

Gadgets, Games and Gizmos:

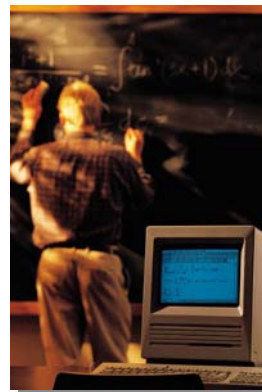
How to Better Understand Technology to Reach
Training Goals

Karl M. Kapp, Ed.D. CFPIM, CIRM

Nathan M. Kapp, Gamer 4.0

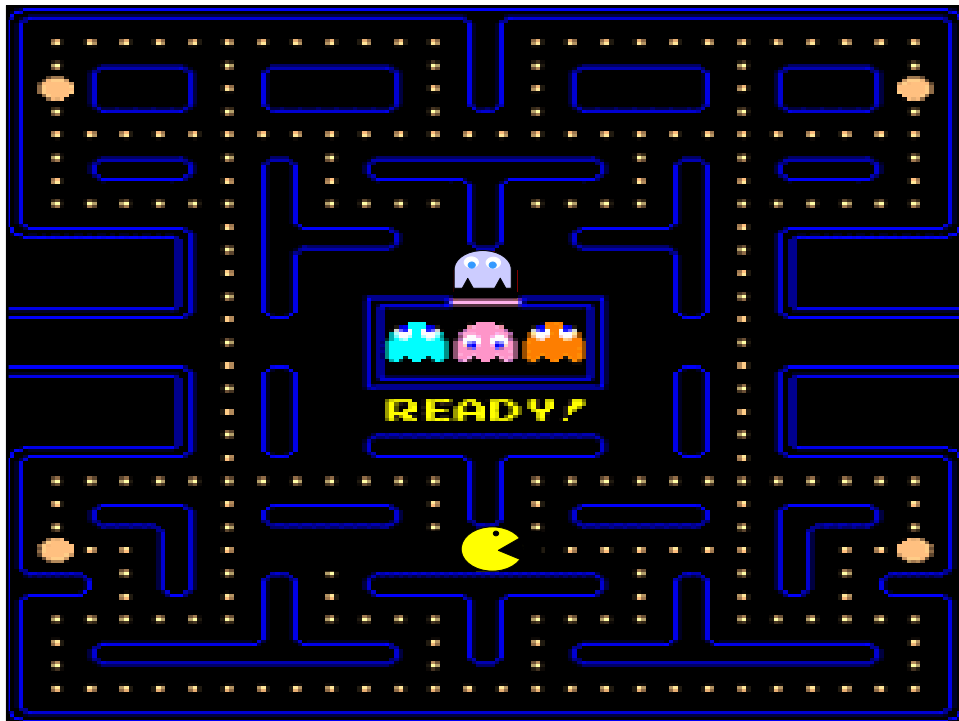
Training Goals

- Dissemination of Information
- Behavior Change
- Employee Action
- Make Better Decisions



Two Main Themes

- Technology is Impacting How We:
 - Learn
 - Deliver Learning Interventions
- Technology is People Driven



Exercise—What Level of Gamer are You?

	Gamer 1.0	Gamer 2.0	Gamer 3.0	Gamer 4.0
Birth Years	1960-1970	1971-1980	1981-1990	1991-2000
Gaming Years	1970-1980	1981-1990	1991-2000	2001-2010

The diagram is split into two vertical panels by a dashed white line. The left panel is labeled '4' at the top and contains two speech bubbles. The top bubble asks, 'Where is my opponent going to go next?' and the bottom bubble asks, 'In what direction should I try to move the ball?'. The right panel is labeled '3' at the top and contains one speech bubble asking, 'How will the ball bounce off the wall?'. Both panels feature a white vertical bar and a white circle representing a ball on a black background.

