

2011 UW-Madison Student Computing Survey Report

Report Completed: June 2011
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 1600 UW-Madison students were invited to participate in the 2011 survey, starting February 23. 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 three follow-up email reminders (March 8, March 24 and March 30). 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 1600 students invited to participate, 395 responded resulting in a response rate of 25%.

II. Summary of Results

- Ninety-two percent of students report owning a laptop computer. This is slightly up from 91% in 2010. 45% of students own a desktop, up from 32% last year.
- Sixty-four percent of students use the Windows (7 or earlier version) operating system, slightly down from 70% in 2010. Mac OS (Snow Leopard or earlier version) use has remained at 35%.
- Forty-nine percent of students report using a simple cell phone (without Internet access), down from 62% last year. Fifty-six percent report owning a mobile device, such as a smart phone, iPhone, BlackBerry, Palm, Android, iPod touch, etc., up from 45% in 2010.
- Ninety-nine percent of students use their information technology products (laptop, desktop, mobile device, tablet, mini laptop, etc.) to send and receive e-mail messages; 95% watch or listen to audio or video; 92% for social networking Web sites (Facebook, MySpace, Bebo, LinkedIn, etc.) and 86% for YouTube.

- Ninety-one percent of students indicate an overall satisfaction (either satisfied or very satisfied) with the technology UW-Madison provides, up from 86% in 2010.
- The top methods students report for accessing the Internet are the campus wireless network (73%), general access computer labs (54%), computer kiosks (46%), and Charter, Verizon, etc. (44%).
- When asked if they could have one more tech service or tool to improve their educational experience on campus, students reported wanting eReaders (13 respondents), tablets/mini laptops (9), more/better UW apps for smartphones (7), and smartphones (6).
- Students would most likely use the following services if they were available through UW Mobile: WiscMail (79%), course or learning management system (Learn@UW, Moodle) (68%), student administrative services (official grades, registration, etc.) (66%), and download/stream course lectures (podcasts) (59%).
- Location/Convenience was the top reason that students report using the general-access computer labs (non-departmental).
- Regarding security, 58% of students updated or patched their computer software (operating system, Web browser or applications) within the last month, down from 60% in 2010. Seventy-three percent of students are familiar with UW-Madison's Appropriate Use Policy, up from 68% in 2010, and 42% of students installed the UW-Madison's Security Starter Software on their computers. Seventy-three percent know how to identify a secure Web site (https, lock icon, etc.) and 11% have been victims of phishing.
- Eighty percent of students report being aware of the issue of the copyright infringement issue on campus, and 79% are aware of the penalties for downloading material illegally. Sixty-three percent are aware that music files may be shared inadvertently by the installation of file sharing programs such as LimeWire, Morpheus, eDonkey, BitTorrent, etc.
- Ninety-six percent of students report having used Learn@UW. Of those students, 89% report an overall positive or very positive experience, up from 84% in 2010.

III. Detailed Results

1. Before we get to the question about additional tech services you want, we need some more specific information on the information technology resources you use. Please tell us which of the following information technology products you use: [Check all that apply]

Answer	Response	%
Laptop Computer	363	92%
Portable Storage Device (flash drive, external drive, etc.)	238	61%
Mobile Device (smart phone, iPhone, BlackBerry, Palm, Android, iPod touch, etc.)	219	56%
Simple Cell Phone (without Internet access)	191	49%
Desktop Computer	176	45%
Internet-enabled gaming console (Xbox 360, Wii, PlayStation3, etc.)	116	30%
Digital Video Recorder (TiVo, etc.)	45	11%
Mini Laptop (Netbook, MacBook Air, etc.)	35	9%
eBook Reader devices (Kindle, Sony Reader, nook, eReader, Cool-er, etc.)	28	7%
Tablet (iPad, Android)	14	4%
Other, please specify	7	2%

2. What technologies do you carry with you throughout the day? [Check all that apply]

Answer	Response	%
Mobile Device (smart phone, iPhone, BlackBerry, Palm, Android, iPod touch, etc.)	228	59%
Simple Cell Phone (without Internet access)	193	50%
Laptop Computer	191	49%
Mini Laptop (Netbook, MacBook Air, etc.)	28	7%
Other, please specify	11	3%
eBook Reader devices (Kindle, Sony Reader, nook, eReader, Cool-er, etc.)	6	2%
Tablet (iPad, Android)	9	2%

