AECT Panel:
The Rise of Entrepreneurship in Educational Technology

Curtis J. Bonk, Professor, Indiana University
cjbonk@indiana.edu
http://mypage.iu.edu/~cjbonk/

Question #1. Why have you become interested in exploring Ed Tech as a field from an entrepreneurial perspective? What was the motivation behind it?

Answer: Imagine my life as an accountant/CPA in a high tech company in the 1980s...

Question #2. How are your views of entrepreneurship brought to life in your work as Educational Technologist? (e.g., entrepreneurial nature through digital scholarship and open educational resources)

Advice #1: Analyze Existing Data...

Advice #2: Empower Your Students
Advice #3: Build on Projects

Advice #4: Holy COW: Don’t Ever Ride Your Bike to Work…

Advice #5: Constantly Update Your Homepage

Advice #6: Blog Your Views (e.g., TravelinEdMan)

Advice #7: Consider Self-Publishing

Advice #7a: Create Models and Frameworks
Advice #8: Get a Memorable Homepage URL for your Books
MOOCs and Open Education Around the World
http://routledge-ny.com/books/details/9781138807419/

Advice #9: Use Social Media to Share Your Research
(p.s. And try to publish in open access journals)
https://indiana.academia.edu/CurtBonk

Advice #10: Tweet on Your Travels and Research
https://twitter.com/travelinedman

Question #3. What are some of the lessons learned as an Ed Tech entrepreneur?

Lesson #1: Write to Vendors...
(e.g., Divergent and Convergent software tools 1987; Aspects and other collab. tools...circa 1991—25 years ago)

Lesson #2: Nothing Wrong with Beta Testing
Lesson #3: Don't Expect Blackboard to Do It!

Lesson #4: Get Reimbursed for Your Innovations

Lesson #5: Don't Build Software

Lesson #6: Be Committed
8 “Share” sites (plus FreelanceShare)
1. BookstoreShare
2. InstructorShare
3. LibraryShare
4. PublicationShare
5. ResourceShare
6. TrainingShare
7. UniversityShare
8. SurveyShare

InstructorShare: List of User Profiles for Computer Science Discipline

LibraryShare: Digital, Public, and University Libraries
Lesson #7: Find Likeminded Colleagues

Lesson #8: Some Creative Sparks Need Time to Evolve

Lesson #9: Be Open to Novel Partnerships

Lesson #10: Be bold...and connect to people...(e.g., edited books)

Lesson #10b: Be bold...and facilitate book translation
Question #4. How do you envision the future of Educational Technology?

Any Questions or Comments?

Slides at: TrainingShare.com
Papers: PublicationShare.com
Free book: http://tec-variety.com/
Email: curt@worldisopen.com