

2012 UW-Madison Student Computing Survey Report

Report Completed: June 2012
Prepared by Laura Grady
Division of Information Technology
University of Wisconsin-Madison

Contents

- I. Introduction and Methodology
- II. Summary of Results
- III. Detailed Results

I. Introduction and Methodology

The UW-Madison Student Computing survey is created and implemented annually by the Division of Information Technology. The purpose of the survey is to monitor trends in information technology, gauge usage of DoIT's products and services, and to gather feedback on ways to improve those products and services.

A random sample of 1200 UW-Madison students were invited to participate in the 2012 survey, starting March 6. These students were sent an email invitation with a Web link to the survey via Qualtrics. After the initial email invitation, non-respondents were sent four follow-up email reminders (March 20, March 27, April 11 and April 18). As an incentive to increase response rate, four respondents were randomly chosen to receive their choice of an iPod touch or a gift certificate of equal value to the DoIT Tech Store. Of the 1200 students invited to participate, 316 responded resulting in a response rate of 26%.

II. Summary of Results

- Ninety-seven percent of students report using a laptop/portable or netbook computer. This is up from 92% in 2011. Thirty-six percent of students own a desktop, down from 45% last year.
- A majority of the general access computer labs (InfoLabs) offer the option to boot Windows or Macintosh. Given the choice, 40% of students prefer using Windows; 25% prefer Macintosh.
- Thirty-five percent of students report using a simple cell phone (without Internet access), down from 49% last year. Sixty-six percent report using a mobile device, such as a smart phone, iPhone, BlackBerry, Palm, Android, iPod touch, etc., up from 56% in 2011.
- Students reported using the following web-based technologies for academic, work or personal use: Social networking (91%), YouTube (91%), Web-based commercial email (85%) and video calling or Internet long distance services (77%).

- Students would most likely use the following services if they were made available through Mobile UW: course or learning management systems (75%), library services (74%), student administrative services (74%).
- When asked if they could have one more tech service or tool to improve their educational experience on campus, students reported wanting access to online video/audio lectures (12 respondents), online textbooks (10), and tablets/iPads (9).
- Sixty-seven percent of students are either satisfied or very satisfied with the resources available to them in the general access computer labs (InfoLabs). This is up slightly from 64% in 2011.
- Eighty-one percent of students are either satisfied or very satisfied with the campus wireless network. This is up from 77% in 2011.
- Regarding security, 61% of students updated or patched their computer software (operating system, Web browser or applications) within the last month, slightly up from 58% in 2011. Seventy percent of students are familiar with UW-Madison's Responsible Use Policy, down slightly from 73% in 2011, and 75% of students installed anti-virus/anti-spyware software product (Symantec anti-virus, etc.) on their computers. Sixty-nine percent know how to identify a secure Web site (https, lock icon, etc.) and 4% have responded to a phishing scam.
- Seventy-six percent of students report being aware of the issue of copyright infringement on campus, down from 80% in 2011, and 82% are aware of the penalties for downloading material illegally, up from 79% in 2011. Sixty-seven percent are aware that music files may be shared inadvertently by the installation of file sharing programs such as LimeWire, Morpheus, eDonkey, BitTorrent, etc. (up slightly from 63% in 2011).
- Ninety-eight percent of students report having used Learn@UW. Of those students, 84% report an overall positive or very positive experience, down from 89% in 2011.

III. Detailed Results

1. Please tell us which of the following information technology products you use:
[Check all that apply]

Answer	Response	%
Tablet Computer (iPad, Kindle, NOOK, etc.)	76	24%
Laptop/Portable or Netbook Computer	306	97%
Simple Cell Phone (without Internet access)	111	35%
Mobile Device (smart phone, iPhone, BlackBerry, Palm, Android, iPod touch, etc.)	209	66%
Portable Storage Device (flash drive, external drive, etc.)	233	74%

Desktop Computer	113	36%
Internet-enabled gaming console (Xbox 360, Wii, PlayStation3, etc.)	97	31%
Digital Video Recorder (TiVo, etc.)	25	8%
Other, please specify	11	3%
Total Respondents	316	

The 3% who reported “Other” responded: Google TV (2), DVR (2), and others.

