

2008 UW-Madison
Student Computing Survey Report

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I. Introduction and Methodology

The 2008 UW-Madison Student Computing Survey was developed and implemented by the Communications staff of the Division of Information Technology. The primary purpose of the survey was to gauge usage of and monitor trends in information technology services and products on the UW-Madison campus. The data from the survey will be used to help shape future decisions regarding IT products and services.

In the spring of 2008, a random sample of 1,200 UW-Madison students was selected from all undergraduate, graduate, professional and special students. The students were sent an email invitation to participate in the survey. The survey was administered via WebSurvey@UW. Following the initial mailing, students were sent three follow-up email reminders. As an incentive to boost the response rate, five students were randomly selected to win their choice of an iPod nano or \$100 gift certificate to the DoIT Tech Store. Of the 1,200 invited to participate, 355 responded resulting in a response rate of 30%.

II. Summary of Results

- Eighty-seven percent of students reported owning a laptop computer. This is up from 77% in 2007. 31% of students own a desktop, down from 48% last year, continuing the trend of the last few years toward laptops and away from desktops.
- Seventy-five percent of students use the Windows (Vista or earlier version) operating system, down from 82% in 2007. Mac OS (X or earlier version) has increased to 28%, up from 20% last year.
- Eighty-one percent of students reported owning a simple cell phone without Web access. Twelve percent reported owning a smart phone (cell phone with Internet access such as iPhone, BlackBerry, Treo, etc.) bringing total ownership of some type of cell phone to 93%. Of cell and smart phone owners, 86% use their phone to send and receive text messages. Eighty-nine percent of smart phone users do not use their phone to access the campus Wireless Network.
- Ninety-three percent of students indicated an overall satisfaction (either satisfied or very satisfied) with the technology UW-Madison provides; this is up from 91% in 2007.
- Of the respondents who attended UW-Madison last year, 94% of students are either as satisfied or more satisfied than they were last year with computing resources available to them on campus. The most often cited reasons for increased satisfaction on campus are the new computers (more Macs) at the kiosks that are faster and easier to use, and the campus wireless network that is more reliable and available in more buildings.

- The top methods students reported for accessing the Internet are the campus wireless network (65%), campus computer labs (61%), cable modem or DSL (48%) and the computer kiosks (45%).
- Students reported using a wide variety of technologies. The top technologies used are email (96%), Wikipedia (88%), YouTube (85%), MP3 players (78%), flash drives (78%), digital cameras (77%), text messaging (75%), social networks (74%), and instant messaging (65%).
- Convenience was the top reason (70%) that students reported for using the general-access computer labs.
- Fifty-seven percent of students reported using WiscMail as their primary email account. Thirty-one percent use it to keep their UW correspondence separate from their personal email, and 12% use WiscMail only to forward email to an alternate account.
- Regarding security, 49% of students rarely or never back-up their important digital data. Sixty-two percent of students updated or patched their computer software (operating system, Web browser or applications) within the last week or month. Seventy-four percent are aware of UW-Madison's Appropriate Use Policy and many students have installed either the UW-Madison's Security Starter Software (43%) or other anti-virus software program (51%).
- Eighty-three percent of students reported being aware of the issue of illegally downloading music and movies (copyright infringement) on campus, and 79% are aware of the penalties for downloading material illegally. Only 60% are aware that music files may be shared inadvertently by the installation of file sharing programs such as LimeWire.
- When asked what technologies they would like **their instructors** to use in class, students responded with a wide range of tools including PowerPoint presentations, movies/videos, relevant computer programs, overhead projectors, email, laptop/computers, blackboards/dry erase boards/smart boards, laser pointers, microphones and Learn@UW.
- When asked what technologies **they** would like to use in class, the highest responses from students included wireless laptops for note-taking, recording devices and note-taking programs.
- When asked to rank improvements to IT services in order of their importance, students listed more wireless locations on campus as the top choice, followed closely by faster campus network. Additional discounted software was third. More laptops available for checkout ranked the lowest.
- Eighty-nine percent of students have taken a course that used Learn@UW. Of those students, 83% reported an overall positive experience. When asked what could improve

their Learn@UW experience, the majority of comments included improved user interface, easier navigation, better content downloading capabilities and consistency across courses.

