

# Back to the Future

Ellen Wagner

Executive Director

WICHE Cooperative for Educational Technologies



# Welcome to the Silicon Valley



# 10 Worst Web 2.0 Buzzwords, 2008

**Microblog** - When you're too lazy or important to write more than one sentence.

**Podcast** Bet Apples wishes it could earn royalties off this dog-eared term.

**Crowdsourcing** The wisdom -- and the tyranny -- of the masses.

**Mashup** An application that's still *just* an application.

**Monetize** Plain old "making money" is so 2007.

**Tweet** Not just something birds do anymore, unfortunately.

**Poke** There was a reason your mom told you not to do this.

**Vlog** As if 'blog' didn't already offend the ear enough.

**Cloud-computing** The nimbus vs. cumulus debate can't be far off.

**Friending** Another odious gerund from the social networking realm.

# But WAIT!! There MORE!!!

## Here are the Candidates for 2010

[Viral](#) Come on everybody... Let's get sick!

[Check-In](#) Not just for hotels anymore... aaaaaand, guess what? It's a noun now!

[FML/FTW](#) EWTA! WCTIA! GOY! Got me?

[Start-around](#) Because "company in crisis mode" doesn't sound as playful.

[Social graph](#) Er, no need to pull up an Excel sheet for this one.

[Content Curator](#) We love sounding wayyyyy more sophisticated than we are.

[DNA](#) It's like regular DNA, but without the D, N, or A.

[Halfalogue](#) Whee! Making up words is *easy*!

[Social Capital](#) Uh, don't expect to be able to invest this anywhere.

[Tweet-up](#) Oh, Twitter. Is there any phrase you *can't* make cuter?

Thanks to Nicole Ferraro, Site Editor, [Internet Evolution](#)

# The House that Steve Built

BUSINESS INSIDER  
SAI *Select*



SAI THE WIRE CLUSTERSTOCK MONEY GAME GREEN SHEET WAR ROOM LAW REVIEW LATEST VIDEO

Wednesday, July 21, 2010



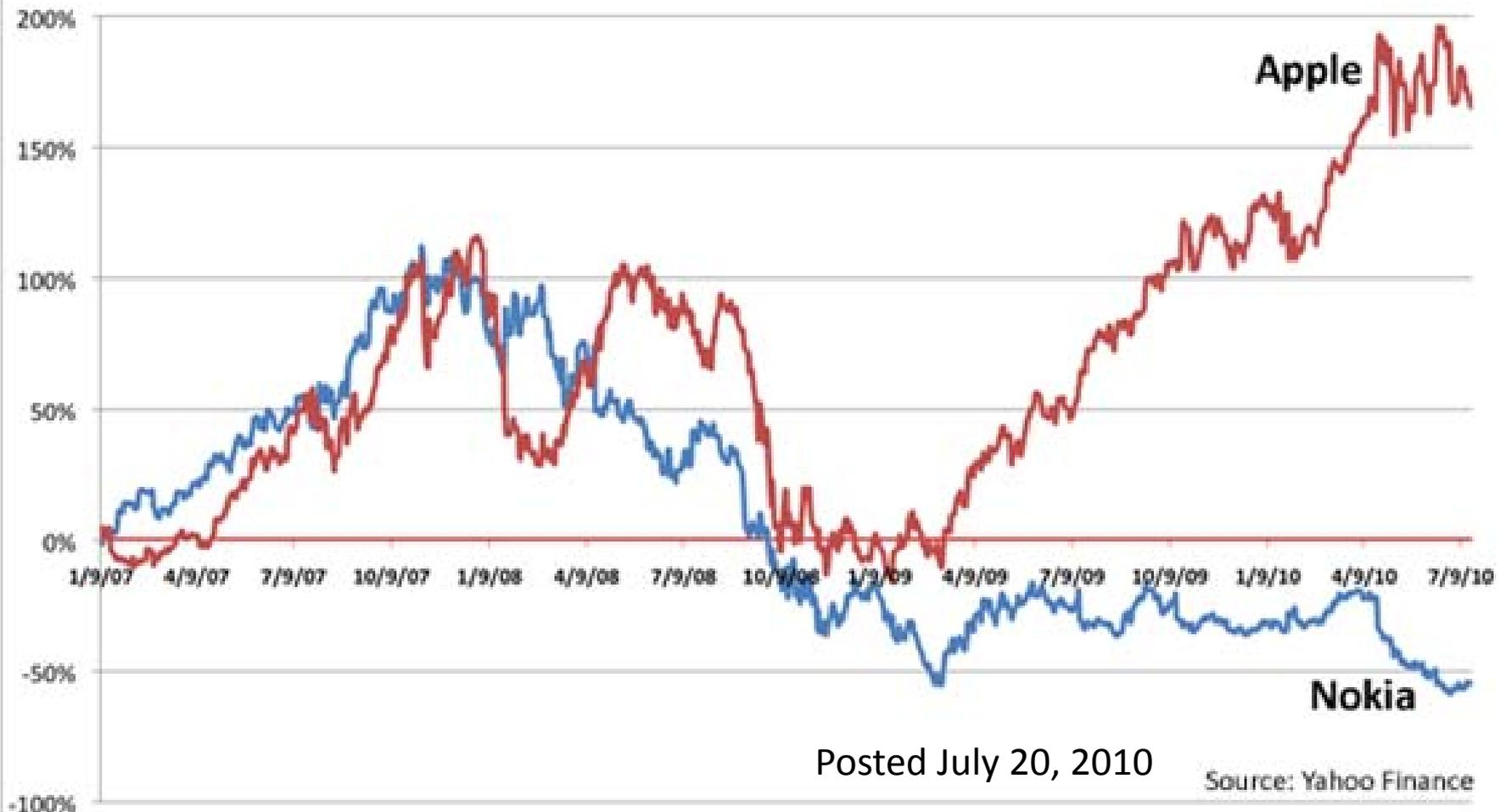
## Apple Crushes It, Sells 3.27 Million iPads In June Quarter

