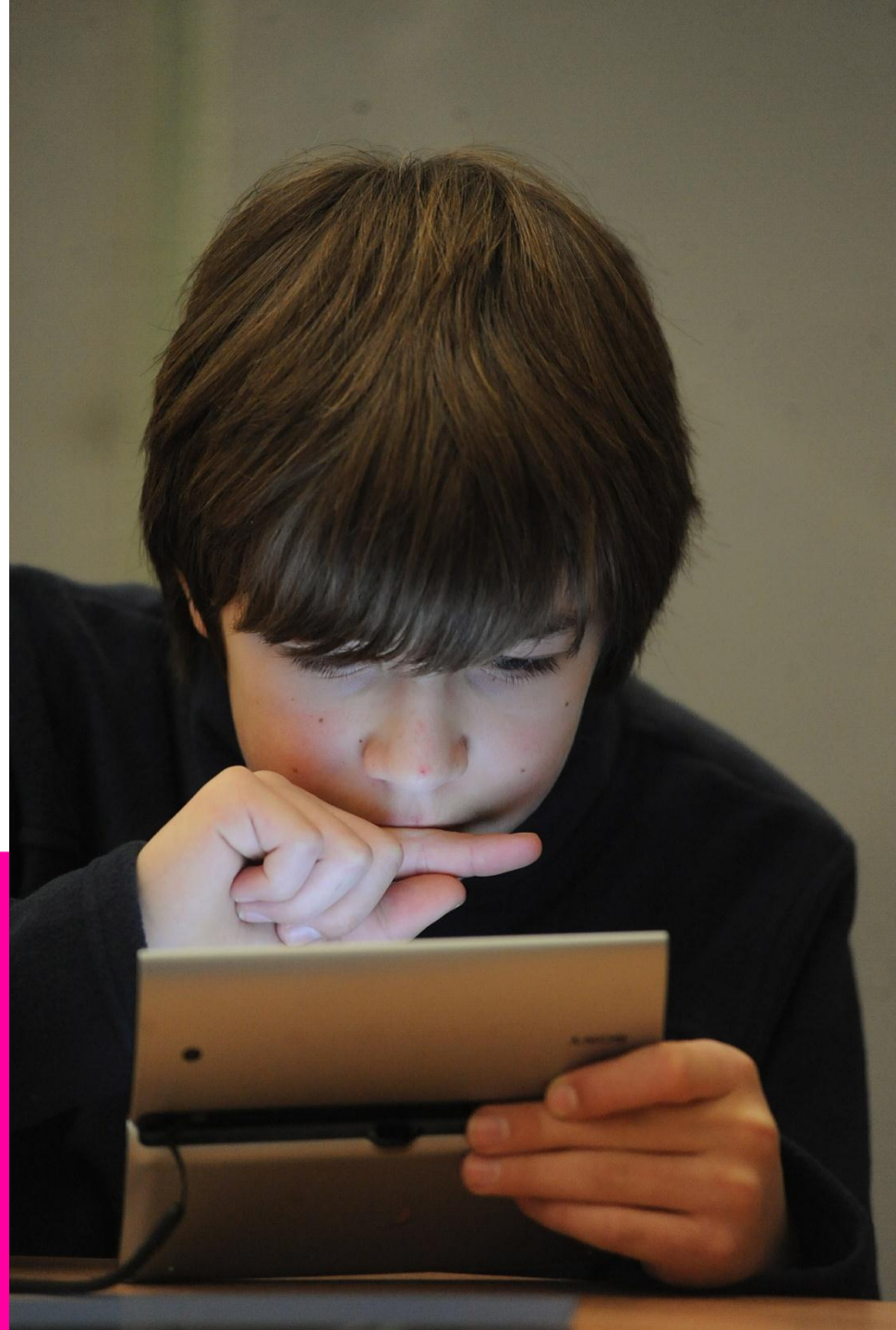


Dr Adam Boddison
Academic Principal

**CONNECTING AND
CHALLENGING THE
WORLD'S BRIGHTEST
YOUNG MINDS**



What is www.iggy.net?