- When students were asked what new or improved information technology service or resource they would like at UW-Madison, the most popular response was more/faster/more reliable wireless locations, including the UW Hospital and dorm rooms.
- The majority of the respondents live off-campus (72%), and are majoring in a discipline in the College of Letters and Science (40%). More women (59%) than men (41%) responded and the average age was 23.4.

III. Detailed Results

Ownership and Use of Hardware and Software

1. Which of the following information technology products do you own? [Check all that apply]

Laptop ownership has increased (to 87%), as well as MP3 players (78%) and smart phone ownership (12%). Desktop ownership has declined to 31%. Simple cell phone and portable storage (flash drives) ownership has remained fairly steady.

	2003	2005	2006	2007	2008
Laptop computer	39%	56%	64%	77%	87%
Desktop computer	70%	61%	46%	48%	31%
Simple Cell phone (w/o web access)	64%	87%	79%	79%	81%
Smart Phone (cell phone and PDA)	--	--	--	6%	12%
Portable storage device	--	32%	45%	67%	68%
Portable music/video player (iPod)	--	35%	53%	64%	78%

2. Which operating system(s) do you use on the computer(s) you own? [Check all that apply]

Seventy-five percent reported using Windows Vista or earlier version, down from 81% last year. Twenty-eight percent cited Mac OS X or earlier, an increase from 20% in 2007. Linux ownership accounted for about 3%.

3. Do you use your cell phone to send and receive text messages?

Eighty-six percent use their cell phones to send and receive text messages.

4. Which of the following services, if any, do you use on your smart phone?

Seventy-three percent of respondents use their smart phone to keep a contact list, 57% access the Web, 48% do calendaring/scheduling, 36% use it for email, and 11% use it for portable storage.

5. Are there any smart phone functions you want that are not available at UW-Madison? If so, please specify:

Only one respondent requested additional services (“Better integration of iPhone OS with UW Web services...”)

6. Do you use your smart phone to access the campus Wireless Network?

Eighty-nine percent do not use their smart phone to access the wireless network.

7. Overall, how satisfied are you with the technology UW-Madison provides (such as computer labs, My UW-Madison, networks, campus wireless, email, etc.)?

Fifty-four percent of respondents are satisfied with the technology, 39% are very satisfied, 5% are neither satisfied nor dissatisfied, and 2% are dissatisfied or very dissatisfied.

8. Think back to last year at this same time. Compared to last year, what is your current satisfaction level with the computing resources at UW-Madison?

For those who attended UW-Madison last year	Response Percent
More satisfied than last year	23%
Equally satisfied now as I was last year	71%
Less satisfied than last year	3%
I don't know	3%
	100%

9. Why are you more satisfied this year?

Of the respondents who are more satisfied this year, the most often mentioned reasons were that the new computers (Macs) at the kiosks are faster and easier to use; wireless network access is more reliable and available in many campus buildings; more aware/happy with STS classes that are offered; and there are more/better computer labs.

10. Why are you less satisfied this year?

Among respondents who were less satisfied, the most often mentioned reason was that Internet/wireless access is slower or unavailable in some locations when compared to last year.