4

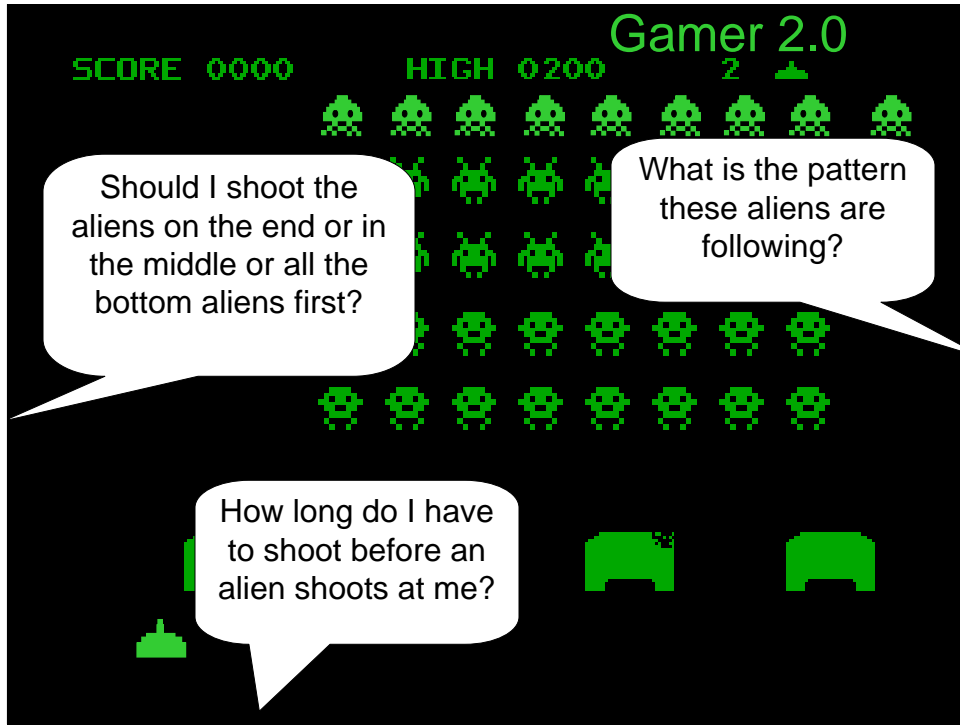
Where is my opponent going to go next?

In what direction should I try to move the ball?

Gamer 1.0

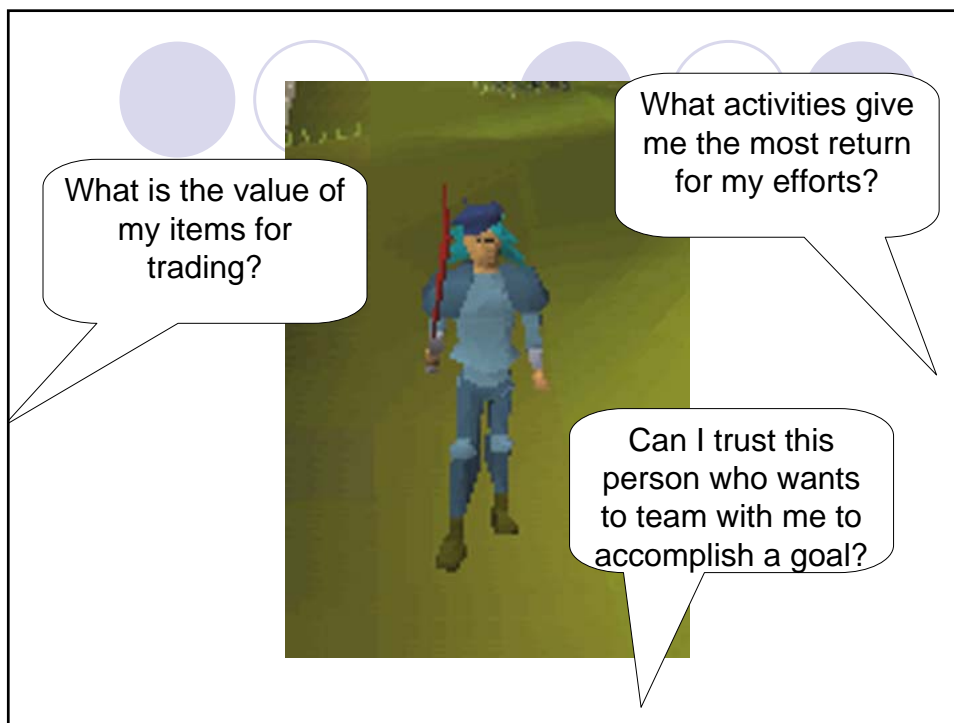
3

How will the ball bounce off the wall?