3. If you could have one more tech service or tool to improve your educational experience on campus, what would it be?

Text Response
(14) Nothing / I'm not sure
(13) eReader
(12) iPad
(9) Tablet/mini laptop
(7) More/better UW apps for smartphones
(6) Smartphone
(5) More computer labs/kiosks on campus
(4) Live streaming or podcasts of lectures
(3) Better WiFi
(3) Free/discounted tech classes
(3) More outlets to plug in my laptop
(3) More tech service locations/options (for example, repair services)
(2) Computer cleaning
(2) ipod/touch
(2) Kindle
(2) Laptop
(2) Mobile device

4. What cell carrier do you use?

Answer	Response	%
AT&T	129	36%
Verizon	88	25%
U.S. Cellular	53	15%
Sprint	49	14%
Other, please specify	29	8%
T-Mobile	10	3%
Total	358	100%

Please note, only respondents who selected “Mobile Device (smart phone, iPhone, Blackberry, Palm, Android, iPod touch, etc.)” or “Simple Cell Phone (without Internet access)” in Question 1 responded to this question.

Other, please specify
(11) Cellcom
(5) TracFone
(2) Element Mobile
(2) Net10

5. On which area(s) of campus do you experience cellular coverage problems? [Check all that apply]

Answer	Response	%
In Buildings	223	62%
I don't experience issues.	131	37%
West Campus	30	8%
East Campus	22	6%

Please note, only respondents who selected “Mobile Device (smart phone, iPhone, Blackberry, Palm, Android, iPod touch, etc.)” or “Simple Cell Phone (without Internet access)” in Question 1 responded to this question.

6. What is the operating system on the device(s) you use? [Check all that apply]

Answer	Response	%
Windows 7 or earlier version	250	64%
Macintosh Snow Leopard or earlier version	136	35%
iOS (iPhone, iPod touch, iPad)	126	32%
Android	51	13%
Blackberry	28	7%
Linux	28	7%
I don't know	19	5%
Windows OS for mobile devices	12	3%
Other, please specify	12	3%
Unix	7	2%

Other, please specify

(4) Vista

(3) Symbian

7. What functions or activities do you perform with the information technology products you use: [Check all that apply]

Answer	Response	%
Email	378	99%
Watch or listen to audio or video	361	95%
Social networking Web sites (Facebook, Twitter, MySpace, Bebo, LinkedIn, etc.)	352	92%
YouTube	328	86%
Back up data (flash drive, online storage, Mozy, Carbonite, etc.)	271	71%
Calendar/Schedule	256	67%
Video calling or Internet long distance services (Skype, iChat, Google Voice and Video Chat, etc.)	247	65%
Location-based Services (Facebook Places, Google Maps, Foursquare, GoWalla, Yelp, etc.)	228	60%
Collaboration (document sharing, group writing)	168	44%
Download or play games online	140	37%
Read or contribute to blogs	140	37%
Web-based apps/docs (Google apps, MS Office Apps)	140	37%
Podcasts	112	29%
File-sharing software (to download music or other types of files)	107	28%
Use Internet photo sites (Flickr, Picasa)	95	25%
RSS feeds	48	13%
Social bookmarking and/or Social news (Delicious, Digg, reddit, etc.)	47	12%
ePortfolio (through Learn@UW)	43	11%
Web conferencing tool (Adobe Connect, etc.)	37	10%
Digital video devices (iFlip)	23	6%

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

Answer	Response	%
WiscMail	166	79%
Course or learning management system (Learn@UW, Moodle)	143	68%
Student administrative services (official grades, registration, etc.)	139	66%
Download/stream course lectures (podcasts)	125	59%
Payment for things on campus (Wiscard, tuition, housing, etc.)	102	48%
WiscCal (online calendar)	51	24%
My WebSpace	36	17%
WiscChat	18	9%
Other, please specify	11	5%

Please note, only respondents who selected “Mobile Device (smart phone, iPhone, Blackberry, Palm, Android, iPod touch, etc.)” in Question 1 responded to this question.

