

**Living the American Dream: But What is It?
(Chasing the Dream maybe more exciting than living the Dream)**

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This paper investigates the changing nature of the American Dream and identifies major issues facing young Americans. The authors present an overview of major issues facing rising American citizens and provide three Problem-Based Learning (PBL) scenarios that are designed to help students develop their future and to identify what their American Dream will likely be in these changing times.

INTRODUCTION

The concept of the American Dream has changed since the discovery of America. In today's environment, which is characterized by economic, social and political insecurities, new discussions arise regarding the changing nature of our country. Increasingly, U.S. citizens are re-considering the purpose of the America our forefathers envisioned. While a recounting of U.S. history is beyond the scope of this paper, it is useful to identify some major issues facing Americans today and to provide scenarios that encourage students to identify their own American dream. Internal and external factors related to a workable definition of the American dream serve to assist American "dreamers" in their quest. The following themes and trends inform our understanding: 1) Opportunity Recognition, 2) Pedagogy in Entrepreneurship, 3) Venture Creation, 4) Entrepreneurship across the Curriculum, 5) Experiential Learning, 6) Skills, Traits, Motives, and Values, and 7) Cognitive Processes of Entrepreneurs.

It is crucial that the youth of today realize the significance of the American Dream and the role that it can play in their aspirations and hopes for the future (Clouse, 2012). Ours is a land of opportunity and dreams, a land of optimism and confidence. Nowhere is this better represented than in the field of

entrepreneurship. All educators should seek to inspire the hope of a better life in the students we encounter, and entrepreneurship may hold the key not only to prosperity, but even to economic survival in these increasingly perilous times. More and more, we know that young graduates must look to themselves as their own employer as they face the prospect of high unemployment in traditional job markets. The Associated Press confirms this alarming fact. Weissman (2012) states that around 1.5 million, almost 54 percent of people 25 years of age and less, who also held bachelor's degrees, were either unemployed or underemployed. This compares with the year 2000, in which the rate was 41 percent.

Problem-Based Learning, with its focus on independent learning and problem-solving skills, is especially important as a learning method for this new generation of graduates. The approach described in this paper uses this method as a means of encouraging students to think for themselves, to solve problems independently through targeted research, and to apply solutions to real-world problems (Goodin, T., Hill-Clarke, K., Alberg, M., & Roberson, P., 2010). It is imperative that we incorporate these skills into our daily teaching methods at the collegiate level.

The following learning vignettes will be offered as examples of PBL in action:

1. Living the American Dream: What is the American Dream?
2. Is Big Brother Watching You? Electronic Surveillance and the Impact on Society
3. Demographic Changes: USA – Developing a “New Normal”

Rationale for the American Dream

The United States has always been the “land of dreams.” During our earliest settlement pioneers and adventurers dreamed of owning land, producing their own crops and securing a homestead. Later, in the early 1900s, Ellis Island was flooded with immigrants, most seeking a safe haven. Like our early settlers, some sought religious freedom while others searched for the pursuit of wellbeing through economic opportunity. As the population of the United States increased, so did the need for goods and services. Drawing upon their heritage as pioneers, explorers, and dreamers, Americans began to develop a new and exciting society. Their dreams inspired the creation of great cities such as Chicago, New York, Los Angeles, Miami, Dallas, and a host of other centers of commerce and trade. The entrepreneurial spirit was evident in this new world of freedom and the pursuit of happiness. But what will be the next Great American Dream?

Living the American Dream

The United States has long been known as the country filled with new discoveries, new freedoms, equal opportunity, and plentiful natural resources. When Christopher Columbus discovered America in 1492, the land represented a new horizon for the world. Shortly thereafter, immigrants began to move to the United States, seeking freedom, opportunity, wealth, and the right to worship in a free and open environment.

However, Native Americans were already here, and it can be argued that they were “living the American Dream” long before there was an “America.” Natives enjoyed the freedom to live and work the land and to develop a society. They considered the land, the wildlife and the vegetation to be sacred. They were good stewards of the land and perhaps the first to be concerned with sustainability. Shortly thereafter, this dream for natives would be changed and eventually destroyed. Immigrants seeking fame and wealth and new opportunities would soon overwhelm them and their dream would die.

The Rise of Industrial America

America developed by utilizing the local natural resources and the ingenuity, discovery spirit and entrepreneurship of hard-working pioneers. The rise and development of industry began in the 1800s and came to flourish in the 1950s, 1960s and 1970s. Great industrialized cities like Chicago, Detroit, New York City, and many others, came to dominate the landscape. Many of these bastions of industry are currently listed as the Rust Belt.