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

Student use of the campus wireless network increased from 50% last year to 65%. Students continue to use the computer labs and campus kiosks, due in large part to convenience (see response to Question 13 below.) Here is a comparison over the last four years:

	2005	2006	2007	2008
Campus wireless network	26%	30%	50%	65%
Computer labs (Memorial Library, College Library, etc)	44%	34%	60%	61%
Commercial broadband (cable modem, DSL from Charter, TDS SBC, etc.)	58%	45%	49%	48%
Computer Kiosks around campus (free-standing Internet access stations)	33%	18%	40%	45%
Department specific computer lab (Engineering, SoHE, Business, etc.)	21%	18%	34%	34%
Direct UW-Madison network connection from my room (ResNet)	22%	22%	31%	29%
Commercial wireless network	10%	14%	20%	24%
Campus dial-in modem pool				2%
Other				0%

12. Please indicate which of the following technologies you use: [Check all that apply]

Email, Wikipedia, YouTube, MP3 players, flash drives, digital cameras, text messaging, and social networks topped the list of technologies students use most often. Here is the complete list:

	Response Percent
Email	96%
Wikipedia	88%
YouTube	85%
MP3 Players (iPod, Zune, etc.)	78%
Flash drive/USB/thumb drive, etc.	78%

Digital camera	77%
Text messaging	75%
Social Networks (Facebook, MySpace, etc.)	74%
Instant messaging/Chat	65%
Downloading music	59%
Google applications (Gmail, writely, spreadsheets, etc.)	56%
Computer Kiosks (free-standing Internet access stations)	49%
Gaming consoles (Xbox 360, Wii, PlayStation, etc.)	32%
Podcasts	30%
Blogs	29%
Skype or other Internet long distance services	25%
Online calendar	23%
Digital video	21%
Wikis	18%
Smart phone (cell phone with Internet access)	12%
Portable gaming system (Ninento DS, PSP, etc.)	11%
Flickr	11%
RSS feeds	9%
Social bookmarking and/or Social News (del.icio.us, Digg, reddit, etc.)	8%
Clickers	8%
Massively Multiplayer Online Games (Everquest, WoW, Rune Scape)	7%
E-portfolio	3%
Virtual Worlds (Second Life, Action Worlds, etc.)	1%
Twitter	1%
Other	1%

13. If you use the general-access computer labs (non-departmental), please indicate the reasons why. [Check all that apply]

Convenience (at 70%) was by far the most popular reason students use the campus computer labs.

	Response Percent
Convenience	70%
The labs have software that I need	35%
Group study area available	22%
It is motivating to work around other people	22%
Network speed in the labs	21%
Learning atmosphere	20%
Quality of the lab computers	15%
Social aspects and interaction	14%
The labs have hardware that I need	12%
Lab staff can help me	12%
Multi-media available	11%
Other	10%
Assistive technology	5%
I don't own a computer	2%

14. How do you use your WiscMail email account?

Fifty-seven percent of students use their WiscMail account as their primary email account, 31% use it to keep their UW correspondence separate from their personal email, and 12% use WiscMail only to forward email to an alternate account.

15. How often do you back up your important digital data?

	Response Percent
Daily	7%
2 - 3 times per week	4%
Weekly	10%
Monthly	17%
At least once per year	13%
Rarely	31%
Never	18%

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

	2007	2008
Within the past week	36%	32%
Within the past month	33%	30%
Within the past year	12%	14%
Rarely	8%	16%
Never	12%	9%

17. Are you aware of UW-Madison’s Appropriate Use Policy, which details your responsibility as a campus computer user?

Seventy-four percent of students say they are aware of the policy.

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

	Response Percent
Other anti-virus software product	51%
Firewall software	48%
UW-Madison Security Starter Software (anti-virus, etc.)	43%
Other anti-spyware software product (such as AdAware)	42%
WiscVPN software	11%
None of the above	7%
Other	3%

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

	Response Percent
I am aware of the copyright infringement issue on campus	83%
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, BitTorrent, etc.)	60%
I subscribe to a fee-based (legal) service to download movies and music	33%
I have not changed my views on downloading	27%