9. How do you access or connect to the Internet? [Check all that apply]

Answer	Response	%
Campus wireless network	273	73%
General access computer labs (Memorial Library, College Library, Steenbock, TLCs, etc.)	202	54%
Computer kiosks around campus (free-standing Internet access stations)	172	46%
Charter, Verizon, etc.	164	44%
3G (cellular wireless)	147	39%
Department-specific computer lab (Engineering, SoHE, Business, etc.)	133	35%
Direct UW-Madison network connection from my dorm room (ResNet)	122	32%
Commercial wireless (Mad City Broadband)	22	6%
4G (cellular wireless)	15	4%
Other, please specify	12	3%

Other, please specify
(4) AT& T U-Verse
(2) ResNet

10. When you connect to the Internet off-campus, do you use WiscVPN to securely access campus resources?

Answer	Response	%
Yes	58	15%
No	71	19%
Sometimes	58	15%
I don't know what WiscVPN is	191	51%
Total	378	100%

11. Regarding the campus wireless network, please indicate which statement is most often true for you:

Answer	Response	%
The campus wireless network works well	289	77%
I get a weak signal when I use the wireless network	34	9%
I have problems getting a wireless connection	23	6%
I don't use the campus wireless network	16	4%
I can't get wireless access where I need it	10	3%
I don't know if I use the campus wireless network	4	1%
Total	376	100%

12. Overall, how satisfied are you with the technology services UW-Madison provides?

Answer	Response	%
Very Satisfied	112	30%
Satisfied	230	61%
Neither satisfied nor dissatisfied	29	8%
Dissatisfied	4	1%
Very Dissatisfied	3	1%
Total	378	100%

13. Please indicate the reasons why you use the general access computer labs (non-departmental).

Text Response
(45) Location/convenience
(24) Check email, calendar, social media, etc.
(18) Access to software programs/better features than what I own
(17) Printing
(10) To study/do homework
(5) I don't use the computer labs

Please note, only respondents who selected "General access computer labs (Memorial Library, College Library, Steenbock, TLCs, etc.)" in Question 9 responded to this question.

14. A majority of the general access computer labs (non-departmental) 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	182	49%
Macintosh	94	25%
I have no preference.	52	14%
I do not use the general access computer labs.	46	12%
Total	374	100%

15. 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	113	30%
This month	106	28%
This year	56	15%
Two or more years ago	10	3%
Never	17	5%
I don't know	73	19%
Total	375	100%

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

73% of respondents are familiar with UW-Madison's Appropriate Use Policy.

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

Answer	Response	%
Other anti-virus software product	156	44%
UW-Madison Security Starter Software (Symantec anti-virus, etc.)	151	42%
Firewall software	136	38%
Other anti-spyware software product (such as AdAware)	84	24%
I don't know	62	17%
WiscVPN software	49	14%
Other, please specify	10	3%

Three of the ten "Other, please specify" respondents replied "none."

18. Regarding the issue of illegal downloading of music and movies (copyright infringement), which of the following statements apply to you? [Check all that apply]

Answer	Yes %
I am aware of the copyright infringement issue on campus	80%
I am aware of the penalties for downloading material illegally	79%
I am aware that music files may be shared inadvertently by the installation of common file sharing programs (LimeWire, Morpheus, eDonkey, BitTorrent, etc.)	63%
I utilize a fee-based (legal) service to download movies and music	52%

19. Regarding online scams or phishing, which of the following statements apply to you?

Question	Yes %
I know what phishing is	64%
I know that phishing scams are prevalent	71%
I know that phishing scams often come through email, phone and/or text messages	73%
I know that there are malicious Web sites	93%
I know how to identify a secure Web site (https, lock icon, etc.)	72%
I know not to respond to unsolicited requests for personal information	93%
I have been a victim of phishing	11%

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

Answer	Response	%
Learn@UW	357	96%
Moodle (including eCOW2 and Courses)	148	40%
None	7	2%
Other, please specify	15	4%