People seeking the American dream moved in streams to be a part of the Industrial Revolution and to live the American Dream. In like manner, the West Coast became an extremely fertile land for

agricultural purposes and people migrated to the West Coast in search of gold and to live the American Dream. Other sections of the United States became prominent because of other factors related to the American dream. For example, Florida became a great haven for tourists; Texas became the great haven for oil development. And in more recent years Silicon Valley has become the Great American dream for many Americans.

The land where Native Americans lived was once filled with buffalo and wild vegetation and has now become covered with concrete and asphalt. High-rise buildings and apartments seem almost to reach the sky. The love of the American automobile provided the people with freedom to move from place to place at will and without reservation or internal or external controls. This love affair with the automobile gave rise to the great American interstate highway system – a system that connects east, west, north and south. These two major events gave the American citizen the opportunity to become extremely mobile, with great freedom to move about this great country at his or her own will. While the interstate was originally conceptualized by President Eisenhower to be a means to transport military goods and services across the country in the event of an attack on the United States, it has become the road to freedom for many American families. With the rise of the American automobile and the creation of the interstate highway system, we have become to some extent a nation of blacktop parking lots. Our success in these two areas has drastically changed our lives and the definition of the American Dream.

Housing

After the end of World War II we saw sustained economic development. Because of buildup demands resulting from World War II, the citizens of the United States were eager to express their freedoms and to develop their own American dreams. Thus, they moved in large numbers to suburban America. Single-family homes were developed by the thousands, offering dwellings to many Americans with large lots and in some cases the “white picket fence.” These homes came with large lots to help develop the rural areas around large cities. This became known as the American sprawl. People loved this way of life. Small communities developed around this type of urban living. Utilizing the American love for the automobile, people would drive to and from large cities for work. Times were good, the economy was stable, there was little or no risk from foreign attacks, and unemployment was low. Americans were living their dreams.

Now the gridlock, related to living in suburban America is causing people to rethink their living environments. People are moving in great numbers back to the cities where they work. High-rise apartments are being constructed where city slums once were prevalent. Old neighborhoods close to the city are being regenerated and are commanding high real estate prices. People now are beginning to congregate in large numbers per acre as opposed to smaller numbers per acre in previous generations. This larger concentration of people in downtown areas encourages better use of land and increases the tax base per square acre. In many of these rejuvenating areas, businesses are beginning to spring up to serve this newly created clientele and a new environment is being developed.

Thus, the American dream for this group of people is certainly different from the previous generation. There are often no large yards to mow, no hedges to cut, and no personal building maintenance. Instead of these duties, which are associated with single-family units, apartment and condo dwellers have the luxury of sharing common grounds and facilities such as swimming pools, parking, meeting rooms and gardens.

Education

Along with the migration to suburban America and the love for the American automobile came changes in the process of education. Through the public school system and through college and university structure, Americans had more opportunity for education than ever before. The passing of the G.I. Bill gave the veterans of World War II access to higher education and a better way of life. Many of the veterans returning from World War II came from American farms and knew little or nothing about the world at large. The war gave them an opportunity to see other cultures and a new way of life. This gave many of these rural citizens a new vision of life and a new vision for the American Dream.

The development of the American public school system and colleges and universities provided the citizens of the United States an entirely new and different definition and meaning of life. Never in the history of the world had a group of people experienced such a reformation of the educational process. Combining the innovations that resulted from World War II and from the newly created knowledge of the vast majority of U.S. citizens, a new world and new vision began to develop in the late 1940s and continued through our current society. With the establishment of the National Institutes of Health and the National Science Foundation, new inventions to improve our health and society have been developed. With the ingenuity and entrepreneurship of many Americans, we have forged a new vision of the American Dream.

The educational process has moved from the one-room schoolhouse to large public schools educating thousands of young Americans and then to great research universities, second to none in the world today. We now have the capability of educating large numbers of U.S. citizens for which there are few jobs.

To some extent, the American educational system has become disconnected from the real issues of the American society and the world economy. We are creating large numbers of college graduates for which there are limited job opportunities. There are fewer jobs for U.S. citizens who either have not chosen, or were unable, to attend universities. At this point several questions present themselves in regard to education. What is the purpose of education? Will the American education system be forced to change its mission, functions and implementation process? More universities are now offering free classes to thousands of students via the Internet. These "MOOCs," or Massive Open Online Courses, make information available to large numbers of people simultaneously (Educause, 2013). The limiting factors of location and language, and even degree credits, are largely removed, with the result that students have competence, rather than a traditional degree. As employers begin to recognize the importance of competence over credential, will there be a need for the current system of education? Likewise, questions arise regarding the dream itself. Will it survive? If the dream changes, what will be the next American Dream? Finally, how will the American political and economic system need to change to accommodate the changing world environment?

