

Do You Suffer from NTS? (New Toy Syndrome)

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Background

- ▶ The Global MBA Online Program
- ▶ Our history with NTS
- ▶ No formal technology evaluation plan

NTS Defined

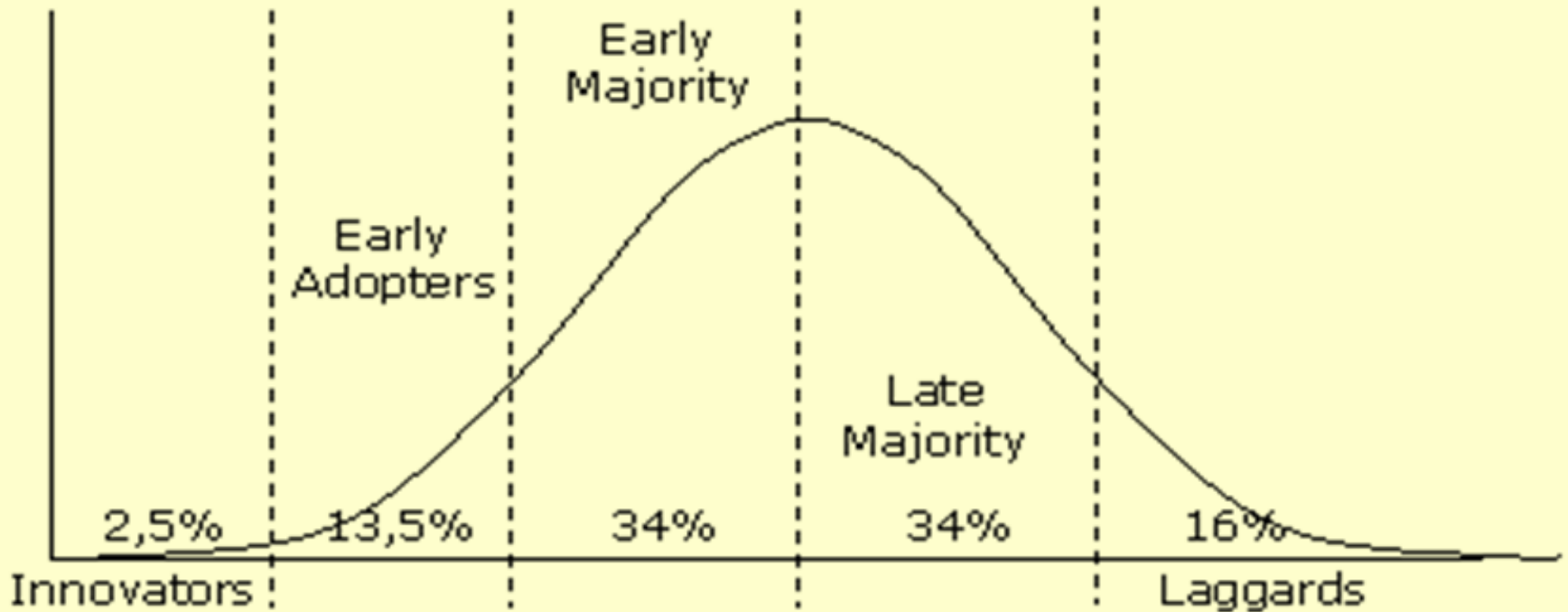
- ▶ The need to satisfy one's desire for technology without regard to fiscal responsibility, forethought, and/or evaluation of the long-term effects of instituting a product or service.

Symptoms

- ▶ Voices in your head
- ▶ A burning desire
- ▶ Shoulder pain
- ▶ Shivering/hunger



Which One Are You?



(Rogers, 1983)

Web-based Courses

Problems Reported

- ▶ Operator errors
- ▶ Slow Internet connection
- ▶ Computer competency
- ▶ Computer errors



“One of my primary frustrations was with the course’s technology”

(Hara & Kling, 1996)

Video Conferencing Courses

Problems Reported

- ▶ Audio difficulties
- ▶ Long class startup times
- ▶ Connection problems
- ▶ Instructor not responding to questions



(McFerrin & Furr, 2000)

Did you hear about...

- ▶ The foot-warmer with a floppy drive?
- ▶ The video conferencing room that doubles as a wind tunnel?
- ▶ The misplacing of \$5 million in computers for Chicago Public Schools?
- ▶ The video editing suite designed for the faculty by the AV guys?



“What do you consider when introducing a new technology?”

