



ENTREPRENEURIAL IMMERSION

Measuring Efficacy in Multimedia & Story-Driven Learning Objects

Jason D'Mello, Ph.D., Loyola Marymount University

Justin Wolske, MFA, Caseworkx/California State University, Los Angeles

Paul Zak, Ph.D., Claremont Graduate University

BACKGROUND



JASON



JUSTIN



PAUL

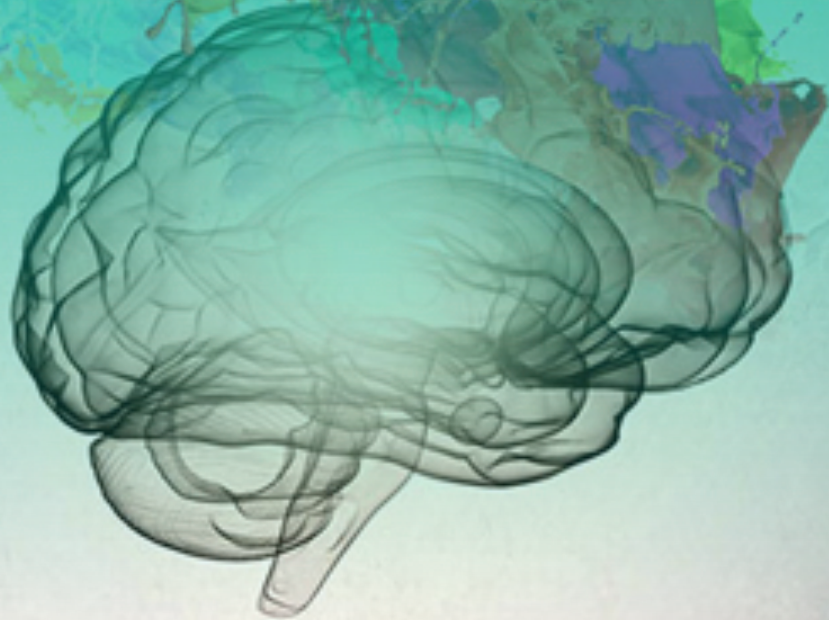
THE HISTORICAL CASE

- First Tools
- Independent Arrival
- Cultural Glue
- Story vs. Reason



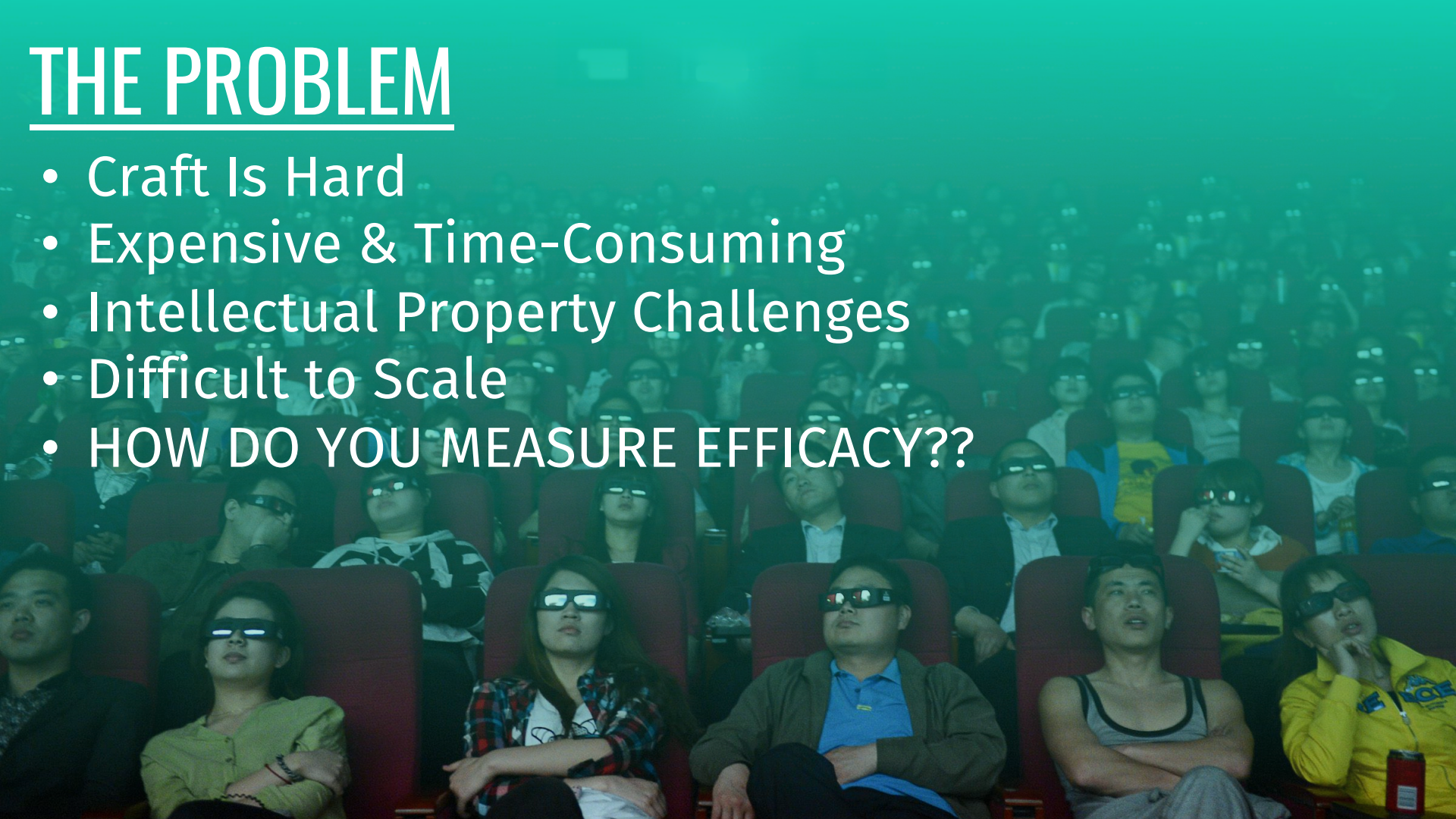
THE BRAIN CASE

- Brains Need Context
- Narratives Build Empathy
- Chemical Release
- Emotions = Strategy



THE PROBLEM

- Craft Is Hard
- Expensive & Time-Consuming
- Intellectual Property Challenges
- Difficult to Scale
- HOW DO YOU MEASURE EFFICACY??



BREAKTHROUGHS

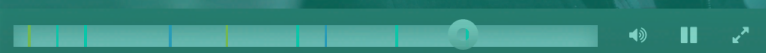
- Technological Progress
 - Infrastructural Progress
 - Distribution Revolution
 - Literacy Jumps
-
- What Does It Mean for Educators?
 - What Does It Mean for Learners?

Is it last week's game?
Or tonight's?



THEORY TO PRACTICE

- Caseworx
- Grid110
- Kiesner Center @ LMU



Scenarios	Notifications
Chapter 1: The Problem: The Graver Bros.	@jjohnson added a note at 00:54 THAT'S THE MILLION DOLLAR QUESTION! What are they fixing?
Chapter 2: The Solution: Irma & Her iPhone	@mfisher added a link at 00:44 the problem with "experience" for entrepreneurs...
	@jeremylee added a note at 00:40 Is it TRUE that you can only solve one problem with startup? Do you have any ex

GROUPS

cohort 4

general

WORKSHOP

USERS

@ mfisher

@ jgordon

@ nseifert

@ nduffy

@ vrobinson

@ jjohnson

@ jeremylee

MORE USERS...