Economy

At one time in the history of the United States the economy could afford a wide range of skill levels within the workforce. Positions were available for college graduates, high school graduates, and persons with less than high school degrees. In an expanding market, management jobs were available for skilled managers, sales jobs were available for successful salespersons, manufacturing jobs were available for skilled labor, electrical-mechanical-civil and other areas of engineering were highly sought-after positions. In today's environment these jobs are not readily available at most all levels. Outsourcing has become widely accepted in every sector of business in the United States. To a great extent manufacturing has moved to other countries. Also, it is estimated that between 11 and 12 million undocumented immigrants are living in the United States. The U.S. is experiencing a high level of unemployment among many sectors of the economy (Dudash, 2010).

Jobs that were available for previous generations in some cases have totally disappeared and in other cases the nature and function of the jobs have changed drastically. However, our educational system has not yet adapted and refocused to meet demands of a changing economy and a changing world of insecurity and ambiguity. In the current world economy both the worker and the employer must learn to deal with radical and constant change in a disruptive environment. The days of sustained long-term consistent growth and stability that was enjoyed in the economy after World War II for several generations is not likely in the near future. At one time in American history, it was possible for employees to seek long-term employment with well-defined American companies. Companies such as E.I. DuPont, GE, Ford Motor Company, General Motors, and many others, had developed comprehensive employment programs designed to attract hard-working, dedicated employees. New employees were well trained on specific jobs that they were expected to perform. Employees could see the possibility of advancement after one year, two years, three years and perhaps maybe even 30 years of continuous employment. Working relationships between employer and employee were designed to maximize productivity from the

employee and maximize profits for the employer. For good employees, it was possible to have a lifelong job with one employer. Employees and employers enjoyed the benefits of promotions from within the organization. Career paths could be developed for enterprising employees. Training could occur at all levels throughout the organization on an as-needed basis. The dream involved working for one company and after 30 years the employee could receive “the gold watch.” The possibility for lifetime jobs is no longer a certainty. Career paths cannot be limited to just one company, nor in just one field, and employees no longer enjoy the stability and comfort of lifetime employment with a single organization. This type of ambiguity and uncertainty must influence the way the current generation views the American Dream (Clouse, Goodin, Aniello & Stowe, 2010; Heil, Bennis & Stephens, 2000, p. 36).

By necessity, the current employee is almost required be looking for a new job as soon as he or she becomes employed. The changing nature of our society, with economic uncertainty, political unrest, and social change, mandate a new approach to lifetime job security, which in turn affects the view of the American Dream. In many cases, promotions do not come from within an organization but are either subcontracted and/or developed in a process somewhat akin to a “tour of duty” concept. In this approach to employment, the worker must be a lifelong learner and cope with high and frequent mobility. Workers who are able to move and are capable of utilizing their skills in several work environments have the potential for higher rates of promotion. Highly flexible organizations encourage and reward workers that demonstrate high mobility and the entrepreneurial spirit. Thus the image of living the American dream has changed over the years and is likely to change even more in future years.

Complex World

Today’s world can seem complex and troubling and there is an increasing threat of the loss of that creative and innovative spirit that inspired the creation of our country. In attempting to revive the unique spirit of the pioneer, the explorer, or the entrepreneur, we use the Problem-Based Learning (PBL) model to design curriculum materials that address the needs and aspirations of the individual learner (Ertmer, 2013). Rather than just offering a course in business law, for example, learning happens when students are presented with scenarios that require them to research and learn legal principles. The scenarios build on that premise, presenting opportunities for participants to work with problems at the most basic level, that of an individual learner. Professors who use the PBL method regularly report great success in the generation of creative, independent thinkers – just the sort of outcome we need to address today’s problems.

LIVING THE AMERICAN DREAM PERSPECTIVE

In Summary we would like to briefly raise a few of the issues related to the current perception of the American dream. First, the American Dream incorporates the notion that our children should live to enjoy a higher standard of living than their parents. This feeling of upward mobility is no longer fully embraced as middleclass families watch as their purchasing power and wages have been static and costs, such as taxes, increase. Next, the American Dream implies that people are not risk adverse and will trade economic security for the rewards of entrepreneurship. While Americans still have a fascination for entrepreneurship, the issue is perception. Do Americans currently perceive opportunity as optimistically as they may once did? Third, is the American Dream evolving into entitlement? Americans becoming seduced by the trade from employment to unemployment with benefits – what level of public has been multi-generational on welfare? Finally, are the rich simply lucky or did they actually work to achieve their wealth? Do they deserve it?

The authors have, along with the rest of society, personally experienced many of the ups and downs in the economy and to some extent the instability of the world. No doubt this experience has influenced their concept of the American Dream. The current generation seeking to develop their own concept of the dream cannot and will not be influenced by having lived in the past; thus the current generation does not have the same sense of what is normal as do the authors of this paper. As a result, the new generation may not have the same ideas of creativity and innovation that previous generations held, whose ideas are based

upon the ideas and influences of another time. This fact itself alters the concept of the American Dream and calls into question its nature. Perhaps chasing the dream may be better than capturing it. We predict that the current generation will seek a new American Dream based on their concept of what is “normal.”

