



# Highlights of the UW-Madison Results from the 2007 ECAR Student Study

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# 2007 ECAR Student Study

- 103 institutions: 27,946 respondents, freshmen and seniors
- UW-Madison – 353 respondents, 61.8% female, 175 seniors and 140 freshmen, 53% on campus, 93.2% full-time

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## One Size Does Not Fit All

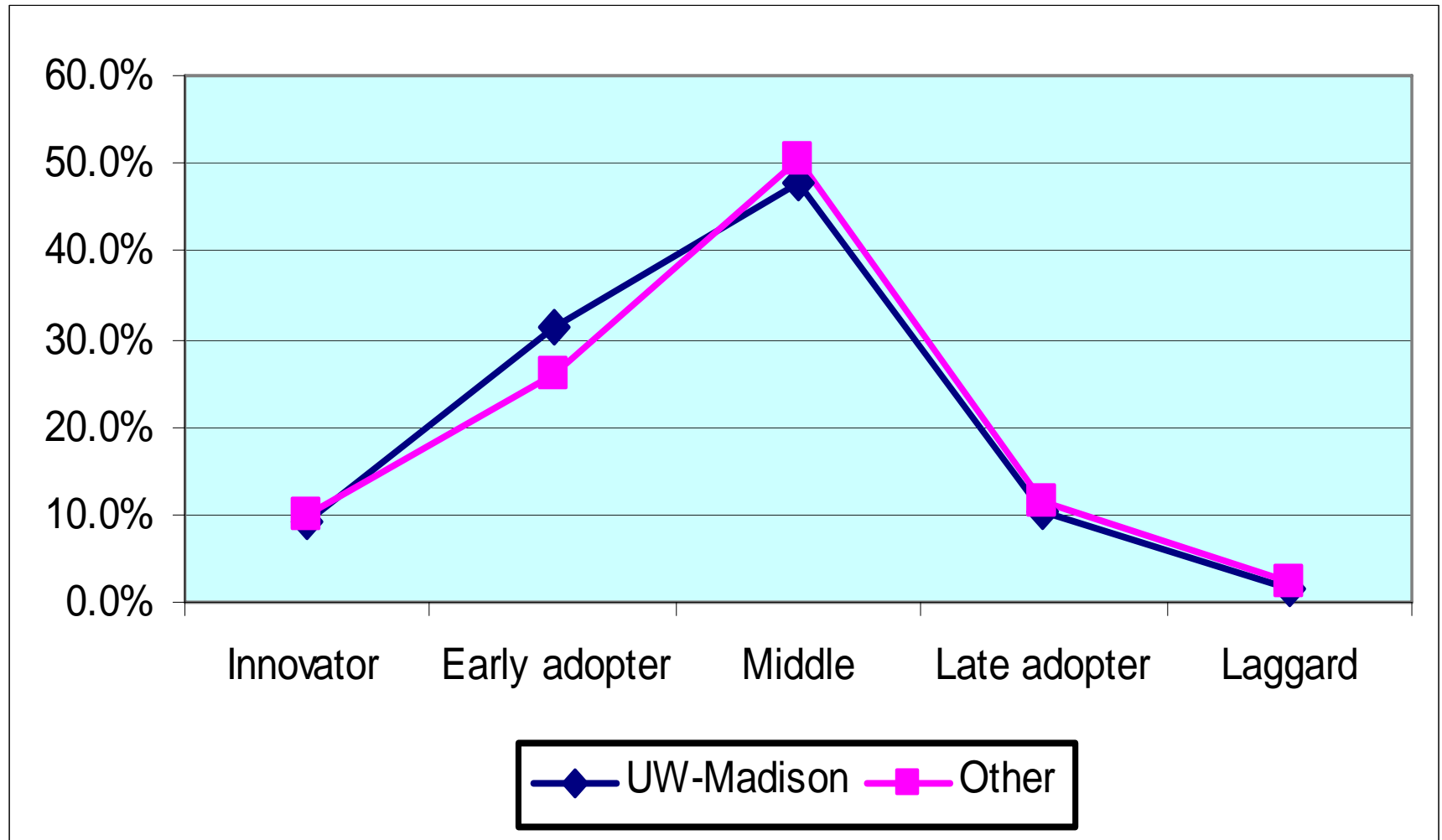


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# UW-Madison Internet Access

