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*Apple Computer has sold over two million iPads within the last two months. Is the iPad really a game changer? I decided to start writing this month's column on a new iPad. I would prefer to take the iPad on trips because it weighs about one and a half pounds and fits inside a hotel safe. So I decided to purchase and test out the new iPad to determine if I can leave my notebook at home. In this month's column, I'll share my experiences with you.*

## Continually Emerging Technologies: Will the iPad Really Change the Way We Live and Work?

By Kenneth E. Kendall, Feature Editor, Rutgers University

I loved the experience I had with my iPhone for the past year and a half. I waited until the iPhone 3G came out, so I was not an early adopter of this technology. But since my experience was so positive, I decided to purchase the iPad as soon as it was available. Programs (also called "apps," which is short for applications) can be downloaded from the iTunes store. The apps described in this article cost from \$0.00 (free) to \$19.99.

So is the iPad truly a game changer as Apple touts? Does it change the way I conduct my customary business day?

The uniqueness of the iPad is having it at the ready in the office and house, anywhere you would like to pick it up and use it.

### The iPad at Home

The iPad changed the way I get news. I didn't enjoy reading newspapers on a desktop computer screen, but I didn't appreciate the feel of messy ink on newsprint, either. I would typically turn on a TV and pick up the news that way, but with the iPad I like to browse stories using one of the news readers such as **The Early Edition**, **Pulse News Reader**, or **NewsRack**.

You need to set these apps up ahead of time (before you want to read the news) by entering a URL for their RSS feed. But once they're on your iPad, you just slide your finger to scroll through a story, or slide your finger to change sources.

There's something exciting about touching the screen and watching tiny thumbnail photos whiz by. The interface allows you to select the article you want to read, and since you invest the time in selecting the stories, you'll tend to read a little deeper into the story, rather than if you were just passively watching it on TV.

If I look up an item in Wikipedia, I prefer to use an app for that. **Articles for iPad** is a visually pleasing way to look up Wikipedia entries, but I like **Wikipanion Plus for iPad** because it allows you to assemble entries into a queue, so that you can easily find them and read them at a later time.

### The iPad and Getting Organized

One app I cannot exist without is **1Password for iPad**, which securely stores all my many passwords in a vault. It is good practice to have unique passwords for everything and they should be "strong" enough so that an unauthorized person cannot easily deduce them. 1Password allows me to "synch" (synchronize) all of my passwords on all of my Mac desktops, iPads, and iPhones, so that no matter where I am, I have them with me and I no longer need to memorize them.

I no longer keep a paper "to-do list." Instead I use an app called **OmniFocus**. This program is a very powerful project management tool, and those familiar with Getting Things Done (GTD system) will be able to capitalize on all of these



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features. But OmniFocus can be simple too. While there are more aesthetically pleasing “to-do list” apps, OminiFocus has a notable advantage over these. I can synch it with all my desktops, iPads, and iPhones.

### The iPad and Travel

The most essential app for travel is **FlightTrack Pro**.

After booking a flight, either over the Internet or using the **KAYAK Flights** app, I receive an email with the confirmation. I forward the email to **TripIt.com**, then TripIt.com communicates with FlightTrack Pro and continues to monitor the flight for any schedule changes or delays.

FlightTrack Pro was essential in my adventure getting home from England earlier this year. That story can be found in the May 2010 issue of *Decision Line*.

When I am visiting another city, I will choose a restaurant by reading a restaurant review on **Zagat To Go**. Ten years ago I bought the Zagat little red book. Later, I used [www.zagat.com](http://www.zagat.com) on my PC desktop, printed the reviews, and took them along. Recently, I used it on my Palm device, and then used an improved version on the iPhone (because of the GPS feature). Now, I’ll use it on the iPad, because this implementation is superior to all of the other platforms.

### The iPad and Writing

When I travel, I can write a review for a journal, for example, using the iPad with the **Pages** app from Apple. Pages on the iPad is adequate to write columns such as this one, but I wouldn’t try to coauthor an article on it. This version of the iPad is missing a document management system as well as collaboration tools, making it more difficult to produce a collaborative piece than it should be. There is hope that Apple will remedy this in an update.

Many of my documents are stored in **Dropbox**, an online storage program that is, once again, accessible from any of my Macs, PCs, iPads, or iPhones. Dropbox is a wonderful addition to cloud computing. But the ability to take an app from Dropbox, edit it by Pages, and let others

view the document is not yet available. I can’t wait for that to happen.

