

IDIT HAREL CAPERTON, PHD

www.IditCaperton.com

- Learning scientist and epistemologist, technologist and entrepreneur; internationally-recognized visionary and expert on how children and youth learn and innovate to gain thinking power through self-directed, design-based, play-oriented uses of computers and Internet media technology.
- Innovator of numerous Internet applications and communities that put young people in charge of their learning through tinkering and game design—within both school and home environments.
- Entrepreneurial CEO with proven track record launching and leading media technology enterprises that balance commercial imperatives and educational vision and quality.
- Academic pioneer, award-winning researcher and author, leader in learning technology through fieldwork.
- Adviser to commercial, governmental, higher education and not-for-profit organizations around the world on developing and harnessing technology to transform education and new media practices for children and youth worldwide. Opinion leader and sought after speaker, panelist and mentor.

PROFESSIONAL EXPERIENCE

WORLD WIDE WORKSHOP FOUNDATION, New York, NY

2004-Present

A global not-for-profit 501(c)3 organization dedicated to marrying the power of the computer and the creative potential of children and youth by inventing new learning models and best practices using open source, social media technology and Web 2.0 tools for learning.

Founder, President, and Chair

Founded and established a non-profit entrepreneurial organization to develop and demonstrate issue-based and skill-driven Internet learning projects, designed to empower and to engage underserved children and youth globally, in a wide range of subjects (e.g., social networking technology and new-media digital literacy, science, mathematics, health, community art, climate change and energy).

- Built a platform for grant-based and project-based collaborations with leading educational institutions, corporations, universities, research centers and laboratories, and other foundations.
- Established the reach and credibility to effectively provide expert consultation to organizations launching Internet educational ventures, developing new online applications, or radically transforming those already in existence.
- Created and implemented a **model graduate course** for a university in Shanghai (ECNU's Software Engineering Institute) introducing a constructionist, project-based curriculum in Internet software application development (*"From Confucius to Papert in 120 Days"*).
- Conceived and developed the **Globaloria Program**, a global set of networks with tools and curriculum that offers participants of diverse social, economic, and cultural backgrounds open access to educational social networks with guidance and support on using current Web2.0 applications and game-making technologies.
- Created and launched **MyGlobalLife.org**, **MyScienceLife.org**, and **MyHealthLife.org** – thematic social networks, sustainable and scalable, based on open-participation architecture, for learning game-production and simulation-programming, fostering entrepreneurship and social activism among youth. Participating communities receive a turnkey solution 'starter-kit' that includes a customizable website with admin-tools, open content, a programmable wiki and blog tools for collaborative learning and communication.
- Implemented **Globaloria Networks** in a variety of pilot locations nationally and internationally – e.g., American University in DC, the West Virginia Public School System, New Orleans Summer Camp, as well as communities in Israel, Saudi Arabia, Trinidad, Russia, Malaysia, China, Brazil, and Mexico.
- Participated in the conception of the **One Laptop Per Child** initiative (OLPC); collaborated with Negroponte and Papert on the development of OLPC China strategy; built and led an international team to develop **creative learning** software for OLPC children and teachers in developing countries, as well as MaMaMedia.org, an educational global network for empowering young children and educators who are learning with laptops for the first time ever.

MAMAMEDIA, INC., New York, NY

1995-Present

A pioneering Internet media company for kids, anchored by a dynamic website offering children, youth, parents and educators applications and communities that empower them through learning by digital media design, programming, publishing, and communication. (Since 2001, the company also operates a consulting business.)

COO and Executive Producer, MaMaMedia Consulting Group, MCG (2001-2007)

Grew a small consulting division into a profitable venture in less than two years. Services to clients encompass children's learning websites, educational publishing, Internet media, and online kids' channel programming.

- Assembled a professional team experienced in creating online communities, developing dynamic software, and creating multidimensional websites for enriching children's learning and development.
- Successfully handled engagements including the development of online activities to teach science to students in developing countries, and a model website for Childhood Obsessive Compulsive Disorder.
- Built consulting and advisory relationships with MSN-TV, AOL, Schlumberger Corporation-SEED, in2books, PBSkids, GoKNow, European Union SchoolNetworks, Czech Ministry of Education, National Telemedia Council, Aspen Institute, OLPC Association, as well as the University of Colorado-ATLAS, City University of NY-CUNY, MIT Media Lab, Harvard Graduate School of Education, Hanban-China Ministry of Education, East China Normal University (ECNU), and Beijing Normal University (BNU).

Founder, CEO, and Chair, MaMaMedia, Inc. (1995-Present)

Conceived, founded and led Internet company designed to reach children worldwide—in and outside the classroom—by creating web-based products and services to promote creative learning and technological fluency.