- 9% of students still using dialup as their primary Internet access method
- 17.6% use wireless
- 73.1% use broadband

# UW-Madison Student Profile



# How I Like to Learn

	<b>UW- Madison</b>	<b>Other 4- Year</b>
<b>Through programs I can control, such as video games, simulations, etc.</b>	<b>54.4%</b>	<b>53.2%</b>
<b>Through contributing to Web sites, blogs, wikis, etc.</b>	<b>33.3%</b>	<b>32.7%</b>
<b>By running Internet searches</b>	<b>70.7%</b>	<b>72.2%</b>
<b>Through text-based conversations over e-mail, IM, and text messaging</b>	<b>34.4%</b>	<b>35.0%</b>

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## Social Uses of IT- Important and Personal

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## CMS Usage is Up



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# UW-Madison - CMS Usage

- Positive/Very Positive – 72.9%
- Other = 76.5%

# How Useful are CMS functions UW-Madison?

	Mean
<b>Keeping track of grades</b>	<b>4.4</b>
<b>Sample exams/quizzes</b>	<b>4.3</b>
<b>Syllabus</b>	<b>4.0</b>
<b>Online readings</b>	<b>3.8</b>
<b>Getting assignments back from instructors</b>	<b>3.7</b>
<b>Taking exams/quizzes for grade</b>	<b>3.5</b>
<b>Online sharing materials</b>	<b>3.3</b>
<b>Turning in assignments online</b>	<b>3.0</b>
<b>Online discussion boards</b>	<b>3.0</b>

Scale 1=not useful, 2=somewhat useful, 3=useful, 4= very useful, 5=extremely useful

# Technologies Used in Courses During Current Semester/ Quarter

	<b>UW-Madison</b>	<b>Other 4-Year</b>
<b>E-Mail</b>	<b>99.4%</b>	<b>96.3%</b>
<b>Online Social Networks</b>	<b>20.7%</b>	<b>20.8%</b>
<b>Instant Messaging</b>	<b>12.5%</b>	<b>13.8%</b>
<b>Blogs</b>	<b>12.5%</b>	<b>8.6%</b>
<b>Webcast</b>	<b>7.7%</b>	<b>4.4%</b>