- IGGY is a global educational social network for gifted teenagers
- IGGY aims to challenge and connect the world's brightest young minds
- IGGY offers a high quality personalised provision designed to develop personal, professional and academic skills

What is www.iggy.net?

- IGGY's focus is on:
 - maths, science, creative writing, history and politics
 - debates
 - careers development
 - intellectual and social networking
- IGGY provides a secure environment with:
 - PG student mentors
 - sophisticated e-safety technology

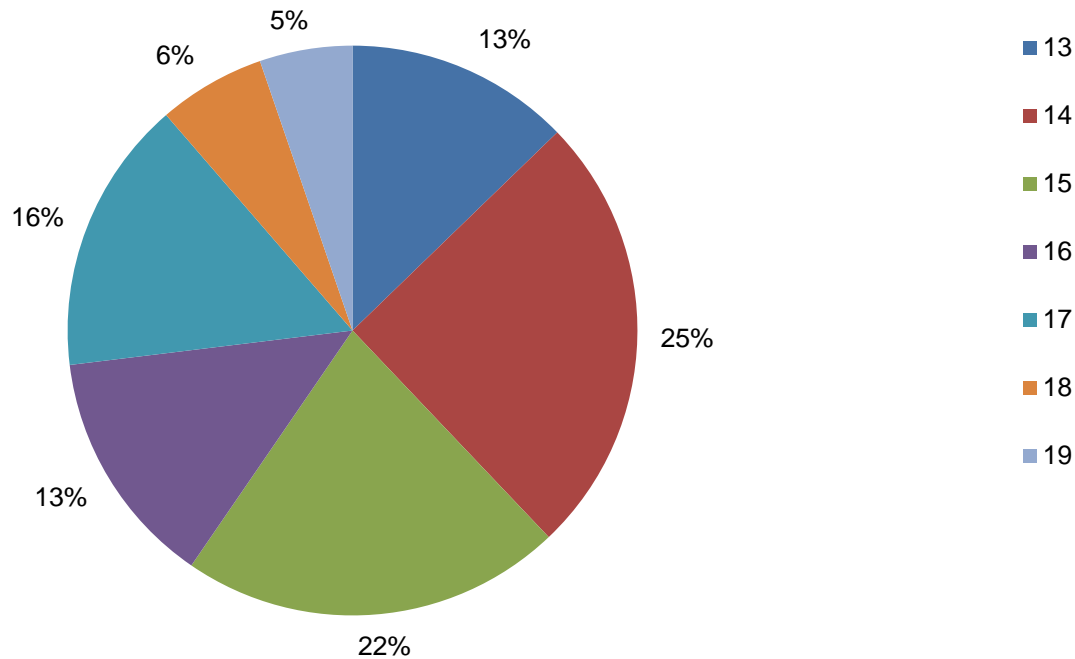
Is IGGY *inclusive* or *exclusive*?

- Members must have the potential to perform in the top 5% of their peers
- Teachers decide whether or not a student has this potential
- Eligibility is based on potential ability and not on affordability. There is an annual subscription fee, but it is free for students from disadvantaged backgrounds
- IGGY has a broad ladder of content designed to develop the ability of its members

