



DIGITAL TECHNOLOGIES & STRATEGIES FOR KNOWLEDGE UTILIZATION

KNOWLEDGE UTILISATION 2012

#KU12

@susie_mac

SUSIE MACFARLANE

**E-LEARNING EDUCATIONAL DEVELOPER
SCHOOL OF EXERCISE & NUTRITION SCIENCES
FACULTY OF HEALTH, DEAKIN UNIVERSITY**



CONTENTS

- 4 trends
- Digital identity
- Community
- Curation
- Crowdsourcing
- Mobile
- Gamification
- A guiding framework

The background is an abstract, futuristic scene with a deep blue color palette. It features a central, bright white and light blue horizontal streak that tapers and curves, creating a sense of depth and movement, similar to a light tunnel or a warp effect. The surrounding space is filled with darker blue, wavy, and streaked patterns that radiate from the central light source.

4 trends



Trend #1

Pace of change
Information overload

We are being forced to re-examine what constitutes knowledge and are moving from expert developed and sanctioned knowledge to collaborative forms of knowledge construction.

Graham Attwell
Warwick University





“The present speed of information based on new technologies has undermined traditional expert driven processes of knowledge development and dissemination”.

Dave Cormier (2008)

	Traditional	21 st Century
Skill	Learning a body of knowledge	Lifelong learning
Need	Knowing how	Knowing how to learn
Purpose	Creating knowledge	Creating meaning
Values	Individual success and competition	Community thriving and collaboration
Site / Speed	Papers & books	Blogs, posts & tweets
Context	Certainty	Constant change

