Imagine Mobile
Changing Perceptions of Computer Science Through a Design Competition
Joy Kim, Lisa Yan, Ahn Truong, Ashley Ngu and Monica Lam
Computer science pipeline needs to increase

United States: Number of Degrees Earned in CIS vs. Projected Average Annual Number of Computing Job Openings

144,500 Average Annual Openings

88,161 Annual Degrees Earned

- 1,340 Doctoral
- 17,312 Master’s
- 39,701 Bachelor’s
- 29,808 Associate’s

Computer science pipeline is homogenous

Gender Breakdown of Enrollment in Computer Science Programs

- **Men**: 88%
- **Women**: 12%

*Source: CRA Taulbee Survey on Computing Degree and Enrollment Trends*
Why not CS?

Not creative
Nerdy
Solitary
Low-impact
Migo: a high school summer program
Bucket List
Arjun Manimaran & Sarah Nader

- Glorified to-do list
- Can be shared with circle of friends in your Musubi feed
- Unique because all participants can add and complete items on the list

Customize your Musubi
- Choose a Color
- Choose a Type
Bucket List  Nose Goes  Game Portal  Truth or Dare  Cross Check

http://mobisocial.stanford.edu/migo
Perceptions

- Liked teamwork/groupwork
- Saw CS as intimidating
- Were surprised that CS is creative

And that CS people aren’t (as) nerdy (as they thought)
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- CS as creative tool
- CS as impactful
- Connecting CS to personal interests
- Building confidence in technical ability
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Imagine Mobile Video Competition - Stanford Mobisocial Lab

SUBMIT by 05.20.13

imagine mobile

video concept contest

$1000 prize money

mobisocial lab

Computers/Technology
The MobiSocial Computing Laboratory is a research lab in the Computer Science Department at Stanford University that focuses on creating disruptive mobile and social

About

Photos Likes Competition Rules Enter Your Video

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2013 Founder
Future Steps

- Connect students with resources
- Musubi, 2+, Corktastic...
- Make it easy to start tinkering
We want students to be well-informed about the creative side of computer science
http://www.facebook.com/StanfordMobiSocial

Thanks!