
Not all those who use technology embrace it

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NEW YORK — A broad survey about what technology people have, how they use it and what they think about it shatters assumptions and reveals where companies might be able to expand their audiences.

The Pew Internet and American Life Project found adult Americans are broadly divided into three groups: 31 percent are elite technology users, 20 percent are moderate users, and the rest have little or no use of the Internet or cell phones.

But each group is divided, according to a Pew analysis of 2006 data released Sunday.

The high-tech elites are almost evenly split into:

▶ “Omnivores,” who fully embrace technology and ex-

press themselves creatively through blogs and personal Web pages.

▶ “Connectors,” who see the Internet and cell phones as communications tools.

▶ “Productivity enhancers,” who consider technology as largely as a way to keep up with their jobs and daily lives.

▶ “Lackluster veterans,” those who use technology frequently but aren’t thrilled by it.

Those in the last category remain stuck in the decade-old technologies they started with, said John Horrigan, Pew’s associate director.

That a quarter of high-tech elites are in this category, he said, shows potential for companies that can design next-generation applications to pique this group’s interest.

ders want a raise

there, but it's getting close. prompted another longtime r to note that those who rates in Olympia get raises. t's executives, he added.

those who are retired and d income, he asked. ers need a raise every once

M & CHONG AT THE WSA? A g happened during Rip l Messing's presentation at v investment Forum last week. e help of two University of n students, Messing led a stration of how his

company's software allows users to receive a constant stream of photos, graphics and text from social networking services such as MySpace, Flickr and Facebook.

Soon after describing the service, one of the UW students received a graphic of a marijuana leaf. The audience laughed as it floated across the screen. Messing didn't miss a beat: "I told you this would be a live demo with real users," he said.

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