The following three scenarios are presented with supporting references and can be used by any and all who are interested in creating the next American Dream.

1. Living the American Dream: What is the American Dream?
2. Is Big Brother Watching You? Electronic Surveillance and the Impact on Society
3. Demographic Changes: USA – Developing a “New Normal”

VIGNETTE ONE: LIVING THE AMERICAN DREAM: WHAT IS THE AMERICAN DREAM?

Introduction

The United States has always been the “land of dreams.” In the early 1900’s when Ellis Island was flooded with immigrants, most were seeking a safe haven, some for religious purposes and others for freedom for the pursuit of happiness. The early settlers dreamed of owning land and producing their own crops and securing a homestead. As the population of the United States increased the needs for goods and services also increased. Being, somewhat, a land of dreamers the early Americans began to develop a new interesting and exciting society. As their dreams continued then came cities such as Chicago, New York, Los Angeles, Miami, Dallas, Fort Worth, and a host of other cities beaming with commerce and trade. The entrepreneurial spirit was evident in this new world of freedom and the pursuit of happiness.

After the Great Depression of the 1930’s and after WWII the American dream continued, but it had changed somewhat. The country had moved away from an agricultural society to a booming industrial revolution. With this society came the rise of the middle class and the development of the affluent. Every American had the opportunity to dream of something bigger and better than what was available to the previous generations. In the 1950’s the individual home with the picket fence and green grass were the great goals of many Americans, but that was not enough. Every American family wanted their own washer and dryer in their own house, they wanted not only one car but two cars, and thus the automobile business was in its heyday in the 1950’s, 1960’s, and 1970’s. The American Dream was alive.

Then came the 1980’s and 1990’s where the status symbol became the BMW or the Mercedes cars. Housing was still important, but it was not the driving cultural factor of this time period. Jobs were plentiful and salaries were climbing.

And then we hit the 2000’s time period where we saw a great inflation in real estate and in Silicon Valley. Almost every professional person owned and maintained a 401k and dreams of an early retirement were prevalent.

Beginning in 2008 we saw a tremendous decline in the real estate market followed by huge selloffs of the world stock markets. The 401k retirement plans that had been carefully guarded by middle-aged and senior citizens were decreased by more than fifty percent. Housing stocks dropped to almost zero and interest rates fell to two or three percent rate. These declines necessitated a decline in services and goods and lead to high unemployment of twelve to fourteen percent in many places in the United States.

So, what is the new American Dream? Students entering into college today and/or the work place find it very difficult to dream dreams that previous generations dreamed. The world is uncertain, markets are like roller coasters, interest rates have plunged, and foreclosure is on almost every corner in certain cities in the United States.

So, where does this leave the young professional and/ or college student? Here are some statements by young adults:

1. “I don’t want to invest in anything I can’t afford, given the economy breakdown”—statement of a student majoring in political science at the University of California San Diego
2. “You can’t reach for the stars at this point “– statement from another student
3. “Our generation is going take the brunt of the force of the credit crisis – said another student a government major at St. Lawrence University in New York. Furthermore, he said, it’s going to

mean fewer jobs, higher interest rates, and higher debt we'll have to sacrifice, this is a raw deal for our generation.

4. Another business major at Palm Beach State College in Florida said his peers are debating whether to finish school they complained that an expensive degree paid by loans no longer guarantees a good salary even in employment.

The job situation could haunt young people for years. No career choice is safe in a volatile economy. However, some majors are still better than others – those majoring in computer science, engineering, accounting, and health occupations, for example, have much more success in getting jobs.

The list of woes concerning the economic worldwide conditions could continue. These are uncertain, unpredictable times.

Leading Questions

After reading this vignette – what are your thoughts?

1. Do you agree with the gloomy outlook presented in this vignette?
2. Were the American Dreams of the past only fantasies or were they real?
3. What are your American Dreams?
4. What can be done to revive the American Dream?
5. What will be your generation's status symbol?
6. Where will you be in five years from today?
7. Where will you be in ten years?

