How Social Business Best-Practices May Be Applied to Solving Problems Facing Education Today

Nathaniel Hansen

nathaniel@thesocializers.com
The Socializers

Abstract

In 2011, education faces some of its toughest challenges. In the State of Michigan, for example, over 50% of the schools are being closed down to save the state money. Through smart application of powerful social technologies and social business best-practices, schools have unprecedented opportunities to harness the power of classrooms across the world, collaborative groups around common initiatives and collective intelligence.

Nathaniel Hansen, M.A., CEO of The Socializers, will present a PPT on sample issues facing education with social solutions. The solutions are born out of social business best-practices including Listening Projects using Social Intelligence Solutions, Strategy based on Insights Derived from Listening Projects, Training of Community Managers and Silo Managers based upon Insights from Internal and Customer-Facing Intelligence Projects.

The presentation will begin with an explanation of basic social business best practices, as described above. An emphasis on the power of listening technologies that produce powerful insights and "Interest-Graph" formation/Actionable Intelligence will inform the following presentation on how social technologies offer solutions to current problems facing educational institutions.

- PROBLEM: Funding of important programs.
- SOLUTION: Solved through social fundraising platforms like Giveo and Kickstarter.
- PROBLEM: Attention to the individual student in larger classrooms.
- SOLUTION: Solved through highly personalized programs designed by super-intelligent machines VIA simple Facebook-like quizzes to narrow the individual need.
- PROBLEM: Boredom of the student AND homework completion (due to both parents working). Students find gaming more interesting than homework and parents have a genuine problem juggling and supervising homework and gaming.

SOLUTION: What if the homework took place WITHIN the gaming environment? Sample of classrooms with Blizzard Entertainment's World of Warcraft, setup and populated by teacher/parent co-ordination. Child logs into the MMPORG environment but is taken first to a classroom where homework is completed online WITHIN the game environment. Upon completion, with the digital tutor focused on the unique need of the student, regular gaming is allowed.

- PROBLEM: Relevance of educational material in a swiftly changing world.

SOLUTION: Wiki-like environments, Quora question environments, and collective intelligence that aggregates/curates an "Interest Graph" AROUND material being studied by the individual and group. Research.ly, a new tool by San Francisco based PeopleBrowsr, as an example of a method for discovering key influencers around a topic, keeping up to date on latest developments (research methodology) and exposing students to "real-time" intelligence AND dialogue on their papers and topics of study.