

The PlopQuiz

New Years

Resolution

Help people show what they know.

Help people make an academic profile that can let them upgrade a resume, connect with sponsor organizations, and earn personal sponsorships from parents.

For educational publishers and teachers, make a marketplace and social community where anyone can share and sell course packages with their own study material and quizzes.

And getting a little more exercise wouldn't hurt.

An Educational Marketplace

YouTube allowed Salman Khan to start posting hundreds of educational videos at his Khan Academy page on subjects ranging from differential equations to the economic meltdown. YouTube has enabled hundred of thousands of others to also post their own educational material, and millions more to freely view and respond to these videos with their own.

Imagine that this ability to upload educational material were to be supplemented by a whole product for academic exchanges - allowing educational publishers to post study material, create and post assessments, and set their own prices.

Imagine that parents and businesses could have a meaningful part in this process, by offering sponsorship in exchange for performance.

This vision of an educational marketplace will drive the next year of development at PlopQuiz.

This means that our short term strategy of publishing and selling our own quizzes doesn't have to hit high sales numbers so long as it starts to get us some attention. Our quizzes will be a window display to show educators what they can do on their own, and to get users and the press familiar with our product before we expand on it.

As Easy as iTunes

Once we have the platform up, then what will the main PlopQuiz.com site will likely serve to main purposes.

1 We put up quizzes for stuff we'd like to support, whether that's energy tech knowledge or citizen journalism or any other number of things. These will help us start to get users and press attention, and they'll serve as living prototypes for our eventual platform release.

2 A marketplace for quizzes and other educational services. Make it as easy as iTunes to browse quiz subjects and publishers, read and write reviews, and see social recommendations.

Reviews and Rankings

Publishers can be ranked by popularity, as mentioned in the last item. Or they can be ranked and sorted according to the difficulty of their course their ability to teach students. Students can also be ranked, and we can even rank schools, or countries, or other groups.

Being able to offer seriously useful rankings will only be possible once we have a lot of seeded data, but we are aware that ranking is a core driver of many of the impending changes in mainstream learning behavior, as it has the ability to improve both economic and educational conditions at once.

Smarter Quizzes

Now that the quiz can be operated from the user's browser and can be loaded from any webpage or from a browser or from a desktop application, this makes it possible for us to know the context of where someone is when they open the quiz.

This means that we can offer better relevance and personalization.

Our quiz authoring tools also reduce the time and effort needed by suggesting semantically ranked suggestions for wrong answers, given the content of a fill-in-the-blank item and the correct answer.

Perhaps we will eventually be able to automate quiz authoring so that it could be a primarily unsupervised process. While the existing market has focused somewhat exclusively on preparing for GMATs, MCATs and SATs, our ability to quickly make quizzes about breaking material will allow us to do things that haven't yet been done on a large scale.

For instance, our first public release will be around the time that Barack Obama is first providing details of a complex Recovery and Reinvestment Plan. Our advanced authoring techniques will allow us to certify knowledge of the details of a speech given just hours before.

*Thanks for your attention. Get in touch: **james@plopquiz.com***