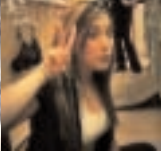
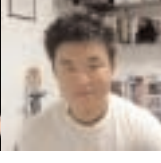
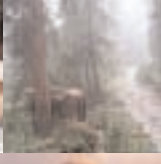
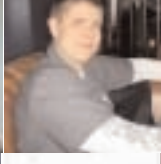
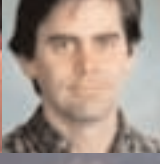
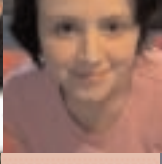
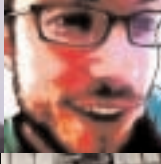
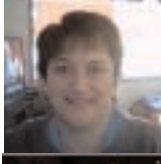
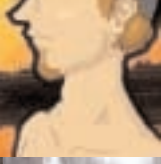
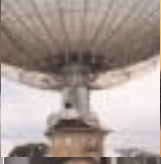
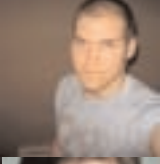
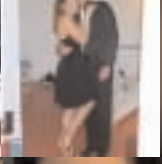
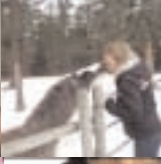
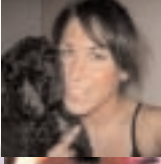
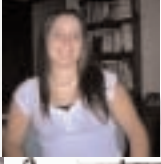
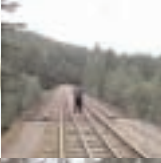
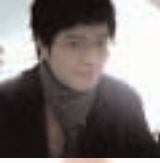
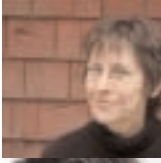
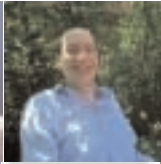
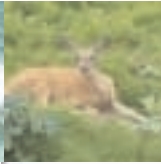
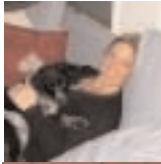
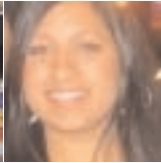
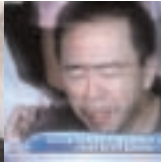
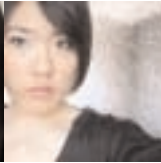
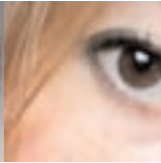
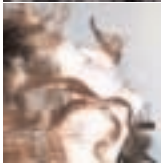


# Dare 2B Digital

<http://event.dare2bdigital.ca>

## Season One Report





The first ever Dare2BDigital event took place live on the Internet over a six week period from February 1 through March 17, 2008. The faces on the front cover and left margin of this report are sample user profile images of the more than three thousand three hundred people from sixty one countries who participated in the first season of Dare2BDigital.



### Why Dare2BDigital?

Dare2BDigital combines open house, social networking, and game concepts to create a online educational technology showcase that highlights:



- **online programs & courses** representative of what is happening across BC public post-secondary institutions
- what really **good educational technology** supported courses and programs look like
- **people** who are using educational technology and their success stories
- **processes and methods** of development and implementation
- the modeling of, and uses for, **new technologies**



Dare2BDigital promotes awareness of and enrollments in online learning offerings from BC's public post secondary institutions.



### Design & Production

Dare2BDigital was designed and produced by BCcampus with input from the Simulation and Advanced Gaming Environments for Learning research project at Simon Fraser University. The Dare2BDigital game engine was developed by the Donat Group using an open source software application called Drupal.