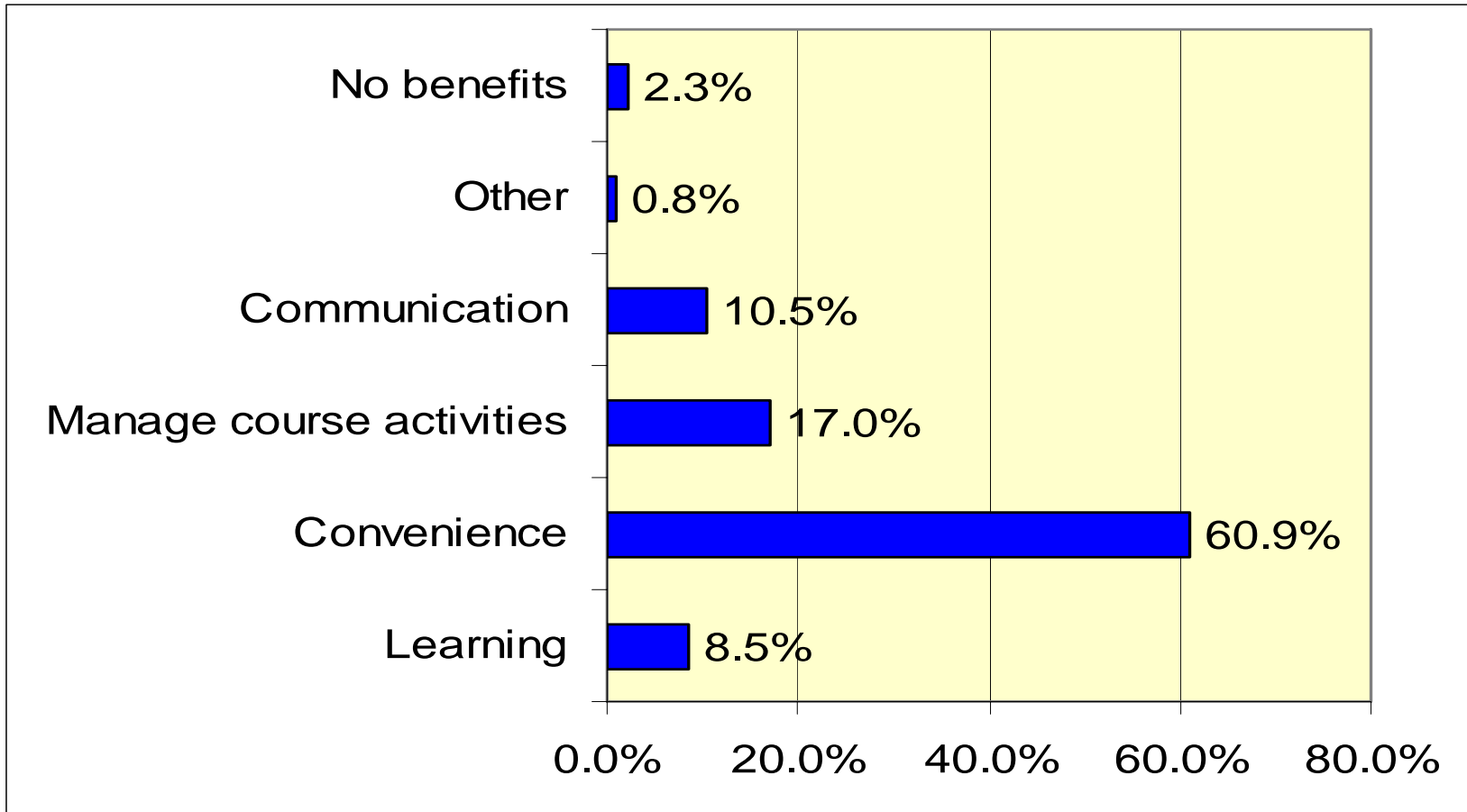
# Technologies Used in Courses During Current Semester/ Quarter

	<b>UW-Madison</b>	<b>Other 4 Year</b>
<b>Presentation software</b>	<b>65.6%</b>	<b>69.3%</b>
<b>Spreadsheet software</b>	<b>50.7%</b>	<b>49.2%</b>
<b>Programming languages</b>	<b>9.9%</b>	<b>11.1%</b>
<b>Discipline specific</b>	<b>21.4%</b>	<b>18.4%</b>
<b>Graphics</b>	<b>14.2%</b>	<b>11.8%</b>
<b>Podcasts</b>	<b>27.8%</b>	<b>4.8%</b>
<b>E-portfolios</b>	<b>7.1%</b>	<b>7.1%</b>

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IT is All About  
Convenience