Internet Resources For A New American Dream

1. Top 10 Issues Facing Our Youth Today
(<http://www.toptenz.net/top-10-issues-facing-our-youth-today.php>)
2. What Are the Biggest Challenges Young Adults Face Today? (<http://www.edutopia.org/what-are-biggest-challenges-young-adults-face-today>)
3. How is the "American Dream" Changing?
(<http://leesburg.patch.com/articles/how-is-the-american-dream-changing>)
4. What Is the American dream? What was it when this country first became available?
(<http://expertscolumn.com/content/american-dream-changing>)
5. How does one achieve the American dream?
(http://www.americansc.org.uk/Online/American_Dream.htm)
6. Dispatches From the Changing American Dream: Expanding the National Conversation
(http://www.huffingtonpost.com/arianna-huffington/dispatches-from-the-chang_b_922745.html)
7. Gas Prices: Rise and Effect
(<http://steve-longo.suite101.com/gas-prices-rise-and-effect-a365149>)
8. The Impact of High Gas Prices
(<http://transportation.nationaljournal.com/2011/03/the-impact-of-high-gas-prices.php>)
9. Chasing The American Dream
(<http://www.knowledgenetworks.com/know/2004/fall/article8.html>)
10. High Gas Prices Cause Lifestyle Changes for Many Americans
(<http://www.gallup.com/poll/147593/high-gas-prices-cause-lifestyle-changes-americans.aspx>)
11. How Marketing The American Dream Caused Our Economic Crisis
(http://blogs.hbr.org/quelch/2008/10/the_current_economic_crisis_ha.html)
12. Network Marketing and the American Dream
(<http://mustang.he.net/~image/nwm/iminart/art0027.html>)
13. Is the American Dream in business?
(<http://news.bbc.co.uk/2/hi/americas/7482019.stm>)
14. Rising fuel costs force US lifestyle changes
(<http://www.ft.com/cms/s/0/b387aa2c-887e-11e0-afe1-00144feabdc0.html#axzz1nhQPCxzC>)

15. Recession changes the American way of life
(<http://www.usatoday.com/news/nation/story/2011-09-22/education-lifestyle/50506164/1>)

VIGNETTE TWO: IS BIG BROTHER WATCHING YOU? ELECTRONIC SURVEILLANCE AND THE IMPACT ON SOCIETY

Introduction

If your grandfather and grandmother grew up in the 1940's, 1950's, or 1960's their mothers almost always knew where they were. No, they did not have cell phones or pagers. It was a time and era in which people supported and looked after each other. Land-line phones would ring throughout the community in the event that any child was missing and/or in any type of trouble. School children almost always knew that they could not be involved in any mischievous activities. If they were, word would get back to their parents from other parents across the city. Anything happening in the public schools was also either reported by other children in the school and/ or by parents. So, big brother was watching you. Things have drastically changed since that time and era – modern-day society makes it very complex and very difficult to have a human communication chain. The days of neighbors and parents talking and watching after each other are difficult to find in today's environment. When children become of driving age it is even more difficult to maintain guidance over their behavior. The automobile in the 1940's, 1950's, 1960's and 1970's gave the child the freedom to move about the city and to engage in many different activities. But somehow the human network still performed reasonably well. So, what has replaced the neighborhood "big brother is watching you" concept? Well, obviously you know, it's the cell phone and other related technology.

Cell Phone Technology

If you've watched an episode of CSI, then you know that cell phone technology is being used to trace the activities and to develop the timing for various crimes committed in this country. The cell phone has become a great detective device. Not only has the cell phone given crime-fighters the opportunity to track, arrest, and convict criminals, it has also given mothers and fathers the ability to trace activities and timing of their children. In recent years, we have learned that Apple iPads and iPhones have the ability to retain phone data for several years. What will eventually happen to this phone data and how will it be used to predict the habits and patterns of human behavior? Almost all of us have cell phones and we are constantly either talking or texting with other people throughout the world. This represents a massive amount of information about what we say, what we do, where we go, what we buy and where we travel. Researchers at MIT are engaged in research related to the effects of the cell phone on the human race. What do you think will happen? How do you think cell phone technology will be used to guide, control, and/or predict our behaviors?

As a thought provoking process, please consider the following hypothetical questions:

1. Cell phone and related technology can potentially track our every step and mile that we travel
2. Establish our traveling habits
3. Determine where we go, when we go, and how we go
4. Determine what we buy, where we buy, and when we buy

Is big brother watching you?

The following resources related to cell phone technology are provided for your reference:

So, after reading these resources ponder the following ideas:

1. Am I comfortable with the new technology developing a data profile of me?
2. What new businesses do you see that may be developed from this technology?
3. What disadvantages do you see from this technology?
4. What impact do you think this technology will have on society?

5. Do you think there maybe any carcinogenic effects to human beings from the use of cell phones?
6. How does Cell Phone tracking differ from WWW tracking?

Resources

The Following resources with abstracts will supply limited information to stimulate some interesting thinking.

The Fourth Amendment and Warrantless Cell Phone Searches: When is Your Cell Phone Protected? By: Snyder, Ashley B. Wake Forest Law Review, Spring2011, Vol. 46 Issue 1, p155-183, 29p

Abstract: In this article the author discusses the issues of warrantless cell phone searches and how the courts should approach cases involving the issue. She explores the context of warrantless cell phone searches by examining the general Fourth Amendment principles pertaining to cell phones and the advancements in cell phone technology that complicate the issue. The author analyzes the exigent circumstances exception to the requirement of warrant in the pre-arrest search of a defendant's cell phone.