Gamer 4.0



Not Just Games...Gadgets

- 84% of teenagers own at least one personal media device
 - Desktop/Laptop Computer
 - Cell Phone
 - Personal Digital Assistant
- 44% have two

According to the Pew Internet foundation

Most Targeted for Electronics

- Teenagers ages 14-18
- Tweens ages 10-13
- More than 50% of teenagers will spend over \$100 on their next electronic purchase
- 25% will spend more than \$200

Kellogg's

FROOT LOOPS

TOUCAN SAM Computer Microphone!

GET YOURS BY MAIL
3.99 and \$5.99
SEE BACK FOR DETAILS

Now You're Talking!
TOUCAN SAM
Computer Microphone
MAIL-IN OFFER

Record your voice on your computer!
A Kellogg Exclusive!
\$5.99 plus 2 UPCs.

Everyone's Talking!

Toucan Sam Express Microphone
25" x 6" x 20" W

Roozie Doozie Express Microphone
20" x 6" x 20" W

Smart Chicken Pecker Desktop Microphone
25" x 6" x 20" W

Desktop Microphone
Designed to be used with any computer.
25" x 6" x 20" W

For even more fun... Get Kellogg exclusive Talking Software free inside specially marked packages of Kellogg's cereal!

Kellogg's

Microphone Specifications:
*Microphone Type: Condenser Type
*Cord Length: 6 Feet

C:\com - Microsoft Internet Explorer

View Favorites Tools Help

Address <http://kids.kfc.com/>

Customize Links Free Hotmail Try AOL for Broadband! Windows Windows Marketplace Windows Media

The Laptop Meal is a one-of-a-kind kids meal featuring a variety of different meal combinations in an innovative, interactive, portable design. The Laptop Pack fits easily on a child's lap or directly on the table and allows kids to eat right out of the box. And, the foods don't touch! All food items are compartmentalized with some items individually packaged, so food can be saved for later.

The Laptop Pack is illustrated with lots of interactive puzzles and games designed to both entertain and educate kids. The Laptop Pack themes change periodically, so there is always something new for kids to discover.

The Laptop Meal is full of choices, sure to please both kids and their parents. The meal includes: **Your choice of chicken:** 1 Drumstick, 2 Colonel's Crispy Strips®, KFC® Snacker, or Individual Popcorn chicken (where available). **Your choice of Individual Home Style Side Item*:** Macaroni & Cheese, Mashed Potatoes & Gravy, Corn on the Cob, Potato Wedges, BBQ Baked Beans, Potato Salad or Cole Slaw. **Your choice of drink:** Tropicana® Fruit Punch or Soft Drink (16oz) **Both:** Baked! Cheetos® and Quaker Chewy® S'mores Granola Bar.

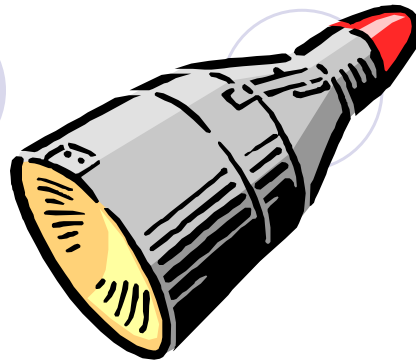
*side items may vary by location

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Putting Gadgets in Perspective

Block II Apollo Guidance Computer (AGC)

- 36,864 bytes of Read Only Memory (ROM)
- 2,048 bytes of Random Access Memory (RAM)
- 2.48 MHz Clock Speed