# UW-Madison - Most Valuable Benefit of IT in Courses

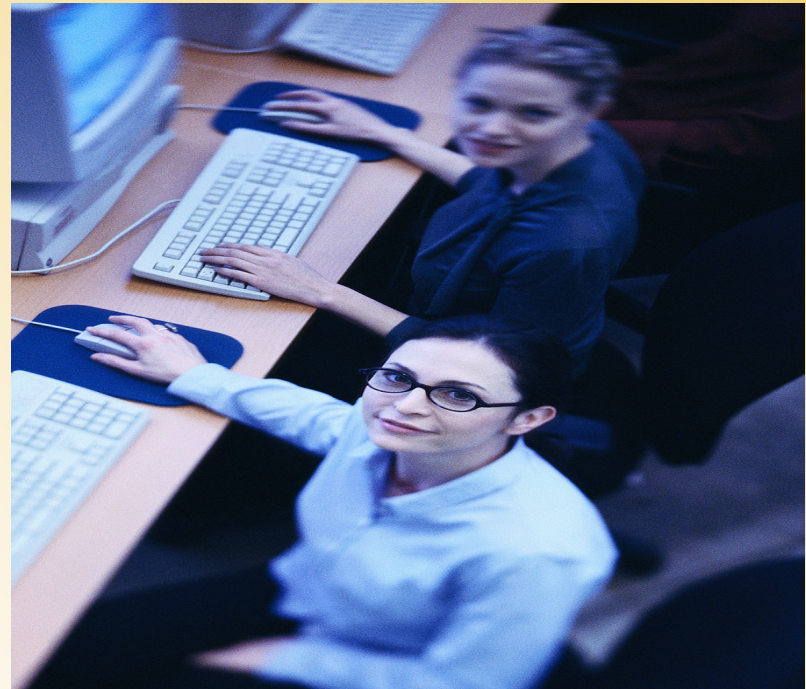


# IT in Courses

	<b>Madison</b>	<b>Other</b>
<b>I am more engaged in courses with IT</b>	<b>48.1%</b>	<b>40.5%</b>
<b>Overall my instructors use IT well</b>	<b>62.6%</b>	<b>58.2%</b>
<b>IT in courses helps me communicate</b>	<b>56.3%</b>	<b>58.9%</b>
<b>IT in courses results in more prompt feedback from instructor</b>	<b>77.3%</b>	<b>73.1%</b>
<b>IT in courses allows me to take greater control of course activities</b>	<b>59.8%</b>	<b>59.5%</b>
<b>IT in courses helps me do better research</b>	<b>73.5%</b>	<b>70.5%</b>

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## IT as a Utility



# UW-Madison Use of IT

	Use	Median
Email	100.0%	Daily
Library	95.4%	Weekly
Online shopping	91.2%	Monthly
Presentations	89.8%	Once semester
Online social network	89.2%	Daily
Spreadsheets	88.5%	Monthly
IM	86.5%	Daily
Download music/videos	80.3%	Weekly
Computer games	73.1%	Monthly
Wikis	47.4%	Weekly
Blogging	28.9%	Weekly
<b>Overall</b>		<b>11-15 hrs/week</b>

Scale: Once year, once semester/quarter, monthly, weekly, several times week, daily

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## Students' Assess Their IT Skills



# IT Skills

	UW-Madison Mean	Other Mean
Presentation	3.8	3.8
Online library	3.5	3.5
Spreadsheets	3.3	3.2
Computer maintenance	3.3	2.9