The Bluetooth Enigma: Practicalities Impair Potential. Journal of Advertising Research, Mar2011, Vol. 51 Issue 1, p298-312, 15p

Abstract: The article presents research on attitudes of young adults towards mobile marketing and cell phone advertising presented through Bluetooth technology, also called Bluetooth Proximity Marketing. The use of Bluetooth technology in integrated marketing in Great Britain is discussed. A questionnaire was presented to graduate students in that country to determine attitudes. It was found that awareness of Bluetooth technology was very high among those surveyed. Reasons for reluctance to use the technology were concerns it uses battery power of cell phones too quickly and distrust of Bluetooth due to privacy concerns.

Consumers moving on to the next level of cell phone technology. By: Vega, José Alvarado. Caribbean Business, 10/28/2010, Vol. 38 Issue 42, pS6-S7, 2p

Abstract: The article reports on the emergence of fifth generation (5G) mobile phone technology in Puerto Rico. Sandra Torres, chairwoman of the island's Telecommunications Board, asserts that the landline phone penetration has declined by 50% while the mobile phone coverage in the market has grown to 78%. Torres also adds that the launch of Voice Over Internet Protocol (VOIP) in the island has signaled the beginning of the new era of cell phone technology with higher speed than previous generations.

Chat and Shoot. Money, May2003, Vol. 32 Issue 5, p132, 2p, 12 Color Photographs

Abstract: Let's face it: The novelty of hearing your cell phone play Fur Elise--or even a riff from 50 Cent's "Wanksta"--wears off pretty fast. Ditto for most of those video games you can play on your handset. But the latest cell-phone feature to gain traction in the United States actually enhances the device's true purpose: communication. Digital cameras, which are built right into the body of several new cell phones, allow you to instantly send color snapshots to e-mail addresses or other cell phones. The practical applications readily present themselves. Imagine being able to show your spouse exactly what that sofa at the clearance sale looks like so you can make a decision before someone else snaps it up, or getting a second opinion before you buy that shirt at Banana Republic. And because many people carry their cell phones everywhere they go, this new feature means you're more likely to have a camera with you in a pinch--when you need a record of a fender bender, say, or you see a celebrity on the street. As useful as camera phones may turn out to be, their biggest appeal is the way they make people who are far apart feel connected. It's similar to the enormous impact instant messaging has had on text communications: This new technology has the potential to increase the intimacy and immediacy of cell-phone use. The technology does still have some shortcomings. We experienced glitches when trying to send images and text between two different kinds of phones. And while the built-in cameras are powerful enough for casual photo swapping, none offer resolution that would be acceptable on a stand-alone camera. But those are quibbles. In general we had a great time sharing photos, and laughs, with friends and family. So which of the camera phones is the best? Unfortunately, there's no clear winner.

A World of Witnesses. Economist, 4/12/2008, Vol. 387 Issue 8575, special section p15-17, 3p

Abstract: The article, part of a special section on wireless communication and society, discusses the increasing use of cell phones and other telecommunication technology by activists of all kinds. Topics discussed include the use of mobile telephones and their text, camera, and video capabilities to monitor elections, document human rights abuses, deliver health care, and monitor environmental quality.

A Remote Control for Your Life. By: Mann, Charles C.. *Technology Review*, Jul/Aug2004, Vol. 107 Issue 6, p42-49, 7p

Abstract: This article features Japan's Nippon Telegraph and Telephone DoCoMo, a cell-phone company, which is building and bringing ubiquitous computing to reality. Apparently, the company plans to build on i-mode, its wireless Internet service, to transform cell phones into a kind of remote control for one's entire life, and a preview of future universal computing. The plan will allegedly be implemented in the summer of 2004, when DoCoMo introduces a new and radically more versatile type of phone. Like a regular cell phone, it will make and receive telephone calls. Like a regular i-mode device, on the other hand, it will let one send and receive electronic mail, play online games, and access any one of the 78,000 i-mode-compatible Web sites around the world. Also, like other DoCoMo phones, it will take photographs, read bar codes, and play downloaded music over headphones or tiny but surprisingly good speakers. But it will also contain a special chip made by Sony that lets it pay for groceries, serve as personal identification, unlock doors, operate appliances, buy movie and subway tickets, and perform dozens of other tasks. More than just a major advance in cell-phone technology, DoCoMo's new system is a first step toward a low-rent version of one of computer science's biggest dreams, which is ubiquitous computing.