### The iPads in the Classroom

When I am away from my desk, I can prepare my lecture for the next day’s presentation using **Keynote**. Apple sells a cable that connects the iPad to a projector, but it is also possible to send Keynote to your notebook or desktop. Another useful app is **OmniGraph-Sketcher**, which allows me to quickly draw graphs.

When I want to give a more formal talk, I just paste my presentation into the **ProPrompter** app, and magically I have a teleprompter containing my lecture. In this way, I never have to worry about losing my place during my talk, and I can look directly at the audience as I speak, rather than at a monitor or projection.

### What Can’t I Do on the iPad that I Can Do on My iPhone?

Well, for one thing, I can’t make a simple phone call. I can’t take a photo. And I

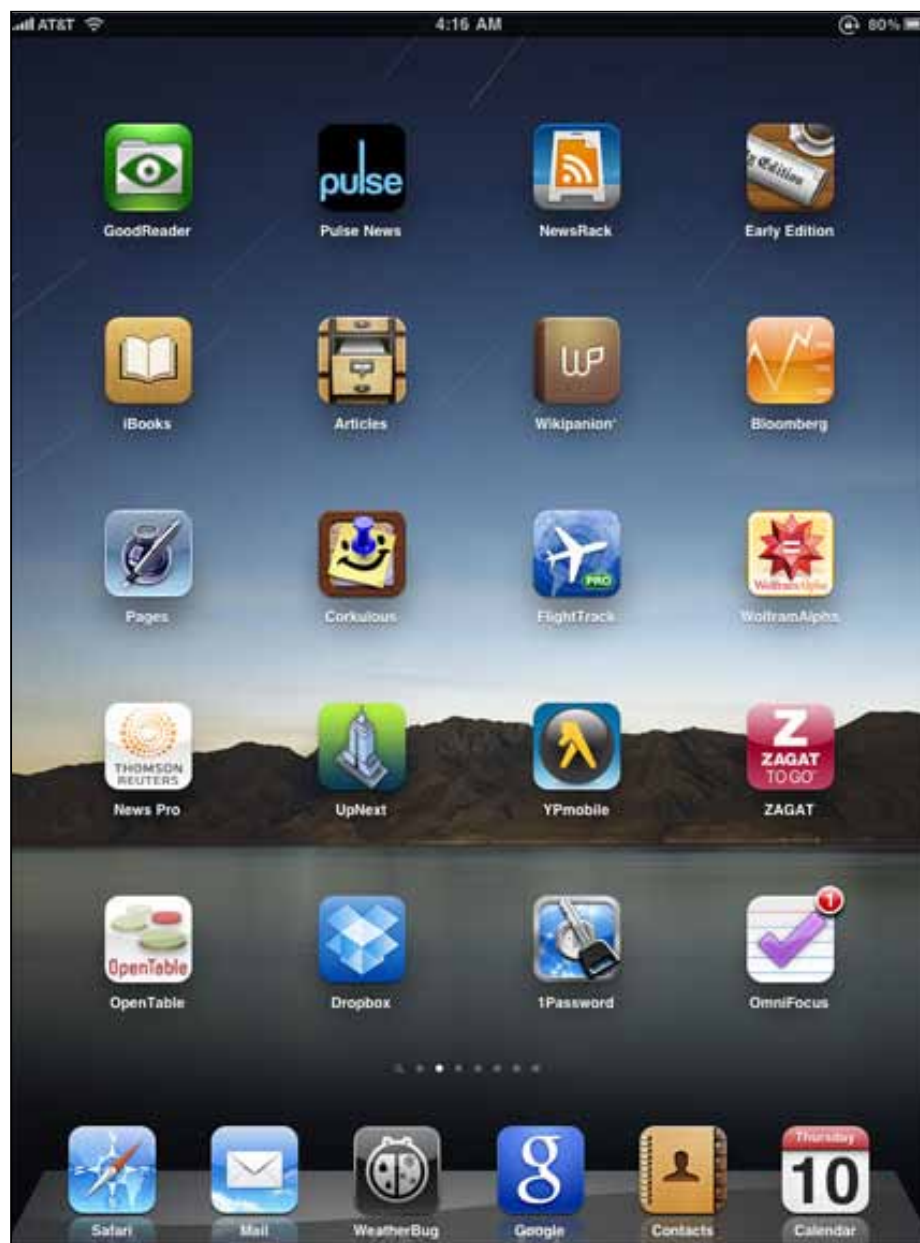


Figure1: Apple’s iPad has a large, appealing touch-sensitive screen.