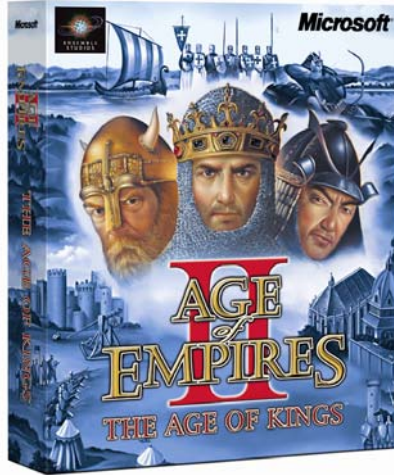


Putting Gadgets in Perspective

PlayStation Portable (PSP)

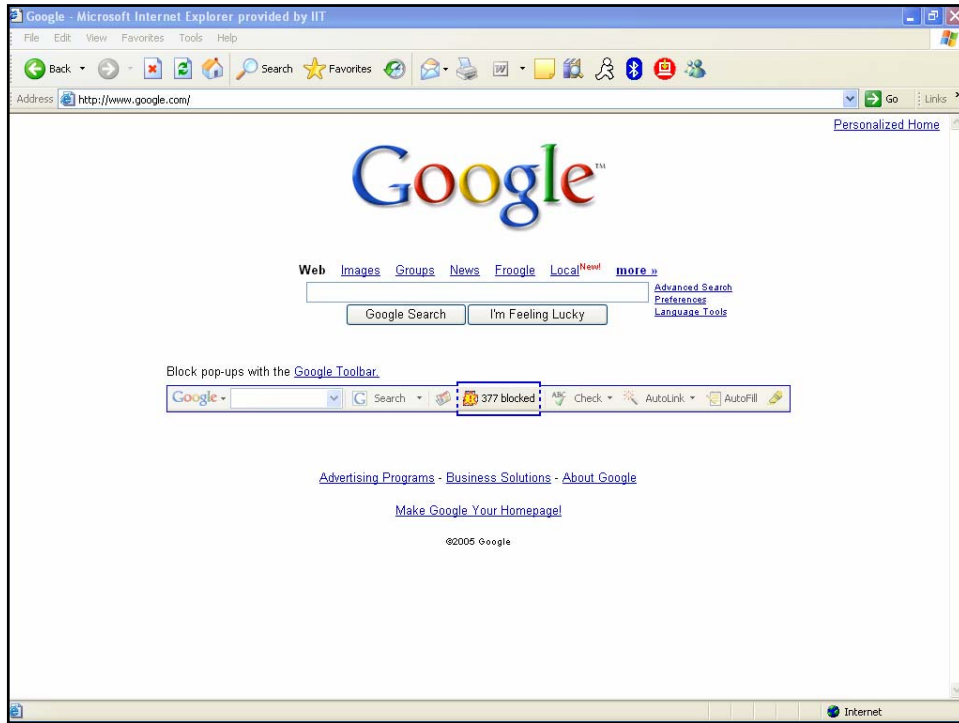
- 32 Megabytes of Read Only Memory (ROM)
- 4 Megabytes of Dynamic Random Access Memory (DRAM)
- 333 MHz Clock Speed