Trend #2: Connectedness

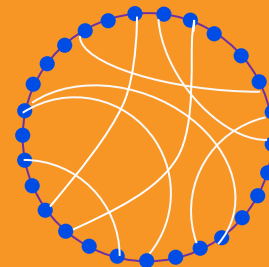
Problems of simplicity



Problems of disorganised complexity

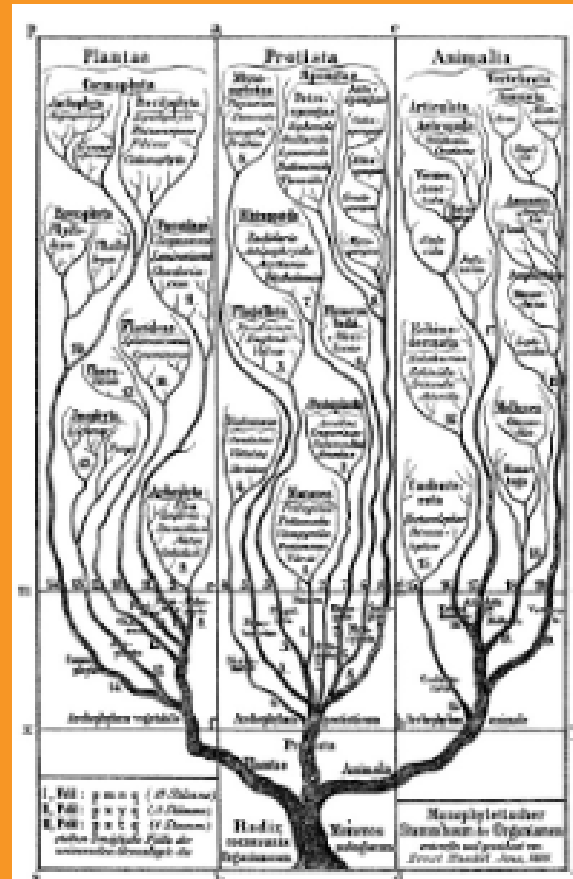


Problems of organised complexity

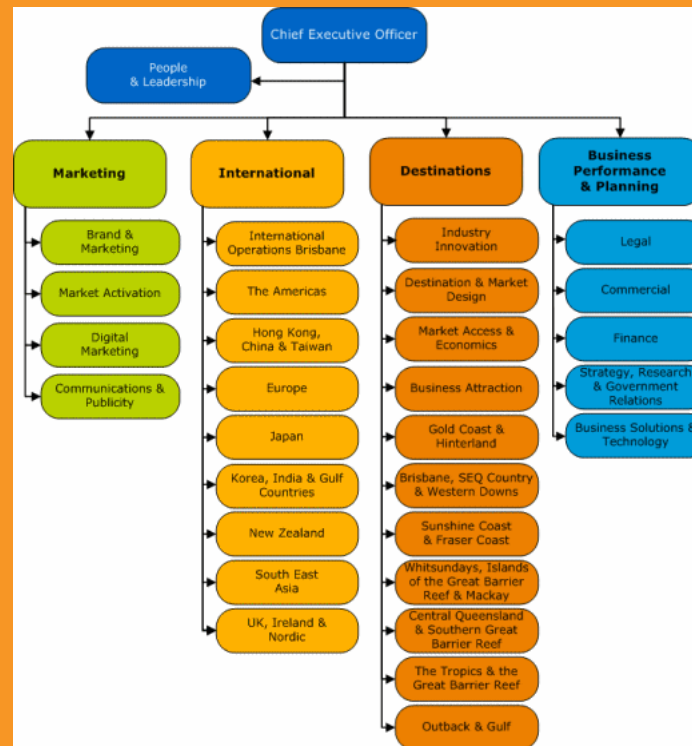


Warren Weaver, 1948

Knowledge structures

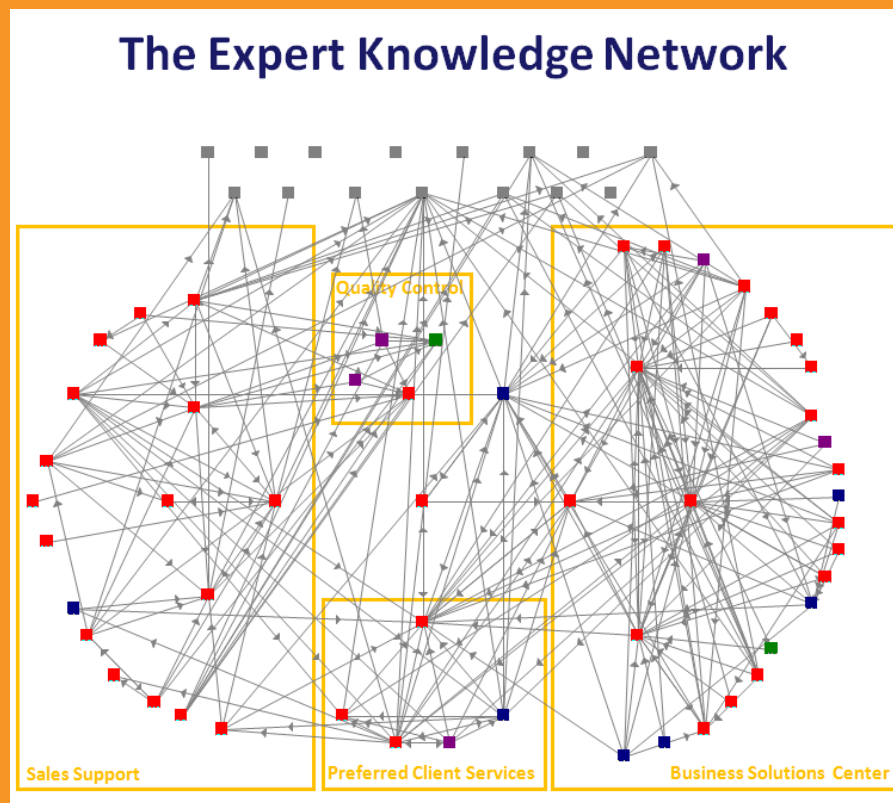


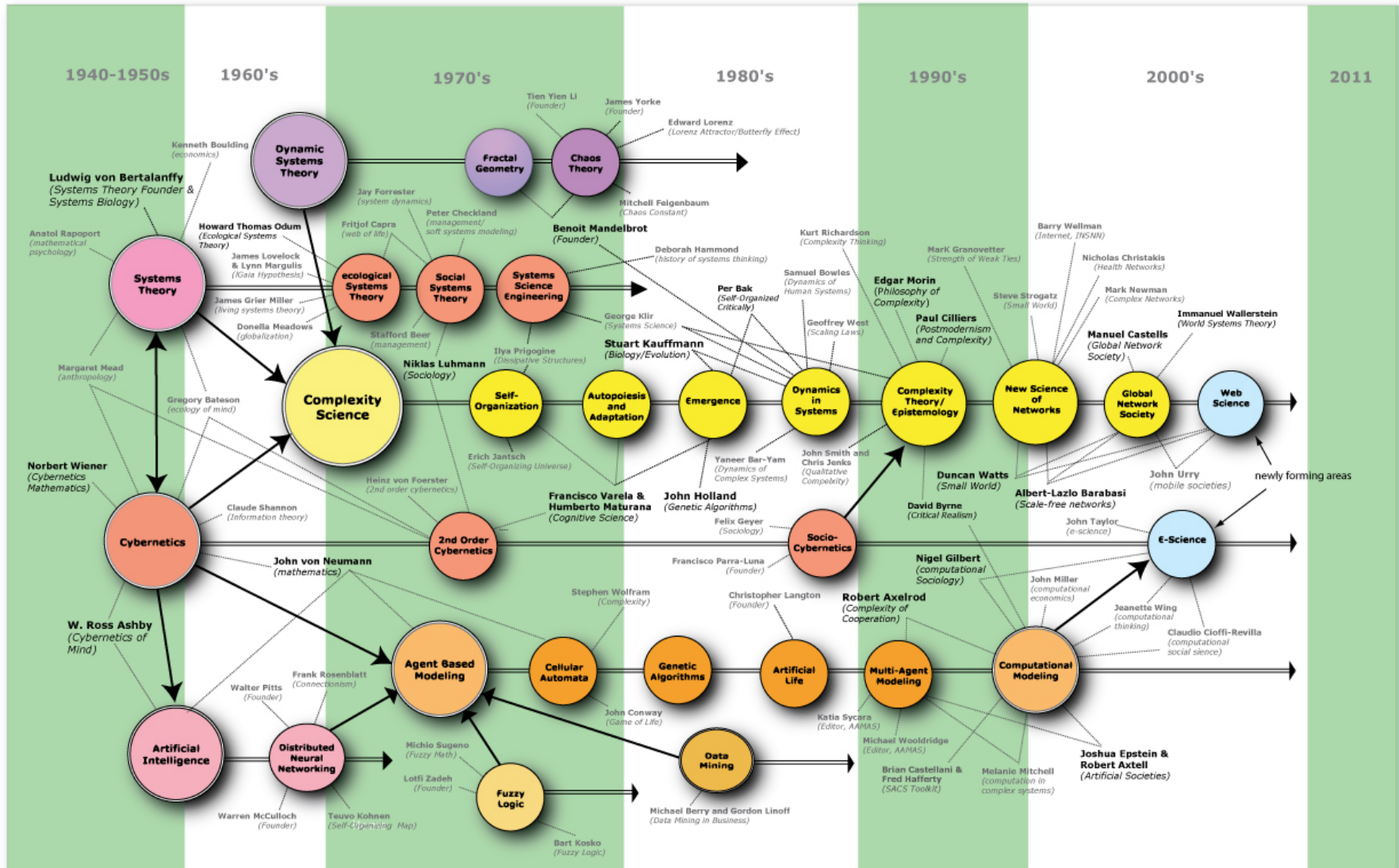
Organisational structures

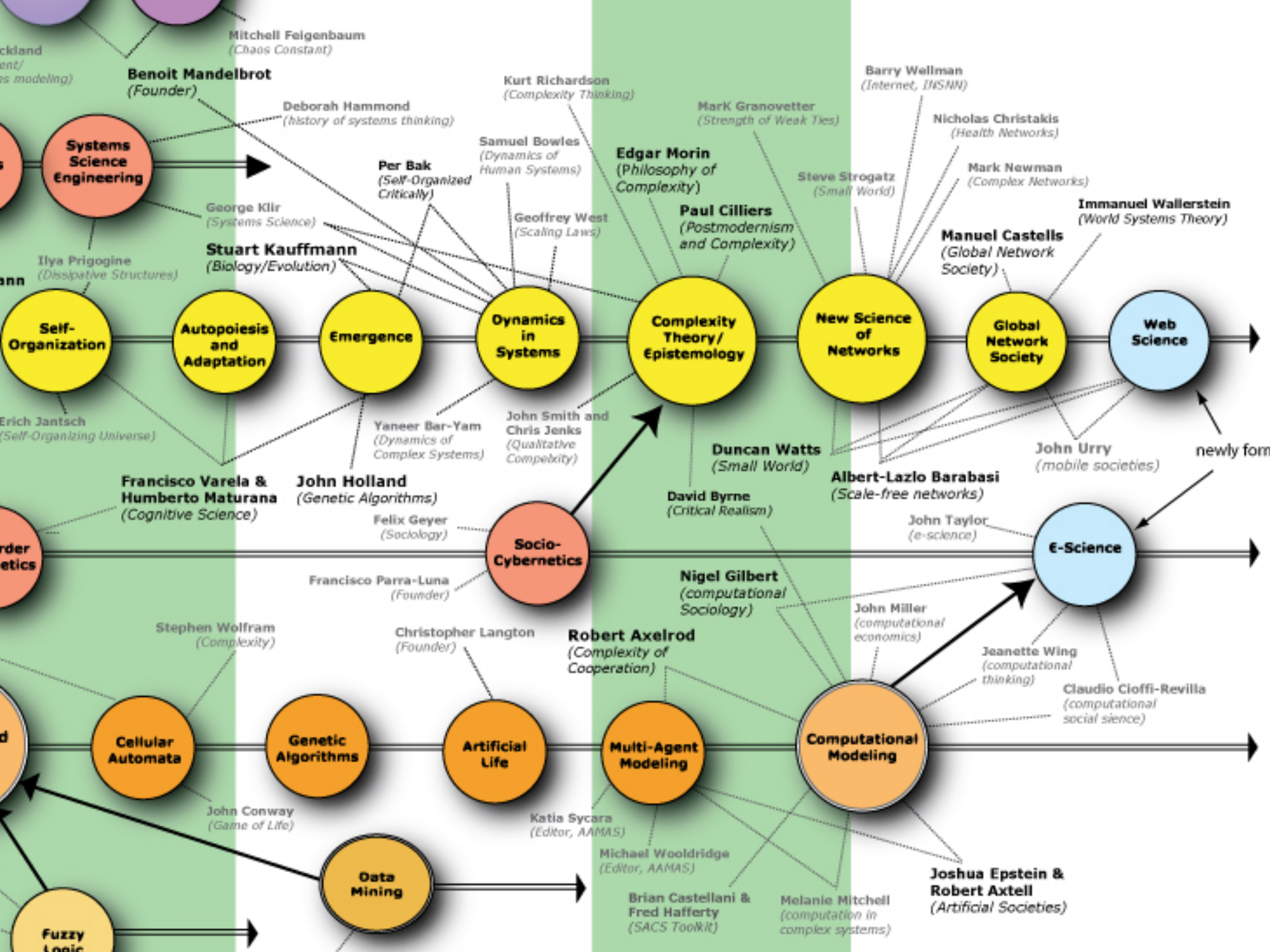




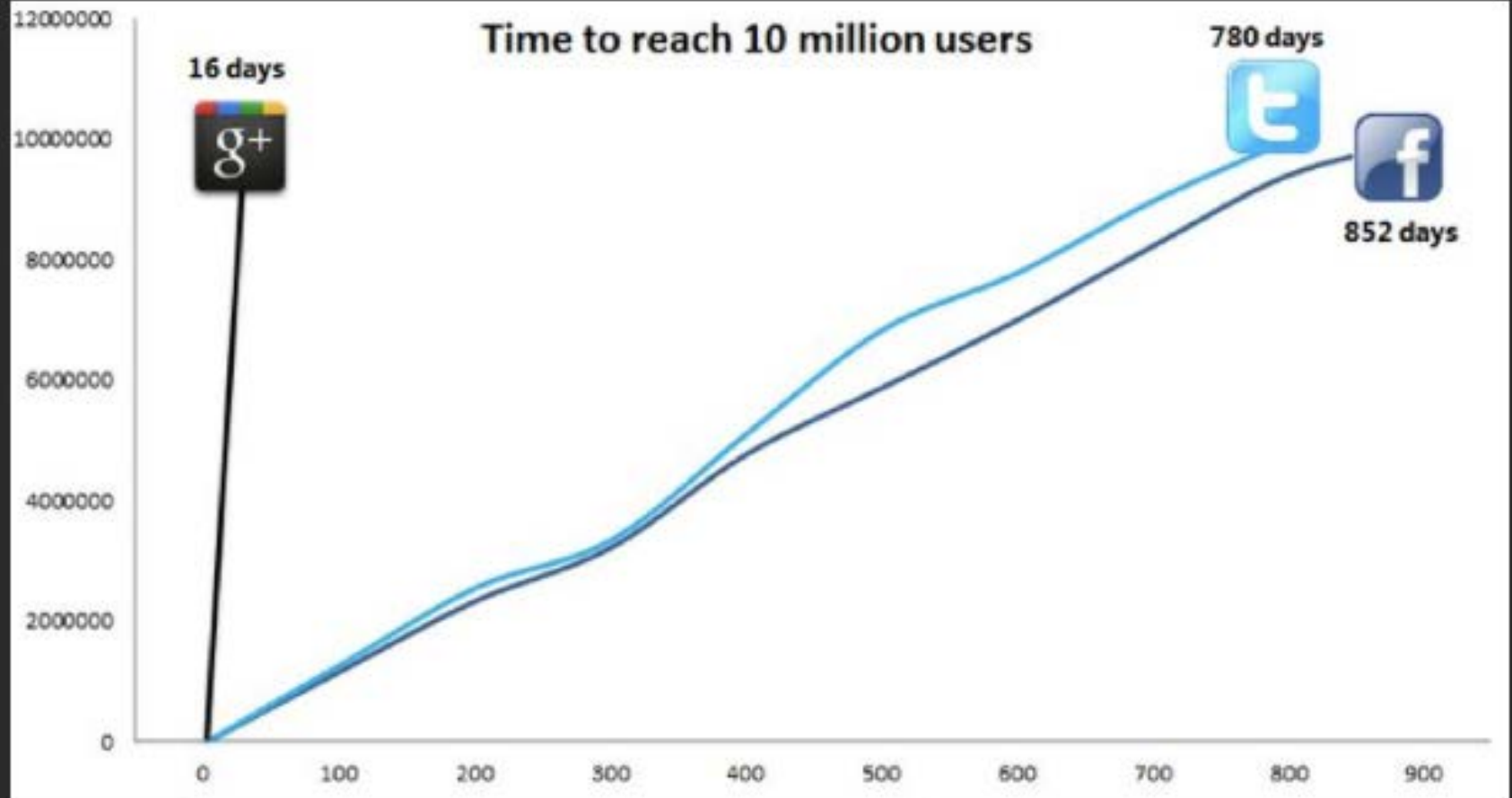
Knowledge structures







Time to reach 10 million users



107 points : 155,429 views



500m users



900m users



160m users



90m users



340m tweets
1m new accounts
1.6b searches

300m photos/d
500m mobile

2b views/m

Per day!

Fastest growing segment

45 – 54 yr olds

55% of those aged 45 – 54 yrs
in the US have a profile on a
social media site

15 October 2012, 5.13pm AEST

OpenLearning launches into competitive MOOCs market

AUTHOR



Charis Palmer
Editor, The Conversation

INTERVIEWED



Adam Brimo
Co-founder, OpenLearning.com



Phillip Dawson
Lecturer in Learning and Teaching at Monash University



David Glance
Director, Centre for Software Practice at University of Western Australia

The Conversation provides independent analysis and commentary from academics and researchers.

We are funded by CSIRO, Melbourne, Monash, RMIT, UTS, UWA, Canberra, CDU, Deakin, Flinders, Griffith, La Trobe, Murdoch, QUT, Swinburne, UniSA, UTS, UWS and VU.



With online learning, teachers no longer have to be everywhere all the time says online learning start-up OpenLearning. Ingo Bernhardt

A start-up that enables universities to offer massive open online courses (MOOCs) has opened for business, signing on more than 1,000 students to a 12-week computer science and engineering course from the University of New South Wales.

1 Comment

Republish

Email



Trend #3

Cross-disciplinarity

Trend #4

Web 1.0 – 2.0 – 3.0

Learning 1.0 → 2.0 → 3.0

	Learning 1.0	Learning 2.0	Learning 3.0
