

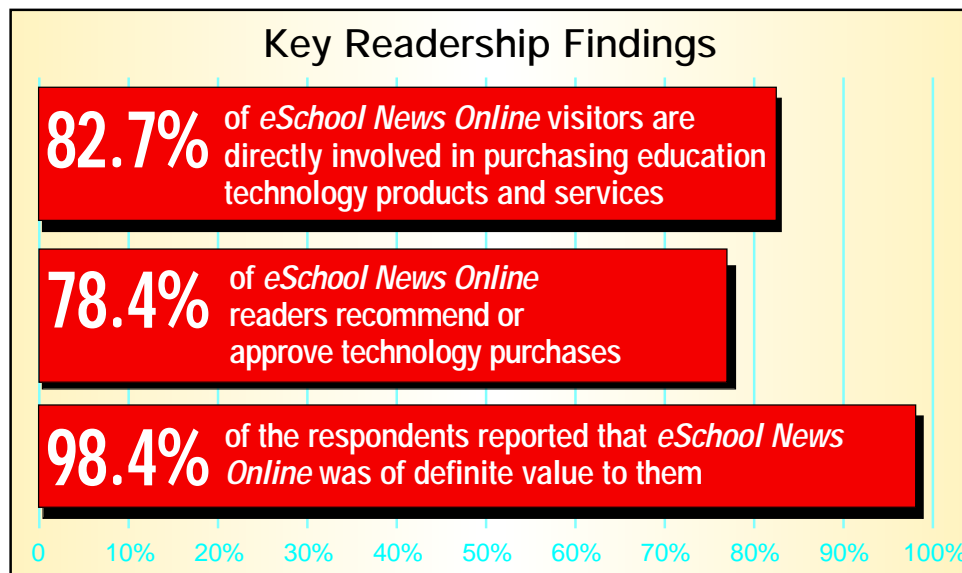
George Mason University

Educational Leadership Program in the Graduate School of Education

Here is an Executive Summary of a study conducted under the direction of Jane McDonald, Ed.D., associate professor, Educational Leadership Program in the Graduate School of Education

eSchool News Online (<http://www.eschoolnews.com>) is a web site providing news and information about education technology. The site has a registered membership of roughly 188,000, consisting primarily of executive educators in North America.

The prototypical member of *eSN Online* is a white, female school administrator over 50 years of age working in a U.S. school district with an enrollment of more than 2,500 students. She uses a PC (64%) with a T1 line or better (60%) to access *eSN Online* both from work and from home once a month or more. She has been in education for more than 20 years.



When it comes to the purchasing process for education technology, 82.7 percent of *eSN Online* members report being directly involved. Their roles span the range of purchasing actions from determining needs and approving technology budgets to specifying products and services and selecting specific vendors and brands.

More than half (53.3 percent) report that they determine technology needs for their schools, more nearly two-thirds (60.9 percent) say they recommend technology purchases, and nearly one-fifth (17.5 percent) say they hold final approval authority.

According to this study, 99 percent of the respondents reported that *eSN Online* was of definite value to them.

Asked to describe their levels of interest in a range of resources regularly available at eSN Online, respondents reported being “very interested” or “somewhat interested” in a variety of those resources, and here are the top three:

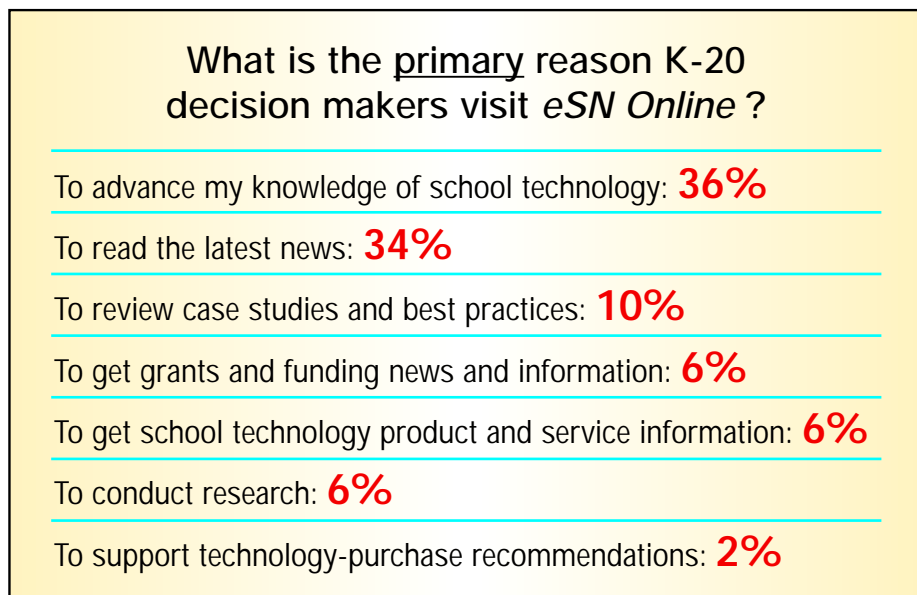
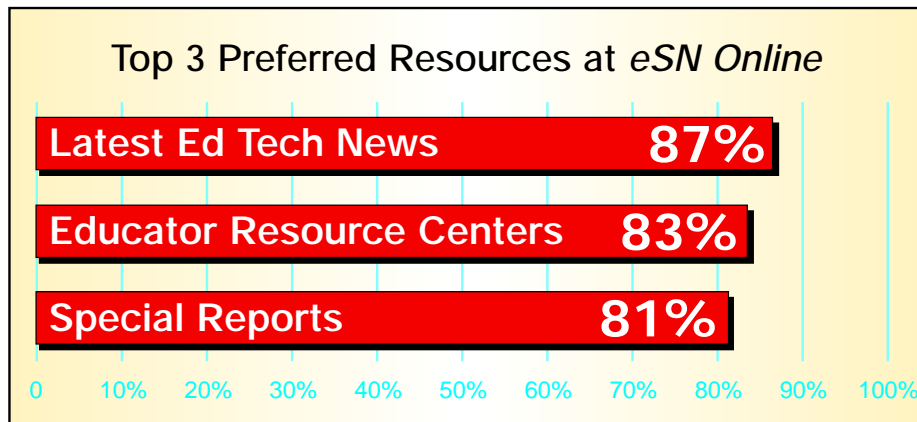
1. Latest Ed Tech News

2. Educator Resource Centers

(news and information regarding solutions to specific ed tech challenges)

