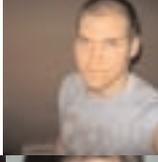
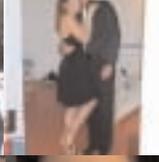
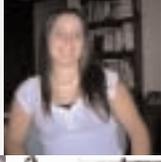
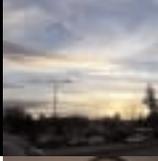
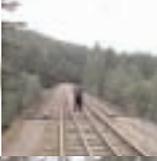




Dare 2B Digital

<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

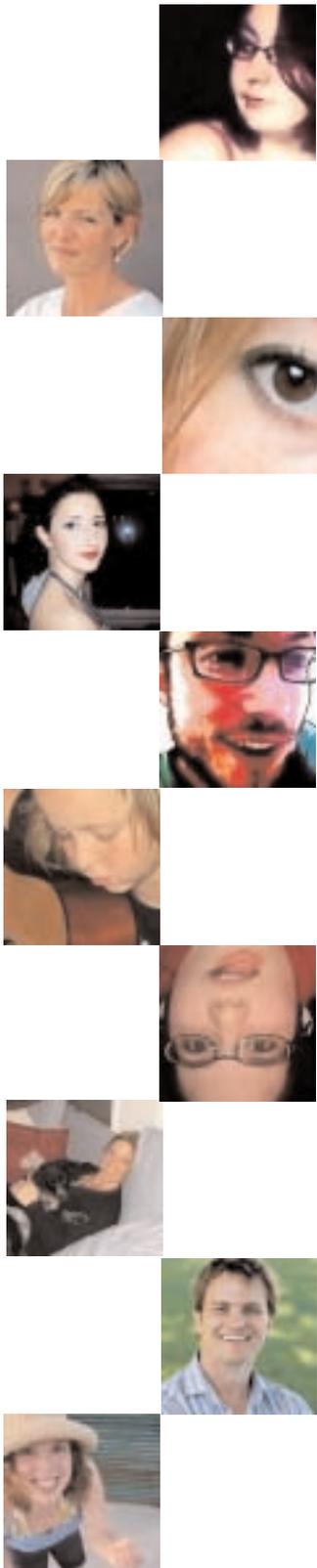
Dare2BDigital was designed and produced by BCcampus with input from the Simulation and Advanced Gaming Environments for Learning research project at Simon Fraser University. The Dare2BDigital game engine was developed by the Donat Group using an open source software application called Drupal.



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:



Apple Canada



Adobe



Hyak White Water Rafting



Cherry Point Place B&B



Prince of Whales Whale Watching

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

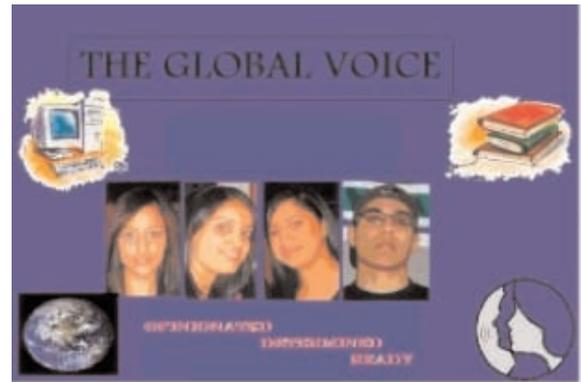
- Anita Yuk
- Ann Lu
- Angel Shan
- Amanda Naso





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

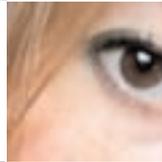
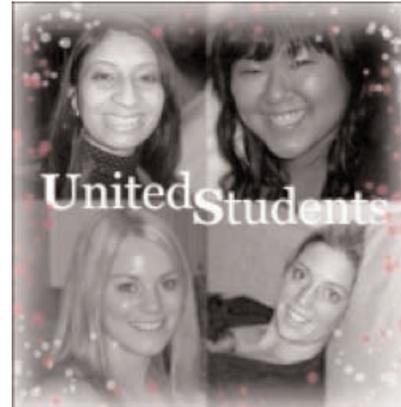
- Allison Edwards
- Brianna Grove-White
- Shannon Cummings
- Fraser MacGillivray





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

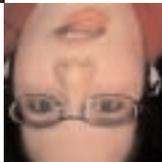
Faculty: Ron Evans

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

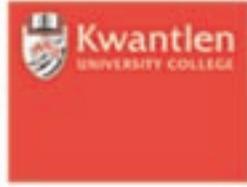
Course Featured: Sociology of Global Inequalities