Process	Memorize accepted truth	Construct knowledge	Negotiate meaning and shared wisdom
Task	Find information	Filter and evaluate information	Collaborate and share through network intelligence
Domain	Research	Recommendation/ Peer review	Communities & learning networks



	Learning 1.0	Learning 2.0	Learning 3.0
Process	Memorize accepted truth	Construct knowledge	Negotiate meaning and shared wisdom
Task	Find information	Filter and evaluate information	Collaborate and share through network intelligence
Domain	Research	Recommendation/ Peer review	Communities & learning networks
KU	Disseminate (?)	Engage and collaborate (?)	Form communities (?)



Knowledge translation

“A dynamic and iterative process that includes synthesis, dissemination, exchange and ethically- sound application of knowledge

to improve the health of Canadians, provide more effective health services and products, and strengthen the health care system.”

Canadian Institute of Health Research



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Canadian Institute of Health Research

Digital Identity





Digital Identity = Trust



What is your [Digital] identity?

Colleagues

Peers

Professions

Communities

Industry

Policy makers

Maintaining your digital identity

- Audit your digital presence
(Google search)
- Establish an accurate public profile
(LinkedIn, Academia.edu, ResearchGate)
- Keep information current
- Monitor new information
(Google alerts, Twitter mentions)



Community



Exchange

Personal Learning Network

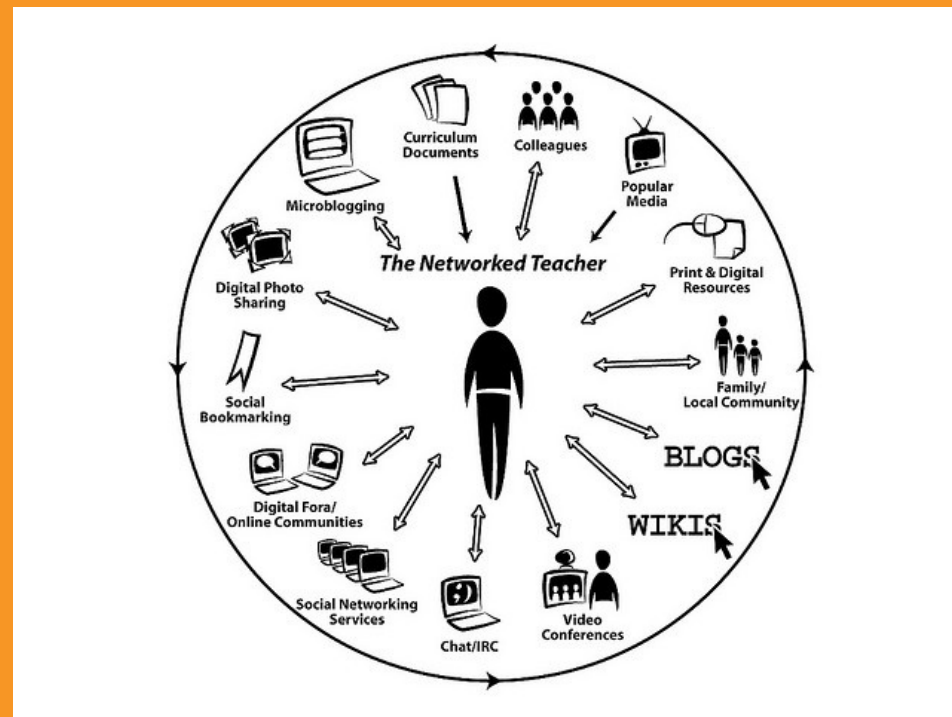

Rescoped by [catspyjamasnz](#) from Into the Driver's Seat onto Digital Curation for Teachers

35 Ways To Build Your Personal Learning Network Online | Edudemic

From edudemic.com - October 7, 10:46 AM
Posted by Katie Lepi

"Personal learning networks are a great way for educators to get connected with learning opportunities, access professional development resources, and to build camaraderie with other education professionals.