2. Please indicate which of the following web-based technologies you use — whether for academic, work or personal use. [Check all that apply]

Answer	Response	%
Blogging Platforms (WordPress, Blogger, Tumblr, etc.)	83	27%
File-sharing software (to download music or other types of files)	134	44%
Location-based services (Facebook Places, Google Maps, Foursquare, GoWalla, Yelp, etc.)	213	70%
Music-hosting services (Pandora, Imeem)	222	73%
Online calendar	111	37%
Social Bookmarking and/or Social news (Delicious, Digg, reddit, etc.)	53	17%
Social networking (Facebook, Twitter, LinkedIn, etc.)	277	91%
Video calling or Internet long distance services (Skype, iChat, Google Voice and Video Chat, etc.)	234	77%
Web-based apps/docs (Google apps/docs, MS Office docs/SkyDrive, etc.)	195	64%
Web-based commercial email (Gmail, Hotmail, Yahoo! Mail, etc.)	258	85%
Web conferencing tool (Blackboard Collaborate, Adobe Connect, etc.)	27	9%
Wikis	146	48%
YouTube	276	91%
Other, please specify	9	3%
Total Respondents	303	

The 3% who reported “Other” responded: DropBox (3) and others.

3. Which of the following services would you be most likely to use if they were available through Mobile UW? [Check all that apply]

Answer	Response	%
Student administrative services (official grades, registration, etc.)	216	74%
Payment for things on campus (Wiscard, tuition, housing, etc.)	155	53%
Download/stream course lectures (podcasts)	176	60%
Course or learning management system (Learn@UW, Moodle)	219	75%
Library services (locations, hours, catalog, searches, etc.)	214	74%
Nearby campus dining options (locations, hours, menus, etc.)	169	58%
Other, please specify	10	3%
Total Respondents	291	

The 3% who reported “Other” responded: I do not use Mobile UW (3), email/WiscMail (3), and others.

4. When you connect to the Internet from home or off-campus, do you use WiscVPN to securely access campus resources?

Answer	Response	%
Yes	118	39%
No	184	61%
Total Responses	302	100%

5. Why don't you use WiscVPN? [Check all that apply]

Answer	Response	%
I don't know what WiscVPN is	137	77%
It's too complicated to use or set up	16	9%
I'm not concerned about a secure connection	19	11%
I don't need to access campus resources when I'm off campus	24	13%
Total Responses	179	

6. How satisfied are you with the campus wireless network? Please indicate which statement is most often true for you:

Answer	Response	%
Very Satisfied	67	22%
Satisfied	178	59%
Neutral	43	14%
Dissatisfied	13	4%
Very Dissatisfied	1	0%
Total Responses		302
		100%

7. Please indicate why you are dissatisfied with the campus wireless network.

The 14 respondents offered these suggestions: Campus should be on one universal network so I don't have to log in each time I enter a new building (8), the wireless connection in residence halls is unreliable and slow (3), and wireless is often slow in areas that use the campus wide network, especially during heavy use times (2).

8. A majority of the general access computer labs (InfoLabs) offer the option to boot Windows or Macintosh. In the labs that provide this type of computer, which operating system do you prefer to use?

Answer	Response	%
Windows	120	40%
Macintosh	75	25%
I have no preference	15	5%
It depends on what I'm working on	48	16%
I do not use the general access computer labs	43	14%
Total Responses		301
		100%

9. How satisfied are you with the resources available to you in the general access computer labs (InfoLabs)?

Answer	Response	%
Very Satisfied	75	25%
Satisfied	126	42%
Neutral	30	10%

Dissatisfied	2	1%
Very Dissatisfied	0	0%
I do not use the general access computer labs	68	23%
Total Responses	301	100%

10. Please indicate why you are dissatisfied with the general access computer labs (InfoLabs).

Only 2 respondents were dissatisfied. One requested more Wiscard printing in the lab. One wants the option to install and save programs on lab computers and more locations to check out more technologies (i.e., USB microphones).

11. When was the last time you updated or patched your computer software (operating system, Web browser or applications) with released patches or new versions?