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

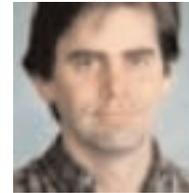
Faculty: John Lutz

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

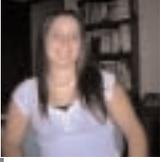
Faculty: Linda Stollings, Michelle Harrison

Course Featured: Plants and Society

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

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

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



Challenge the norm
Get your education through Open Learning

Challenge Five - Science

Institution: Malaspina University College

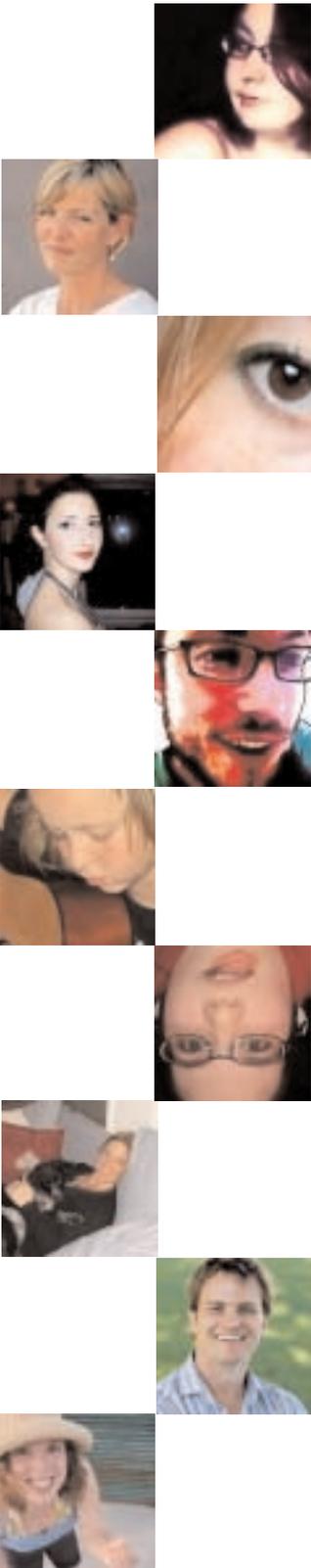
Faculty: Steve Earle

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



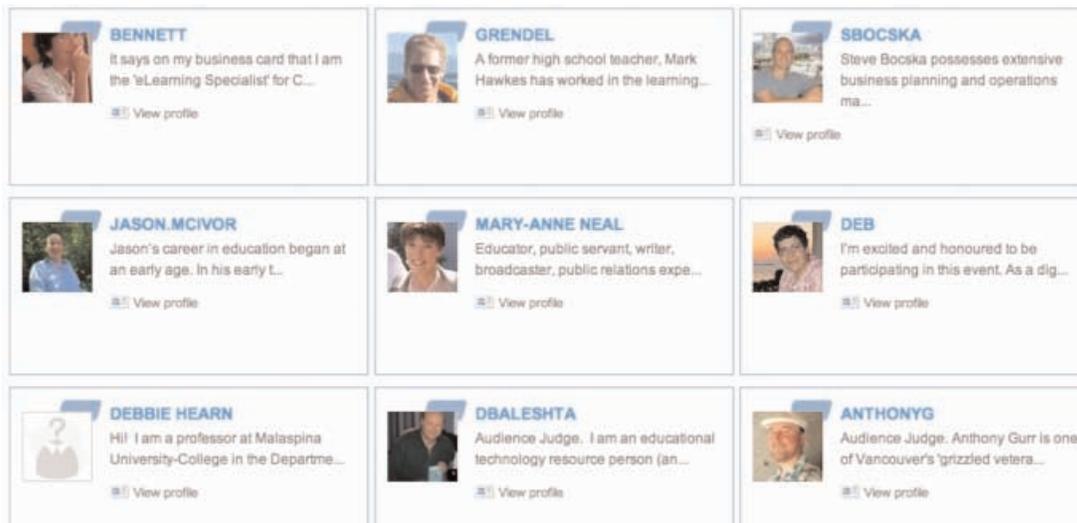
Sandy Hirtz



Paul Stacey



Dare2BDigital had nine fantastic judges whose comments were essential:



Awards

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.

Dare2BDigital won a 2008 WICHE Cooperative for Educational Technologies (WCET) [WoW award](#).

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

