Applying the Modified Social Technographic Ladder to Education in Agriculture

Holli Leggette, Dr. Tracy Rutherford, Tobin Redwine
Texas A&M University, College Station

This project was supported by Higher Education Challenge Grant no. 2009-38411-19768 from the USDA National Institute of Food and Agriculture


---

Early Adopters

- Innovators
- Critics
- Collectors
- Joiners
- Spectators
- Forced Participants
- Inactives

- Early Majority
- Late Majority
- Laggards

---

- Innovators:
  - Publish a blog
  - Publish your own Web pages
  - Upload video you created
  - Upload audio/music you created
  - Write articles or stories and post them
  - Own land in Second Life (SL)
  - Build/create environments
  - Sell items you created

- Critics:
  - Post ratings/reviews of products or services
  - Comment on someone else’s blog
  - Contribute to online forums
  - Contribute to/edit articles in a wiki
  - Work collaboratively to develop SL content
  - Interact in Sandbox environments.

- Collectors:
  - Use RSS feeds
  - “Vote” for websites online
  - Add “tags” to Web pages or photos
  - Attend publicized events
  - Add landmarks to SL locations
  - Add friends via request
  - Shopping

- Joiners:
  - Maintain profile on social networking sites
  - Visit social networking sites
  - Maintain SL profile
  - Recreational user

- Spectators:
  - Read blogs
  - Listen to podcast
  - Watch videos from other users
  - Read online forums
  - Read customer ratings/reviews
  - Wander around in SL
  - Visit significant landmarks in SL (museums, art exhibits, etc.)

- Forced Participants:
  - Added during modification to include those who are forced to participate in Web 2.0 activities
  - Use SL based on requirement
  - Attend mandatory events

- Inactives:
  - None of the above
  - None of the above

- Early Majority
  - Starting class discussion
  - Engaging in conversation during Web 2.0 activities
  - Commenting on posts in learning management systems

- Late Majority
  - Making an account and registering with websites
  - Using course links to find new information
  - Adding hashtags to someone else’s Tweets
  - Bookmarking Web pages

- Laggards
  - Adding to class discussion
  - Reposting information to social networking site
  - Going beyond the instructor’s requirements
  - Searching for new information
  - Lurking

- Inactives
  - Participating in only graded class activities

- None of the above

This project was supported by Higher Education Challenge Grant no. 2009-38411-19768 from the USDA National Institute of Food and Agriculture