

Visual Literacy and the Digital Native: Another Look

Visual Literacy and the Digital Native: Another Look by Richard Emanuel and Siu Challons-Lipton

Abstract:

A conceptualization of visual proficiency is offered. A survey is described which asked college students (N=358) to identify five photographs, five symbols, and five paintings that are generally recognized to be “famous”. About 27% of all respondents claimed to recognize all the photographs, 23% recognized all the symbols, and 3% recognized all the paintings. About 14% correctly identified all the photographs, 4% correctly identified all the symbols and only 1% correctly identified all the paintings. The findings suggest that today’s college students may be adrift in a sea of images with little ability to see beyond their own generation.