Self-Concept, Self-Esteem, Gender, Race, and Information Technology Use. By: Jackson, Linda A.; Yong Zhao; Witt, Edward A.; Fitzgerald, Hiram E.; von Eye, Alexander; Harold, Rena. *CyberPsychology & Behavior*, Aug2009, Vol. 12 Issue 4, p437-440, 4p

Abstract: This research addressed two fundamental questions regarding self-concept, self-esteem, gender, race, and information technology use. First, is technology use related to dimensions of self-concept and/or to self-esteem? Second, are there gender and/or race differences in self-concept, self-esteem, and technology use? Five hundred youth, average age 12 years old, one third African American and two thirds Caucasian American, completed multidimensional measures of self-concept, the Rosenberg Self-Esteem scale, and measures of frequency of Internet use, Internet use for communication (e-mail and instant messaging), video game playing, and cell phone use. Findings indicated that technology use predicted dimensions of self-concept and self-esteem, with video game playing having a negative influence and Internet use having a positive influence on self-concept dimensions. Gender differences were observed on several self-concept dimensions, but contrary to expectations, girls did not score higher than boys in social self-concept. Only one race difference was observed: African Americans had lower behavioral self-concept than did Caucasian Americans. Implications of the benefits and liabilities of youth's current and projected technology use are discussed.

Personal Shopper. *Communications of the ACM*, Aug2003, Vol. 46 Issue 8, p10-10, 1/4p

Abstract: Reports on the development of agent programs to allow cellular phones to make purchases based on information gleaned from the buying habits and routines of their users. Software engineering; Testing of artificial intelligence program on personal digital assistants with built-in cell phones; Design of the technology for third generation phones.

Profiling the mobile customer – Privacy concerns when behavioral advertisers target mobile phones- Part I. By: King, Nancy J.; Jessen, Pernille Wegener. *Computer Law & Security Review*, Sep2010, Vol. 26 Issue 5, p455-478, 24p

Abstract: Mobile customers are being tracked and profiled by behavioural advertisers to be able to send them personalized advertising. This process involves data mining consumer databases containing personally-identifying or anonymous data and it raises a host of important privacy concerns. This article, the first in a two part series on consumer information privacy issues on Profiling the Mobile Customer, addresses the questions: "What is profiling in the context of behavioral advertising?" and "How will consumer profiling impact the privacy of mobile customers?" The article examines the EU and U.S. regulatory frameworks for protecting privacy and personal data in regards to profiling by behavioral

advertisers that targets mobile customers. It identifies potential harms to privacy and personal data related to profiling for behavioral advertising. It evaluates the extent to which the existing regulatory frameworks in the EU and the U.S. provide an adequate level of privacy protection and identifies key privacy gaps that the behavioral advertising industry and regulators will need to address to adequately protect mobile consumers from profiling by marketers. The upcoming second article in this series will discuss whether industry self-regulation or privacy-enhancing technologies will be adequate to address these privacy gaps and makes suggestions for principles to guide this process. ¹ [1] The article is related to the research project Legal Aspects of Mobile Commerce and Pervasive Computing: Privacy, Marketing, Contracting and Liability Issues funded by the Danish Council for Independent Research; Social Sciences. See further information on the project, at: <http://www.asb.dk/article.aspx?pid=19387>
Data Profiling: A Tool Worth Buying (Really!) By: Eckerson, Wayne. DM Review, Jun2004, Vol. 14 Issue 6, p28-82, 4p

Abstract: This article presents information on data profiling software. Data profiling software scan every record in every column and table in a source system. Instead of just spitting out a list of data values, the software generate reports full of statistics and charts that make it easy to understand everything about the data. Thus, a data profiling software is more likely to expose new or unanticipated structures and values in the data than the manual profiling methods. In general, data profiling tools enable users to better understand the structure and meta data of target systems, the range of and distribution of values in each column and relationships between columns in one or more tables. The benefits of the software are enormous. One user from a high tech firm said a data profiling tool enabled them to evaluate 100 percent of the data. Moreover, he said the tool generated substantially more information about the data, accelerating the process of analyzing data and creating appropriate data cleansing rules. Another company, the Automobile Club of Southern California attributes a data profiling tool with saving a data warehousing project that was plagued with data quality problems and mired in the code, load and explode phenomenon.

Data Mining and Internet Profiling: Emerging Regulatory and Technological Approaches. By: Rubinstein, Ira S.; Lee, Ronald D.; Schwartz, Paul M.. University of Chicago Law Review, Winter2008, Vol. 75 Issue 1, p261-285, 25p

Abstract: The article discusses governmental data mining in the U.S., as a counterterrorism strategy that focuses on searches of databases according to a model of linkages and data patterns. It reviews different point of views about the safeguards for the use of data mining, and discusses the data surveillance in private corporations with the collections of information gathered online without legal framework. It offers techniques in masking online activity, and technological approaches to prevent the private sector or government from linking their personal information.