Apple totally crushed it last quarter as expected, and even Apple's guidance is impressive.

Overall, the company earned \$3.25 billion on \$15.7 billion of revenue. Shares are up 3.5% after hours. iPad, Mac, and iPod shipments were all stronger than expected: Apple shipped 3.27 million iPads, 3.47 million Macs, and 9.4 million iPods during the June quarter. [Read »](#)



## Apple vs. Nokia: Share Prices Relative to Jan. 9, 2007 -- the Day Steve Jobs Introduced the iPhone at Macworld

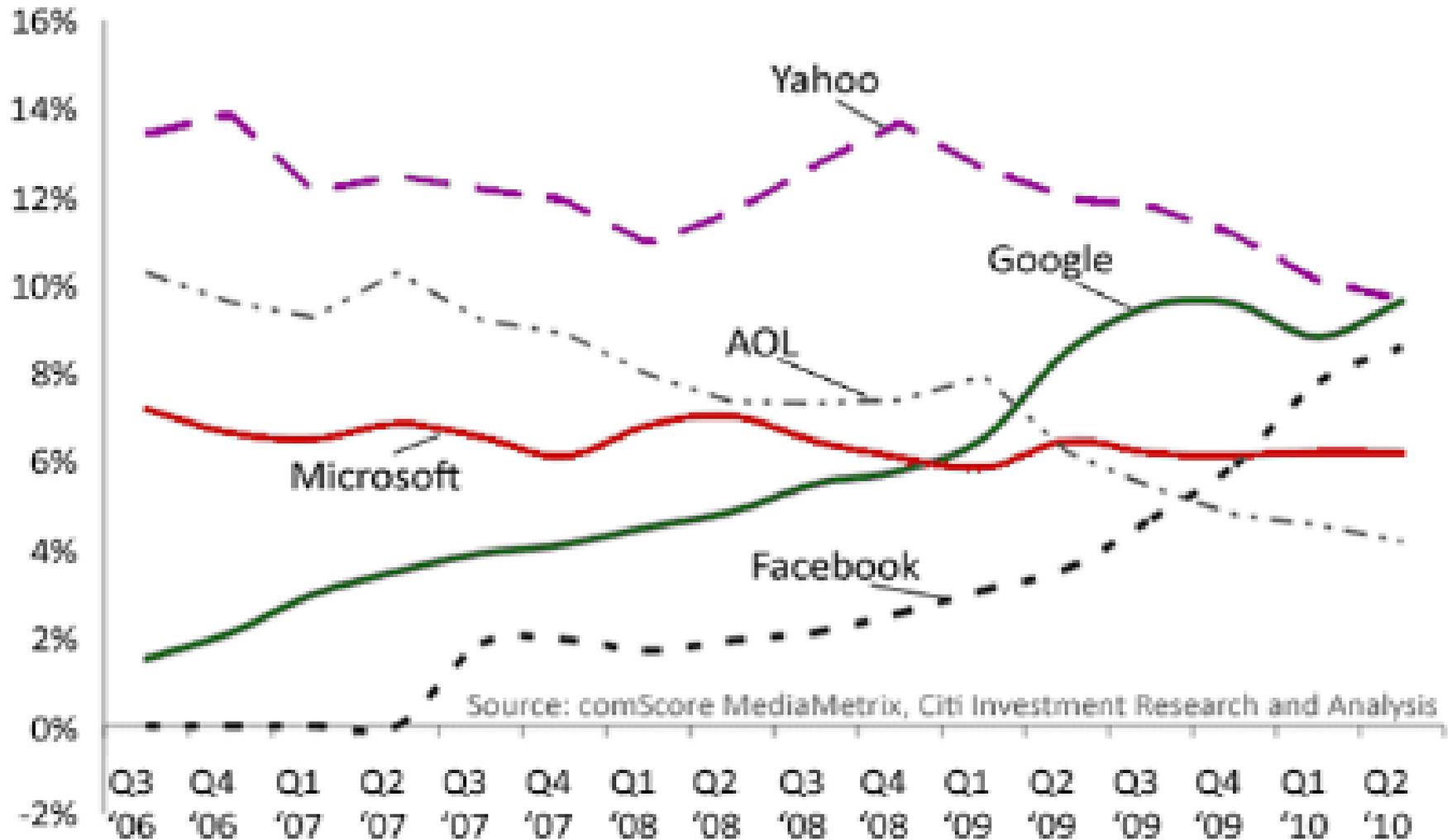


Posted July 20, 2010

Source: Yahoo Finance

