WHY EDUCATION NEEDS SOCIAL MEDIA TO SURVIVE

Sarah Lacy,
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AGENDA

• Why Social Networking Is a Healthy Addiction
• What Makes These Sites so Powerful
• Why Social Media Is Unavoidable
• How It Can Save Higher Education
• Questions
ADDICTION
ADDITION

FILTER CIGARETTES

Marlboro

20 CLASS A CIGARETTES

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CONVENIENCE

7-ELEVEN

OPEN 24 HOURS

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CONNECTION
DON’T FIGHT THE ADDICTION
USE IT!
SOCIAL MEDIA IS THE POT AND WE’RE THE LOBSTER
WHY HASN’T EDUCATION BEEN REVOLUTIONIZED YET?
INDIA AND CHINA WILL LIKELY REMAKE EDUCATION FASTER THAN WE DO
ENTER THE EDUCATION BUBBLE
NICHERS: WHERE MOST DISRUPTION STARTS
SOMEONE WILL DISRUPT HIGHER EDUCATION. WILL IT BE SCHOOLS?
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