

Learning to Publicize Global Citizenship and Cultural Sensitivity

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Background

Cultural sensitivity has become a must for everyone around the world. Since the expansion of technology and the internet, it has become more important than ever for people from all parts of the world to learn more about the customs of other countries in order not to unintentionally offend someone. With Professor Patrick Hunt's new product, people will get to take the first steps to becoming true global citizens in fun and educational ways.

“When you feel connected to everything, you also feel responsible for everything. And you cannot turn away. Your destiny is bound with the destinies of others. You must either learn to carry the Universe or be crushed by it. You must grow strong enough to love the world, yet empty enough to sit down at the same table with its worst horrors.” -Andrew Boyd

Definition of the Problem

- Hard for people to immerse themselves in cultures and customs of the past
- Not enough fun and engaging ways to teach people about global citizenship
- Hard to teach cultural sensitivity without experiencing the culture first-hand

Possible Solutions

Visit the Countries

Provides first hand experience and allows people to fully immerse themselves into a country's culture.

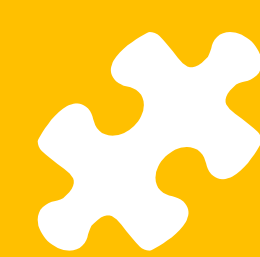
Give Lectures

An experienced lecturer will give in-depth talks about the ins and outs of a culture, from historical to modern times.

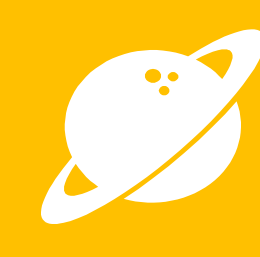
Guest Speakers

By creating a guest lecture series, locals/citizens of the selected country can share their first-hand experiences with others.

Professor Hunt's solution integrates fun and learning for all



DESIGNED FOR ALL
Different trips designed for specific age groups (ex: summer trips for students, trips for those who are retired, etc.)



IMMERSION
By allowing clients to immerse themselves in a culture, they gain a deeper level of respect for it



PROFESSOR ON THE GO
Prof. Hunt travels with the groups, meaning that there is always a reliable source of information wherever you go



E-LEARNING
Select video recorded lectures will be made available online to inform the public and pique interest in the program



LECTURES
Knowledge from around the world made available near home and globally as customers get to hear from locals as well as Prof. Hunt himself



COLLEGE CREDIT
Students will be able to earn college credit while travelling the world with an accredited Stanford professor and gain a deeper understanding of the world.