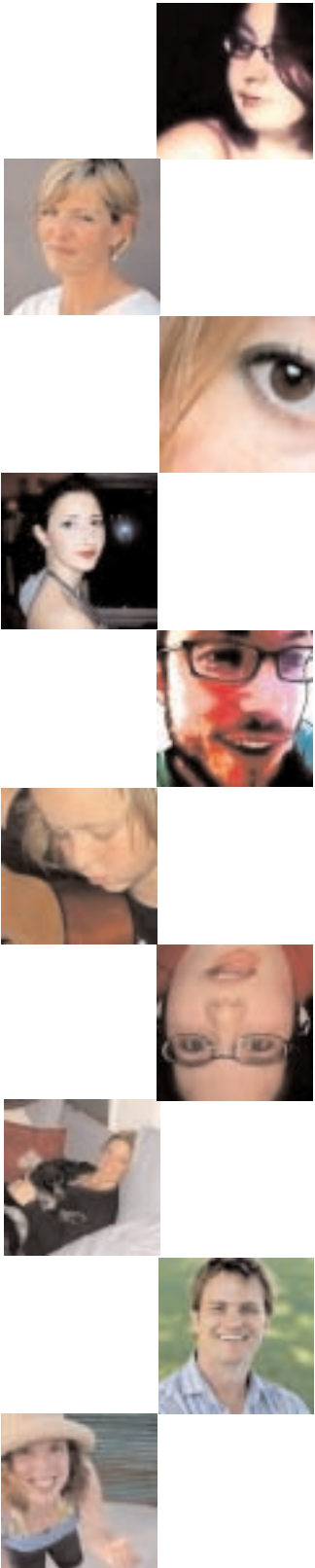
Dare2BDigital development drew inspiration from both traditional and contemporary sources including:



- the **"open house"** - Dare2BDigital is an online virtual open house for BC's public post secondary institutions
- **games** - Dare2BDigital uses game elements including teams, skill testing challenges, hosts, prizes, and sponsors to create a fun online event
- **reality television shows** - Dare2BDigital transposes selected reality television show ideas to the web including teams taking on a challenge, judges scoring and providing feedback publicly, and audience voting
- **web 2.0 and social networking** - Dare2BDigital uses interactive and social technologies including blogs, discussion forums, user profiles, and webcasts







## Sponsors

The first season of Dare2BDigital was supported by thirteen sponsors who put up close to forty thousand dollars worth of prizes. Team and audience contestants competed for weekly prizes and grand prizes were offered to teams with best overall scores at the end of the six week competition. Sponsors included:



Hyak White Water Rafting

Adobe



Prince of Whales Whale Watching

Cherry Point Place B&B

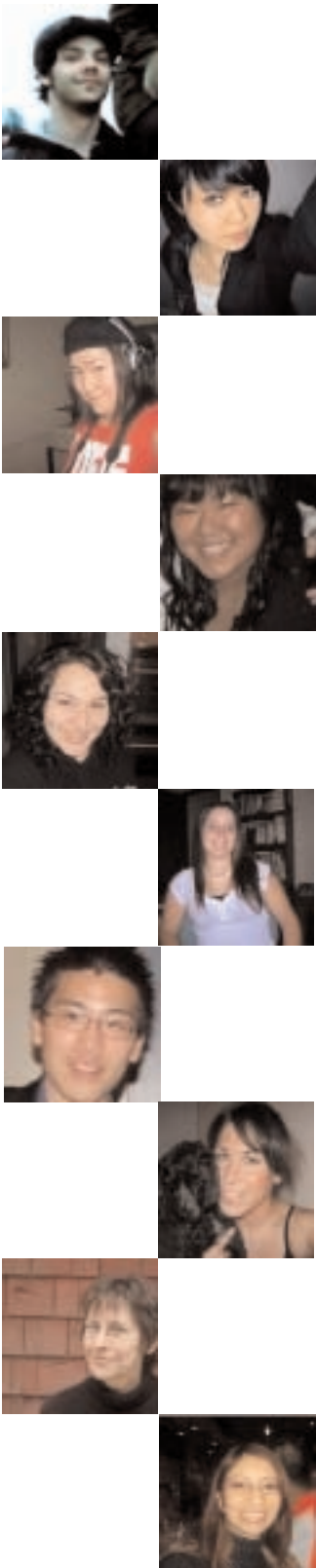
## Teams

Six teams of four students each from five different BC public post secondary institutions competed in Dare2BDigital. Teams were recruited by running ads in student newspapers on all the campuses of BC public post secondary institutions and ads in Facebook. Teams were required to be part time or full time students at a BC public post secondary institution and 19 years of age. The teams were:

### The A Team

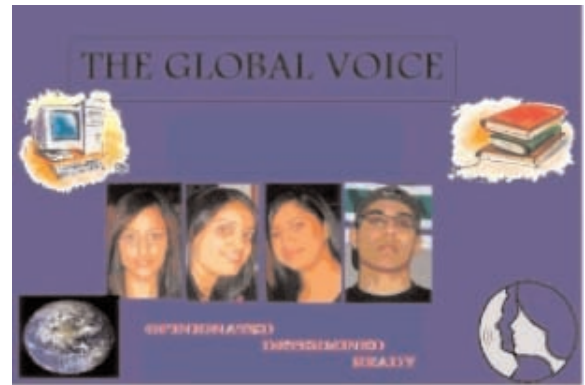
- Anita Yuk
- Ann Lu
- Angel Shan
- Amanda Naso





