

Technology in Education 2004

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Technology in Education 2004



A Comprehensive Report on the State of Technology in the K-12 Market

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Introduction



As a leading provider of education information and marketing services in the United States, MDR has been collecting data on schools for 35 years and specifically on technology use for over 20 years.

Technology in Education 2004 presents the results of Market Data Retrieval's (MDR) eleventh annual comprehensive survey of technology use in K-12 public schools throughout the United States. The 2004 survey reached 87,000 public schools, using Internet and telephone survey techniques. This report is based on survey responses culled from 29% or 25,000 U.S. schools enrolling almost 13 million K-12 students. Throughout this report, when a single year is cited, it reflects the latter half of the academic year (i.e., 2004 refers to the entire 2003-2004 school year).


To facilitate year-to-year comparisons and the analysis of trends over time, each year the MDR survey asks schools to respond to some of the same questions about their technology spending, access to and use of computers, networks, the Internet, and other technologies. At the same time the survey asks new questions to capture information about emerging technologies and how they are used. For the past four years, data about laptops, wireless networks, and DVD drives have been collected. Three years ago, the survey began asking about instructional computer brand of choice, handheld PDA devices, and distance learning programs.

Introduction

Last year, a major new section was added to the report about *No Child Left Behind* (NCLB), with specific information on the demographic and technology profiles of NCLB Failing Schools. Also included for the first time last year was information about access and use of technology for schools grouped by their performance on state standardized tests. This year's report covers all of the major elements described above, along with some new information, including the availability of digital whiteboards and technology spending for outside services, such as hardware installation, warranties, and service contracts.

As a leading provider of education information and marketing services in the United States, MDR has been collecting data on schools for 35 years and specifically on technology use for over 20 years. The MDR surveys have established a series of benchmarks against which to judge the progress of technology adoption and use in American public schools. These surveys and their accompanying reports present a comprehensive picture of technology use in public schools, including data pertaining to building-level penetrations and student-to-computer ratios. In addition, the technology data are matched to MDR's extensive school demographic data (such as school size, minority enrollment, school setting, and measures of student need). This allows for the examination of socioeconomic patterns of technology use. Policymakers can use the information here to evaluate how their schools compare with other similarly situated schools and whether they might explore other or additional technology applications to provide the best possible teaching and learning tools and resources for their teachers, students, and others in the communities they serve.

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