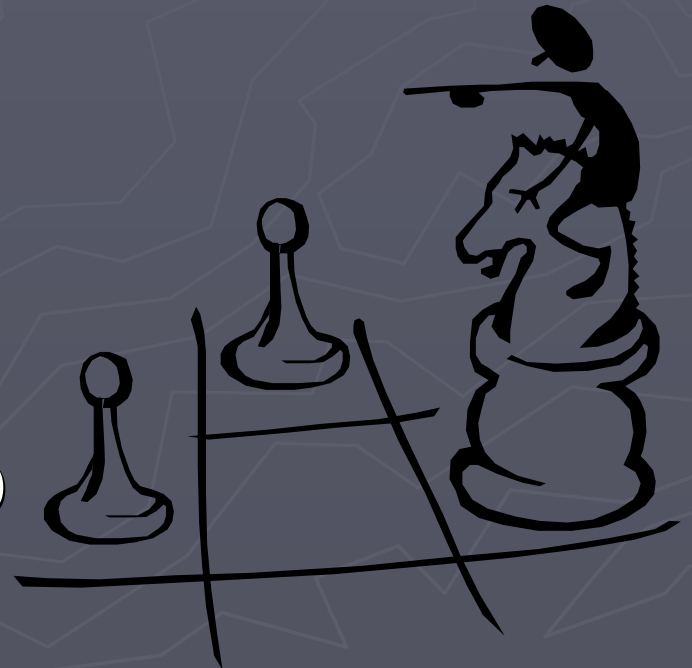
Considerations

- ▶ -Added educational value
- ▶ -Cost
- ▶ -Ease of use
- ▶ -Training
- ▶ -Integration
- ▶ -Delivery
- ▶ -Politics
- ▶ -Backup plan
- ▶ -Anticipated duration of use
- ▶ -Exit plan

Developing a Strategy for Equipment Selection

- ▶ -Committee
- ▶ -Alliances
- ▶ -Select preferred vendors
- ▶ -Identify your problem
- ▶ -Funding/costs

(Ehrmann, 2004, Soloman, 2004)



Developing a Strategy for Equipment Selection (cont.)

- ▶ -Research in-place solutions to similar problems
- ▶ -Get buy-in
- ▶ -Compare/evaluate similar products
- ▶ -Determine how to evaluate product after introduction
- ▶ -Make the purchase

(Ehrmann, 2004, Soloman, 2004)





“How did you make your last technology purchase? How could the process have been improved upon?”

ACTIONS Model

- ▶ Access
- ▶ Costs
- ▶ Teaching and learning functions
- ▶ Interactivity and user friendliness
- ▶ Organizational issues
- ▶ Novelty
- ▶ Speed

(Bates, 1995)

Quick

Check

Global MBA Technology Buying Quick Check:					
Product:					
Evaluator:					
Date:					
Score:					
Please circle the rating that corresponds to your opinion (5 is the highest/best).					
Need:					
1. The product will enhance online learning.	1	2	3	4	5
2. The product has features/capabilities that are needed.	1	2	3	4	5
3. The product has features/capabilities that currently used products do not.	1	2	3	4	5
4. The product will be used on a regular basis.	1	2	3	4	5
5. The product will be used immediately.	1	2	3	4	5
Product:					
6. Product functions as advertised.	1	2	3	4	5
7. Product is easy to use.	1	2	3	4	5
8. Product has all desired features.	1	2	3	4	5
9. Long-term usability of product.	1	2	3	4	5
10. Product will easily integrate into current systems.	1	2	3	4	5
11. Product is proven.	1	2	3	4	5
Cost:					
12. Cost of product.	1	2	3	4	5
13. Cost of training.	1	2	3	4	5
14. Cost of integration.	1	2	3	4	5
Faculty/Staff/Students:					
15. Faculty/staff/student acceptance.	1	2	3	4	5
16. Faculty/staff/student need for training.	1	2	3	4	5
17. Faculty/staff/student ability to access product.	1	2	3	4	5
Company:					
18. Technical support/customer service.	1	2	3	4	5
19. Reputation of company.	1	2	3	4	5
20. Satisfaction of company's current client base.	1	2	3	4	5
Additional Comments:					

Wrap-up

- ▶ New Toy Syndrome
- ▶ Considerations for purchasing technology
- ▶ Strategy for equipment selection
- ▶ ACTIONS Model
- ▶ UTD Quick Check

References

- ▶ **Bates: A.W. (1995)** .Technology, open learning and distance education. London: Routledge
- ▶ **Hara, N. & Kling, R. (1999)**. Student's Frustration with a Web Based Distance Education Course. *First Monday, Peer Reviewed Journal On the Internet* Volume 4, number 12, URL: http://firstmonday.org/issues/issue4_12/hara/index.html.
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Questions/Comments



Thank you

