Microsoft Research

Faculty Summit 2010

The Future is Beautiful

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Beautiful!
Customized!
Shared!
Real!
Beautiful!
Customized!
Shared!
Real!
Beautiful?  Ugly.
Customized? Standardized.
Shared?  Withheld.
Real?  Fake.
1) Beauty
Things become BEAUTIFUL through design
Lee Sheldon’s Grading Procedure: You will begin on the first day of class as a Level One avatar. Level Twelve is the highest level you can achieve.

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<th>Level</th>
<th>XP*</th>
<th>Letter Grade</th>
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2) Customization
ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 19 times as many songs as Wal-Mart’s stock of 39,000 tunes. The appetite for Rhapsody’s more obscure tunes (charted below in yellow) makes up the so-called Long Tail. Meanwhile, even as consumers flock to mainstream books, music, and films (right), there is real demand for niche fare found only online.

THE NEW GROWTH MARKET: OBSCURE PRODUCTS YOU CAN’T GET ANYWHERE BUT ONLINE

Sources: Erik Brynjolfsson and Jeffrey Hu, MIT, and Michael Smith, Carnegie Mellon; Barnes & Noble; Netflix; RealNetworks
CUSTOMIZING respects the learner
The curious will win
3) Sharing
Create situations that demand SHARING
4) Reality
Pair REAL teachers with REAL students
Use simulations to get close to REALITY
If you can make education…
Beautiful, Customized, Shared, and Real
Everybody wins.

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