Answer	Response	%
This week	83	28%
This month	99	33%
This year	48	16%
Two or more years ago	10	3%
Never	11	4%
I don't know	50	17%
Total Responses	301	100%

12. Are you familiar with UW-Madison's Responsible Use Policy, which describes the types of activities that are prohibited when using campus technologies?

Answer	Response	%
Yes	211	70%
No	90	30%
Total Responses	301	100%

13. Please indicate below which of the following security products are installed on your computer. [Check all that apply]

Answer	Response	%
Anti-virus/anti-spyware software product (Symantec anti-virus, etc.)	216	75%
Firewall software	143	50%
I don't know	58	20%
Other, please specify	10	3%
Total Respondents	287	

The 3% who reported "Other" responded: I have a Mac (3), I use Linux (2), and others.

14. Which of the following statements apply to you? [Check all that apply]

Answer	Response	%
I am aware of the copyright infringement issue on campus	209	76%
I am aware of the penalties for downloading material illegally	226	82%
I am aware that music files may be shared inadvertently by the installation of common file sharing programs (LimeWire, Morpheus, eDonkey, BitTorrent, etc.)	186	67%
I utilize a fee-based (legal) service to download movies and music	147	53%
Total Respondents	276	

15. Which of the following statements apply to you? [Check all that apply]

Answer	Response	%
I know what phishing is	181	63%
I know that phishing scams are prevalent	170	59%
I know that phishing scams often come through email, phone and/or text messages	192	67%
I know that there are malicious Web sites	258	90%
I know how to identify a secure Web site (https, lock icon, etc.)	198	69%
I know not to respond to unsolicited requests for personal information	243	85%
I have received phishing attempts	145	51%

I have responded to a phishing scam	12	4%
Total Respondents	287	

16. Which of the following Course Management Systems have you used? [Check all that apply]

Answer	Response	%
Learn@UW	291	98%
Moodle (including eCOW2 and Courses)	123	42%
None	3	1%
Other, please specify	16	5%
Total Respondents	296	

The 5% who reported “Other” responded: Blackboard (5), Collaborative Sites (2), Connect (2), and others.

17. How useful have each of the following been to you in your coursework?

Question	Have not used	Not useful	Somewhat useful	Very useful	Responses
Course Web site (not including Learn@UW or Moodle)	64	16	112	88	280
Course Management System (Learn@UW or Moodle)	22	7	85	165	279
eBooks or eTextbooks	124	24	81	48	277
UW Library online resources (MadCat, Ask a Librarian, Research Tutorials, Digital Collections, etc.)	38	9	116	115	278
Web-based discussion tools (Learn@UW, Moodle)	77	41	111	50	279
Chat tools (Google Talk, iChat, AOL, etc.)	151	31	62	34	278
Online collaboration writing tool (Google Docs, Wikis, Gobby, Zoho Writer etc.)	81	17	90	91	279
Blogging tools (e.g., to keep a class-related journal)(Blogger, WordPress, LiveJournal, Moveable Type, etc.)	194	31	42	11	278

Web-based citation tools (RefWorks, Zotero, CiteULike, OttoBib, etc.)	108	12	89	67	276
College study support (Cramster, Turnitin, Essay Checker, ShareNotes, etc.)	204	17	42	15	278
Course Note Sharing (Course Hero, Study Blue, Koofers, Share Notes, Grade Guru, etc.)	192	22	42	20	276
Online self-tests (e.g., to give you feedback on your knowledge of class materials)	152	12	62	52	278
Audio files or Podcasts (iTunes, iTunes U, etc.)	128	12	86	52	278
Visualization & simulations tools	122	10	80	66	278
Web-conferencing software (Adobe Connect, Blackboard Collaborate, Elluminate, etc.)	203	16	39	17	275
ePortfolios (Learn@UW or other)	208	13	39	16	276
Textbook publisher Web sites (Pearson, PrenticeHall, McGraw-Hill, Lulu, etc.)	151	31	66	30	278
General access computer labs (InfoLabs)	96	6	98	78	278
Other, please specify	43	0	7	6	56