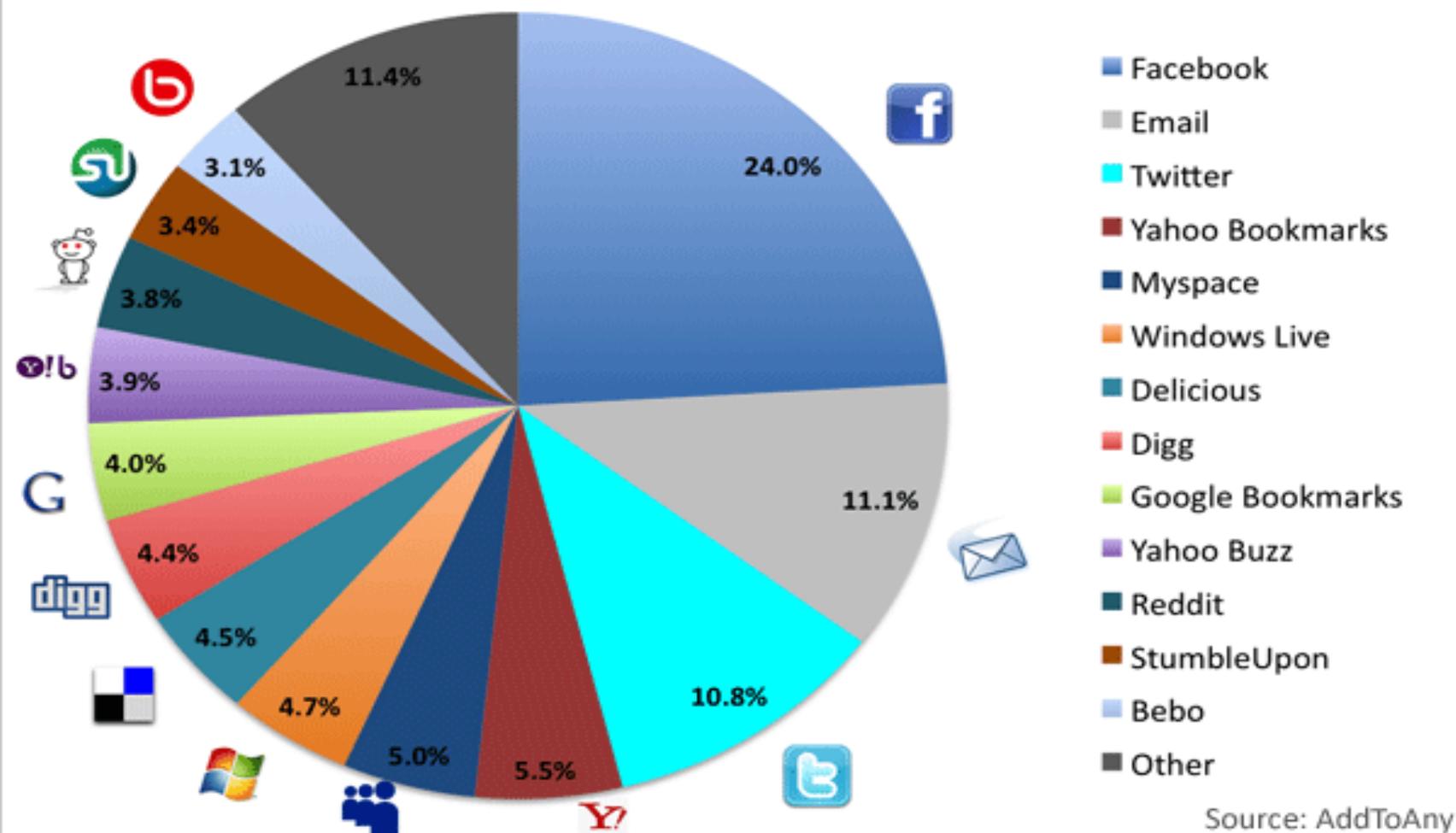


## Time Spent On Sites Vs. Total Internet (U.S.)





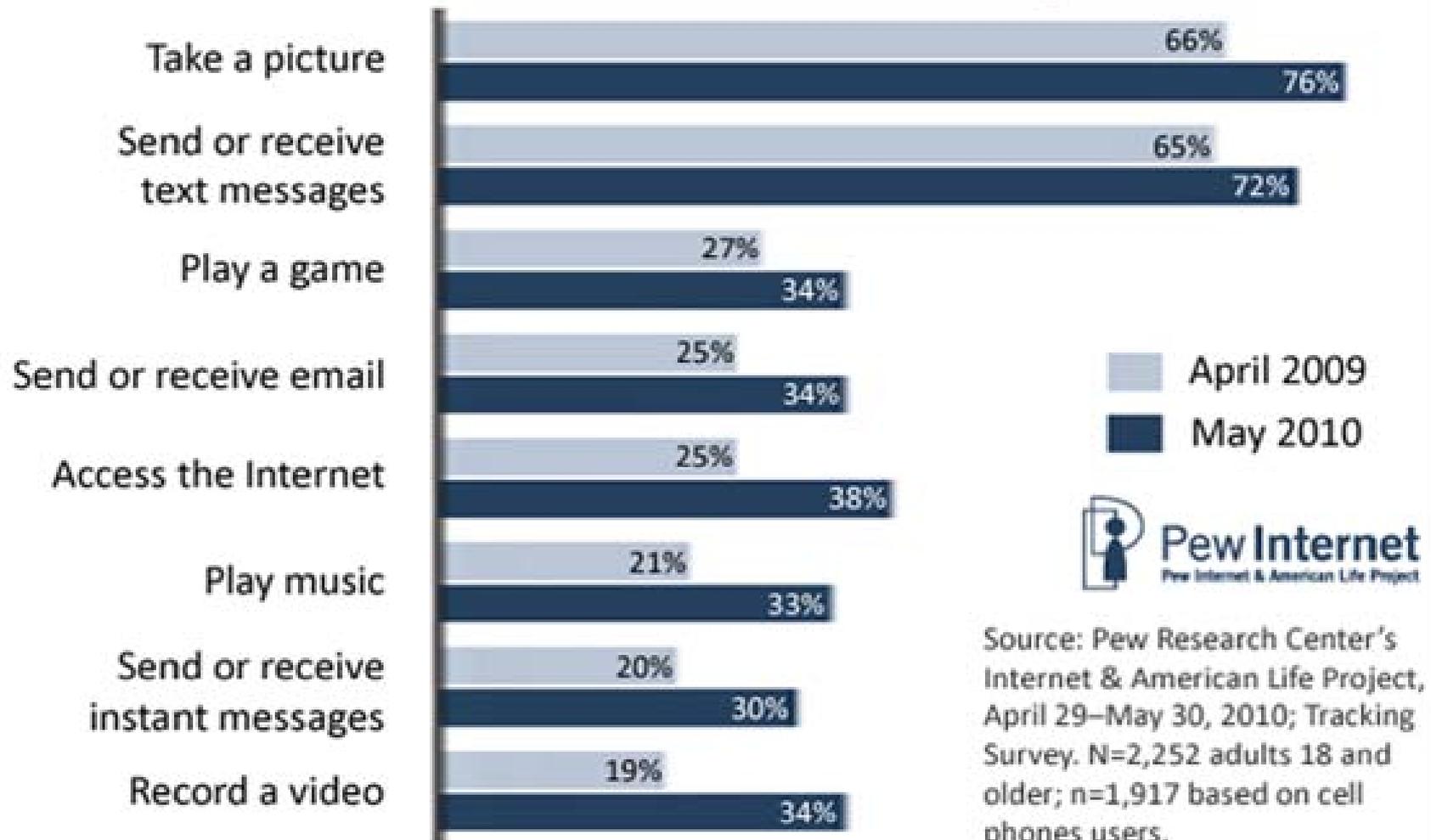
## Facebook Leads Sharing



Follow the Chart Of The Day on Twitter: [www.twitter.com/chartoftheday](http://www.twitter.com/chartoftheday)