"Although PLNs have been around for years, in recent years social media has made it possible for these networks to grow exponentially.

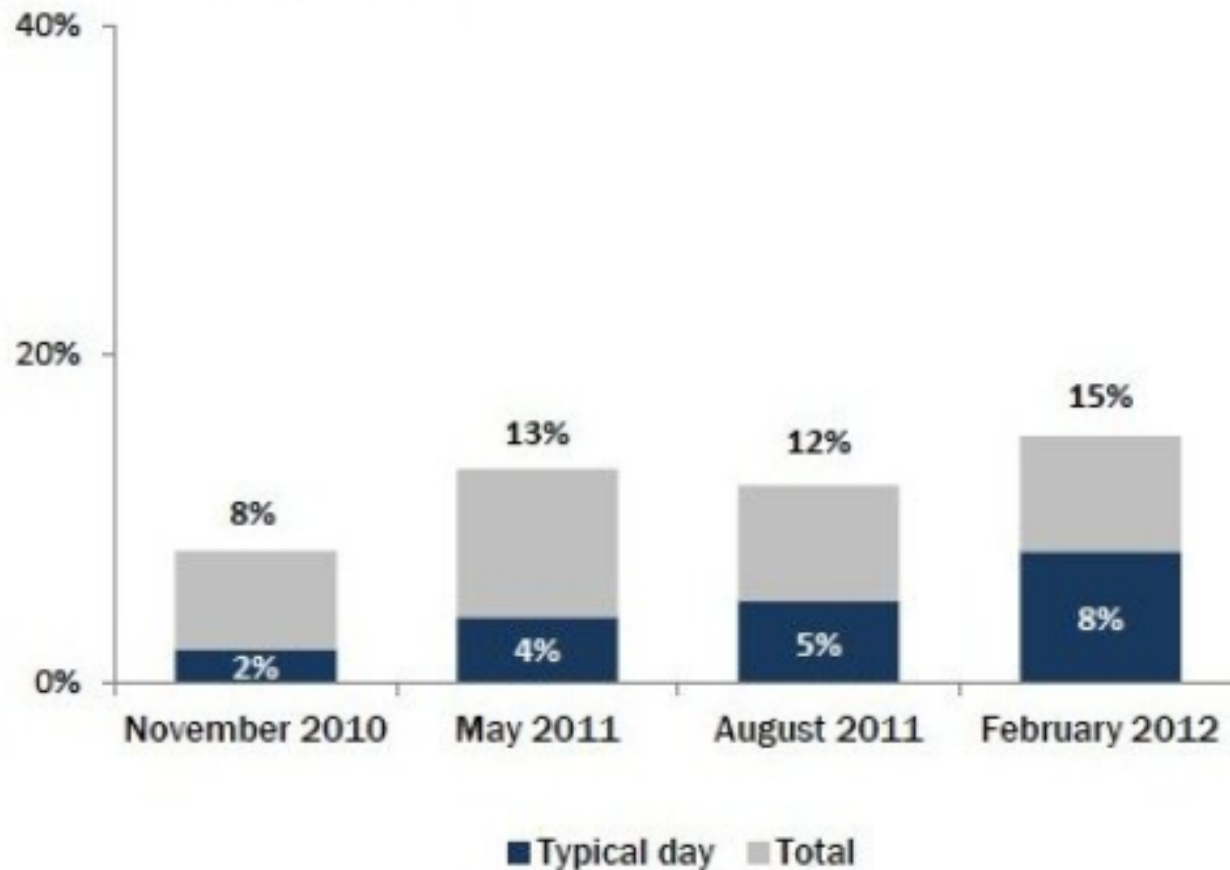


Scooped by Joyce Seitzinger
@catspyjamasnz

Alec Couros' PLN
@courosa

Twitter usage over time

% of internet users who use Twitter



Daily Twitter usage among adults doubled in the past year, according to a new survey. (Pew Research Center's Internet & American Life Project Winter 2012 Tracking Survey / May 31, 2012)

2. "#eLearning" @susie...

Paulo Simões @pgsim... 3m
Writing & Grammar: Verb Agreement dlvr.it/2KBcMr #elearning #edtech
Details

Linda Lindsay @maui... 25m
«Harvard Launching Its First Free edX Courses Tomorrow w/ 100,000 Registered Students | BostInno» ow.ly/et69E #elearning #edchat
Details

Castle Library @castl... 25m
«Harvard Launching Its First Free edX Courses Tomorrow w/ 100,000 Registered Students | BostInno» ow.ly/et64l #elearning #edchat
Details

almiratantri @almirata... 32m
Just have had a great skype session with @Year5KMatMVPs @year5scryp @KylieM1985 #flatclassroom #elearning #ibpyp #scryp
Details

E-Learning Solution... 35m
Tips for Addressing the Growing Generation Gap in Online Learning: bit.ly/O9eC8u #elearning
Details

Ray Schroeder @onli... 39m
#elearning Harvard ready to launch its first free online learning courses Monday

3. Me

Kris Paterson @krispat... 3d
RT @susie_mac: Cool use of Pinterest by St Mary's College library pinterest.com/smclibrary/ < #tchat will enjoy this! pinterest.com/smclibrary/gra
Details

PhD2Published @PhD2... 5d
PhD2Published Daily is out! bit.ly/IPINBp ▶ Top stories today via @harmonygritz @PlutoPress @susie_mac
Details

CoursePark Team @C... 7d
The #eLearning Leaders Guide is out! bit.ly/jKuCp2 ▶ Top stories today via @susie_mac
Details

Micayla Dunn @Micayla... 8d
Awesome stuff! #aurorahuskies RT @susie_mac: Top 8 Apps for Health Education avatargeneration.com/2012/10/top-8-... #health #education
Details

Migin Vincent @blacklu... 8d
RT @susie_mac: RT @susie_mac: RT @KylieBall3: Via @C3health: harness #mobile #tech for greater good @co_health: ... bit.ly/QCII6A
Details

4. "#edchat" @susie_mac

Marc Turú @marcturu 8h
Of course! New Study Links Parent Engagement to School Success huff.to/QjXQGd via @HuffPostEdu #education #edchat
Retweeted by Meryl Ain
Details

InformED @inform_ed 23s
@derekbarraza Thanks for the RT! @BlackboardProEd #edchat
View

21st Century Teacher... 4d
Love this! - If we taught our teens to drive the way we teach them about social media zite.to/RuKtSv #edchat #learn21 #cpchat #edtech
Retweeted by Amber Flanagan
Details

Christine Ruder @jhox1 2m
Brilliant! RT @SNewco: RT @web20classroom: Using Twitter In The Elementary Classroom: bit.ly/Plksim #edchat
Details

Scott McLeod @mcleod 30d
MUSTREAD: Just left the first review of @willrich45's new book, Why School? amzn.to/TQHYij #edreform #iaedfuture #edtech #edchat
Retweeted by Michelle

5. "#mlearning" @susie...

Kim Overman @kimo300 5m
iPad, Google, Android, and Web 2.0 apps to support each level of Bloom's Revised Taxonomy: tinyurl.com/7uau9fn. #edchat #mLearning
Details

Lenessa Keehn @lene... 9m
Class tool if managed right MT "@SNewco@cellyme: Cellphone: Class intruder or tool? on.app.com/QGy3ql via @Rvosseller #edtech #mlearning"
Details

Terese Hogarth @ter... 17m
Looking for furniture ideas for collaborative learning spaces with #ipad #slide2learn #IWBNet #collaborative #edchat #mlearning
Details

Scott Newcomb @SN... 49m
RT @eyeoneducation: 50 Free Android Apps Being Used in Education Right Now bit.ly/UT6NWS @Eduademic #edchat #edtech #mlearning
Details

Scott Newcomb @SN... 49m
RT @cellyme: 14 interesting facts about text messaging pinterest.com/pin/2332020869... via @Pinterest #texting #mlearning
Details

6. "#ipadchat" @susie_...

