Because iPads are a relatively new devices (introduced two years ago), they still have the excitement about them that our society gives technological advances. That means a large number of people will have some degree of interest in them. Because my research has shown that iPads in education are evil, I need to focus my attention on the education system.

While I would like to address my concerns to teachers (because they often get excited about bringing technology into their classes), I recognize that they are not decision-makers regarding the adoption of technology in a classroom. They only control its use once the technology has been purchased.

Therefore, my primary stakeholder will be school or school district administrators, as they provide the purchasing power for technology in schools. In my research, I often hear of studies that are based on a single school site, so principals might be my best bet. However, I have found news reports of entire school districts providing an iPad to every one of their incoming students. These, according to my research, are the biggest mistakes. I would get a more productive result if I address district-level school boards and convince them to avoid adopting technology blindly.