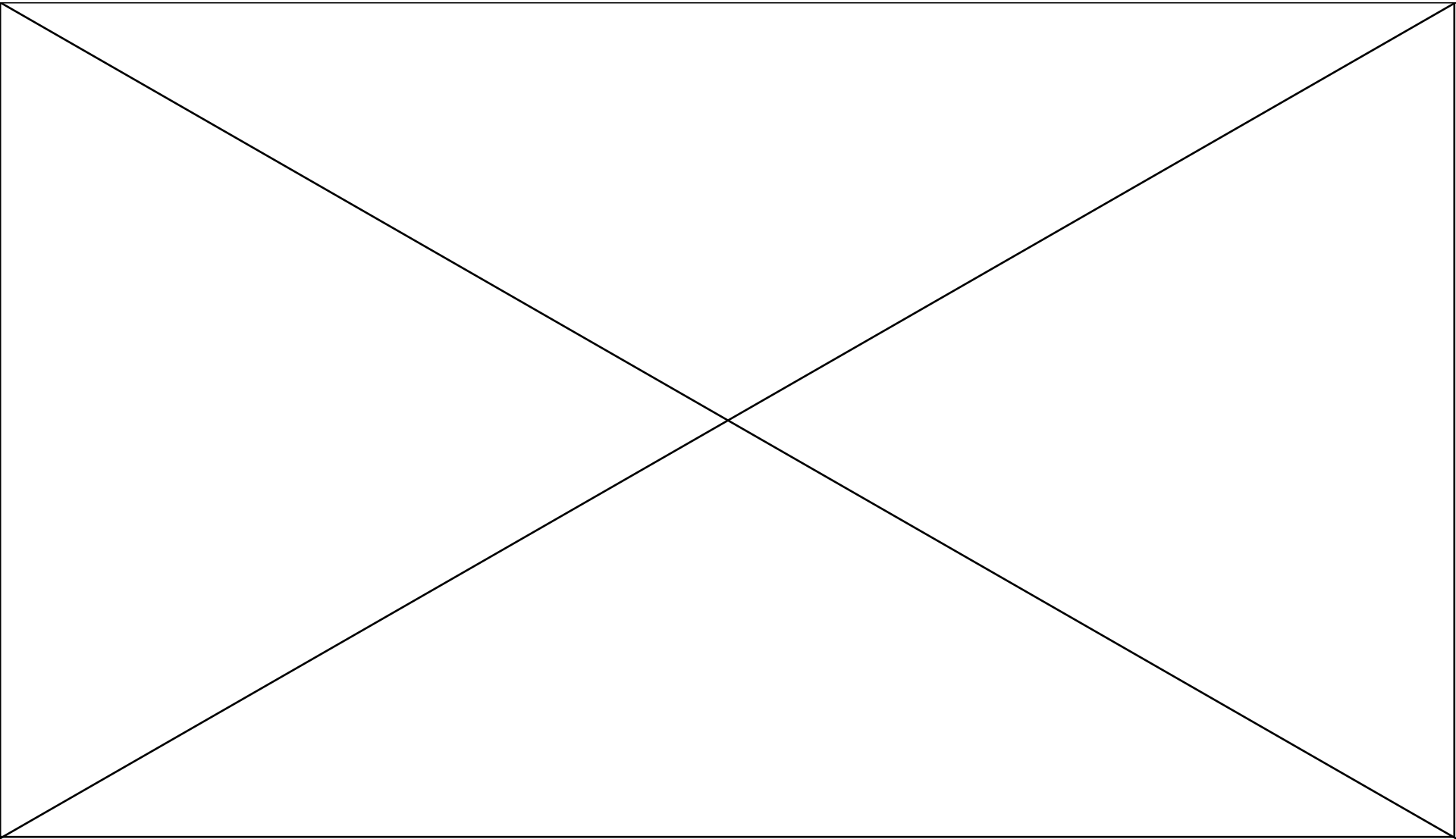


# Lowering the Bar



# Guiding Philosophy



*According to new research released Monday, only 38 percent of students indicated that their instructors “understand technology and fully integrate it into their classes.” - [Campus Technology](#)*