Joey Chapman @cha... 55m
"@mgerome3194: @chapmanjoey how about mirroring iPad to pc. Looking for an inexpensive or free app. #sschat #ipadchat #edtech" don't know.
Details

Joachim Cohen @Joac... 4h
Some interesting opinions....not sure if I agree... Dispelling the Myths About 1:1 Environments flpbd.it/bVldI #mlearning #ipadchat
Details

Tom Riley @riley_ed 7h
Some decent ideas on here - 'How to use Flipboard with your class' ideferrers.com/wp/?p=321 via @deFerrersIPad #ipaded #ipadchat
Details

paula wichmann @piw13 9h
"@edutopia: Dispelling the Myths About 1:1 Environments bit.ly/Vt1Ad1 #mlearning #ipadchat" @rpeace1876 @Folmerica @EdSchultheis
Details

edutopia @edutopia 9h
[Most Popular Blog of the Week] Dispelling the Myths About 1:1 Environments bit.ly/Vt1Ad1 #mlearning #ipadchat
Details

Twitter

Topic: #KU12

Name: @susie_mac



Synthesis

Community

=

Wisdom of the Crowd



Synthesis

Curation



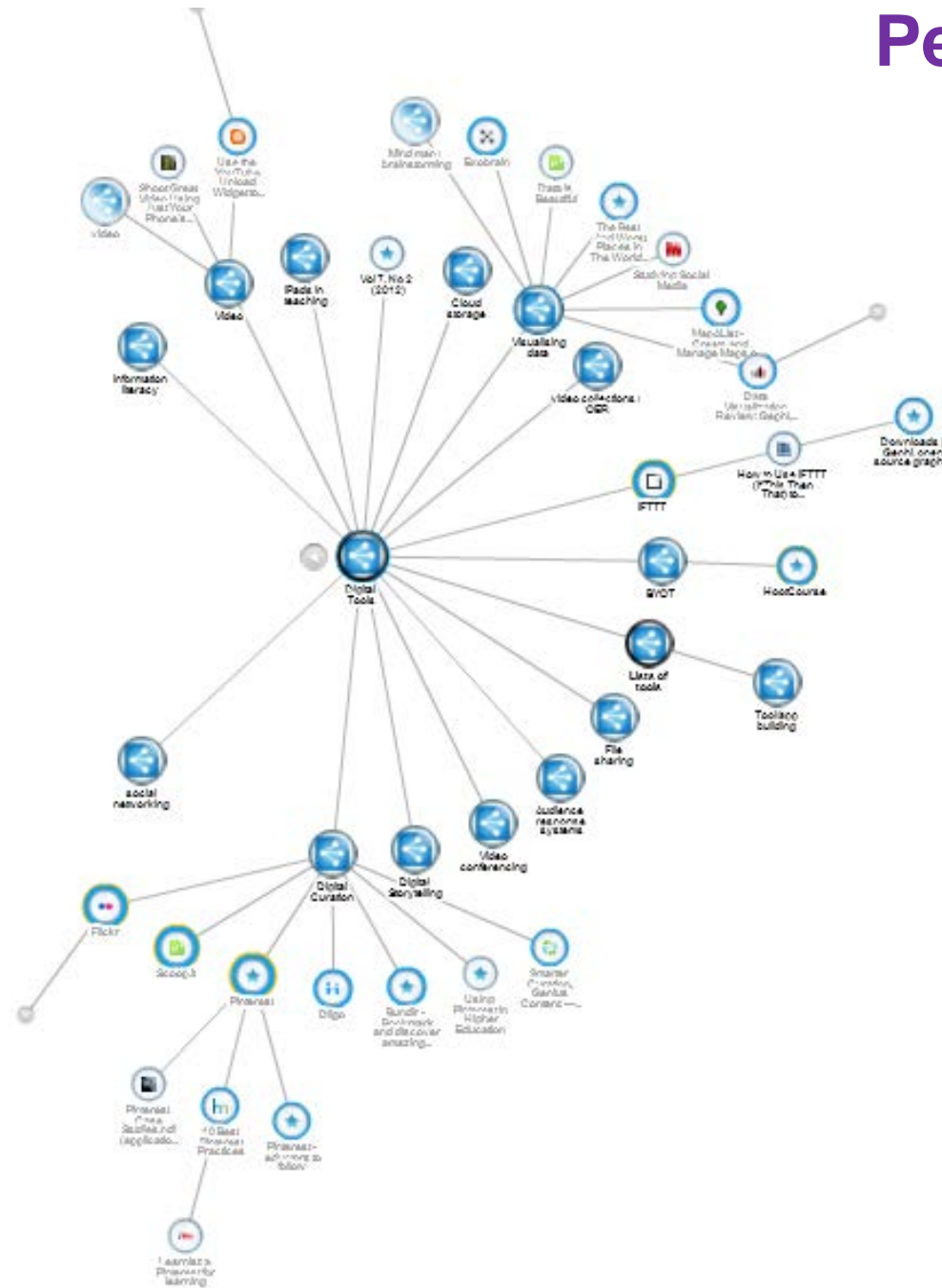


Curation = Quality

Pearltrees



Pearltrees



Scoop.it Search Notifications My Topics New Scoop Susie Macfarlane 144 | 4.0

Type II Diabetes information

"Type 2, Type II, diabetes"
Curated by Lori Cheezem


0 Views | Share | Filter | Suggest | Follow

Scooped by Lori Cheezem

Breakthrough drug treatment for type 2 diabetes restores insulin ...

From [www.emaxhealth.com](#) - October 12, 5:32 AM

"There is a desperate need for new treatment strategies for type II diabetes." In their experiments with mice and rats bred to develop the disease the researchers were able to prevent type 2 diabetes. They also found VEGF-B ..."




Scooped by Lori Cheezem

Health Care: Potential Breakthrough In Treating Type 2 Diabetes


From [healthcareubbu.blogspot.fr](#) - October 12, 5:32 AM

"Professor Ulf Eriksson and team carried out experiments on rats and mice, and managed to prevent type II diabetes from developing in the first place, as well as reversing disease progression in animals with established ..."



Scooped by Lori Cheezem

Healthy drinks for diabetics - Worldnews.com




From [article.wn.com](#) - October 12, 5:32 AM

"Cure panic attacks : [tinyurl.com](#) The Natural Irritable Bowel Syndrome Cure : [tinyurl.com](#) Cure depression : [tinyurl.com](#) And I recommend this other book to type II diabetics... 125+ Diabetic-safe foods and 28 to avoid: ..."

Scooped by Lori Cheezem

Common diabetes drug may fight breast cancer - Worldnews.com



From [article.wn.com](#) - October 12, 5:31 AM


"2.46. Bladder Cancer and Actos Side Effects. This video brought to you by [www.dugjustice.com](#). Actos, an oral Type II diabetes drug, was... published: 04 Jan 2012. author: [kelleylawgroup](#). Bladder Cancer and Actos Side Effects ..."

Scooped by Lori Cheezem

Turmeric can help regenerate the liver, groundbreaking new research

From [www.naturalnews.com](#) - October 12, 5:31 AM

"... pathology of diabetic rats." The Thai research is just the latest - albeit most promising to date - research showing a treatment link between curcumin and both forms of diabetes, Type I and Type II."




Scooped by Lori Cheezem

For women with gestational diabetes, study shows reduced risk of ...

From [medicalxpress.com](#) - October 12, 5:31 AM

"(Medical Xpress)—By sticking to a healthy diet in the years after pregnancy, women who develop diabetes during pregnancy can ..."





SENSES project: Assembling your digital toolkit

"Resources for staff in the SENSES project"

Curated by Susie Macfarlane

103 Views

Share

Filter

?



Curate



Scoopd by Susie Macfarlane



The SENS "Assembling your digital toolkit" project

School of
Exercise &
Nutrition
Sciences
E-learning
Strategy

From futuresgazing.blogspot.com.au
- September 12, 3:16 PM

Starting Monday August 6, 2012, all staff (and some doctoral students!) in the School of Exercise and Nutrition Sciences at Deakin University are together undertaking a 12 week project in developing digital literacy. Each week we will be completing a task to develop a skill, explore an idea or master a set of tools.

This Scoop.it is a collection of resources used in the project.