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# Curriculum Matters

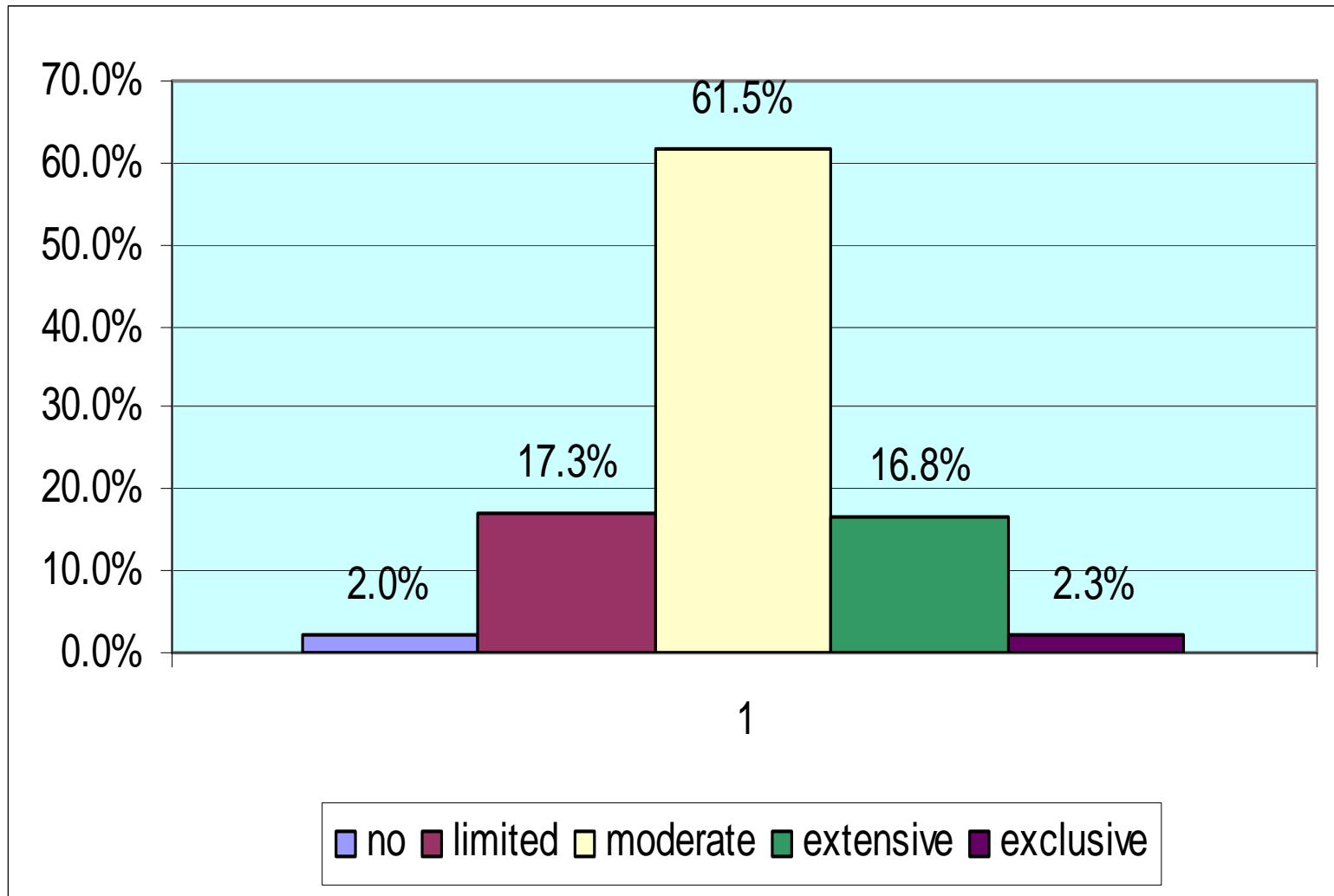


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## IT in Instruction – Striking the Balance



