

The Guyana Innovation Prize



GUYANA
ECONOMIC
DEVELOPMENT
TRUST



JUANELLE MARKS

Computerized Cognitive Behavioral Therapy (CCBT):
Towards Unlearning Learned Helplessness

Goal: Retrain the Brain

The Problem: The Ministry of Education states that they are over 173,000 students in Guyana. On average, an estimated 12,000 students took the Caribbean Secondary Examination. Sadly, more than 50% of all persons writing CSEC Mathematics in Guyana are unable to attain a passing grade. In view of the preceding, the Ministry and its stakeholders are actively seeking new and innovative methods of boosting students' academic performance.

The Research: CCBT proposed to positively recondition students' response to failure when challenged academically. The research questioned and evaluated the extent to which Computerized Cognitive Behavioral Therapy can be a suitable and effective intervention. The study included findings proved that CCBT could be an effective intervention for helping students to unlearn learned using computer technology tools integrated with cognitive and motivational elements.

Potential: This type of behavioral therapy would be ideal for educators (teachers, administrators, childcare providers, education ministries, e.g.) in the teaching/learning process and those who regularly interact with students especially those who are learned helpless. This software as a service (SAAS), estimates to capture at a minimum 7% (12,110) of the market. This takes into consideration local internet penetration rates and socio-economic statistics such as income brackets and customer spending habits.

Bio: Juanelle Marks received a Bachelor of Science degree in Computer Science from the University of Guyana. She is a Trained Teacher with certifications from the Cyril Potter College of Education and the National Centre for Educational Resource Development (NCERD). Professionally, Juanelle has taught Grades 5 through 11 for the past twenty years; working primarily with at-risk and academically challenged students. Juanelle is currently a lecturer at the University of Guyana. Her research interest is in the area of the innovative use of Information and Communications Technology in the delivery of education online and in the classroom.