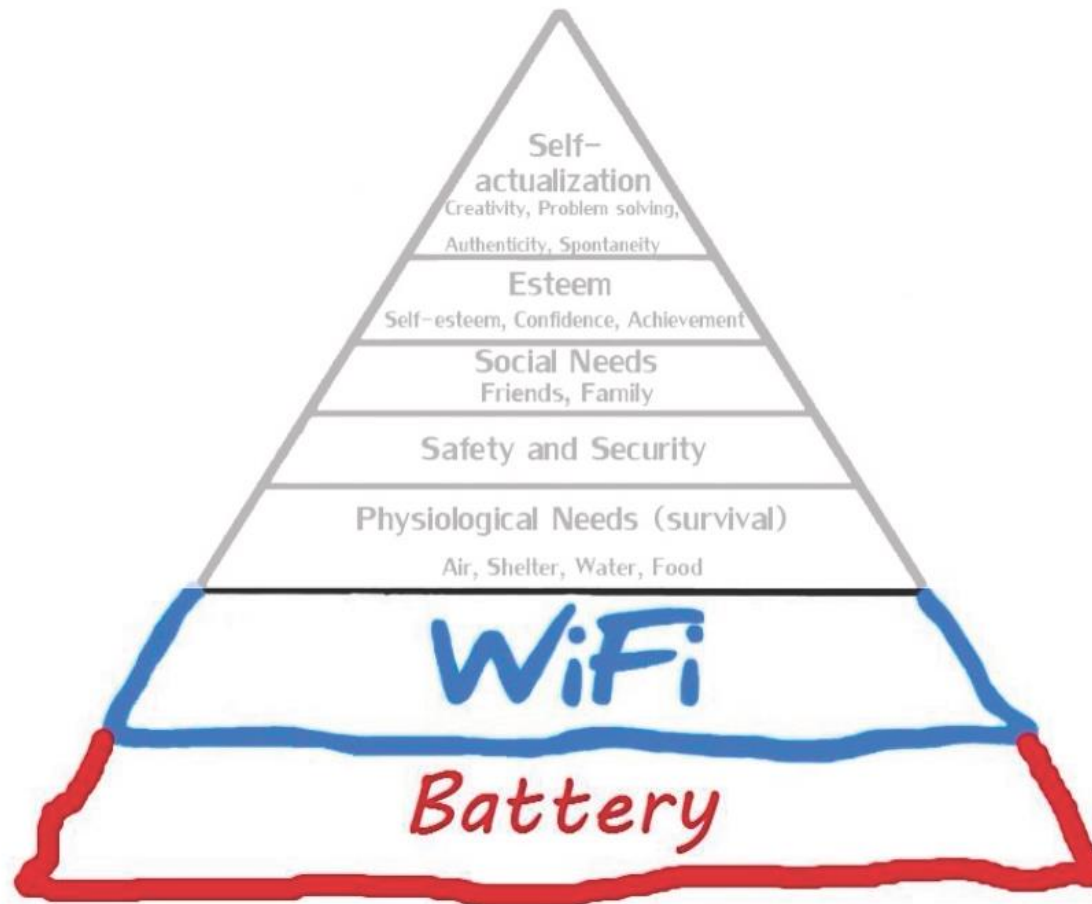
Outros desafios a ter em conta

- A sobrevivência do adulto no mundo digital (e também juvenil)
- Mais regulamentos? Não!
 - Orientações e incentivar o jovem a definir as regras individuais ou de grupo
 - Limitar o uso
- Segurança: Escutismo movimento seguro
- Relação de confiança com os pais
- O custo, a obrigatoriedade de ter, o risco de perder ou danificar
- Adaptar as ideias em função da idade/maturidade do escuteiro

Momento interativo!

**Sugestões de trabalho no Escutismo:
como aplicar o Método Escutista em
ambiente digital?**

Necessidades Básicas



A nova pirâmide de Maslow

Paolo De Caro

<https://likehumans.wordpress.com/2015/09/17/new-maslows-pyramid-and-how-to-adopt-digital-at-work/>

**Os conteúdos desta apresentação
foram criados por terceiros e
descarregados da Internet!**

**Agradecimento ao Nelson Pimenta (RR) pela inspiração nas Jornadas
de Comunicação 2018, Fátima**

Recomendações

- Educar para o “mundo real”
- Incentivar utilização positiva da tecnologia
- Explorar o online e preparar o offline
- Desafio: descobrir o Método Escutista no mundo digital
- Regulamentos não, regras e orientações sim!
- Escutismo movimento seguro
- Atenção à relação pessoal, custos, danos em atividade
- As vossas?
- Acampar com smartphones? SIM!

Conclusão

it's not what
the ~~software~~^{technology} does.
it's what the
user does. ^{with it.}

@hugh



Obrigado!

atheriaga@yahoo.com / 961 385 384