

What is Packback Questions?

Packback Questions is a Question-Based Discussion platform where users can ask the BIG questions about what you're learning, and what you still want to know. The Packback company exists to wake up the fearless, relentless curiosity in every student...because Packback believes that great innovation is always born out of great questions.

When you click on the Packback Questions link in your eCampus course your account is automatically created on Packback. This account will be associated with your school email address. This way, you only have to log in to eCampus to access Packback Questions.

What types of questions to post in Packback Questions:

Make it Open-Ended: Ask questions that have many possible answers. Try asking questions that do not have a single accepted "right" answer. Try asking questions that prompt your classmates to think about how what is being learned in class could be applied to solve real-world problems.

Make it specific: The more specific your question is, the better the responses will be. If you ask "How should a company market themselves?", you'll receive very general answers. Instead, try presenting a specific scenario like, "Imagine you run a 20-person family-run pizza shop in a suburb of Detroit that is just starting to introduce delivery. What are some unique marketing tactics that this company could use to make the launch of their delivery service successful?"

Make connections: To take it to the next level, try asking questions that make connections between two (or more) of your classes. The possibilities are endless, just think big, open your mind, and be fearless. This is called Combinatorial Thinking, and this type of thought process has been cited as one of the biggest drivers of innovation; taking the knowledge from one industry, and applying it to another industry in unexpected, revolutionary ways.

The best way to check if your question belongs on Packback is to ask yourself, "Would I be intrigued to read an answer to this question, even if it wasn't for class?"

You can also ask the following:

Thoughtful "Extra Help" questions that show work

Stuck on a concept from class? Post a thoughtful "extra help" question and show your work up to where you got stuck. Packback is not a place to just ask for an answer, it's a place to get an explanation about WHY that is the answer.

Asking for responses to an article, video, or passage

Share an interesting related source, along with why you found it interesting, and ask an Open-Ended follow-up question about it! Sharing interesting related resources is one of the best ways to inspire your classmates' curiosity.

How to write a response on Packback Questions

Write the kind of response you'd like to read

Treat each answer on Packback as a mini-essay. Your response should have a perspective or thesis of what you believe, called the "Response Summary". In the main body of your answer, support that thesis with examples and real data points that help make your case and add context. Adding formatting and paragraph breaks helps with legibility, and can help you think about how to structure your response in a logical way. You can and should share your opinion, even if it is at odds with current accepted views, but always make sure to support your opinion with facts.

Expand on your idea until it is a fully explained

Write a minimum of 1 paragraph; short answers are usually no more valuable than a quick Google search. Even if the question you're responding to could lend itself to a short answer, try to push yourself to create an answer that adds new value to our collective knowledge. Your response will inspire your classmates' curiosity.

Add videos, images and sources to add context (and make it interesting!)

Packback's Rich Text Editor allows the embedding of images, animated gifs and videos right into your post. If you can, always include at least one video, image or source with your answer that helps to explain your perspective, make your response more interesting, and provide an additional resource for extra exploration if your response sparks someone's curiosity. Including sources and media also increases the likelihood that your answer will be read and Featured!

The Packback Community Mindset

Be Kind: Be mindful of your communication and the impact of your words.

Be Curious: When ideas or questions pop into your mind, share them with the community!

Be Fearless: Do not be afraid to look like you care. Don't be afraid to look silly. Think big...you have nothing to lose.

Be Creative: Combine! Create! Add Constraints! Get a little crazy!

Be Open: When your classmates share an opposing view, be open! There is value to be found in every interaction.

***Fee Associated with Packpack:** There is an \$25 fee for access and participate in each course community. The fee is per course per semester/quarter. For example, if you have only one class using Packback this semester, you only have to pay once for the entire semester. If you have two classes using Packback this semester, the \$25 fee is paid twice

***If you take the same class for two different semesters and they both use Packback, you would have to pay the \$25 fee twice.