### The Global Voice Team

- Simran Waraich
- Gurpreet Dhaliwal
- Sapna Pabla
- Asif Patel



### Team Dattebayo

- Clariss Chua
- Celeste Pang
- Dan Wu
- Jonathan Lo



### TRU Digital Pack

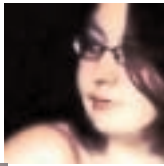
- Kelsey Hunter
- Carl Kennedy
- Caeleen Cochran
- Marc Jacobs



### League of Notions

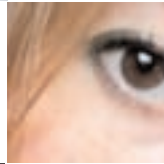
- Allison Edwards
- Brianna Grove-White
- Shannon Cummings
- Fraser MacGillivray





### Team United Students

- Danielle Radford
- Sheena Nand
- Deki Tsering
- Wanda Gust



### Institutions, Faculty & Challenges

Dare2BDigital showcased course offerings from six BC public post secondary institutions and their corresponding six faculty members. Each week a new team and audience challenge was launched requiring student teams and audience participants to explore the featured course topic and produce a digital media response to the challenge they were given. Institutions and faculty featured over the six weeks are listed below along with links to the winning team and audience responses.



#### Challenge One - Science

Institution: North Island College

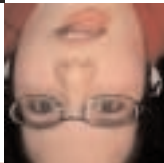
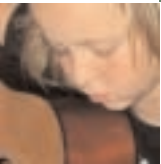
Faculty: Ron Evans

Course Featured: Space Science and Astronomy: Introduction to Deep Space Astronomy

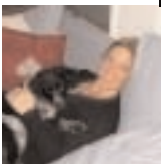
Challenge: [An Astronomical Experience](#)

Winning Team Entry: Team Dattebayo [Zero Gravity](#)

Winning Audience Entry: [Astronomy's Cool Blog](#)



Ron Evans



#### Challenge Two - Sociology

Institution: Kwantlen University College

Faculty: Charles Quist-Adade

Course Featured: Sociology of Global Inequalities

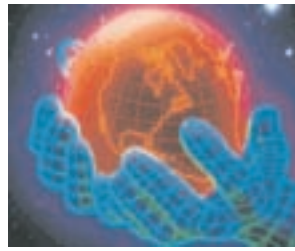
Challenge: [Dare 2B You and Me](#)

Winning Team Entry: The A Team [From India With Love](#)

Winning Audience Entry: [Fish For Breakfast](#)







Charles Quist-Adade

### Challenge Three - History

Institution: University of Victoria

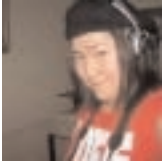
Faculty: John Lutz

Site Featured: Great Unsolved Mysteries in Canadian History

Challenge: [Making the Case for Justice](#)

Winning Team Entry: League of Notions [Danger William Robinson](#)

Winning Audience Entry: [Inverted Worlds](#)



John Lutz

### Challenge Four - Science

Institution: Thompson Rivers University - Open Learning

Faculty: Linda Stollings, Michelle Harrison

Course Featured: Plants and Society

Challenge: [Looking to the Land for Healing](#)

Winning Team Entry: League of Notions [Salal](#)

Winning Audience Entry: [Tea and Trees](#)



Challenge the norm  
Get your education through Open Learning

### Challenge Five - Science

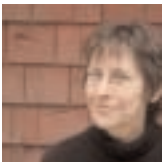
Institution: Malaspina University College