Don't think classroom or training,
think Learning Event

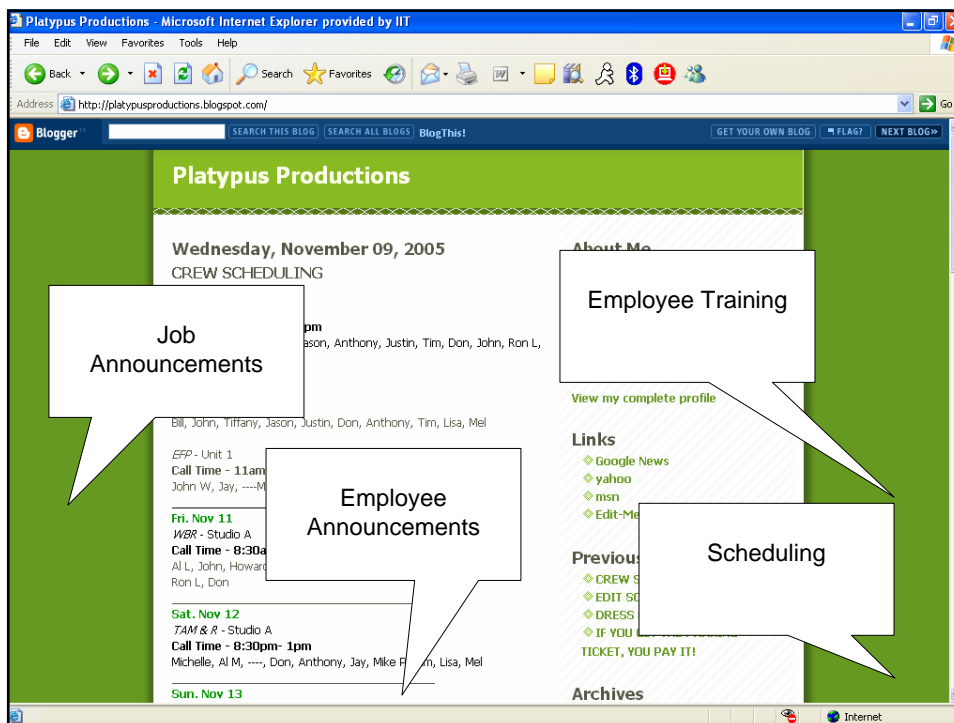




Communications Technology

- Instant Messenger
- Web Log (Blog)
- PodCast





Podcasting at Drexel



Apple - Nike+ - Run - Microsoft Internet Explorer provided by IIT

Address: http://www.apple.com/ipod/nike/run.html

Rock 'n' run.

With a sensor in your shoe and a receiver on your iPod nano, your run takes on a whole new dimension. See the minutes tick by. Watch the miles unfold. Hear real-time feedback. All to your favorite music — including the one song that always gets you through the home stretch.

Secondary information

Primary information

Nike + iPod menu access

PowerSong activation

Voice feedback

Nike + iPod receiver

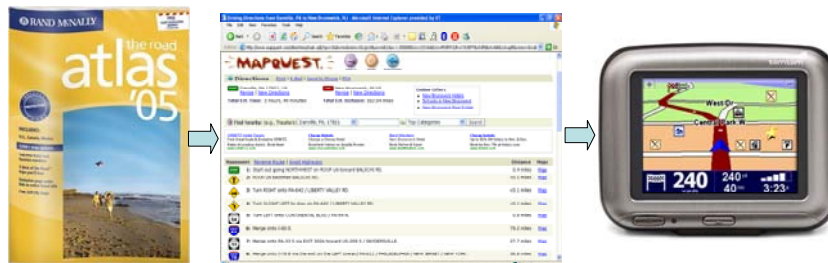
The receiver fits securely into the Dock connector on the bottom of your iPod nano. Wirelessly connected to the sensor in your Nike+ shoe, it receives up-to-the-second information as you run.

Mini Games

- [Word Search](#)
- [Free the Road Runner](#)
- [Bop The Fox](#)
- [Bop The Word](#)



Replace Education with Automation



Replace Education with Automation

- FAQs
- Tutorials
- Quick Reference Guides
- Cheat Codes



The title 'Understanding Technology' is centered at the top of the slide. It is surrounded by five circles: two solid purple circles and three hollow white circles with purple outlines, arranged in a slightly irregular horizontal line.

Understanding Technology

- Understand Training Goals
- Use the Technology
- Learn from Others
- Experiment

The word 'QUESTIONS?' is centered in the middle of the slide. It is surrounded by five circles: two solid purple circles and three hollow white circles with purple outlines, arranged in a scattered pattern around the text.

QUESTIONS?

For more information see:

www.karlkapp.com

Also, look for upcoming book
Gadgets, Games and Gizmos in Q1 2007