

Trends in Technology

In order to affectively engage students, we must first understand learning trends among today's students.

- 59% of U.S. college students use online study tools to keep up with the course work and prepare for exams.
- Only 52% of young adults aged 18 - 24 read a book voluntarily in 2002 down from 59% a decade earlier, according to a U.S. wide study of reading skills by the National Endowment for the Arts.
- According to Campus Solutions, Inc., 2007-2008 academic school year college students are said to be the most wired ever, spending an 11 hours a day engaged with media, whether with a cell phone, laptop, Blackberry or iPod.
- Burst Media reports that college students spend more time online than they do using any other form of media, including TV and radio.
- Three of four young adults download and view Internet videos daily according to the Pew Internet & American Life Project.
- SmartPhone usage is on the rise. Total shipments of SmartPhones grew almost 72% just in the 4th quarter of 2007, from 20 million units to over 35 million.