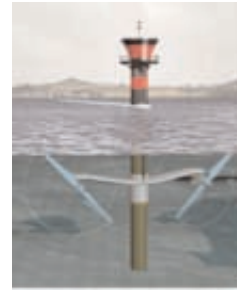
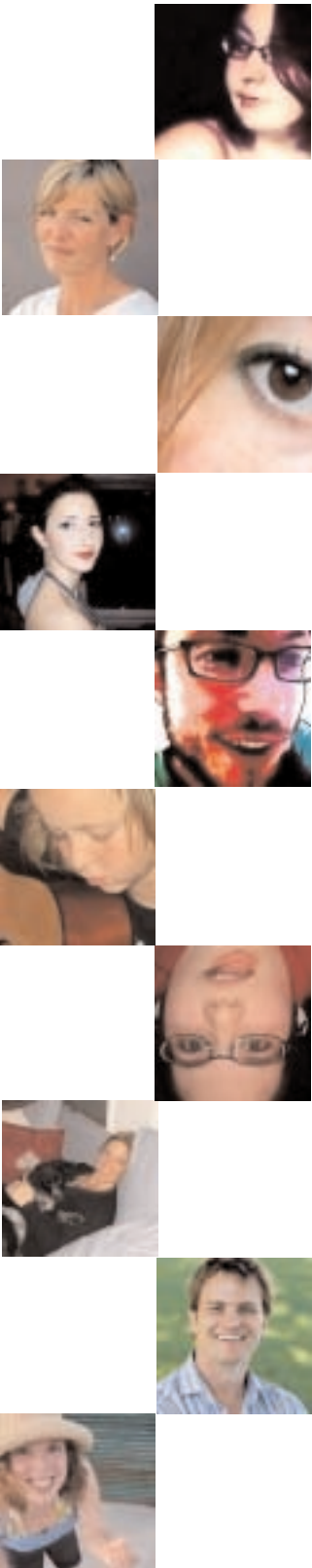
Faculty: Steve Earle

Course Featured: Energy and the Environment

Challenge: [Our Energy Future](#)

Winning Team Entry: The A Team [Welcome to a Sustainable Future](#)





Steve Earle

### Challenge Six - Health

Institution: Simon Fraser University - Surrey

Faculty: Dan Robinson

Program Featured: Rehabilitation Management - Universal Design

Challenge: [Walk A Mile In My Shoes](#)

Winning Team Entry: The A Team [The Back-Up Plan](#)

Winning Audience Entry: [The Everyone Can, Garbage Can](#)



Dan Robinson

Prizes from all our sponsors were awarded to winning team and audience entries each week. A complete list of all prizes awarded is at <http://event.dare2bdigital.ca/prize-schedule>. Grand prizes were awarded to student teams based on cumulative scores over the six weeks. The final overall standings are:

**First Place:** League of Notions winning the Dare2BDigital Grand Prize, Macbooks for each team member from Apple Canada.

**Second Place:** The A-team winning Adobe Creative Suite 3 Design Premium for each team member.

**Third Place:** The Global Voice winning Radical Entertainment Xbox 360, Nintendo Wii, and Nintendo DS game consoles plus two games.

**Fourth Place:** Team Dattebayo winning Lambda Solutions Rolling Computer Backpacks for each team member.

**Fifth Place:** United Students winning WizIQ iTunes Gift Certificates for each team member.

**Sixth Place:** The TRU Digital Pack winning WizIQ iTunes Gift Certificates for each team member.

### Personalities

Dare2BDigital emphasized the human interaction of online learning. In addition to teams and audience participants there were three hosts:



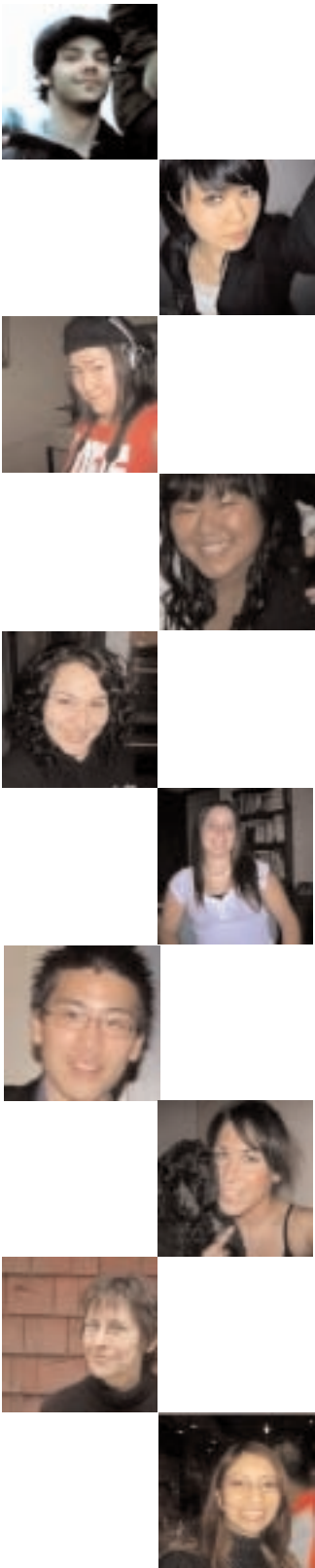
Randy LaBonte



Sandy Hirtz



Paul Stacey



Dare2BDigital had nine fantastic judges whose comments were essential:



### Award Nominations

In April 2008 Dare2BDigital was nominated for the VidFest Peoples Choice Awards in two categories - Best User Generated/Crowdsourced content site, and Best BC Based Venture - the Homegrown Award. Voting opens May 1st, 2008 and closes May 12th, 2008. To vote and see the results go to <http://popvoxawards.com>.