- Established the 1st leading brand in children's Internet, creating a benchmark website with over 5 million registered members and tens of millions of visitors, serving the entirely new market of "Clickerati Kids."
- Raised \$61 million, enabling the company's dramatic growth; recruitment of a top management, marketing and sales, technology and creative teams; intellectual property and content development; brand building and advertising campaigns; and highest-quality online educational experience.
- Earned the coveted Computerworld Award for Technology Innovation in 1999 and 2002, and *Yahoo! Internet Life's* "Best of the Net" award in both 1999 and 2000.
- Established important business partnerships with AOL, Disney, Earthlink, General Mills, Intel, Kraft, Microsoft's Web-TV, Minute-Maid, Nintendo, Scholastic, and Time Warner.
- Responded quickly and decisively to the dramatic market downturn of 2000. Restructured the company and achieved refinancing, saving the business and positioning it for further growth.

MIT MEDIA LABORATORY, Cambridge, MA

1988-1994

The seminal center for innovation, R&D, and creative uses of advanced digital technologies to enhance how people live, think, learn, design, express and communicate ideas.

Research Scientist and Lecturer, Epistemology & Learning Group

- Developed and directed innovative education research technology projects in Boston's inner-city schools.
- Co-led fundraising efforts targeting, among others, National Science Foundation, IBM, Lego, and Nintendo.
- Wrote, edited, and published three books; several academic journal articles; and a Group publication series.
- Co-led workshops, and participated in conferences in the US, Europe, Costa Rica, Japan, and Australia.
- Advised graduate students on their research and theses, and taught learning research seminars.

HARVARD GRADUATE SCHOOL OF EDUCATION, Cambridge, MA

1984-1988

Researcher, Education Technology Center (ETC)

Participated in first U.S. government-funded initiative to study and explore applications of interactive technology in education, designed to enhance science learning, cognition, and creativity among school children; including the 1st interactive videodisc projects with WGBH-Boston and Children's Television Workshop.

EDUCATION

Certificate, **Stanford University, Graduate School of Business, Center for Social Innovation**, Executive Program for Philanthropy Leaders (2008)

Ph.D., **Massachusetts Institute of Technology, Media Laboratory**, Media Technology, Arts & Sciences Program, Epistemology and Learning Research (1988)

C.A.G.S., **Harvard University, Graduate School of Education**, Human Development, (1985)

Ed.M., **Harvard University, Graduate School of Education**, Technology in Education (1984)

B.A., **Tel Aviv University**, General Studies in the Humanities Program, Psychology & Philosophy (1982)

ADVISORY BOARDS

- Harvard University Visiting Committee for the Harvard Graduate School of Education
- Massachusetts Institute of Technology Visiting Committee for the Media Laboratory
- City University of NY (CUNY) Macaulay Honors College Advisory Board
- PBS-Kids, Next Generation Media Board
- ATLAS - The University of Colorado Alliance for Technology Learning and Society, and the National Center for Women and IT (NCWIT)
- TIG - Taking It Global - Internet Youth Network
- CAMP - Kyoto-based technology and learning research foundation
- Liberty Science Center, New Jersey (Advisory on exhibit on Communication)
- MEET - MIT Middle East Education with Technology
- OLPC - One Laptop Per Child Association
- East China Normal University (ECNU), Shanghai, China
- Saybot LLC, Shanghai, China

PUBLICATIONS (Abridged)

Published author and editor of academic books. Author of many articles published in academic journals and commercial magazines. Creator and publisher of print and online magazines.

- **[Book author]:** *Children Designers: Interdisciplinary Constructions for Learning and Knowing Mathematics in a Computer-Rich School*. Ablex Publishing, 1991 (August). Winner of the 1991 Outstanding Book Award from the American Education Research Association (AERA).
- **[Book co-editor]:** *Constructionism* (co-editor, with Seymour Papert). Ablex Publishing, 1991 (September).
- **[Book editor]:** *Constructionist Learning*. MIT Media Lab Publication, 1990 (April).
- **[Academic journal co-author]:** Software Design as a Learning Environment. *Interactive Learning Environments*. Vol. 1 Number 1. Elliot Soloway (Ed.). Ablex Publishing, 1990. (Invited opening article for the launch of a new academic journal on the emerging science of learning in real learning situations, with technology).
- **[Academic journal author]:** The Instructional Software Design Project for Learning Mathematics in a Computer-Rich School. In the *Journal of Mathematical Behavior*. Ablex Publishing, 1989 (Special Annual Issue dedicated to Harel's outstanding dissertation research).
- **[Print magazine article author]:** *Learning About Learning*. Newsweek. 1989 (June).
- **[Print magazine publisher]:** *MaMaMedia – A Kids' Guide to the Net*. The 1st Children's Magazine about the Internet. Published Quarterly by MaMaMedia Inc. 1996-2000.
- **[Digital magazine publisher]:** *21st Century Learning: Exploring the Convergence of Children, Technology & Learning*. Article Series written by Idit Harel and by Seymour Papert. MaMaMedia.com, 1996-2003.
- **[Print magazine article author]:** *And a Child Shall Lead Them: Young Kids Show the Benefits of a New Affinity with Technology*. CONTEXT Magazine, Man & Machine, 1999 (January).
- **[Digital article author]:** *Learning Skills for the New Millennium: The Three X's*. 21st Century Learning, 1996 (Oct).
- **[Digital article author]:** *Clickerati Kids, Who Are They?* 21st Century Learning, 1997 (March).
- **[Academic journal article author]:** *Learning New-Media Literacy*. Telemidium Journal of Media Literacy. National Telemidium Council, 2002 (May).
- **[Academic journal article author]:** "Hard Fun." *The Essence of Good Games AND Good Education*. Telemidium Journal of Media Literacy. National Telemidium Council, 2005 (May).