Profiling Dependencies. By: Loshin, David. DM Review, Apr2005, Vol. 15 Issue 4, p56-56, 1p

Abstract: The article focuses on data profiling solutions for data management processes. Data profiling is moving into the mainstream and becoming a fixture in numerous data management processes ranging from system migrations, data warehousing and data quality to operational system improvement. Data profiling is used to explore anomalies within a collection of data sets and to expose potential problems inherent in the data but not explicitly stated. Profiling is also used to review compliance of a data set with its documented meta data, as well as conformance with a data model. Data profiling technology consists of three capabilities. The first is column profiling which provides statistics and analysis about the values assigned to the attributes within each column in a table. The second is redundancy profiling or cross-table profiling which reviews and explores relationships between columns in different tables, with the expectation of discovering foreign key relationships as well as violations of referential integrity constraints. The third, referred to as dependency profiling looks for functional dependency relationships that exist across columns within a single table. Interestingly, there are very few remaining independent vendors selling a data profiling tool; the major ones have been acquired by other data quality tool vendors or service providers.

Cell Phones Big Brother Would Love. By: Helm, Burt. BusinessWeek Online, 6/15/2006, p9-9, 1p

Abstract: The article offers information on the use of Global Positioning System (GPS) technology in family mobile phones. The Family Locator program from Sprint is one of the programs that use GPS that can help parents in locating their children. However, some parents and experts said that good communication with children would not be the help of GPS technology. Consumer anthropologist Robbie Blinkoff said that cellular phones and GPS technology often tethers the relationship between parents and children.

Bus Uncle and Big Brother. By: Chan, Tony. *Wireless Asia*, Jun2006, Vol. 9 Issue 5, p30-30, 1p

Abstract: The article reflects on the impact of mobile phone's advancement in technology, to the privacy of the society. It said that, as the phone's capability goes far beyond its main purpose, establishments are banning its use to protect everyone's interest while inside the premises. According to the author, the introduction of video recording had posed a risk to everyone's privacy. He added that such capability could also affect not just privacy but also the intellectual property rights.

Will Big Brother Track You By Your Cell Phone? By: Crouch, Cameron. *PC World*, Sep2001, Vol. 19 Issue 9, p34, 1p

Abstract: Discusses the use of Global Positioning System (GPS) units in mobile telephones, which allow mobile carriers to track the location of users. Requirement of the United States Federal Communications Commission that cell phones must contain GPS units, in order to enhance 911 services; Concerns about how this will affect the privacy of users.

Avoiding Big Brother Requires a Balancing Act. By: Tilles, Alan. *Mobile Radio Technology*, Mar2008 Supplement, Vol. 26, p16-16, 1p

Abstract: The author reflects on the safety and privacy of the public concerning the use of technological devices such as global positioning system (GPS) on cell phones, radio frequency identification system (RFID) tags, security cameras and others. He stresses public safety advocates' concerns which will point to all of the good, or prevention of bad, that such technologies bring.

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VIGNETTE THREE: DEMOGRAPHIC CHANGES: USA PROBLEM-BASED LEARNING CASE

Introduction

The United State is a land of immigrants. In the early development of the United States many immigrants from various European countries sailed the seas to enjoy the freedom and the blessings that the United States could offer. During the early 1900's through the 1920's huge numbers of immigrants came through Ellis Island into a land of freedom and opportunity. Throughout some of the larger cities, in the United States, special ethnic groups began to cluster and build a community. While they held on to their old customs and culture they also integrated into a developing culture.

The Culture of the United States

For the most part these immigrants held on to some of their old customs and fashions but also melted into the new developing freedom entrepreneurship environment of the United States. These immigrants were, primarily, from European descent and were Caucasian.

This group of immigrants began to marry and to bear children. Their children maintained some of the old customs and culture, but also picked up a new custom and culture from their colleagues at school and at work. Over the years the European immigrants have declined and the rise of Hispanic and Asian immigrants has replaced the European immigrants. Up until the 1960's the United States was primarily a white working middle class country. Beginning in the 1960's with the passage of the Civil Rights Act the composition of the United States began to change. The population of the black community began to rise with the increasing birth rate among this group of people. In the 1970's, 1980's, 1990's, and 2000's the United States experienced an increase in immigrants from Asia and Central and South America. These two population groups were both legal and illegal.

In 2011 the non-white birth rate exceeds the white birth rate. It is predicted that by 2040 that the white population in the United States will be the minority and the black, Asian, and Hispanic population will exceed the white population. Now, if this prediction becomes true – how will the environment, the economy and culture change in the United States?

Leading Questions

1. Describe what you think the culture will be like in 2040
2. Describe what you think will be the most services required
3. Describe what you think will be the new products developed
4. List the expected differences from your beliefs system and the belief system of the 20-year old in 2040.
5. Dream and project what you think you will be doing in 2040
6. What will be the “new normal?”

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