# UW - Preference for IT in Courses



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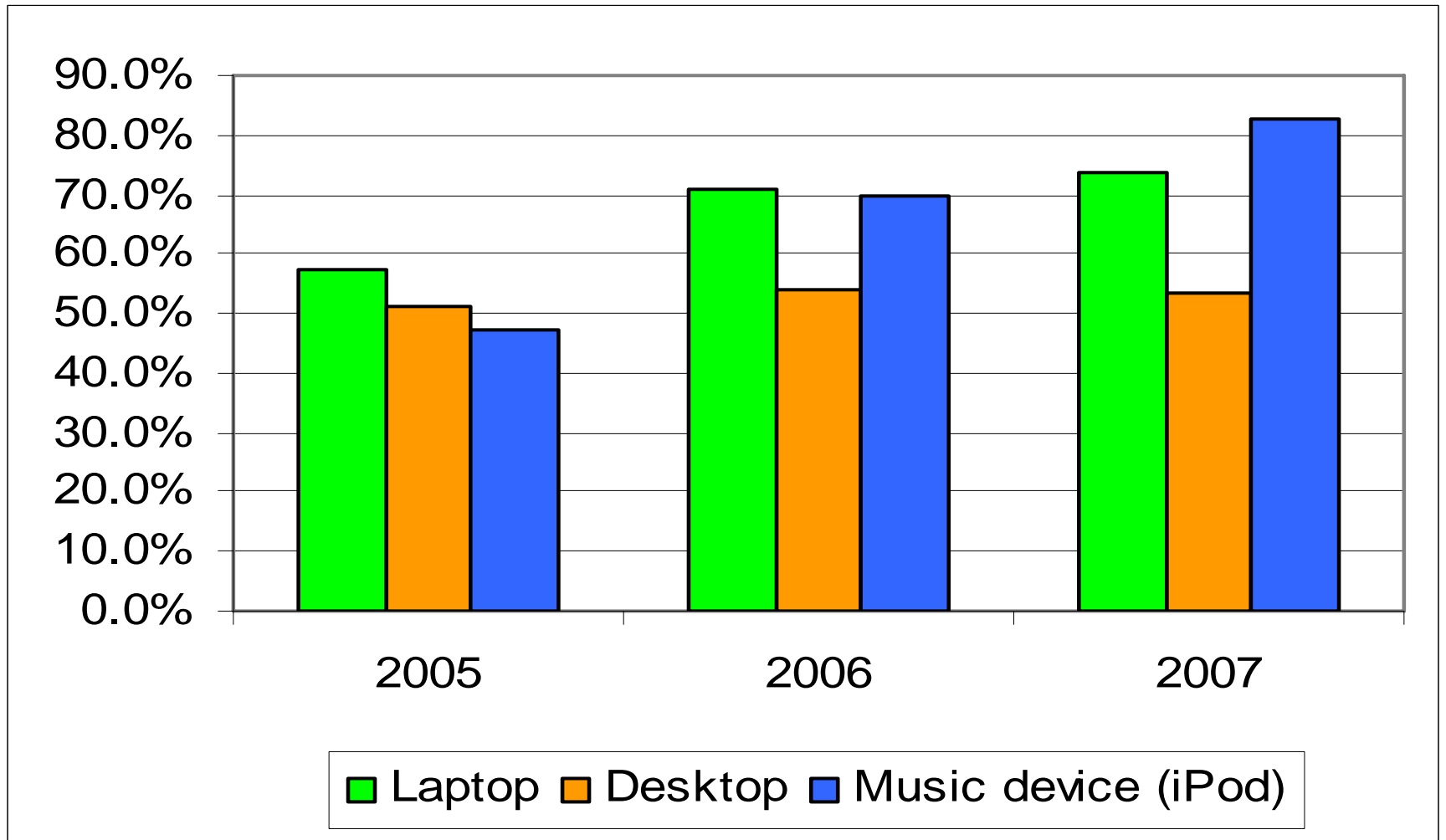
## Mobility – A Steady Increase



# Ownership – 2005 to 2007

	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>Laptop</b>	<b>57.6%</b>	<b>70.7%</b>	<b>73.9%</b>
<b>Desktop</b>	<b>51.0%</b>	<b>53.9%</b>	<b>53.5%</b>
<b>PDA</b>	<b>7.0%</b>	<b>14.2%</b>	<b>8.7%</b>
<b>Smart phone</b>	<b>0.3%</b>	<b>7.1%</b>	<b>9.5%</b>
<b>Music device (iPod)</b>	<b>47.5%</b>	<b>70.0%</b>	<b>82.5%</b>