Rescoopd by Susie Macfarlane from Social Media and its influence

How Twitter is Reinventing Collaboration Among Educators



From www.pbs.org - October 1, 2:33 PM

TWITTER TRANSFORMS EDUCATORS

Before the advent of Twitter, most educators I know had limited opportunities to collaborate

with colleagues outside their building.

Enter Twitter. I've heard many educators say that Twitter is the most effective way to collaborate and that they've learned more with Twitter than they have from years of formal professional development.

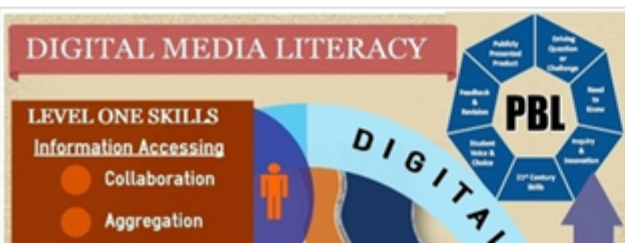
Here are some of the specific ways educators are using Twitter to collaborate.

Via [Gust MEES](#)



Scoopd by Susie Macfarlane

Digital Literacy Model



Rescoopd by Susie Macfarlane from eLearning and Blended Learning in Higher Education

17 Free Tools for Creating Screen Capture Images and Videos

Vessenger



From www.freetech4teachers.com -
September 30, 12:56 PM

When you're trying to teach people how to do something new on their

computers having screencast videos or annotated

Great curators of **My Community** ^Show: Posts | Topics | **My Community****Robin Good**

Curating Content Curation World and 12 more

548.4K Views | **13** Topics**Ana Cristina Pratas**

Curating Digital Delights for Learners and 6 more

446.1K Views | **7** Topics**John Evans**

Curating iPads in Education

172.5K Views | **1** Topic**Nik Peachey**

Curating Tools for Learners and 3 more

159.7K Views | **4** Topics**Giuseppe Mauriello**

Curating Social Media Content Curation and 1 more

146.9K Views | **2** Topics**gdecugis**

Curating Curation & The Future of Publishing and 8 more

136.3K Views | **11** Topics**Gust MEES**

Curating 21st Century Learning and Teaching and 19 more

111.3K Views | **20** Topics**The Digital Rocking Chair**

Curating Transmedia: Storytelling for the Digital Age

90.6K Views | **1** Topic



Crowdsourcing




Crowdsourcing: open funding

KICKSTARTER [What is Kickstarter?](#) [Discover great projects](#) [Start your project](#) [HELP](#) [SIGN UP](#)

Discover / Technology

Staff Picks

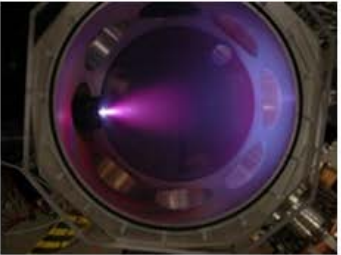


Heatit
by the Heatit Team

Heatit is an open-source electronics platform to precisely output high current. It is designed to be powerful, modular and compact!

📍 Brooklyn, NY

84% FUNDED **\$4,238** PLEDGED




Plasma Jet Electric Thrusters for Spacecraft
by Chris Faranetta

A prototype electric pulsed plasma jet thruster for reliable, high performance, low cost interplanetary space transportation

📍 Chantilly, VA

16% FUNDED **\$11,401** PLEDGED



Mediated Touch - A Telepresence Study
by Paul Strohmeier

Exploring how technology and humans interact.

📍 Maastricht, Netherlands

110% FUNDED **\$1,050** PLEDGED

★ **FEATURED**

- [Staff Picks](#)
- [Popular](#)
- [Recently Launched](#)
- [Ending Soon](#)
- [Small Projects](#)
- [Most Funded](#)
- [Curated Pages](#)

📁 **CATEGORIES**


- [Art](#)
- [Comics](#)
- [Dance](#)
- [Design](#)
- [Fashion](#)
- [Film & Video](#)
- [Food](#)
- [Games](#)
- [Music](#)

Crowdsourcing: open funding

The screenshot displays the Indiegogo homepage with a navigation bar at the top containing the logo, 'browse', 'learn', 'create', 'Sign Up', and 'Log In' links, along with a search bar. The main content area is titled 'Browse Campaigns' and features a sidebar on the left with categories like 'Featured', 'Final Countdown', 'Popular', 'New This Week', 'Near Me', 'Success Stories', and 'Most Funded'. Below these are 'creative' categories such as Art, Comic, Dance, Design, Fashion, Film, Gaming, Music, Photography, Theatre, Transmedia, Video / Web, and Writing. The main grid shows six campaign cards, each with a title, description, progress bar, and funding statistics.

Category	Title	Progress	Funded (%)	Raised (\$)	Days Left
ENVIRONMENT	McKibben vs Epstein: the ultimate environmental debate	50%	50%	\$17,665	3
ENVIRONMENT	Native Youth Caravan to Powershift	52%	52%	\$1,820	9
ENVIRONMENT	12th Grandmothers Gathering for Peace	5%	5%	\$4,095	51
ENVIRONMENT	(Image of a river)				
ENVIRONMENT	(Image of a man and child)				
ENVIRONMENT	(Image of a sailboat)				

Crowdsourcing: open innovation



WIPO Re:Search
Sharing Innovation in the Fight Against Neglected Tropical Diseases

WORLD INTELLECTUAL PROPERTY ORGANIZATION


WIPO RE:SEARCH

- About
- Database Search
- Partnership Hub
- How to Participate
- FAQs
- User Feedback

TECHNICAL ADVISOR TO WIPO

World Health Organization

WIPO Re:Search



One of the world's great global health challenges is to overcome the impact of neglected tropical diseases, malaria and tuberculosis. These diseases negatively affect the lives of more than one billion people, many of whom live in the world's least developed countries. WIPO Re:Search aims to stimulate more research and development for new and better treatment options for those suffering from these conditions.

WIPO Re:Search provides access to intellectual property for pharmaceutical compounds, technologies, and – most importantly – know-how and data available for research and development for neglected tropical diseases, tuberculosis, and malaria. By providing a searchable, public database of available intellectual property assets and resources, WIPO Re:Search facilitates new partnerships to support organizations that conduct research on treatments for neglected tropical diseases, ultimately improving the lives of those most in need.

WIPO Re:Search is partnered with [BIO Ventures for Global Health](#).

WIPO Re:Search flyers are available in [english](#), [spanish](#), [french](#), and [portuguese](#)

LATEST NEWS

- [WIPO Re:Search covered by Financial Times as "A shared way forward offers hope"](#) (Oct 11, 2012)
- [Wipo Re:Search Snapshot October 2012](#) (Oct 9, 2012)
- [October 2012 issue of "European Biopharmaceutical Review" features WIPO Re:Search](#) (Oct 4, 2012)
- [\[Archive\]](#)



