

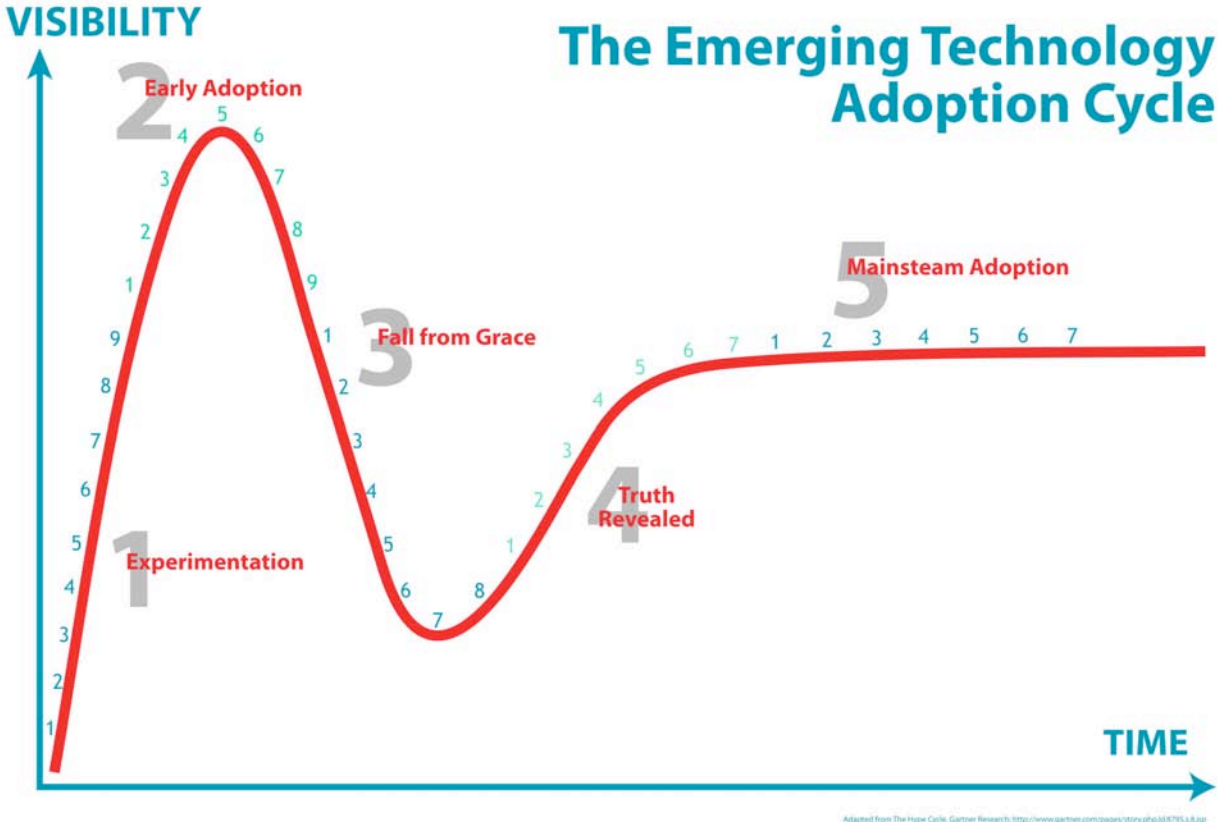


sparkling innovative learning & creativity

Emerging Technology Adoption Cycle

The Emerging Technology Adoption Cycle, illustrated below, is adapted from the well-known work of Gartner Research, who use a similar framework for their Hype Curve. The Emerging Technology Adoption Cycle looks at how the same cycle impacts adoption choices on campuses — thus as technologies come onto the scene, the earliest uses are almost universally experimental; the traditional early adopters tend to turn their attention to the technology when the hype is near its high point, and new adoptions fall precipitously as the hype inevitably exceeds realistic expectations.

Nonetheless, as the early adopters generally publish studies documenting ways the technology can be effectively used, the interest again rises, this time in a more moderated fashion. If the technology is useful enough, it will eventually enter mainstream use. (Johnson, 2010)



Instructions:

Today, we'd like to poll this group to gain a local perspective on where we collectively think the six particular technologies we are going to write up in the *Horizon Report: Australia-New Zealand Edition* are at this point in time.

Using this sheet as a guide, simply place a dot on the wall charts provided for each of the six technologies in the report to indicate where you think the technology is in the adoption cycle at this point in time.