# Ownership: 2005 to 2007

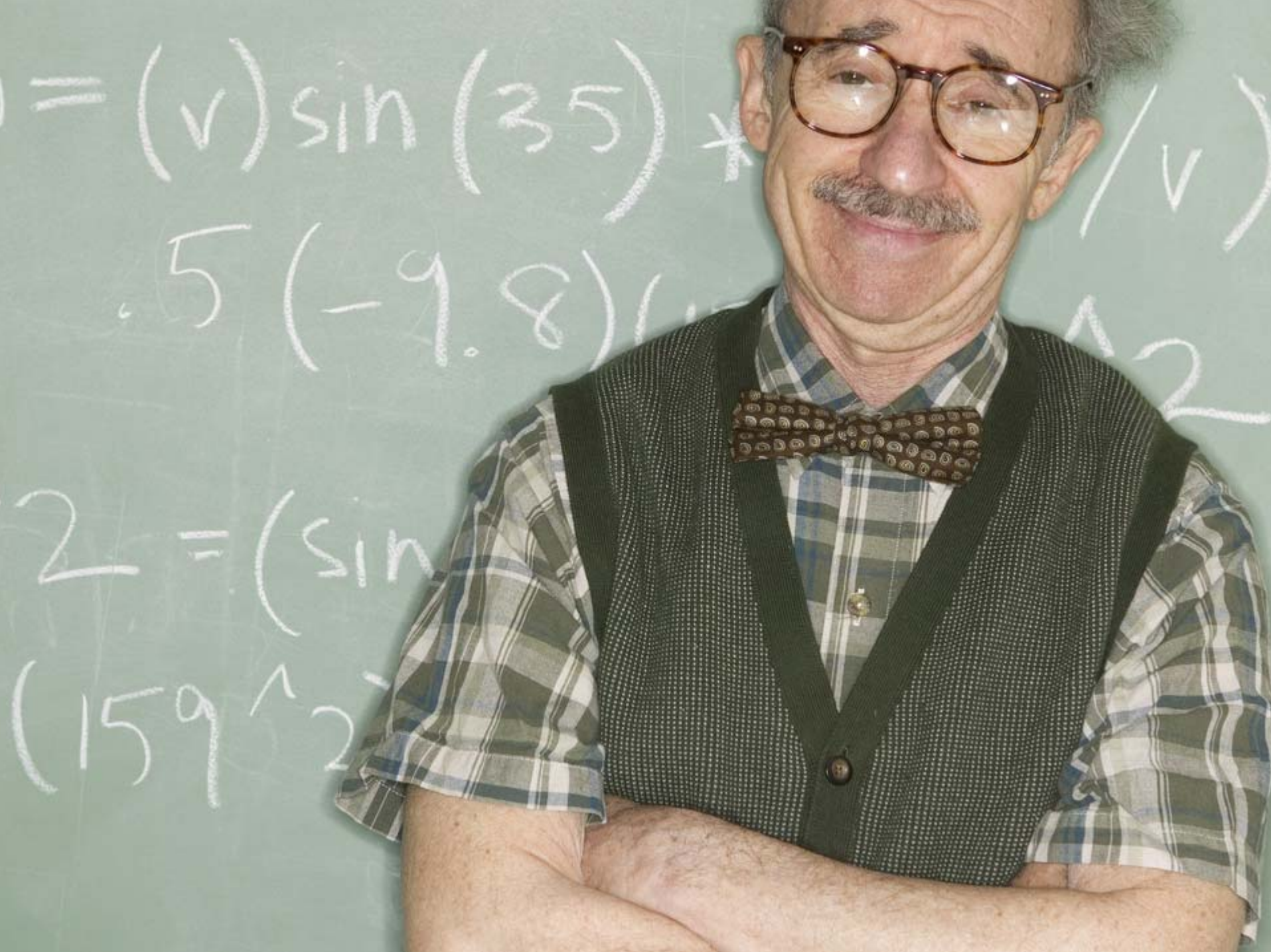


# UW-Madison - Age of Laptop

<b>Laptop Age</b>	<b>UW</b>	<b>Other</b>
<b>less than 1 yr</b>	<b>36.1%</b>	<b>34.5%</b>
<b>1 year</b>	<b>9.3%</b>	<b>9.2%</b>
<b>2 year</b>	<b>9.1%</b>	<b>9.0%</b>
<b>3 year</b>	<b>6.8%</b>	<b>8.3%</b>
<b>4 or more</b>	<b>12.4%</b>	<b>12.7%</b>
<b>Don't own</b>	<b>26.1%</b>	<b>26.3%</b>

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## Learning – It's All about Instructors



$$= (v) \sin(35)$$

$$5(-9.8)$$

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$$(159)^2$$

# UW - IT in courses improves learning

- Agree/strongly agree – 65.8% UW-Madison
- 61% Other

# Other general observations

- The importance of the curriculum shows when comparing skills/discipline
- The more CMS is used the more they like it
- UW-Madison students own more technologies
- While students may own handheld devices with Internet capability, they aren't using it
- UW-Madison students are happy with CMS – similar to national numbers