20. Regarding online scams or phishing, which of the following statements apply to you? [Check all that apply]

	Response Percent
I know that I should not respond to unsolicited requests for personal information	78%
I know what phishing is	53%
I know that phishing attempts often come through email	54%
I have been a victim of phishing	5%
I know that there are malicious Web sites, but I don't know how to identify them	44%
I know that there are malicious Web sites, and I know how to identify safe sites (https, lock icon, etc.)	32%
None of the above	12%

21. What technologies would you like your instructor to use in class?

The most often mentioned technologies that students would like their instructors to use in class included PowerPoint presentations, movies/videos, relevant computer programs, overhead projectors, email, laptop/computers, blackboards/dry erase boards, laser printers and microphones. Also mentioned were course Web sites to post grades, notes, lectures (PowerPoint with voice), lecture notes, podcasts, Learn@UW and other relevant course materials.

22. What technologies would you like to use in class or in support of your coursework?

Comments included wireless laptops to take notes on, recording devices, note-taking programs, class Web sites with podcasts, PowerPoint/video recording of lectures, online notes, quizzes, homework, course-specific programs, Microsoft Office tools and Learn@UW.

23. Have you taken a course that used Learn@UW (course management system)?

Eighty-nine percent of respondents have taken a course that used Learn@UW, 9% have not used Learn@UW and 3% do not know what Learn@UW is.

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

Of the students who have used Learn@UW, 60% describe their experience as positive, 23% describe it as very positive, 16% are neutral, and 2% describe their experience as negative.

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

Of the 307 students who have used Learn@UW, 166 respondents provided comments. Suggestions included improved user/visual interface, better organization, easier navigation, larger tabs/links, better content downloading capabilities, consistent look for all courses, more user-friendly, and larger lecture slides. Students also would encourage more professors/classes to use Learn@UW, to use all of the features, and update grades and content regularly.

26. Please tell us which of the following services you are aware of:

	2007	2008
My UW-Madison	99%	95%
WiscMail	99%	94%
Learn@UW	--	89%
General-access computer labs	82%	88%
Campus wireless network	71%	85%
DoIT Tech Store	54%	82%
Computer Kiosks	82%	81%
My WebSpace	49%	77%
WiscCal (online calendar)	24%	76%
Help Desk by telephone, email or Web	--	75%
Laptop and other equipment checkout	35%	72%
Help Desk Walk-in Service		70%
Anti-virus software (from DoIT)	61%	67%

Software Training for Students	--	65%
DoIT Repair and Desktop Support	--	61%
WISC software (discounted Microsoft, Adobe, etc.)	32%	53%
TechNews (DoIT's email newsletter)	--	45%
DATN (television channels viewable via the Internet)	20%	16%
IT Bytes (DoIT's page in Badger Herald and Daily Cardinal)	23%	15%
Professor-invited software trainer in class	--	15%

27. Using the scale provided, please rate your satisfaction with each of the following products/services. Services were rated on a 1-5 scale (1 = very dissatisfied, 5 = very satisfied.)

A comparison of mean (average) ratings from 2006 – 2008 is below. The campus wireless network, laptop and other equipment checkout, computer kiosks, and DATN had the largest increases in satisfaction from 2007 to 2008.

	2006	2007	2008
Campus wireless network	4.2	4.0	4.3
Laptop and other equipment checkout	--	3.7	4.1
Computer kiosks	3.7	3.8	4.1
DATN	--	3.4	3.7
DoIT Tech Store	--	3.8	4.0
DoIT Repair and Desktop Support (fee-based installation and repair)	4.1	3.6	3.8
WiscCal	3.7	3.4	3.6
Computer labs (general access)	4.2	4.0	4.1
WISC software	4.4	4.0	4.1
Help Desk (phone, email or Web)	--	3.8	3.9
Walk-in Service Desk (Help Desk and Repair)	--	--	3.8
Software Training for Students	4.0	3.8	3.9
IT Bytes	3.1	3.2	3.3
WiscMail	4.3	4.1	4.1
My UW-Madison	4.2	4.1	4.1
Anti-virus software (from DoIT)	4.4	4.0	4.0
My WebSpace	4.1	3.9	3.9
TechNews	3.4	3.4	3.4
Learn@UW	--	--	4.0
Professor-invited software trainer in academic class	--	--	3.4