Social media

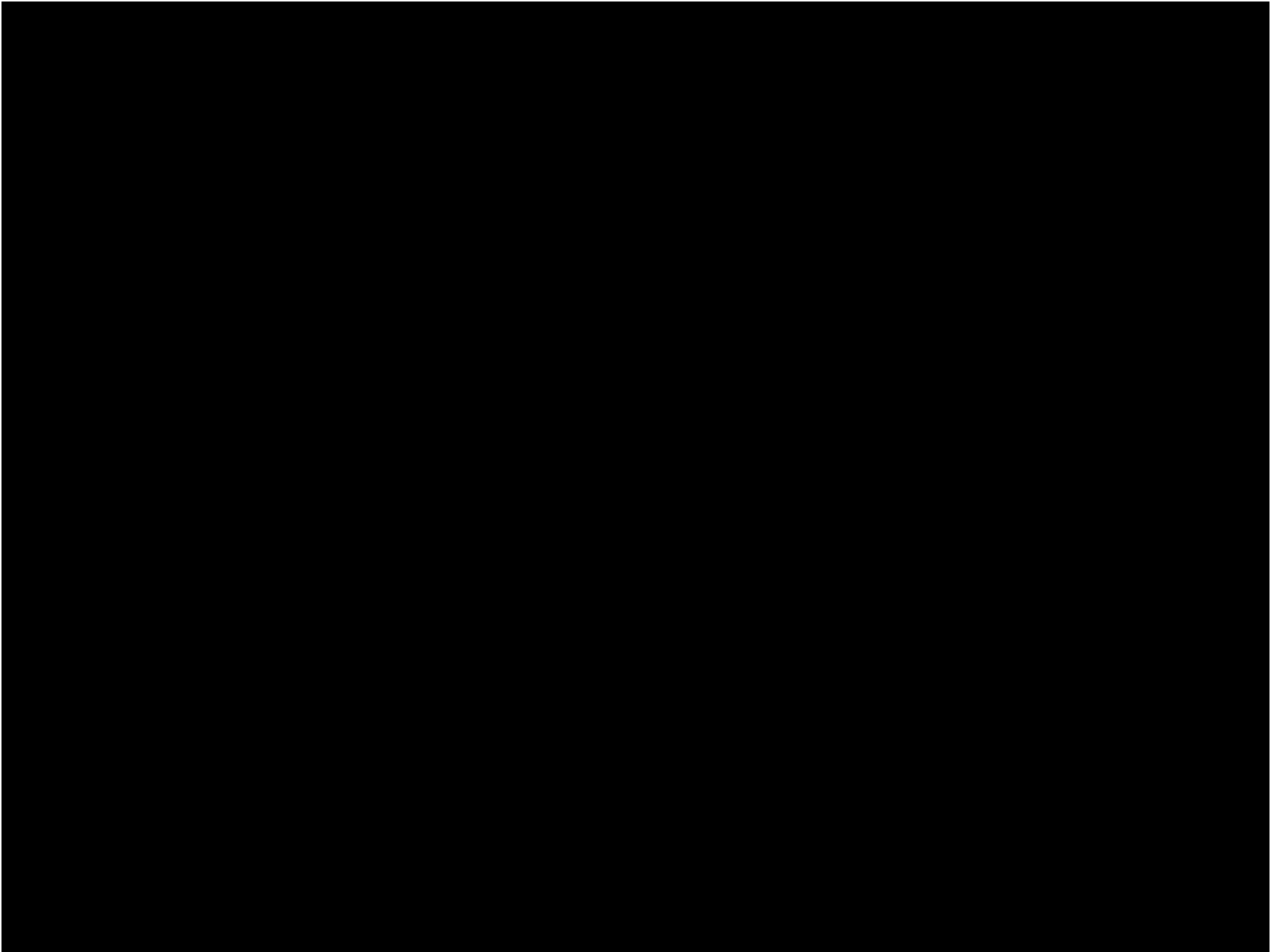


Social media: issues

Is the target individual, policy or population level change?

Does the project include a social media strategy?

Does your group possess expertise in social media?





00:52



Steven Cheng

Why would you burn books

Yesterday at 4:34pm



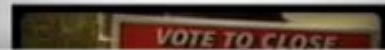
@kitykatfunkihat

jenna bouwens

Just saw a sign to vote to close the troy public library and have a book burning party...what the ~~fuck~~ is this world coming to!?

10 minutes ago via Twitter for BlackBerry@

<http://t.me/msg/ami/p/115710/>



amandaHbooks Amanda Heidema

Book burning in Troy Michigan? This is horrible! Shut this page down! tiny.cc/13a80

11 minutes ago



OPValerieWest Valerie

YIKES! Group promises to burn books at #Troy Public #Library fails

31 minutes ago



Kaushik Varadarajan

cheap imbeciles

11 hours ago

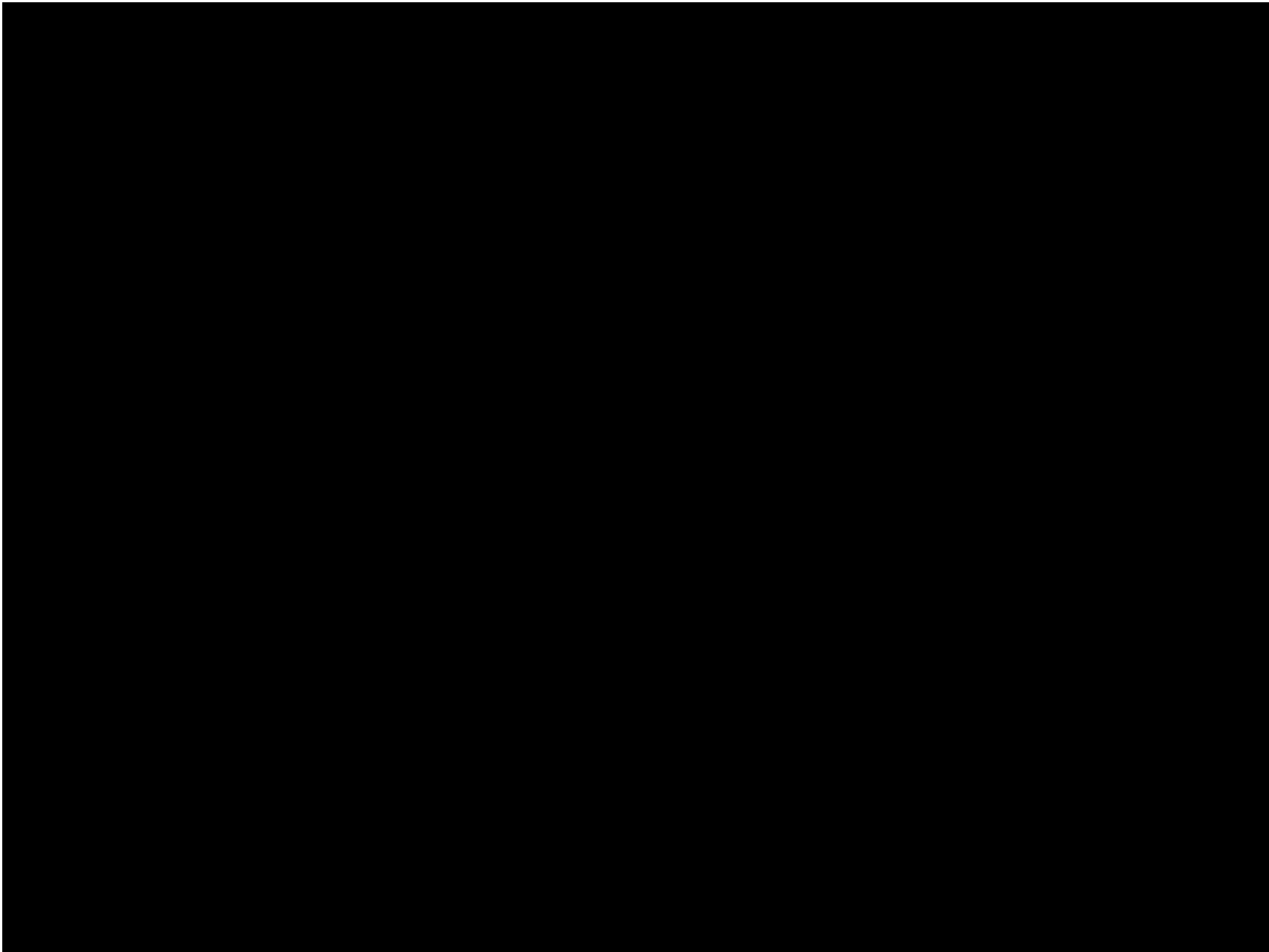






Behaviour change





Piano stairs - TheFunTheory.com - Rolighetsteorin.se

Rolighetsteorin



Subscribe

18 videos



Odenplan, Sweden

Piano stairs - TheFunTheory.com - Rolighetsteorin.se

Rolighetsteorin



Subscribe

18 videos ▾





Mobile



Mobile

- Mobile data collection
- Location based data GPS

Issues:

- Access
- platform compatibility

A personal trainer in your pocket.

RunKeeper makes tracking your workouts fun, social, and easy to understand that you can improve the quality of your fitness.

Sign Up

Log In



Log In



Kris Paterson

Tracking activities since Aug 22, 2012

Start tracking today with RunKeeper!