18. How useful have each of the following been to you in your coursework?

Question	Have not used	Not useful	Somewhat useful	Very useful	Responses
Mobile devices (iPhone, BlackBerry, Android, iPod touch, etc.)	94	38	87	59	278
Clickers (iClicker, eInstruction, etc.)	123	56	82	17	278
Web-based Office Suites (Google Apps, iWork, Microsoft Office Live Workspace, Zoho, etc.)	159	18	50	51	278
Video-sharing Web sites (YouTube, Vimeo, etc.)	93	32	105	49	279
Web-based task-management (Google Tasks, Flow, Ta-da.	227	14	28	9	278

Remember the Milk)					
Web-based calendars (Google Calendar, Yahoo. Calendar, Hotmail Calendar, etc.)	154	14	57	54	279
Photo-sharing Sites (Flickr, Snapfish, Shutterfly, Windows Live Photos, Picasa, etc.)	208	25	34	11	278
College-related review/opinion sites (College Prowler, Unigo, College Confidential, etc.)	220	21	29	7	277
Social bookmarking/tagging (Delicious, Digg, Newsvine, Twine, etc.)	234	21	17	4	276
Course planning and scheduling tools (Schedulizer.com, etc.)	171	11	48	48	278
Social networking (Facebook, Twitter, LinkedIn, etc.)	68	62	106	43	279
Other, please specify	42	2	6	3	53

19. How would you describe your overall experience using Learn@UW?

Answer	Response	%
Very Positive	69	24%
Positive	170	60%
Neutral	40	14%
Negative	3	1%
Very Negative	1	0%
Total Responses	283	100%

20. What would help improve your Learn@UW experience?

The 110 respondents offered these suggestions: Better user experience/user interface (37), requirement that all classes use Learn@UW (11), training for faculty and students on how to use it (7), a better mobile app (7), and auto email when content has been posted (6).

21. How would you describe your overall experience using Moodle (including eCOW2 and Courses)?

Answer	Response	%
Very Positive	11	9%
Positive	64	55%
Neutral	33	28%
Negative	9	8%
Very Negative	0	0%
Total Responses		117
		100%

22. What would help improve your Moodle (including eCOW2 and Courses) experience?

The 47 respondents offered these suggestions: Better user experience/user interface (13), it's not as good as Learn@UW (6), all professors should use the same LMS (2), training on how to use Moodle (2), and make grades easier to view (2).

23. Using the scale provided, please rate your satisfaction with these tools.

Question	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Responses
My UW-Madison	2	17	51	163	45	278
WiscMail (email ending in @wisc.edu)	12	23	42	127	66	270
My WebSpace (Web-based storage for files and Web pages)	1	6	61	57	14	139
Anti-virus software (free download or CD from the DoIT Tech Store)	1	5	45	76	31	158
Campus wireless network	5	14	43	147	66	275
WiscCal (online calendar)	6	9	42	31	9	97
Learn@UW	0	4	48	155	65	272
Moodle	1	6	47	67	9	130
Qualtrics (survey tool)	1	2	50	41	16	110
WISC software (discounted Microsoft, Adobe, etc.)	1	3	24	45	53	126
Campus computer kiosks	0	3	33	111	68	215
TechNews (DoIT's email newsletter)	7	12	78	42	7	146
General access computer labs	1	2	39	102	53	197

(InfoLabs)						
Mobile UW website and app	7	16	47	50	19	139
iTunes U	0	3	22	41	13	79
UW Google (Apps, Docs, etc.)	2	5	29	40	15	91

24. Using the scale provided, please rate your satisfaction with these services.

Question	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Responses
DoIT Help Desk (Tech Support via phone, email, in person or Web)	3	2	29	83	44	161
DoIT Repair and Departmental Support (fee-based installation and repair)	4	5	19	47	30	105
DoIT Tech Store	2	4	40	94	49	189
Software Training for Students (free IT classes)	0	3	19	37	30	89
Digital Media Center	0	1	19	25	11	56

25. Tell us what is most important to you. Please rank your first, second and third choices from the list below in order of their importance to you, with 1 being the most important. Rank only the top three.