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can't take a picture of a barcode and do a price check to see whether I'm getting a bargain, or whether I can buy an item less expensively at a different local store or on the Internet.

It's still easier to pull out an iPhone and look at a subway map or an airport map than it is to take the iPad out of the case to complete those tasks. And when I use an app to hail a taxi (an app called **Taxi Hold 'em**), it would be awkward to hold up a big flashing sign on the iPad that says "Taxi," then fold it down and quickly jump into the hailed cab.

### So is the iPad a Game Changer or Not?

When asking the question whether the iPad is a major advancement, columnists in the computer blogs have focused on e-mail, browsing the Web, and playing games. I have avoided these topics because they represent incremental

improvements, but not major changes, to how we conduct our lives (to be fair, my earlier discussion about Zagat To Go dealt with incremental changes).

One of the first things I did after setting up the iPad was use an app called **WeatherBug Elite for iPad** to check the weather before leaving the house. The opening screen on WeatherBug has an 8" x 8" visual depiction of full color radar. It was obvious that a powerful thunderstorm was heading my way and since my mission wasn't critical, I decided not to go out and brave the weather.

I later found out that there was a massive auto pileup on the main street just outside my neighborhood. That experience alone gave me the feeling that it was a good decision to purchase the iPad.

It is the convenience and the encouraging interface that makes me love the iPad. The iPad allows me to do many

different things faster than I can do them on a desktop. Secondly, I'm able to do more things at once. Thirdly, I do different activities than I typically would on a desktop. For example, I could always have a "to-do list" on my desktop, but it would remain on my desktop, not where I am when I need to consult it.

So, in the end, the iPad has, and will continue to change the way I do my normal routine, my travel, my writing, and my time in the classroom. ■

### Reference

Kendall, Kenneth E. (2010), Is cloud computing useful? Not if you're referring to an ash cloud. *Decision Line*, 41(3), May 2010.

[http://www.decisionsciences.org/DecisionLine/Vol41/41\\_3/dsi-dl41\\_3ecom.pdf](http://www.decisionsciences.org/DecisionLine/Vol41/41_3/dsi-dl41_3ecom.pdf)

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professionals, book publishers, and software vendors. Unfortunately, progress has been uneven. Many courses in business statistics remain passive learning experiences.

As time progressed the MSMESB conferences hit a plateau. Familiar friendly faces appeared each year but there was an increasing sense that we were "preaching to the choir" and not reaching faculty who were perhaps isolated from statistical colleagues and practicing statisticians and therefore were unaware of recent research developments and current relevant applications. For a number of years MSMESB had arranged sessions at the DSI meetings (and also at the Joint Statistical Meetings) but it was felt that broader outreach was needed. Under the leadership of Bob Andrews of Virginia Commonwealth University, a one-day miniconference was organized at the 2008 DSI Annual Meeting in Baltimore. The sessions were well attended and evoked a strong positive response from participants, so a second miniconference was organized at the 2009 Annual Meeting in New Orleans.

A further round of positive reactions led to the establishment of MSMESB as a special interest group within DSI and a one-day miniconference for 2010 in San Diego (for details, see link below or *Decision Line*, March 2010, p. 30). The 2010 miniconference will address a number of the topics raised in this article.

### Conclusions

Statistics has always been a core requirement in business degrees and the basic assumption underlying this article is that the field continues to hold much potential benefit for business research and practice. That assumption is not a "given" but it is worthy of more serious consideration than it has perhaps received in recent years. However, if the claim is to be sustained we as statisticians must be more effective both as teachers and researchers in a B-school setting. Further, we must make our case more proactively to our colleagues. Whether the proposals outlined in this article are the way to go remains to be seen, but hopefully they will at least

stimulate vigorous and constructive discussions. ■

### Article Links

Details on MSMESB miniconference at the 2009 DSI Annual Meeting:

[http://www.decisionsciences.org/DecisionLine/Vol41/41\\_2/dsi-dl41\\_2meet.pdf](http://www.decisionsciences.org/DecisionLine/Vol41/41_2/dsi-dl41_2meet.pdf)

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