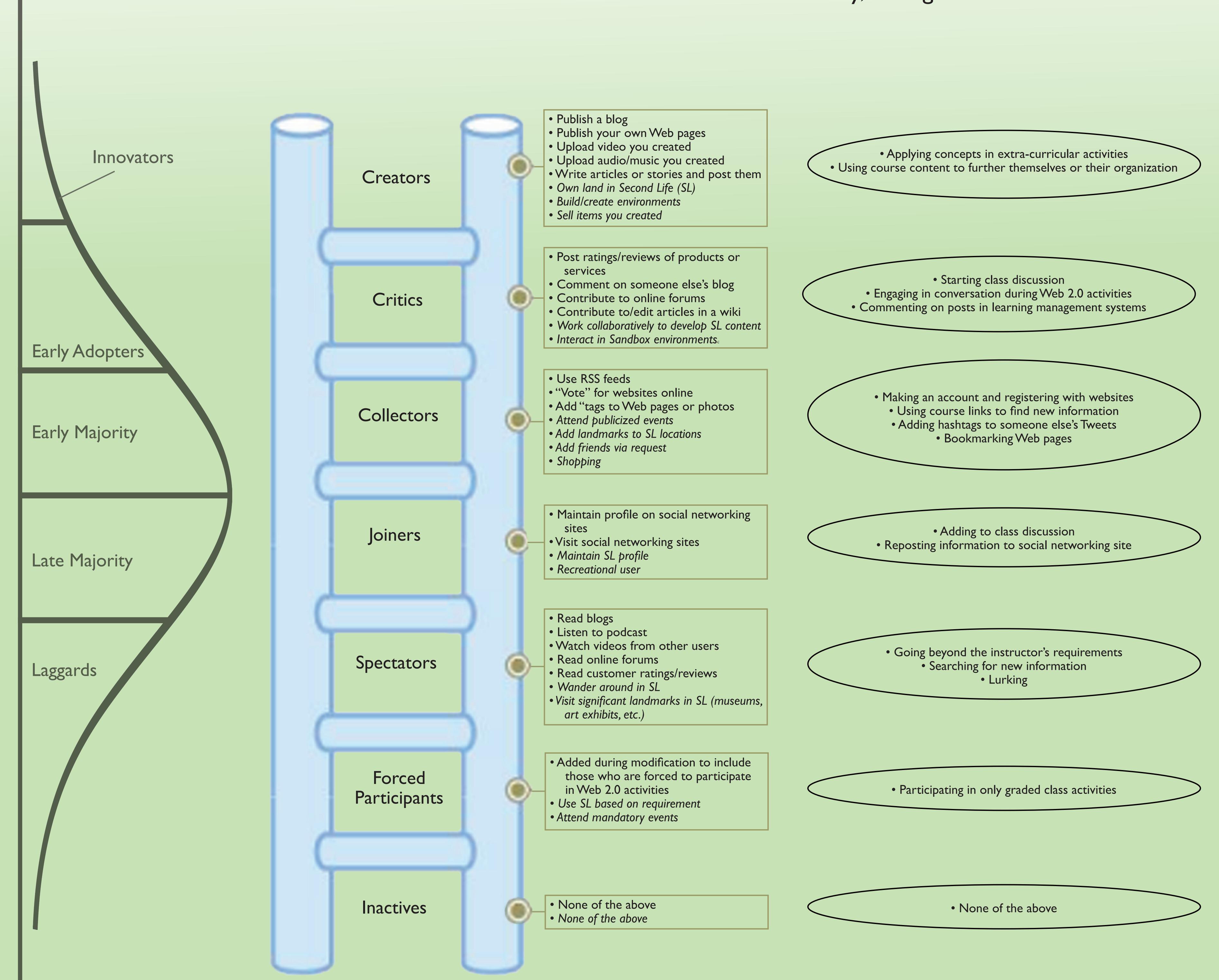
## Applying the Modified Social Technographic Ladder to Education in Agriculture



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



Li, C. & Bernhoff, J. (2008). Groundswell: Winning in a world transformed by social technologies. Boston, MA: Harvard Business Press. Rogers, E. M. (2003). Diffusion of innovations (5th ed.). New York, NY: Free Press.

Shepperd, C. C. (2012). Student user's perceptions of Second Life as an educational tool. (Unpublished master's thesis). Texas A&M University, College Station, Texas.

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