Recent Online Media [Partial. Retrieved from http://www.globaloria.org/wiki/index.php/In_the_Media]

- **February 19, 2008:** [MediaSnackers podcast interview](#) – "Idit Caperton discusses the Globaloria program, game design and transparent learning in global communities. MediaSnackers is a weblog project, a call to action for anyone interested in young peoples' consumption and creation of media across the globe.
- **January 29, 2008:** Globaloria-WV Press Release: Verizon joins Globaloria-WV partners. Click to read the national press release: [Globaloria education program preparing WV students for digital world](#)
- **January 22, 2008:** Digital Learning and Design Conference, **DLD YouTube Interview** - Watch World Wide Workshop Foundation President, Dr. Idit Caperton discussing Globaloria at the DLD Conference in Munich.
- **January 14, 2008:** **BBC World Radio**. Dr. Idit Caperton, introducing MyGLife to BBC World correspondent Philip Dodd. "Forget computer games for kids. What they really want – and what might also give them a chance to get a decent job - are computer games that they design themselves. Caperton's new Internet project MyGLife teaches kids from deprived backgrounds how to build web 2.0 games and the value of collaborating online with people from other countries...." [BBC News Website](#) (the BBC radio program [CULTURE SHOCK](#) Philip Dodd and Martin Raymond of the Future Laboratory discuss new ideas, inventions and trends.)

SPEAKING ENGAGEMENTS (Abridged - Last Decade)

Internet Safety in the Age of Social Networks: Can Our Students and Educators Use Social Media Technologies for Productive Learning in the Context of School? Keynote Speaker, Educational Technology Leadership Conference (ETLC), Conference Center, Roanoke, Virginia, December 10, 2008.

The New Digital Literacies and Didactic Web Production for Constructionist Learning in Web 2.0 Era. Keynote Speaker, 2008 Annual Conference, Innov@ Instituto, Omar Dengo Fundación, San Jose, Costa Rica, November 1, 2008.

Globaloria: Social Media Networks for Learning through Game Production with a Social Purpose. Games Learning and Society, University of Wisconsin, Madison, July 10, 2008.

The Transformational Power of Social Media Technology in Learning: Inspiring Stories from the Classroom and Beyond! Keynote Speaker, National Education Computing Conference (NECC), San Antonio, Texas, July 2, 2008.

Mindstorms Over Time: Reflections on Seymour Papert's Contribution to Education Research. Special-Invitation Panel at the American Education Research Association (AERA) Annual Meeting, NYC, New York, March 25, 2008.

Creative Entrepreneurship: Making a Creative Business in China and America. A Conversation between MIT and Chinese Entrepreneurs. Invited Panellist, eArts Festival on Knowledge & Innovation, Shanghai, China, October 22-23, 2007.

Rethinking Learning in the Digital Age: Empowering Youth to Program Games for Education and Social Change. Center for Connected Learning (CCL) and Computer-Based Modeling, Northwestern University, Chicago. February 9, 2007.

Designing Architectures of Participation: Global Social Networks for Transparent Collaborative Learning. ATLAS Institute, University of Colorado, December 8, 2006.

The Globaloria: Conducting Research on Global Social Networks for Game Designers. Institute on Digital Empowerment, Syracuse University, Center for Digital Literacy. December 1, 2006.

Our Sped-Up Youth: What kind of a generation will they be, and what world will they create? Panel at Brainstorm-2006. Fortune Magazine and the Aspen Institute. Aspen, Colorado. June 28, 2006.

The Computer as a Tool / The computer as a "Maobi" (Calligraphy Brush in Chinese): A Learning Approach for ALL Ages - Primary and Secondary Schools, and Higher Education Adults. Invited Special Panel with Seymour Papert, ECNU, Shanghai, China. April 3, 2006.