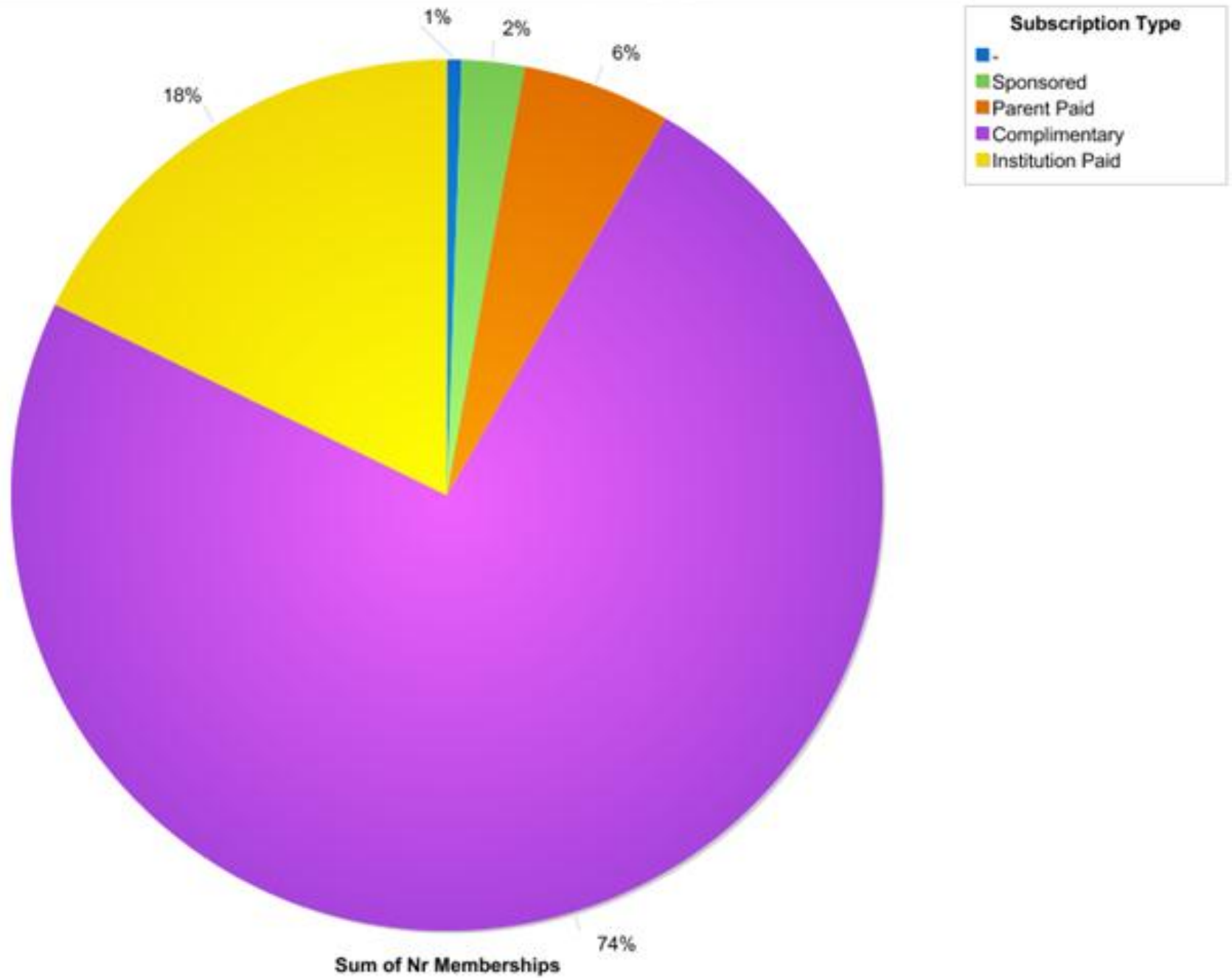
Some Statistics

- Attracted over 10,000 members since launch in October 2012, with roughly 20% from disadvantaged backgrounds and 20% from overseas
- Members in over 50 countries

Member Age



Memberships by Type



Some Statistics

- Members spend around 15 minutes on the site each time they logon
- Working with over 50 academics from Warwick and other HEIs to provide high quality and intellectually challenging content
- Debates are the most popular section of IGGY
- Maths and Science are the most popular subject areas

Constraints in the use of IGGY

- Lack of common interests
- Limited time due to out of school activities, issues related to school e.g. homework, exams
- Problems with ease of use

View of IGGY as a 'community'

- Educational
- Social
- International
- Safe
- Fun/Interesting
- Community-minded
- Homogenous group in regards to the age and abilities of the members
- ***“Eh, it's not really the same as the BBC Bitesize. Is more, is kind of a cross between like Facebook and BBC-Bitesize I would say.”(B)***

Conclusions

- IGGY is a social network with a focus on both independent and social learning.
- Members use IGGY for a variety of reasons, among which communication is import.
- Social presence seems to be among the most influential factors for participating in the site.

Dr Adam Boddison

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www.iggy.net

QUESTIONS?