

# More on Case Studies

**(Product)<sup>Red</sup>**

**OMG!**

# Power of Oprah

**Problem: AIDS in Africa**

Product Red.mpg



# Possible Learning Points:

Recognizes that not everyone has time to be an activist

- Get to where people live/shop
- Involve people
  - Donors
    - buying products anyway
  - Partners
    - another form of publicity, social responsibility
  - Beneficiaries
    - being able to work for own health care - dignity

# Flaws...

- **Issues of continuity, sustainability.**

**OMG!**

[Jessica Beineckev \(OMG!\).mp4](#)

# Learning Points:

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- Alternative to traditional way to teaching (a language), **break barriers** (cultural barriers)
- **Changing perception** (of learning language)
- **Audience-centered** (topics, delivery, involvement in this case to appeal to Chinese youths)

# Summary

- Opportunities to introduce PW concepts problem, identifying gaps in current measures, etc.
- Inspire/Challenge students in the type of problem they choose (possibly the same problem or extending the same problem)
- Inspire/Challenge students to generate good proposals



# Over to Edwin



More Case Studies  
by Categories...