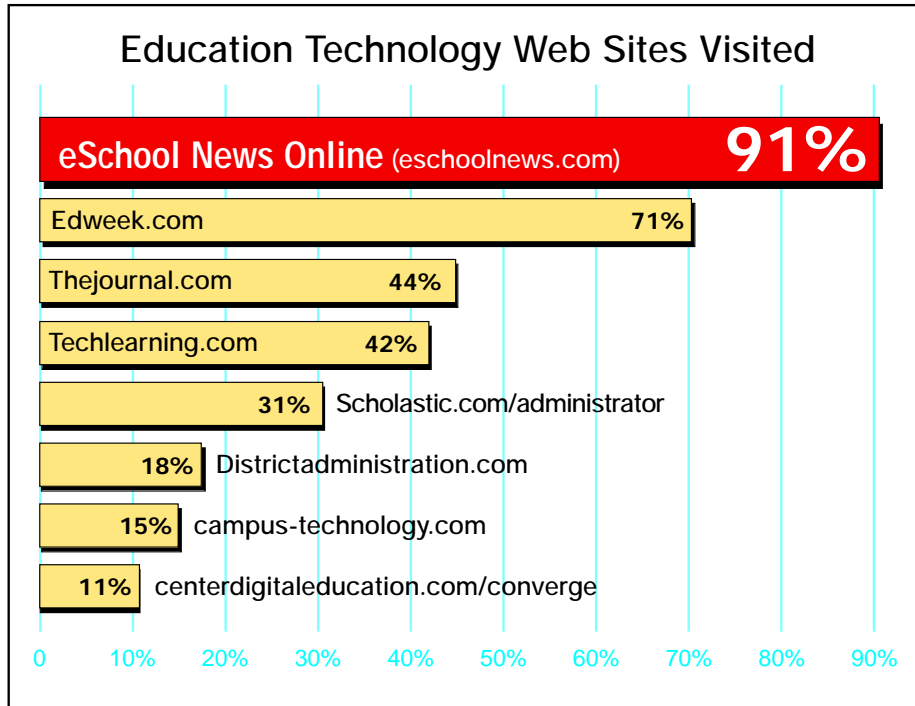
3. Special Reports

(feature-length examinations of major school technology topics)

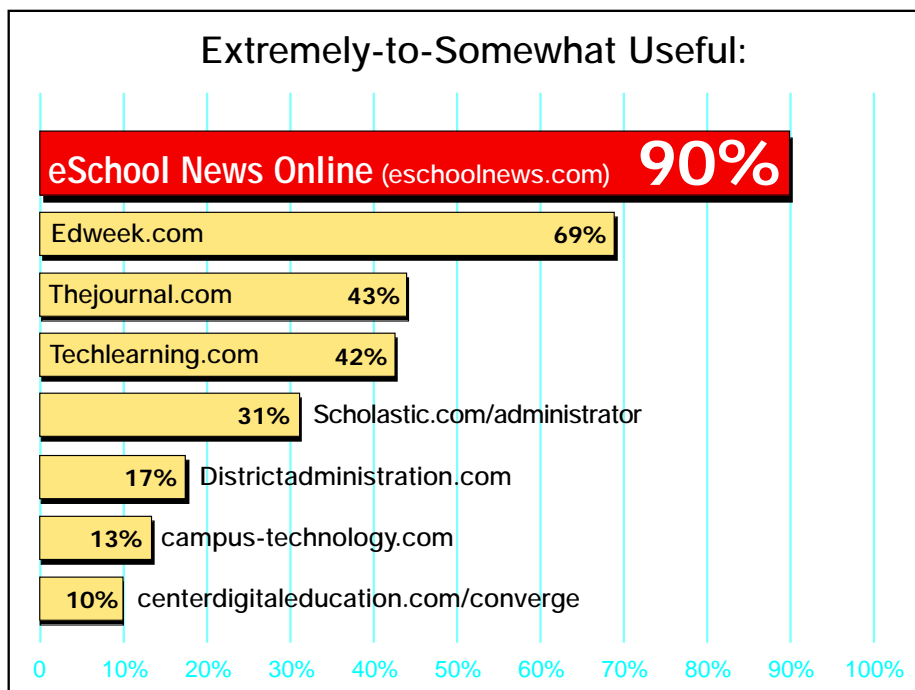


COMPETITIVE FINDINGS

Respondents in this study indicated they visit a number of web sites operated by various education publications. The chart below indicates the frequency with which they reported visiting the various web sites.

