



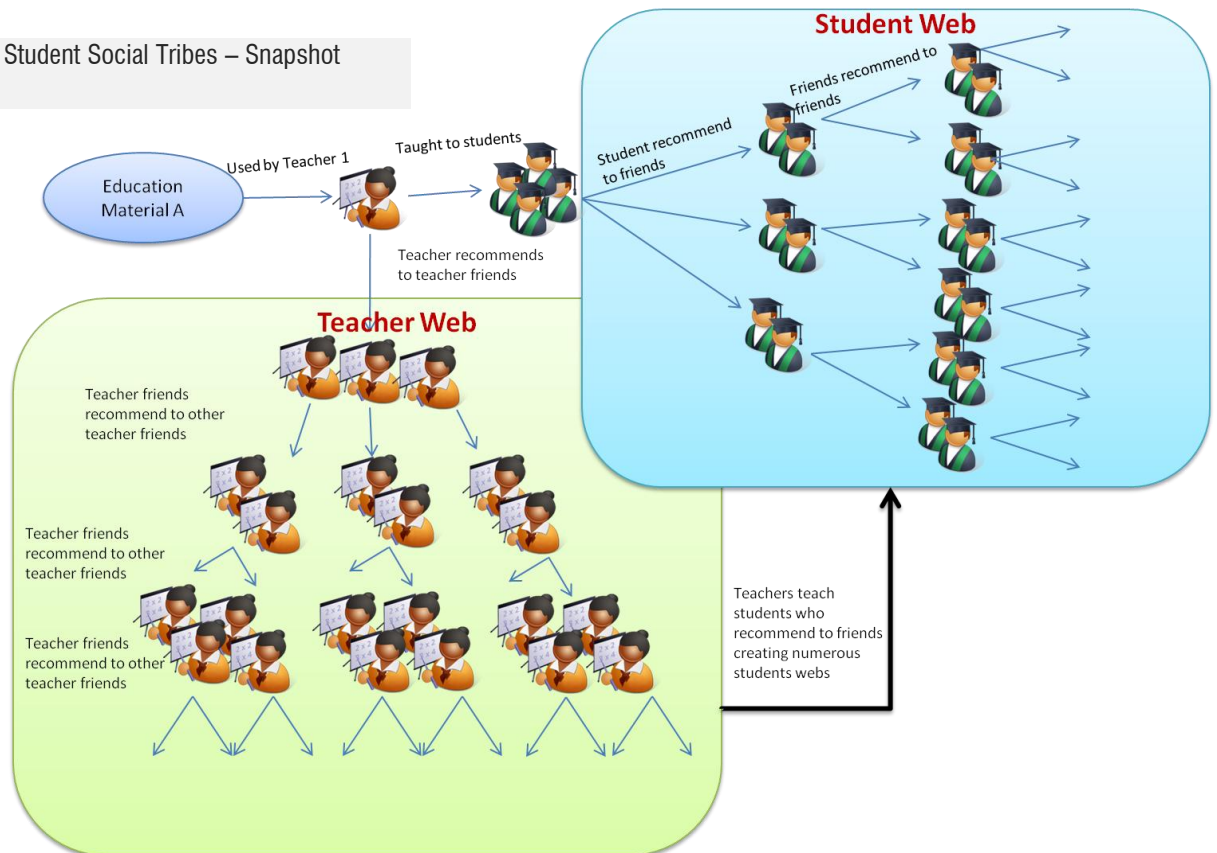
## > Web 2.0 and Education

1. The impact of Web 2.0 in form of blogs, social networking etc on everyday lives –personal, professional is all pervading. The six degrees of separation / human Web concept that states that every person is connected to any another person on the earth by a maximum of six intermediate contacts is an eye opener about the “social (digital) tribes” that form the Web.
2. Education and education publishing has long been considered a traditional bastion of textbooks, exercise books, video/ audio clips and the odd computer class. With the advent of the digital age a marked change has taken place with e-learning, distance learning via video conferencing, satellite programs, etc. Now, we can have children studying in a remote village interacting with astronauts or scientists collaborating; though located in various parts of the globe, circumstances which would have been hard to imagine a few decades ago. Succinctly put, technology has made education borderless and language agnostic.