Other, please specify

(3) courses@bus.wisc.edu

(4) eCOW2

21. On average, how many fully online courses do you take per semester?

Text Response

0 (81%)

1 (13%)

2 (4%)

Other (2%)

22. How useful have each of the following technologies 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)	20%	4%	35%	41%	355
eBooks or eTextbooks	52%	11%	26%	11%	354
UW Library online resources (MadCat, Ask a Librarian, Research Tutorials, Digital Collections, etc.)	15%	4%	33%	48%	354
Web-based threaded discussion tools	47%	12%	31%	10%	354
Chat tools	63%	10%	18%	8%	355
Online collaboration tools (Google docs, Wikis, Zoho, etc.)	38%	5%	32%	25%	354
Blogging tools (e.g., to keep a class-related journal)	75%	9%	13%	4%	354
Mobile Device (smart phone, iPhone, BlackBerry, Palm, Android, iPod touch, etc.)	46%	6%	22%	26%	355
Web-based citation/bibliography tools (CiteULike, OttoBib, etc.)	44%	3%	24%	29%	353
College study support (Cramster, Turnitin, Essay Checker, ShareNotes, etc.)	78%	4%	12%	6%	353
Course Note Sharing (Course Hero, Study Blue, Koofers, Share Notes, Grade Guru, etc.)	74%	6%	14%	5%	353
Clickers	52%	15%	24%	8%	354
Online self-tests (e.g., to give you feedback on your knowledge of class materials)	46%	2%	29%	22%	353
Visualization tools, simulations or audio files (e.g., to help you learn difficult concepts)	43%	5%	25%	27%	350
Course lecture recordings (audio, narrated PowerPoint slideshows or videos of in-class activity posted online for later review)	37%	5%	25%	33%	353
Web-conferencing software (Adobe Connect, Elluminate, etc.)	83%	4%	9%	4%	352
ePortfolio (through Learn@UW)	83%	7%	7%	3%	351
Web-based word processor, spreadsheet, presentation, and form applications (Google Docs, iWork, Microsoft Office Live Workspace, Zoho, etc.)	44%	3%	27%	25%	354
Video-sharing Web sites (YouTube, etc.)	25%	11%	34%	30%	354
Web-based to-do lists/task-managers (Remember the Milk, Ta-da, etc.)	79%	4%	11%	7%	350
Web-based calendars (Google Calendar, etc.)	52%	4%	19%	25%	353
Photo-sharing Web sites (Flickr, Snapfish, Picasa, etc.)	67%	8%	16%	9%	347
College-related review/opinion sites (College Prowler, Unigo, College Confidential, etc.)	81%	6%	9%	4%	354

Question	Have not used	Not useful	Somewhat useful	Very useful	Responses
Textbook publisher resource Web sites (Pearson, PrenticeHall, McGraw-Hill, Lulu, etc.)	59%	6%	25%	10%	355
Social bookmarking/tagging (Delicious, Digg, Newsvine, Twine, etc.)	83%	7%	7%	3%	354
Wikis	38%	9%	30%	23%	349
Course planning and scheduling tools (Schedulizer.com, etc.)	62%	5%	14%	19%	353
Social networking (Facebook, Twitter, LinkedIn, MySpace, etc.)	18%	16%	35%	31%	353
Other, please specify	76%	8%	8%	7%	72

23. What is the greatest challenge you face with the use of educational technology, specifically for your courses?

Text Response
(30) Technical difficulties / tech doesn't work as I need or want it to
(20) Learning curve, because too many technologies used
(15) Access to technology
(14) No complaints
(7) Some courses don't have Websites / Profs don't use technology
(6) Instructor doesn't know how to use technology well
(6) Information overload leads to getting easily distracted
(5) I prefer to NOT use technology

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

Answer	Response	%
Very Positive	101	29%
Positive	210	60%
Neutral	31	9%
Negative	4	1%
Very Negative	3	1%
Total	349	100%

Please note, only respondents who selected "Learn@UW" in Question 20 responded to this question.