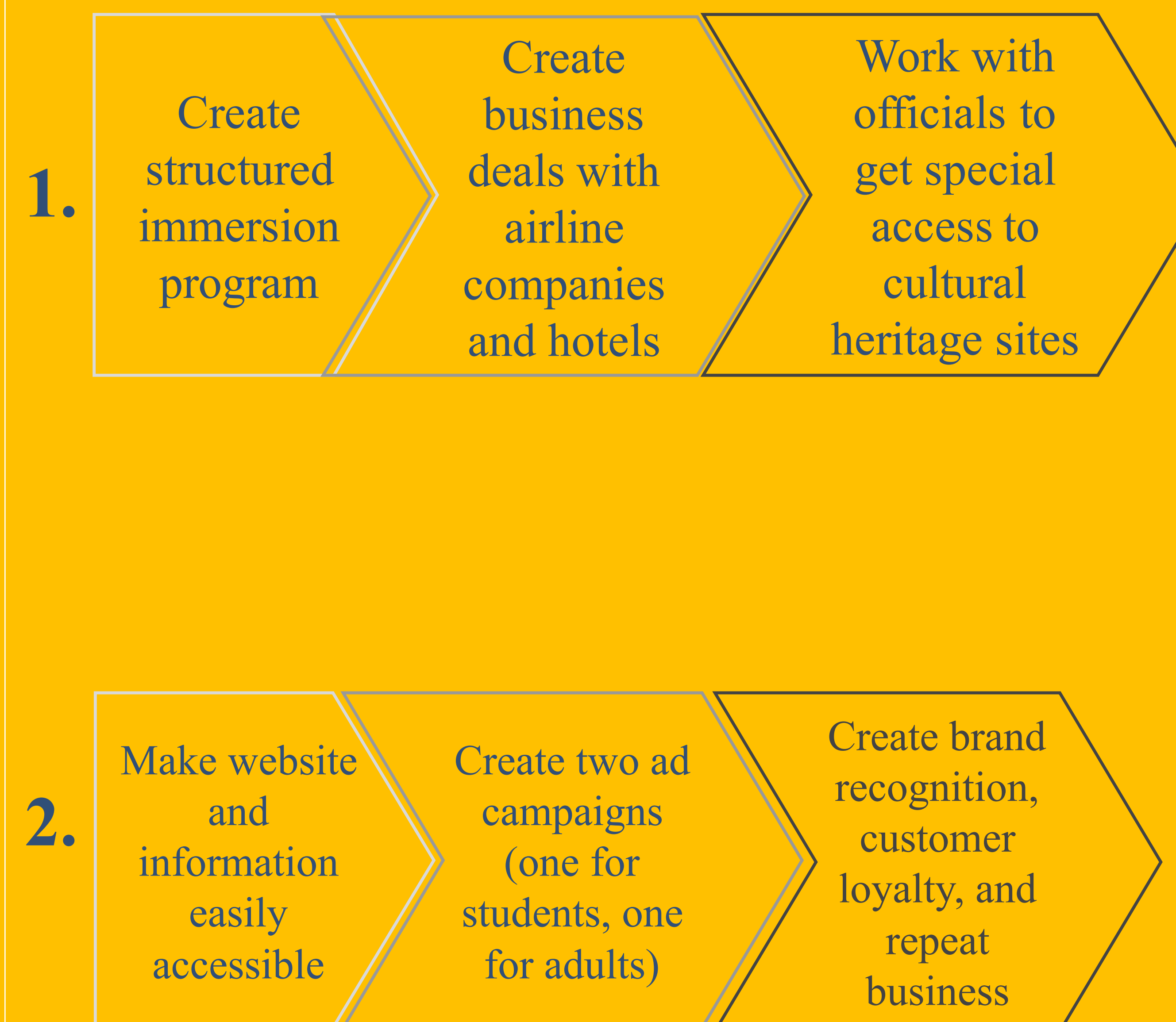
Global Citizenship

The term global citizenship often refers to a person who lives with the idea that the whole human race is interdependent and whole.

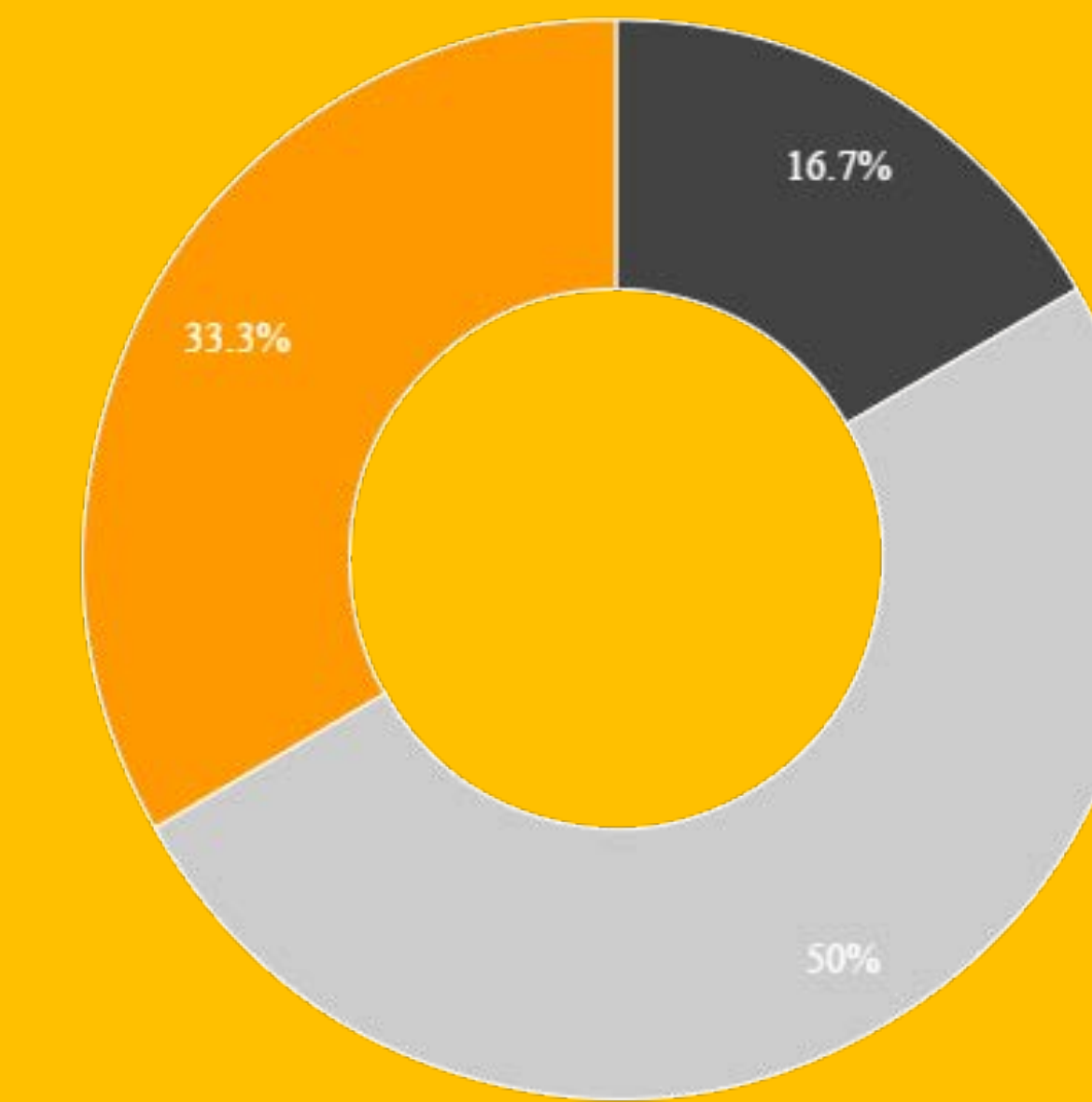
COMPETITION



Implementation



Data



Interest of Program by Age Group

Data gathered from Google survey sent out to Palo Alto community

First Year Projected Outcomes

\$2,430,000

Income Earned

360 people

Number of Customers

100%

Total success!

Acknowledgements

Thank you to Dr. Choe and Professor Castro for all of their help during this research process.

Visit patrickhunt.net for more information!