

iPads are only two years old, so they are pretty exciting to a lot of people. Many of these interest groups are potential stakeholders for my findings, but I have found that they have no influence over the use of iPads in education. I need to target those decision-makers.

That helps me narrow down my choices to schools. I could work with teachers because they implement the technology and advocate for its use. But they have limited influence, since they work with what they have been given and cannot really decide what technology gets used. Principals would be a better choice because they make school-wide policy decisions, and I could possibly prevent the adoption of iPads at entire schools and keep them from making the same mistake others have used.

But in my research, I have found that entire school districts often make these choices, and a single principal might not be the most influential. I should instead focus on school boards because they would give me the biggest bang for my buck. If I convince them, I'm set.