### Quotes and Testimonials (a tiny sample)

*"I would choose the online format if it's conducted properly because it would cut down on my commute by two hours everyday. Also, if I find something easy, I can fast-forward to spend more time on the topics I find difficult. Surprisingly, I find online learning is more personalized than face-to-face sometimes."* Amanda Naso

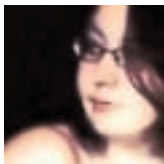
*"This rocked my world. I held my breath in eager anticipation of each new slide and eerily matched musical transition. It was so seamless, it was as if the multimedia elements just melted into the background and pushed the riveting message deep into my brain. It punched the air with a fist of thunder and rattled the stars from the night sky. Oh Deepak, you Mumbai Romeo. Will your cultural fences ever lower far enough to reunite you with your precious British Columbian Juliet??? Can't wait for the next episode..."* Steve Bocska (judge) comment on A-Teams From India With Love

*"Participating in Dare2BDigital has made me more aware of copyrights on web material and has introduced me to Creative Commons databases. I've also been introduced to new tools like VoiceThread."* Ann Lu

*"My perspective of online learning has definitely changed. I really feel like I'm getting to know the hosts, judges and other participants. When the judges commend our work, I feel proud and when they criticize, I sincerely get angry! It's not just a strand of ones and zeros. We're undergoing affective communication."* Amanda Naso

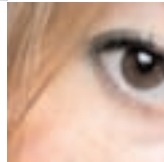






## Statistics (Feb 1, 2008 through to grand finale March 29, 2008)

Number of Dare2BDigital participants 3,303  
 Number of countries participants came from 61  
 Number of Dare2BDigital page views 83,862  
 Site visits took place 24 hours a day 7 days a week  
 Busiest time of day for site 6-8 pm PST  
 Average time a visitor spent on site during peak time 11 min 30 sec  
 Number of posts made to discussion forum 380  
 Total number of blog posts, comments, and discussions 1060  
 Average number of audience votes cast each challenge 202  
 Total number of audience votes cast 1270  
 Number of challenges decided by less than one percent 2



## Web Sites

Dare2BDigital Event Site <http://event.dare2bdigital.ca>  
 Dare2BDigital Information Site <http://www.dare2bdigital.ca>  
 Dare2BDigital Conference Paper  
<http://www.wikieducator.org/PCF5: Dare2BDigital>



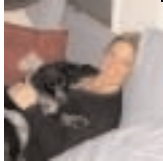
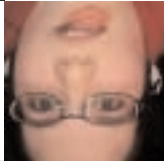
## Design & Production

BCcampus <http://www.bccampus.ca>  
 Simulations and Advanced Gaming Environments (SAGE) for Learning research network <http://www.sageforlearning.ca>  
 Donat <http://www.donatgroup.com>  
 Drupal <http://drupal.org>



## Sponsors

Apple Canada <http://www.apple.com/ca>  
 Illuminate <http://www.illuminate.com>  
 Lambda Solutions <http://www.lambdasolutions.net>  
 Adobe <http://www.adobe.ca>  
 BC Hydro <http://www.bchydro.com>  
 Radical Entertainment <http://www.radical.ca>  
 Saltspring Kayaking <http://www.saltspringkayaking.com>  
 Hyak Wilderness Adventures <http://www.hyak.com>  
 Sun Peaks Resort <http://www.sunpeaksresort.com>  
 Prince of Whales Whale Watching <http://www.princeofwhales.com>  
 WizIQ <http://www.wiziq.com>  
 Able Cresting <http://ablecresting.logomall.com>  
 Cherry Point Place Bed & Breakfast <http://www.cherrypointplace.ca>



League of Notions  
 Grand Prize  
 Winners with  
 Mark Monsarrat of  
 Apple Canada

