# Applying the Modified Social Technographic Ladder to Education in Agriculture 

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



## - Applying concepts in extra-curricular activities - Using course content to further themselves or their organization

- Publish a blog
- Publish your own Web pages - Upload video you created
- Upload audio/music you created
- Write articles or stories and post them
- Own land in Second Life (SL)
- Build/create environments
- Sell items you created
- Post ratings/reviews of products or services
- Comment on someone else's blog
- Contribute to online forums
- Contribute to/edit articles in a wiki
- Work collaboratively to develop SL content
- Interact in Sandbox environments.
- Use RSS feeds
- "Vote" for websites online
- Add "tags to Web pages or photos
- Attend publicized events
- Add landmarks to SL locations
- Add friends via request
- Shopping

Visit social networking sites

- Maintain SL profile
- Recreational user


## - Read blogs

- Listen to podcast
- Watch videos from other users
- Read online forums
- Read customer ratings/reviews
- Wander around in SL
- Visit significant landmarks in SL (museums, art exhibits, etc.)
- Added during modification to include
those who are forced to participate
in Web 2.0 activities
- Use SL based on requirement
- Attend mandatory events
- None of the above
- None of the above


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Rogers, E. M. (2003). Diffusion of innovations (5th ed.). New York, NY: Free Press.
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