

## What's The Tipping Point for Instructional Technology on Your Campus?

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### Abstract:

The author of this article is first an educator and secondarily a technologist who investigates Malcolm Gladwell's National Bestseller, *The Tipping Point: How Little Things Can Make a Big Difference*. In the book he considers the magic moment when an idea, trend, or social behavior crosses a threshold, tips and spreads like wildfire. This paper outlines the primary principles Gladwell describes in the book and considers how these might apply to an organization's technology related epidemics. Special attention is given to questions that educators and technology leaders should consider before technological epidemics are allowed to spread across their campuses.