SET ONLINE STATUS



#Cohort 4

place online...

unless they're working from savings: business licenses, insurance, etc.



mfisher 11:59 AM

@jgordon what do you think the sq ft rents are in a place like that?



mfisher 12:33 PM

it can't be that much, rite??



jjohnson 12:35 PM

gotta be under a buck per foot. they can probably get an incentive from the city.



jeremylee 12:47 PM

OK, guys. Let's think about our conversation in class on Tuesday. How do urban centers in predominantly rural places figure in to tech ecosystems?



mfisher 1:50 PM

<https://www.youtube.com/watch?v=il2uTlywso>

The problem with experience for entrepreneurs | SA...



Message



THE EXPERIMENT

- **Case Study:**
 - Watching vs Reading
- **Biometrics**
- **Variables:**
 - Immersion Quotient™ (IQ)
 - Peak IQ (PIQ)
 - Frustration IQ (FIQ)
 - Knowledge
 - Change in Positive Mood

Summer, 2010

BCJ

SCR

Society for Case Research

ASKINOSIE CHOCOLATE: SINGLE-SOURCE SOURCING?

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Askinosie Chocolate: Supply vs. Ideal

RESULTS – STUDY #1

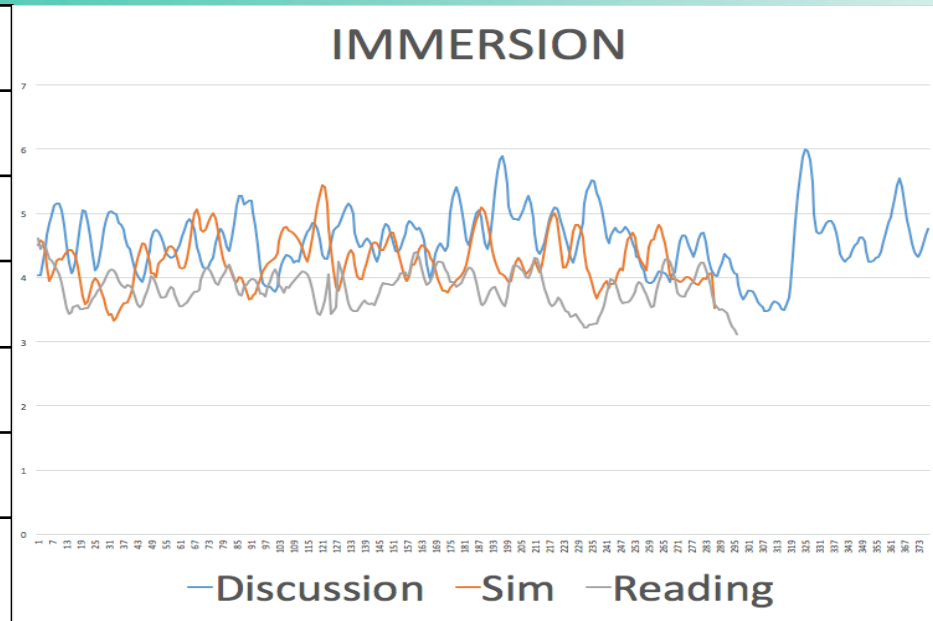
- **CASEWORX**
- **Immersion, Knowledge & Mood**
 - 14% increases immersion (engagement)
 - 11% more peak immersion experiences
 - 75% reduction in frustration
 - 97% better recall of knowledge
 - 59% more enjoyment



RESULTS – STUDY #2

- ED LEADERSHIP SIMS

	Discussion	Sim	Reading	Sim>Reading
M	4.573	4.262	3.831	11.23%
SD	0.469	0.389	0.273	42.57%
MAX	5.997	5.443	4.604	18.22%
MIN	3.474	3.329	3.118	6.74%
Peak IQ	3.074	3.032	2.655	14.19%
Frustration	1.730	1.784	1.794	-0.53%



TAKEAWAYS

- Get Training in Story Craft
- Modern Storycraft is Participatory
- Find a Platform, Make It Home
- Perception vs. Evidence of Efficacy
- Measure from Different Angles



QUESTION

DO WE WANT TO DECREASE FRUSTRATION IN
INFORMATION DELIVERY?

DO WE WANT TO SIMULATE
THE REAL WORLD?