## Generational Differences in Online Activities

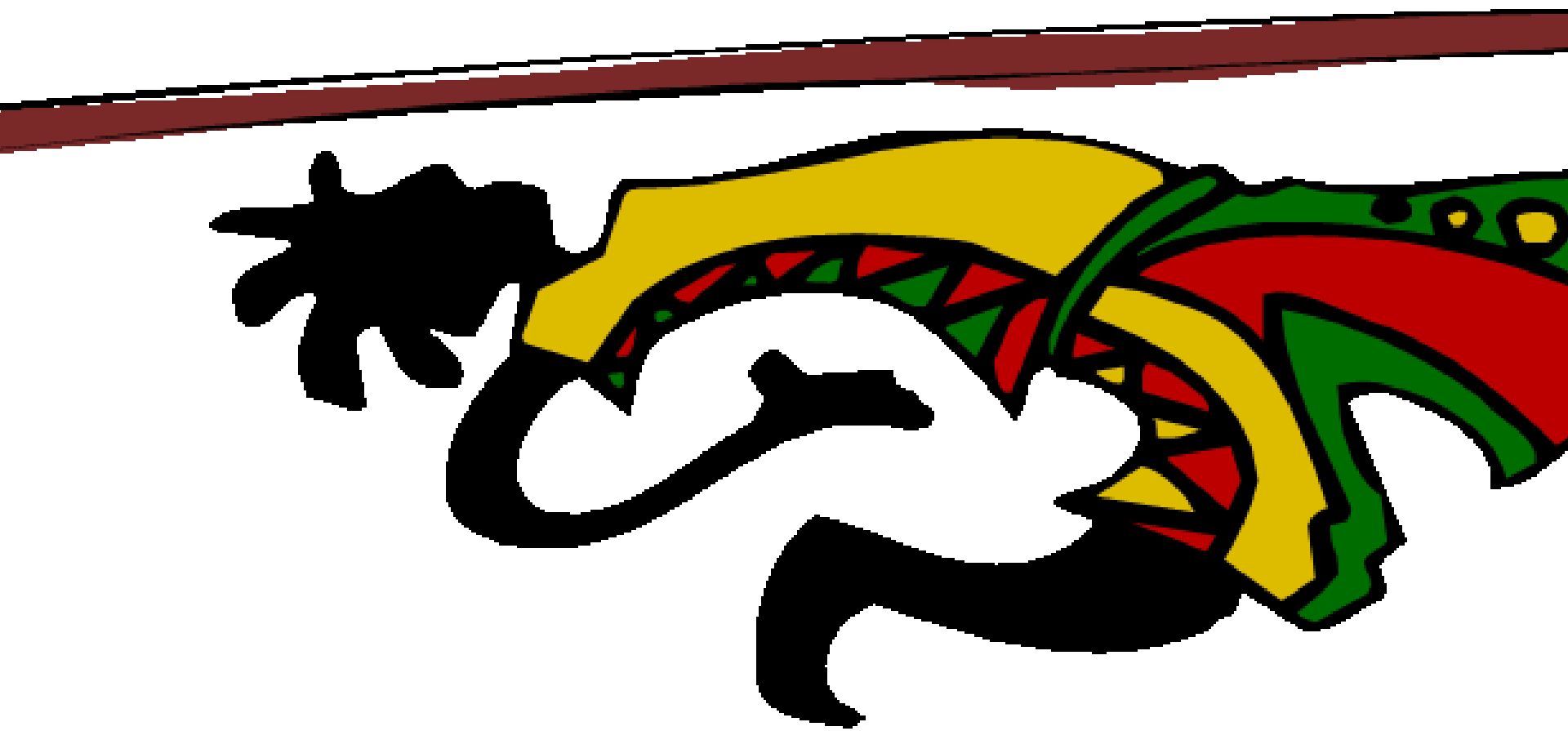
	Online Teens^ (12-17)	Gen Y (18-32)	Gen X (33-44)	Younger Boomers (45-54)	Older Boomers (55-63)	Silent Generation (64-72)	G.I. Generation (73+)	All Online Adults^^
<b>Go online</b>	<b>93%</b>	<b>87%</b>	<b>82%</b>	<b>79%</b>	<b>70%</b>	<b>56%</b>	<b>31%</b>	<b>74%</b>
<b>Teens and Gen Y are more likely to engage in the following activities compared with older users:</b>								
Play games online	78	50	38	26	28	25	18	35
Watch videos online	57	72	57	49	30	24	14	52
Get info about a job	30~	64	55	43	36	11	10	47
Send instant messages	68	59	38	28	23	25	18	38
Use social networking sites	65	67	36	20	9	11	4	35
Download music	59	58	46	22	21	16	5	37
Create an SNS profile	55	60	29	16	9	5	4	29
Read blogs	49	43	34	27	25	23	15	32
Create a blog	28	20	10	6	7	6	6	11
Visit a virtual world	10	2	3	1	1	1	0	2