### Learning 2.0

3. The need to make content more engaging and attractive cannot be emphasised enough. The target audience, from tiny tots to researchers, have a plethora of options choose from. The more engaging and robust the content; the stickier the content, more likely a content producer can expect to grow its readership. Learning experience is the key. Social networking, user generated content (UGC) can be explored as an option to enhance the learning experience, promoting collaboration and interpersonal skills among students.

Teacher – Student Social Tribes – Snapshot



## Web 2.0 features and their possible uses in education

The following are some of the key Web 2.0 features and possible ways of applying them to the education industry.

**Blogs:** Blogs can be used as a medium for discussions and knowledge sharing. Authors can blog about a topic and students who read that author's work can read and participate in the discussion on the author's blog. Students can write blogs about a particular topic/review a book initiating discussion amongst peers.

**Social Networks:** 2.8 million new teachers are needed in the next eight years, and 47% are likely to use social networking in the next year. There is an enormous opportunity as these educators might share information about resources, products and services on social networks forming the teacher web, as illustrated in the social tribes snapshot. Not to mention the student web which is by far the most widely spread. The "like" option in Facebook, other recommend and share options in social networking forums, are widely used by social networkers, which clearly further the approval/word of mouth advertising. Flash mob phenomenon witnessed via Twitter and Facebook proves beyond doubt the power of networking.

New age education and training service providers like Grockit have brought together content and social media with reasonable success. If social media can be incorporated it would act as a "viral agent" for the marketing of a book – both as a detractor as well as a crusader, depending on the experience a user has with the material.

**Discussion Forums/Virtual notice boards/Alerts/RSS Feeds:** Discussion forums started either by publishers themselves or authors or schools/colleges teachers/students on certain topics would actively engage students who would contribute or follow the discussions keenly. Alerts on new editions/books availability/new articles could be included ala Google alerts.

As a result of increased emphasis on Web 2.0 growth in education networks has been observed



### Case in Point

A leading learning solutions provider for children, Scholastic Inc. ([www.scholastic.com](http://www.scholastic.com)), makes use of Web 2.0 to cater to its audience – parents, kids, teachers and administrators with specific content for each audience segments.

Teaching resources, tables, mini books, classroom ideas, magazines for parents & kids, classroom magazines, competitions for kids, blogs, message boards, your opinion, clubs for every age group, etc. are available for the audience to choose from.

A simple Web traffic analysis of Scholastic with HMH and Prentice Hall shows that Scholastic leads by a huge margin, which can be attributed to a certain extent to its content and Web 2.0 features which actively engage its audience .

	Scholastic	HMH	Prentice Hall
Page visits ( US ) avg. over 3months	2.7 mn	0.213 mn	0.0033 mn
Page view/visitor avg. over 3 months	6	2.7	1
Time spent avg. over 3 months	5.3 minutes	1.5 minutes	0.3 minutes

## Cognizant and Web 2.0

Cognizant has wide experience implementing Web 2.0 and social networking features for its clients, including the world's largest online marketplace, Rodale, a leading B2B publisher and trade show organizer, a leading ad agency, in addition to successful internal implementations

Cognizant has its intranet– discussion forums, wiki, Cweet (similar to “tweet”), blogs etc. Cognizant internal knowledge management portal –Channel one is a one stop shop for information repository, discussion forums, blogs written by employees including the CEO. The Channel one blog has been developed indigenously and has more than 10 Million page views/month.