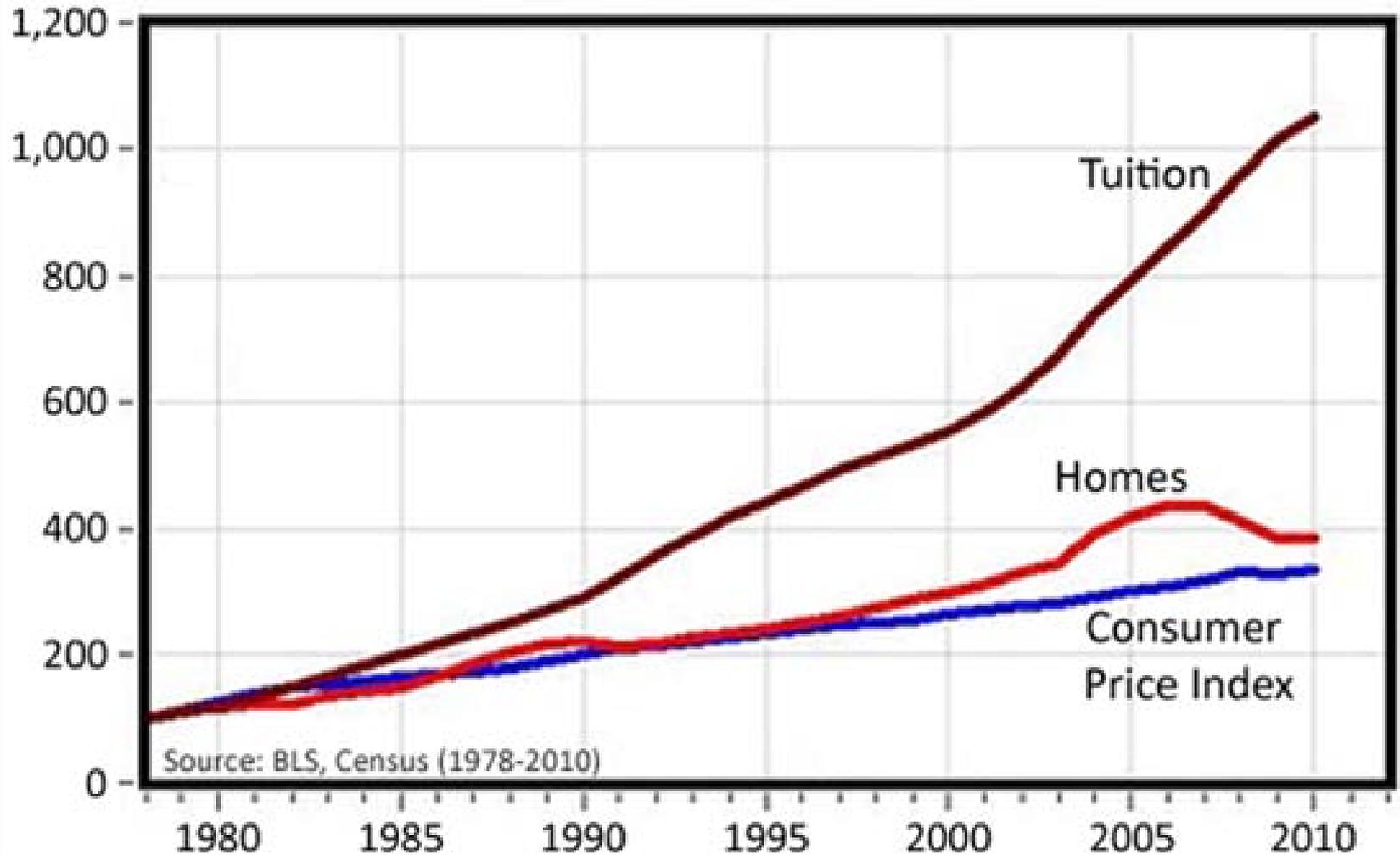
## The Percent Of Cell Phone Owners Who Use Their Phones To Do The Following:





Index  
100=1978

## College Tuition CPI Vs. U.S. Home Prices Vs. CPI



Do You Remember the  
E- Bang Theory??



**MIND THE GAP**



Mlodrag Bogdanovich, 2007

# Big Questions for Learning Professionals

- How do we prepare learners for jobs and technologies that don't exist yet?
- How do we help prepare a workforce for a world where they will need to solve problems we don't even know about?
- How do we prepare ourselves to edit/modify/delete much of what we have learned about our own professional practices?
- How do we capture and extend learning *experience* so that is it meaningful in the context of our augmented digital lives?
- How to we move beyond the fascination with the latest and greatest and focus on sustainable innovation?

## Some of the Gaps We Need to Mind

- Between innovation and implementation
- Between research and practice
- Between academic institutions and corporations
- Between products and solutions
- Between “traditional elearning” and emerging elearning

# Innovation and Implementation

- Innovative, emergent consumer technologies alter everyone's expectations about....everything
- The path from innovation to adoption is a lengthy journey of implementations and evaluation to determine the benefit/return.