Source: [Pew Internet & American Life Project](#)

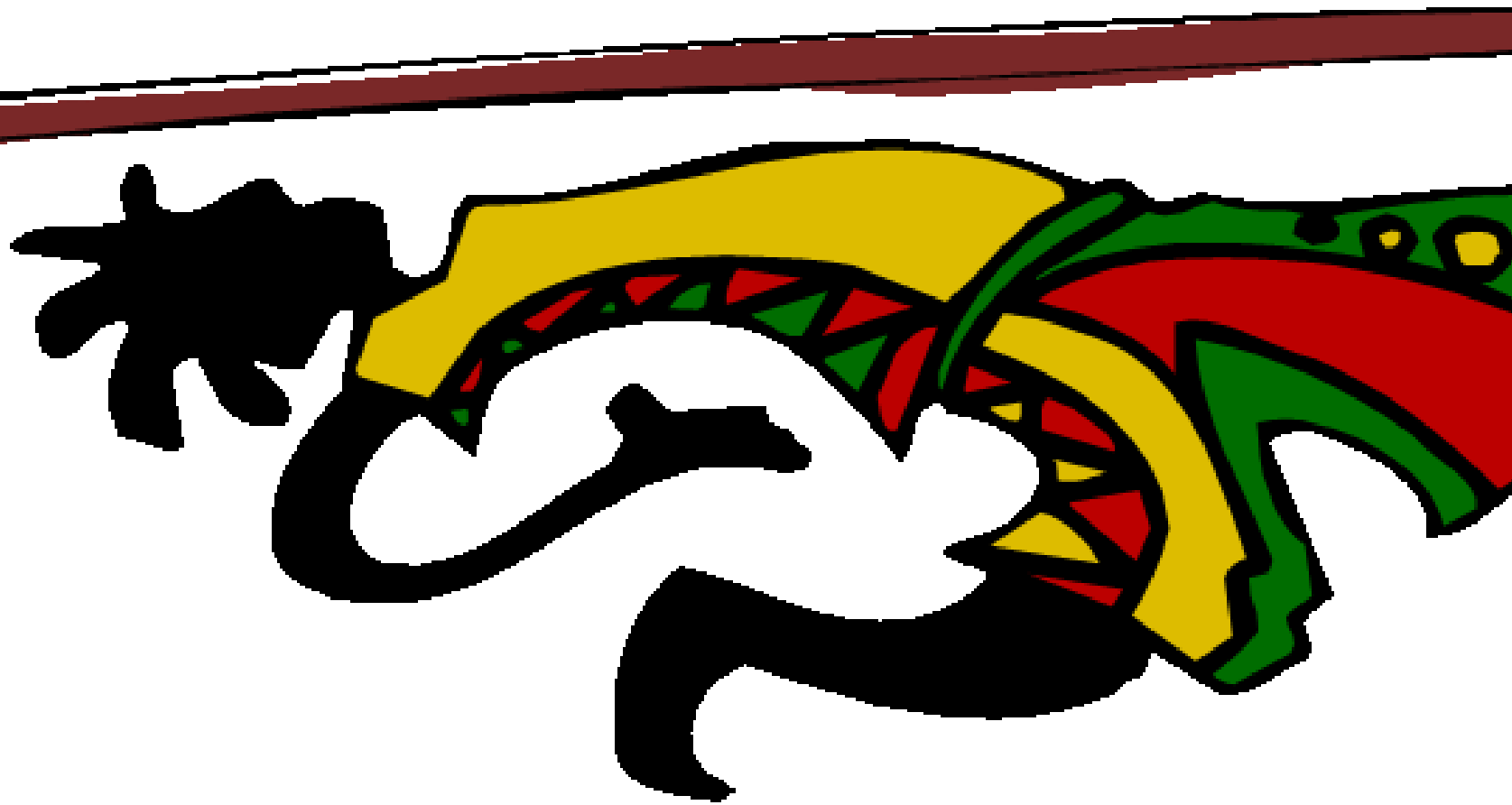
# Low Threshold Applications



# Doodle



Kuler



# Hot Potatoes