Children Designers: Are there "Hard" ideas that can become accessible to children because of computers? Invited Forum with Seymour Papert. BNU, Beijing, China. March 29, 2006.

Using New Media Technology to Lead the Implementation of Far-Reaching Changes in China's Large and Complex Education System. Speech on receiving Honorary Professorship at Beijing Normal University (BNU), Beijing, China. December 24, 2005.

Raising Creative Digital Cultures: In Schools, Universities, Industry, and Society. Forum on innovative software engineering and uses of digital technologies for transforming the ways people learn, work, communicate and explore new scientific frontiers. ECNU, Shanghai, China. December, 7, 2005.

From Confucius to Papert in 120 Days: Internet Based Software Application Development (on the making of a model graduate course for advancing constructionist learning, creativity and entrepreneurship among Chinese students). East China Normal University (ECNU), Shanghai, China. Fall Semester, 2005.

Lessons Learned from MaMaMedia.com and the Clickerati Generation (i.e., first generation of kid Internet users). Lessons Learned from Serious Games for Education. SIGGRAPH-2005 Panel, LA, CA. August 5, 2005.

Thinking about Girls Learning with Online Games – Past and Future. The Education Arcade Annual Conference, Los Angeles, CA. May 16, 2005.

Engaging Children in Networked Learning: The Role of New Media Technologies and the Internet in the 21st Century. Beijing Language and Culture University (BLCU), Beijing, China. December 1, 2004.

Discovery Learning on the Web. Syracuse University, Center for Digital Literacy, 2nd Annual Distinguished Lecture. November 18, 2004.

New Media Literacy: A Necessity for the New Generation. International Media Literacy Forum (Telemedia 50th Anniversary). A simultaneous interactive broadcast in New York, London, Toronto, Seattle, Madison, San Francisco, Chicago. November 7, 2003.

What Makes a Good Educational Website? Lessons Learned from MaMaMedia.com. Keynote Address. Czech Republic's 6th Ministry of Education Conference on Education Technology. August 24-26, 2003.

Transforming Collaborative Teaching Using the Internet: What will it be like in 2010? Opening Keynote Address. The First EUN European Schoolnetworks Conference. Brussels, Belgium, February 14-16, 2003.

Producing Internet Media for the Clickerati Generation: ET vs. IT. (Expression Technology vs. Information Technology). BANFF Television Foundation 2002 Conference, Master Class. Canada, June 2002.

IT, Girls, & Education: The New Equalizer. The 8th Annual Conference on Entrepreneurship & Technology of "Dialogue on Diversity." The National Press Club. Washington DC, May 2002.

Initiatives for Quality Media; Ensuring and Facilitating Children's Participation in Children's Media Channels by Constructive Uses of New Technologies. 3rd World Summit on Children's Media, Greece, March 2001.

Symposium on Improving Learning with Information Technology. The National Academy of Sciences and the U.S. Department of Education and the National Research Council, Washington, D.C., January 2001.

The Next Stages of the Internet and Its Impact on the Economy. The White House Conference on the New Economy, moderated by President Clinton, Washington, D.C., April 2000.

Constructionism, a New Way of Learning for the Millennium. Keynote Speaker CUE (Computer-Using Educators) one of the largest non-commercial technology conferences in the U.S., May 1999.

The Challenge to 21st Century Educators. 10th Annual Computerworld Smithsonian Awards Education Symposium, Washington, DC, June 1998.

AWARDS (Abridged)

- 2005: MaMaMedia.com was selected as the **Best Websites for Elementary Teachers and Students** on the Internet by the International Society for Technology in Education (ISTE), a worldwide, non-profit, professional organization for leaders in educational technology.
- 2002: The Network of Educators in Science and Technology and MIT honored Dr. Idit Harel Caperton their "**Award for devotion, innovation, and imagination in science and technology on behalf of children and youth around the world.**"
- 2002: MaMaMedia **Peace Project** received the coveted **21st-Century Achievement Award** from the Computerworld Honors Program for visionary use of information technology in the category of Media, Arts & Entertainment.
- 1999: MaMaMedia.com website awarded Computerworld's **Award for Technology Innovation.**
- 1999 and 2000: MaMaMedia.com was twice awarded **Yahoo! Internet Life's Best of the Net Award**
- 1991: Idit Harel's book, based on PhD thesis, **Children Designers** won the 1991 **Outstanding Book Award** from the American Education Research Association (AERA).
- 1989: Journal of Mathematical Behavior - **Special Annual Issue on Outstanding Dissertation:** Interdisciplinary Constructions of Learning and Knowing Mathematics in a Computer-Rich School.