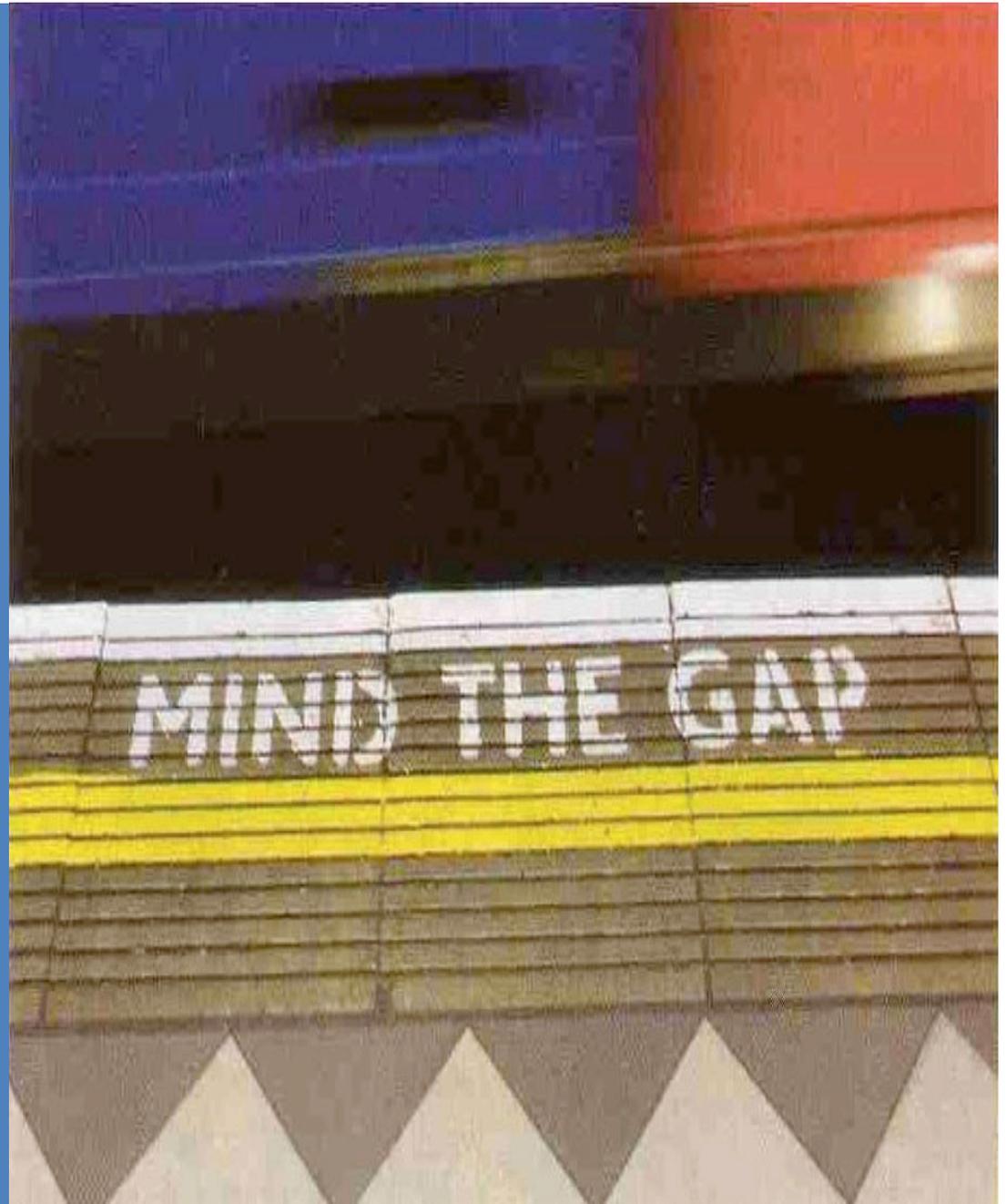
# Academic institutions and Corporations