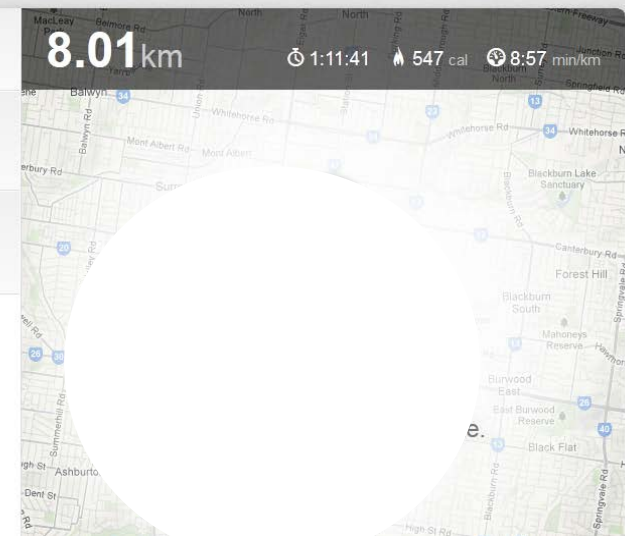


Walk #11

Oct 01, 2012, 4:55 PM - 6:07 PM

speed walk home #sensedakin & feeling fine!

Who completed this activity:



By signing up you are agreeing to the RunKeeper [Terms of Service](#) and [Privacy Policy](#)

Mobile

Augmented reality

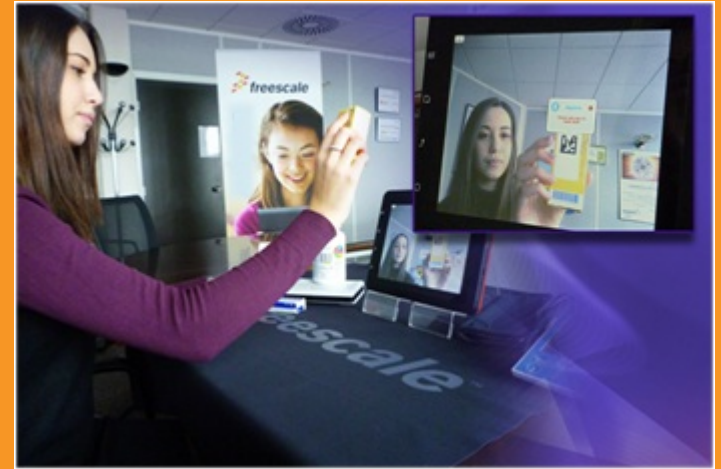
Localisation

Context awareness

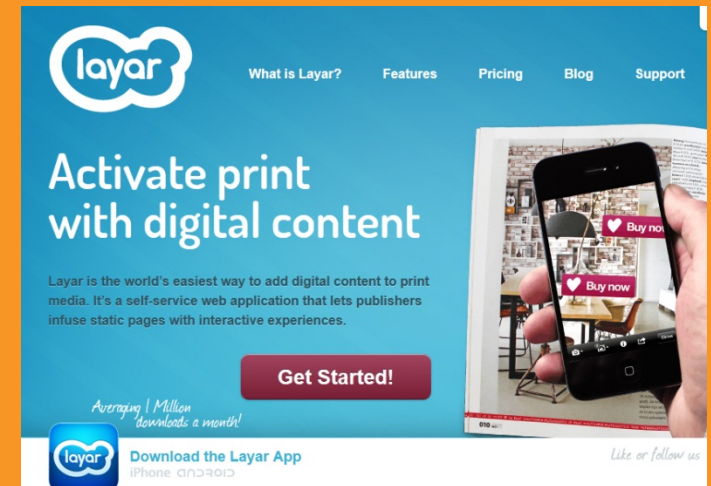
Intelligent interaction

Apps: Layar, Sunseeker

Airplay in The Age



Freescale: Home Health hub



Layar platform



Mobile

QR codes

Mobile tagging of real world objects with digital information





Gamification





Click to learn how you contribute to science by playing Foldit.

GET STARTED: DOWNLOAD



Win Beta

Windows (XP/Vista/7)



Mac Beta

OSX (Intel 10.4 or later)



Linux Beta

Linux (64-bit)

SEARCH

Google Search

Only search fold.it

RECOMMEND FOLDIT

Send

USER LOGIN

Username: *

Password: *

Log in

- [Create new account](#)
- [Request new password](#)

Top Groups

Search:

RANK	GROUP	GLOBAL SCORE
#1	Anthropic Dreams	5327
#2	Contenders	4793
#3	Void Crushers	3825
#4	Go Science	3229
#5	Beta Folders	3134
#6	foldeRNA	2587
#7	L'Alliance Francophone	2438
#8	Team Hungary	1225
#9	Gargleblasters	943
#10	Foldit@Netherlands	755

WELCOME TO SUPERBETTER



SUPERBETTER

I WANT TO PLAY

Available on the iPhone
App Store

SuperBetter helps you achieve your health goals — or recover from an illness or injury — by increasing your personal resilience. Resilience means staying curious, optimistic and motivated even in the face of the toughest challenges.

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How SUPERBETTER WORKS



LATEST NIKE+ ACTIVITY

See what's happening in Nike+ around the world.



9,419,924 Daily Goals Hit



3,122,669 Achievements Earned



689,364,347 Miles Run

JOIN THE NIKE+ COMMUNITY

TOTAL CALORIES

 **18,854,355,389**

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TOTAL STEPS

 **15,007,149,216**

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A personal trainer in your pocket.

RunKeeper makes tracking your workouts fun, social, and easy to understand that you can improve the quality of your fitness.

Sign Up

Log In



Log In



Kris Paterson

Tracking activities since Aug 22, 2012

Start tracking today with RunKeeper!

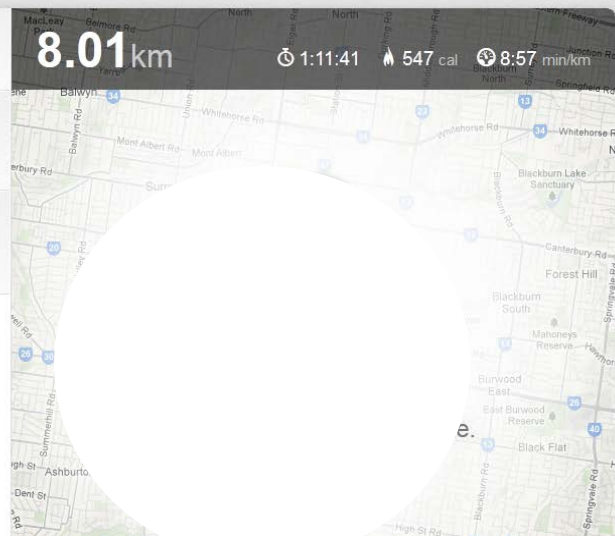


Walk #11

Oct 01, 2012, 4:55 PM - 6:07 PM

speed walk home #sensedakin & feeling fine!

Who completed this activity:



By signing up you are agreeing to the RunKeeper [Terms of Service](#) and [Privacy Policy](#)



Gamification of healthcare

Urgent optimism {progression / goals}

Social networking {social connection}

Blissful productivity {flow}

Epic meaning {belonging/purpose}



Evaluation and analytics



CIHR processes	Strategies	Tools			
Establish platform	Establish identity Build PLN Community				
SYNTHESIS	Curate				
EXCHANGE	Microblogging Video				
DISSEMINATION	ALL				
APPLICATION	Beh. change Gamification				
Evaluate	Analytics Gamification				



Top 3 ~~survival~~ Flourishing tips

#1

Value your learning



Top 3 ~~survival~~ Flourishing tips

#2

Build a network



Top 3 ~~survival~~ Flourishing tips

#3

Cross boundaries



*“Technology does not drive change.
Technology enables change. It’s our
collective response to the options
and opportunities presented by
technology that drives change.”*

Paul Saffo, futurist

Thank you



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Resources

- Gamification examples: [Superbetter.com](#), [Fold.it](#), [Nike+](#), [Runkeeper](#).
- Horizon Report
- Jane McGonigal (2012) The game that can give you 10 extra years of life ([video](#))
- Manuel Lima: The Power of Networks (RSA [video](#))
- Newbold, K, Campos, S (2011) Media and Social Media in Public Health Messages: A Systematic Review. Available [online](#)
- Video campaign: [Troy Library](#)
- Augmented Reality: [Layar](#), [Sun seeker](#)