28. On what topics would you like to have free computer training? [Check all that apply]

	2007	2008
Graphics and Animation (Photoshop, Illustrator or Flash)	49%	56%
Web design (Dreamweaver)	46%	48%
Spreadsheets (Excel)	43%	41%
Hardware (Installing, fixing or upgrading your computer)	36%	37%
e-Portfolio development (creating an online resume & work sample)	29%	31%
Security/Anti-virus (hands-on security workshop with your computer)	25%	29%
Presentations (PowerPoint)	32%	28%
Databases (Access)	30%	27%
Operating Systems (Windows, Mac OS X or Linux)	22%	27%
Desktop Publishing (InDesign, Quark Xpress)	16%	20%
Multimedia (ACID, Vegas Video or iMovie)	23%	19%
UW-provided tools (WiscCal, My WebSpace, etc.)	11%	17%
Collaboration Tools (wikis, blogs or podcasts)		16%
None	17%	13%
Word Processing	12%	10%
Other	--	2%

29. Regarding free software training, how likely would you be to take the following: [1-5 scale, with 1 = very unlikely and 5 = very likely]

Students are most likely to take an online class (mean score of 3.4) than either the drop-in training (mean score of 3.1) or a two-hour class led by a student (mean score of 2.9).

30. Please rank your first, second and third IT service choices from the list below in order of their importance to you, with 1 being the most important.

IT service rankings remained remarkably similar to 2007 rankings. The only notable change being that more kiosks on campus moved up to tie for fifth place, up from seventh place last year.

	2006	2007	2008
More wireless locations on campus	1	1	1
Faster campus network	3	2	2
Additional discounted software offerings	2	3	3
More content in My UW-Madison	5	4	4
More computers in computer labs	6	5	5
More computer kiosks around campus	11	7	5
Help with computer security/anti-virus protection	4	6	7
New computer lab on campus	10	9	8
More laptops available for checkout in computer labs	9	8	9

31. What new or improved information technology service or resource would you like at UW-Madison?

One hundred twenty-five students provided a response to this question. Top responses included more/faster/more reliable wireless locations on campus (including UW Hospital and residence halls), more marketing of and access to STS classes, more and updated kiosks, printers at kiosks, and faster email with better spam protection and more storage.

32. Where do you live?

Seventy-two percent of respondents live off campus, and 28% live on campus.

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

Letters and Science was the highest reported major at 40%, followed by Engineering (14%), Ag and Life Sciences and Business (both at 10%). Here is the complete breakdown:

	Response Percent
Agricultural and Life Sciences	10%
Business	10%
Division of Continuing Studies	0%
Education	6%
Engineering	14%
Environmental Studies	2%
Human Ecology	3%
International Studies	2%

Journalism and Mass Communications	5%
Law School	2%
Letters and Science	40%
Library and Information Studies	0%
Medicine and Public Health	6%
Music	1%
Natural Resources	0%
Nursing	1%
Pharmacy	1%
Public Affairs	0%
Social Work	2%
Veterinary Medicine	0%
Other	9%

34. Please indicate your age.

Average age of the respondents was 23.4.

35. Please indicate your gender.

Fifty-nine percent of respondents were female; 41% were male.

36. Please indicate your year in school.

	Response Percent
Freshman	17%
Sophomore	14%
Junior	19%
Senior	18%
Special Student	2%
Graduate Student	21%
Professional Student	3%
Guest	0%
Dissertator	4%
Other	2%

37. Would you be interested in providing additional information at a future time? If so, please indicate you name and email address. This is optional, and your answers to the survey will remain confidential.