



# WorldWideWorkshopFoundation

Social Media Technology & Learning

## **MyScienceLife.org: A New Social Network to Support Science and Technology Learning and Mentoring**

**January 14, 2008, New York** – Science and technology professionals from 20 countries around the world came together today – virtually – to launch the first-ever social network for science and technology learning: [www.MyScienceLife.org](http://www.MyScienceLife.org). These industry professionals are embarking on a 21<sup>st</sup> Century learning adventure to become global mentors of students worldwide and help grow a generation of science-focused young game designers and digital media leaders. This is a new model for using social media technology for social corporate responsibility.

Created by the World Wide Workshop Foundation, MyScienceLife.org (in private beta) is designed to offer an innovative, virtual learning opportunity that empowers youth and young adults with social media and technology skills, Web2.0 competencies and game development abilities while deepening their understanding of critical global environmental science issues.

The inaugural pilot group of industry professionals is volunteers from the Schlumberger Excellence for in Educational Development ([SEED](#)). They will spend the next 16 weeks collaboratively designing, developing and sharing web-based animations, games and simulations about Global Climate and Energy. After completing their own intensive training, they will use their new knowledge and skills to mentor youth in developing communities this summer. They will also be invited to publish their finished and polished scientific animations, simulations or sim-games on the MySLife website, wiki and blog.

“What is so unique about the Globaloria Program is its facility to become an integral component of corporate social responsibility programs. It mirrors the goals of corporations by fostering long-term social- and economic-development in local communities while simultaneously increasing capacity among industry professionals,” explains Dr. Idit Harel Caperton, President and Founder of the World Wide Workshop. “We know that we are responding to a true need. Globaloria not only opens new opportunities to train people for active and smart participation in the new global knowledge economy, but it also connects experts with youth for real-time, open and transparent collaborative learning. This is a real social media network for social change.”

In the Globaloria networks, volunteers, students, and educators can learn together using wikis, blogs, open-source curricula filled with game-building assignments, tutorials, and game templates. Participants also have direct access to game design and production experts from the World Wide Workshop, who help them work through Flash programming challenges and production management issues for their games. The experts post tips and answer questions on the wikis and hold regular web conferences with students.



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Schlumberger Vice President and SEED Director Simone Amber, says “We are beta-testing MySLife.org with our organization because it offers us an innovative and compelling program that appeals to and engages our volunteers while building capacity of science learning globally. With its emphasis on self-learning and its virtual model, MySLife prepares young people to succeed by mirroring the future of work and the future of education.

**For details about Globaloria Program, or to test the private beta of MyScienceLife.org and the contact ‘info at worldwideworkshop.org’ or visit us online at [www.WorldWideWorkshop.org](http://www.WorldWideWorkshop.org).**