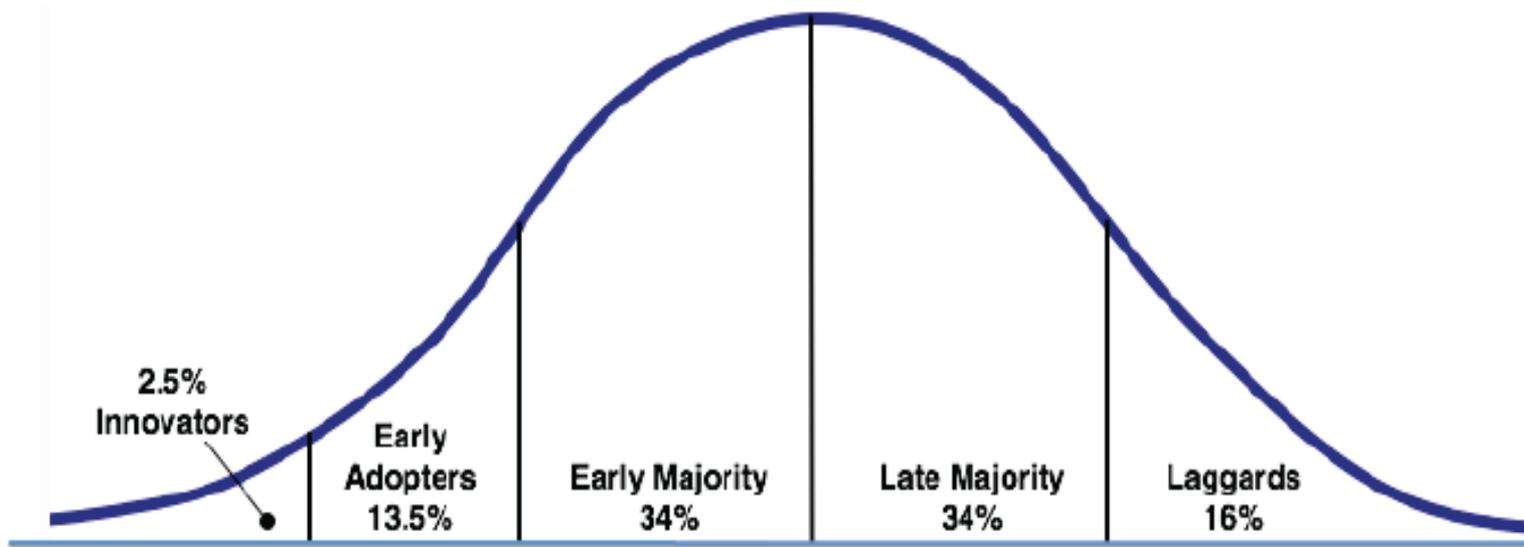
# Products and Solutions



# Traditional vs. Emerging eLearning

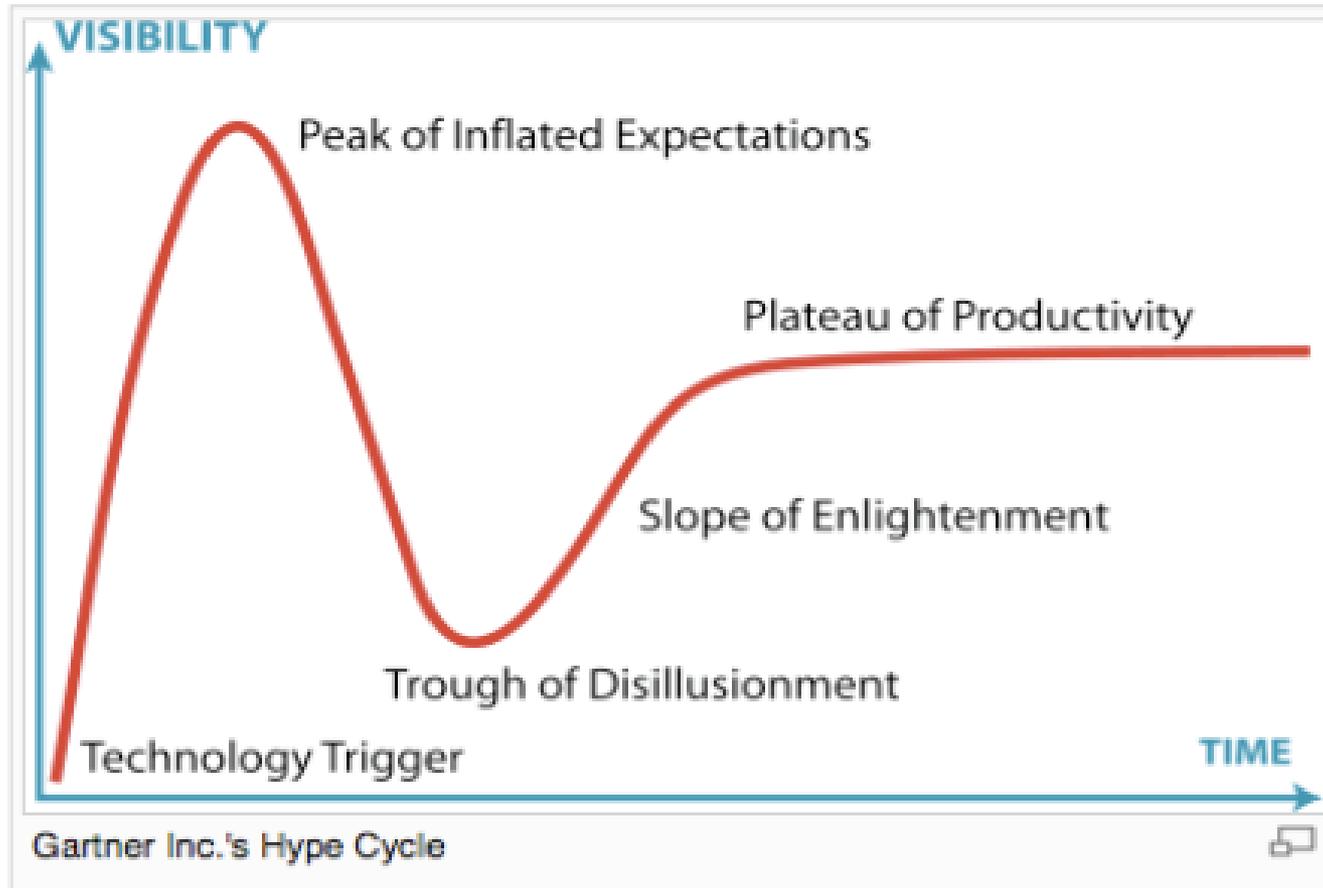


# Innovation is just the Tip of the Iceberg



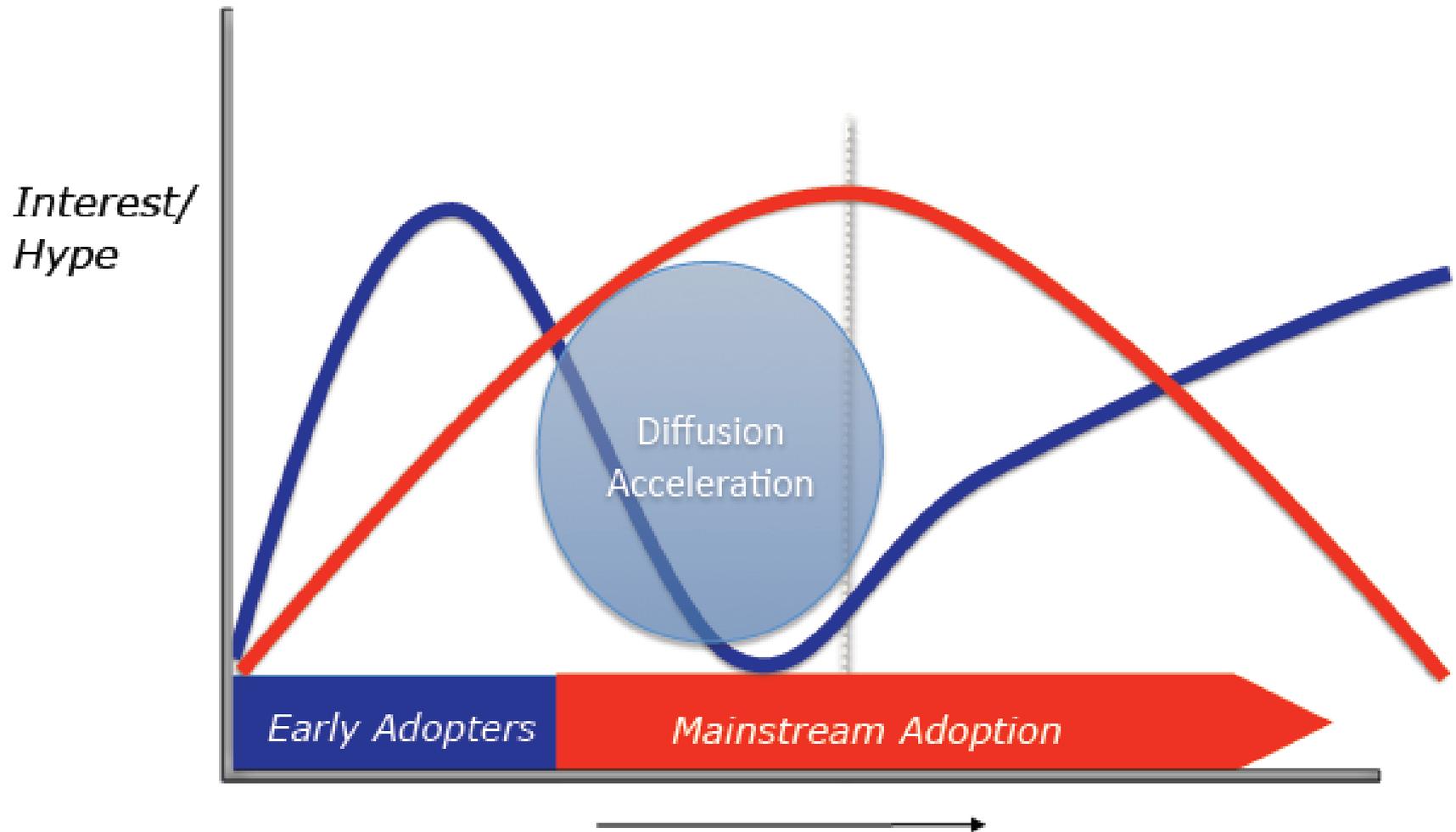
Roger's Diffusion of Innovation Adoption Distribution Curve

# Gartner Hype Cycle



Jackie Fell, (2008) **Mastering the Gartner Hype Cycle.**

# When Hype Cycle And Disruptive Innovations Meets the Innovation Adoption Curve



# Thanks for your Attention

For follow-up questions, comments, feedback

Ellen Wagner

<http://elearningroadtrip.typepad.com>

<http://twitter.com/edwsonoma>

[edwsonoma@gmail.com](mailto:edwsonoma@gmail.com)