

International Conference on Broadcasting Media & Film Industry

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!MPACT-ED!- Impactful, measureable, personal and collaborative teaching for engaging education - using game theory based content to teach across disciplines

Carol A Davis
Hampton University, USA

!MPACT-Ed! is a teaching methodology using game theory and entertaining content to engage students in all subjects, particularly science, technology, engineering and math (STEM). The goal is to expand market penetration of the content and increase the nation's appetite for STEM.

It is a unique methodology because it reflects the latest research on where young people get their information, how young people decide what is of interest to them, how messages and information can be best presented to them, how transferred information is retained and what social support and reinforcement mechanisms are necessary to help young people develop a commitment to and remain interested in pursuing a career or business in a science based field. Our approach targets populations that have not traditionally shown a high level of interest in pursuing science careers: women, African Americans, Hispanics, Native Americans, veterans and rural students.

Our program uses media tools such as reality television, mobile apps and social media to cross-educate and enhance the effectiveness of all learning. We use reality television to communicate the message across every demographic in the family, teach the pedagogy and show educators new ways of engaging students in education, particularly STEM. We also create entrepreneurial based opportunities rooted in the production of content related products and services. Our approach provides multiple pathways for broadening access to, and the appetite for new methodologies in teaching and engagement in STEM. The project is targeted to a broad range of learners and teachers across a broad range of disciplines:

Biography

Carol A Davis is among the nation's pioneers in online content creation. She began broadcasting television on the web in 2000 with financial, legal and political news and commentary. She holds an AB in Political Science from Bryn Mawr College and a JD from Case Western University. She is a Scripps Howard Endowed Professor at Hampton University's Scripps Howard School of Journalism and Communications. She is a Reynolds Fellow in Business Journalism, the author of textbook Human Communication, *Game Theory and Reality TV: Pathways to Democratic Thinking* in the AACU's publication Diversity and Democracy and various coloring and children's books.

carol.davis@hamptonu.edu