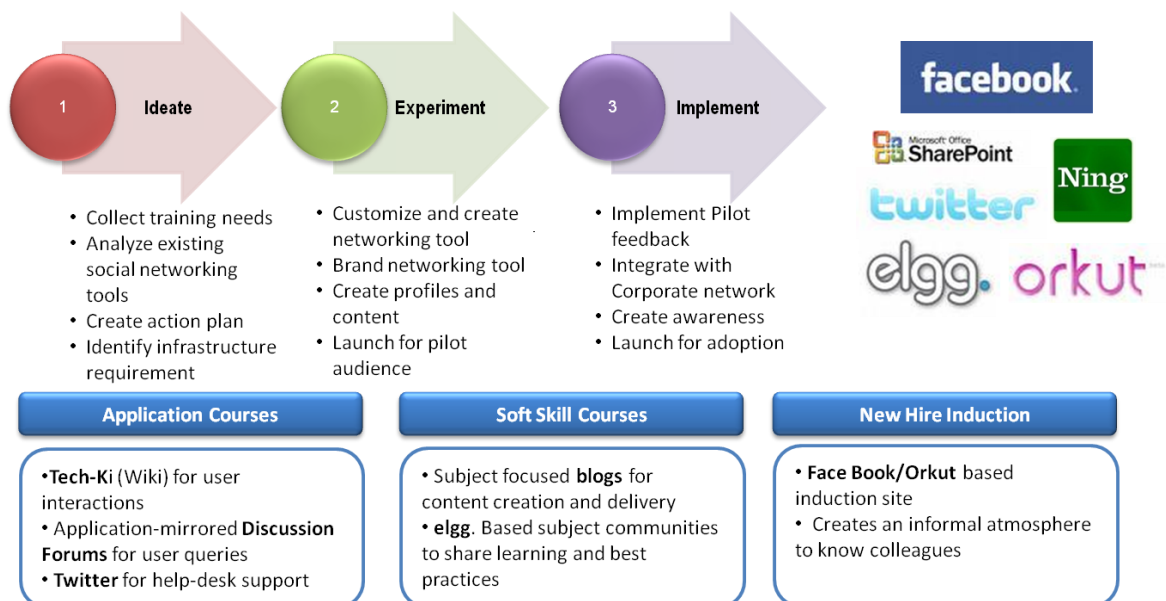
Cognizant has also built a global professional e-Community to enable C level - IT and Business executive client's network, contact and connect with each other to share industry best practices through various web2.0 technologies. We have over 1200+ Executives from Cognizant and our various client organizations in the network today.

Cognizant also leverages web2.0 in its global delivery model. We have built a global knowledge sharing project management platform called “Cognizant 2.0. This platform helps leverage intellectual arbitrage, enabling seamless access to a worldwide talent pool and ensuring delivery across geographies. IDC's assessment of the platform can be found at <http://www.cognizant.com/html/insights/IDC%20Assessments.pdf>

Cognizant's Academy is an in-house dedicated learning wing of providing a learning centric environment for Cognizant's 80,000+ associates who are spread in offices across the globe. It operates as a virtual university, providing e-learning, training programs, podcasts, videocasts, discussion forums, alerts, among other learning activities.

Cognizant's L2.0 framework incorporates social networking tools for learning. The following depicts the approach Cognizant L2.0 framework utilizes to help customers with amalgamation of Web 2.0 and learning material.

### Cognizant L2.0 Approach Framework



## About the Information, Media & Entertainment (IME) Practice

Cognizant's extensive experience spans each of the industry's sub-segments – Information Services, Publishing, Advertising, Filmed Entertainment, Broadcasting and New Media. The practice works with leading Media and Entertainment companies on organization's business initiatives, from strategic consulting to application maintenance support. The IME practice is one of the fastest growing practices within Cognizant with over 4000 associates working for various client engagements and contributing over 7% of total revenues. Leading IME customers include Houghton Mifflin Harcourt, Harris Broadcasting, Rodale and many others. You can visit us at [www.cognizant.com](http://www.cognizant.com)

## About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services. Cognizant's single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise and worldwide resources to working together with clients to make their businesses stronger. With over 50 global delivery centers and more than 78,400 employees as of December 31, 2009, we combine a unique onsite/offshore delivery model infused by a distinct culture of customer satisfaction. A member of the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and a member of the Fortune 1000 and is ranked among the top information technology companies in BusinessWeek's Hot Growth and Top 50 Performers listings. Visit us online at [www.cognizant.com](http://www.cognizant.com)



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 Passion for building stronger businesses

### Europe HQ

Cognizant Technology Solutions  
 Zuidplein 54  
 1077 XV Amsterdam  
 The Netherlands  
 Ph: +31 20 524 7700  
 Fax: +31 20 524 7799

### Global HQ

Cognizant Technology Solutions  
 500 Frank W. Burr Boulevard  
 Teaneck, NJ 07666  
 Ph: +1 201 801 0233  
 Fax: +1 201 801 0243  
 Toll Free: +1 888 937 3277

### Asia Pacific

Cognizant Technology Solutions (I) Pvt. Ltd.  
 #5/535, Old Mahabalipuram Road,  
 Thoraiakkam  
 Chennai, 600 096 India  
 Ph: +91 44 42096000  
 Fax: +91 44 42096060