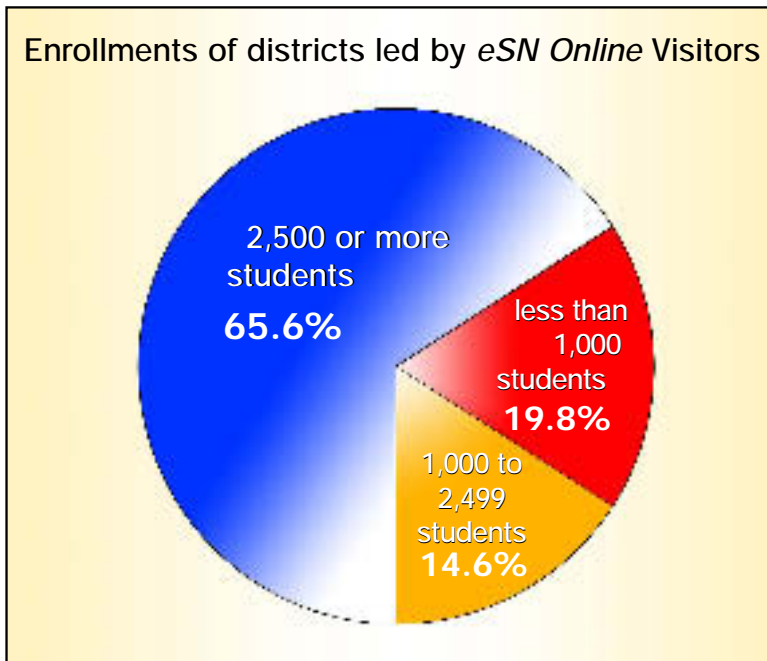
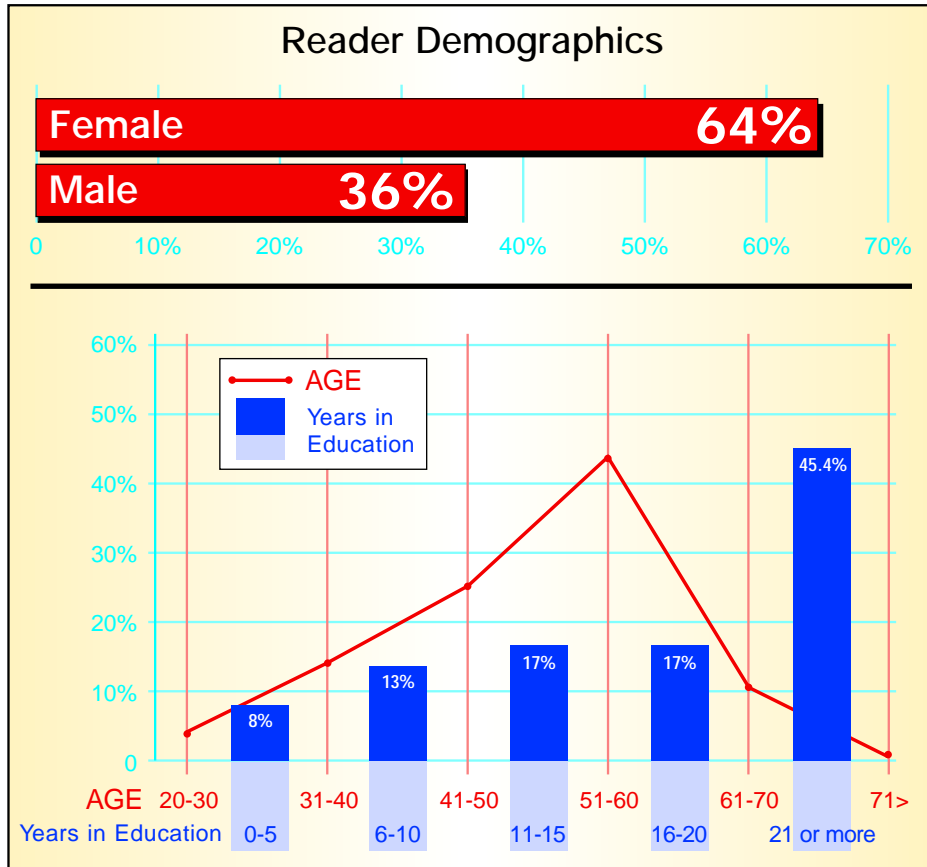


Not surprisingly, the ranking these ed-tech decision makers gave these web sites largely mirrors their opinion about the usefulness of the various sites.



DEMOGRAPHIC READERSHIP FINDINGS

The following graphs chart several demographic characteristics of the respondents.



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