Answer	1	2	3	Responses
Additional discounted software and hardware offerings	74	31	38	143
Access to electronic textbooks	47	38	38	123
More video-capture of lectures	36	33	34	103
Mobile-friendly UW-Madison services (e.g., ability to manage campus cash, union meals, rent, etc.)	35	33	16	84
Help with computer security/anti-virus protection	16	15	19	50
Wireless printing options in general access computer labs (InfoLabs)	15	37	25	77
Cloud-based services managed by UW-Madison for email, storage, calendar	11	23	18	52
More laptops available for checkout	10	12	12	34
More computers in general access computer labs (InfoLabs)	10	6	9	25

More content in My UW-Madison	8	16	23	47
More technology check-out options at libraries (i.e., tablets, e-readers, etc.)	6	9	15	30
More computer kiosks around campus	5	9	15	29
More equipment available for checkout at general access computer labs (InfoLabs)	5	5	5	15
Additional computer lab location(s) on campus	4	13	9	26

26. If Software Training for Students (STS) offered the following free technology workshops, which would you likely attend? [Check all that apply]

Answer	Responses
Blogger (blogging/social media)	42
YouTube (blogging/social media)	38
Facebook (blogging/social media)	34
Twitter (blogging/social media)	24
Pro Tools (audio creation/editing)	59
ACID (audio creation/editing)	32
Logic (audio creation/editing)	37
Atlas.ti (research tool)	37
SPSS (research tool)	62
SAS (research tool)	50
ImageJ (research tool)	37
Keynote (presentation tool)	82
Other classes not already offered, please specify	23
Total Respondents	203

The 11% who reported “Other” responded: MATLAB (5), social media (Tumblr, Prezi, LinkedIn (3), Photoshop (3), Web design/Dreamweaver (3) and others. An additional 19 said none/not sure.

27. If you could have 1-2 more tech services or tools to improve your educational experience on campus, what would they be?

The 157 respondents offered these suggestions: Access to video/audio lectures (12), online textbooks (10), iPad/tablet (9), and others.

28. Where do you live?

Answer	Response	%
UW Residence Halls	69	24%
Non-UW housing	216	76%
Total Responses	285	100%

29. In what discipline(s) are you majoring? [Check all that apply]

Answer	Response	%
Agricultural and Life Sciences	36	13%
Business	22	8%
Division of Continuing Studies	1	0%
Education	24	9%
Engineering	49	17%
Environmental Studies	7	2%
Human Ecology	6	2%
International Studies	4	1%
Journalism and Mass Communications	8	3%
Law School	10	4%
Letters and Science	92	33%
Library and Information Studies	3	1%
Medicine and Public Health	21	7%
Music	3	1%
Natural Resources	3	1%
Nursing	6	2%
Pharmacy	8	3%
Public Affairs	1	0%
Social Work	6	2%
Veterinary Medicine	4	1%
Other	16	6%

Of the 285 respondents, the 6% who reported “Other” responded: Economics (2), Undecided (3), and others.

30. Please indicate your age.

Answer	Response	%
18	15	5%
19	43	15%
20	47	17%
21	38	13%
22	29	10%
23	20	7%
24	16	6%
25	11	4%
26	5	2%
27	7	2%
28	7	2%
29	6	2%
30	7	1%
31	4	1%
32	7	2%
33	1	<1%
34	4	1%
35	2	1%
36	1	<1%
37	1	<1%
38	1	<1%
39	1	<1%
40	1	<1%
41	2	1%
42	1	<1%
45	2	1%
47	1	<1%
52	1	<1%
63	1	<1%
Total Responses	282	100%

31. Please indicate your gender.

Answer	Response	%
Male	123	43%
Female	161	57%
Total Responses	284	100%

287 total responses to survey. 284 responded to this question. Percentages reflect those who answered this question.

32. Please indicate your year in school.

Answer	Response	%
Freshman	45	16%
Sophomore	42	15%
Junior	46	16%
Senior	44	15%
Graduate/Professional Student	91	32%
Other (special student, guest, dissertator)	17	6%
Total Responses	285	100%