Who founded Brightkite?

- Brightkite was founded by thirty year old, Martin May who is an entrepreneur from Denver, Colorado.

What is the purpose of Brightkite?

- The main purpose of Brightkite is for social networking. Brightkite helps you maintain and develop friendships by informing them on what you are doing and where you are. Brightkite allows you to develop relationships with businesses that are searching for a social networking company. Your mobile phone acts as your means of communication for Brightkite.

How does Brightkite work?

- Brightkite can work from either your computer through the internet or through your phone. On the computer you can instantly update your position, status and add new pictures at any time you wish. The mobile phone section works by sending text messages to the phone number that will be sent to you when you set up your mobile phone for this service.
**Lesson Plans**

- **Elementary**
  1. Inform students what internet social networks are and the safety of these networks.
  2. Teach students why not to give personal information to strangers, especially on the internet.
  3. Students will be able to construct their own blogs using Brightkite.com.

- **Secondary**
  1. After reading the book *Flat Stanley*, students will act as if they are Flat Stanley. They will make paper images of themselves and mail them to a family member and communicate with their relatives over Brightkite.com for a month.
  2. Over Christmas break students will stay in contact with their classmates and learn about each others traditions.
  3. Students and international partners will research the death penalty and their thoughts on this topic. When the research is concluded, a debate will take place, with help from Brightkite.com.

- **Post Secondary**
  1. Gaining knowledge about the student’s selected field will be done by following a professional in that field as they progress through the day.
  2. Students will post their activities throughout the day to be able to create a paper for prospective students of their university.
  3. Students will identify the educational benefits of social interaction with other students through distance learning.
  4. Students will broaden their understanding of trainees, by sharing their work experience with other trainees from different employment sites.

- **Business/Industry**
  1. Business managers will be educated on how to use Brightkite.com to increase potential business clients both at home and overseas.
  2. Company managers and staff will learn how to stay connected with others while traveling on business trips when computers access may not be available.

Further details on these lesson plans can be found at: http://wiki.itap.purdue.edu/display/INSITE/BrightKite