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

Text Response
(16) Better navigation
(15) More training for professors (so they use the tool to its fullest capability)
(32) Improved functionality
(14) All professors should use Learn@UW
(4) Provide access to previous courses
(14) Nothing; I like it as is
(4) Mobile access
(3) Training/tech support for students

Please note, only respondents who selected “Learn@UW” in Question 20 responded to this question.

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

Answer	Response	%
Very Positive	22	15%
Positive	62	43%
Neutral	48	33%
Negative	8	6%
Very Negative	4	3%
Total	144	100%

Please note, only respondents who selected “Moodle (including eCOW2 and Courses)” in Question 20 responded to this question.

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

Text Response
(18) Better interface
(4) More training for faculty (so they use it to its fullest capability)
(16) Improved functionality
(6) All professors should use one system
(4) I prefer Learn@UW
(17) Nothing, I like it as is
(7) Not sure

Please note, only respondents who selected “Moodle (including eCOW2 and Courses)” in Question 20 responded to this question.

28. Using the scale provided, please rate your awareness of and satisfaction with each of the following products/services. [Check all that apply]

Question	Unaware – Have not used	Aware – Have not used	Dissatisfied / Very dissatisfied	Neutral	Satisfied/ Very satisfied	Responses
My UW-Madison	1%	1%	6%	21%	71%	351
WiscMail (email ending in @wisc.edu)	1%	4%	13%	15%	67%	350
My WebSpace (Web-based storage for files and Web pages)	22%	30%	3%	13%	31%	351
DoIT Help Desk (Tech Support via phone, email, in person or Web)	12%	35%	3%	13%	37%	350
DoIT Repair and Desktop Support (fee-based installation and repair)	20%	42%	2%	10%	26%	352
DoIT Tech Store	12%	29%	2%	14%	43%	351
General access computer labs	6%	17%	3%	11%	64%	350
Software Training for Students (free classes)	29%	37%	2%	9%	23%	352
TechNews (DoIT's email newsletter)	35%	34%	3%	17%	11%	350
Anti-virus software (free download or CD from the DoIT Tech Store)	27%	19%	5%	12%	37%	351
Campus wireless network (in public locations)	3%	4%	6%	9%	77%	352
Campus computer kiosks	7%	13%	1%	11%	68%	348
Laptop and other equipment checkout	21%	41%	1%	7%	31%	352
WiscCal (online calendar)	20%	47%	6%	12%	14%	350
WISC software (discounted Microsoft, Adobe, etc.)	26%	32%	2%	7%	33%	352
Digital Academic TV Network (DATN)	61%	22%	3%	6%	9%	352
iTunes U	55%	24%	1%	7%	14%	352
Doodle	55%	19%	1%	8%	17%	351
Qualtrics (survey tool)	59%	19%	1%	7%	14%	351
UW Mobile	56%	21%	5%	9%	9%	350

29. 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.

Top 5 Responses	1	2	3
Faster campus network	96	46	42
Additional discounted software and hardware offerings	81	63	41
Additional discounts on other technology	24	61	48
Wireless printing options in general access computer labs (non-departmental)	26	37	48
Mobile-friendly UW-Madison services (e.g., ability to manage campus cash, union meals, rent, etc.	30	27	37

30. On what one or two topics would you like to have free computer training? [Check all that apply]

Answer	Response	%
Graphics and animation (Photoshop, Illustrator or Flash)	124	36%
Spreadsheets (Excel)	113	33%
Web design (Dreamweaver)	107	31%
Hardware (installing new components, fixing or upgrading your computer)	77	22%
Security/Anti-virus (hands-on security workshop with your computer)	69	20%
Databases (Access)	62	18%
e-Portfolio development (creating an online resume and work sample)	61	18%
Statistics programs (SPSS)	53	15%
Applications development for mobile devices	44	13%
Presentations (PowerPoint)	42	12%
Operating systems (Windows, Macintosh or Linux)	39	11%
CAD programs	35	10%
Desktop publishing (InDesign)	32	9%
Multimedia (ACID, Vegas Video or Final Cut Pro)	31	9%
UW-provided tools (WiscMail, WiscCal, My WebSpace, etc.)	31	9%
None	29	8%
Collaboration tools (wikis, blogs, etc.)	27	8%
Word processing	18	5%
Other, please specify	12	3%