

Ownership and Use of Handheld Internet-capable Devices of UW-Madison Undergraduate Studentsⁱ

What is your opinion about the following statements?

AGREE and STRONGLY AGREE	Senior (N=144)	Freshman (N=117)	Other (N=40)	Total (N=301)
While I'm in class I regularly use my cell phone or handheld Internet device for course activities (texting, Internet access, etc.)	7.0%	7.7%	2.5%	6.7%
While I'm in class, I regularly use my cell phone or handheld Internet device for non-course activities (texting, Internet access, playing games, etc.)	35.0%	43.6%	25.0%	37.0%
Instructors should have the authority to forbid the use of cell phones and handheld Internet devices during class time.	42.4%	31.6%	52.5%	39.5%
In the next three years, I expect to do many things on a cell phone or handheld Internet device that I currently do on a laptop or desktop computer.	50.0%	43.5%	32.5%	45.2%

What keeps you from using the Internet, or using it more often, from a handheld device? Check up to 3.

Plenty of other ways to access the Internet	51.5%
Cost of the data service	48.8%
Cost of the handheld device	43.5%
Device usability issues (small screen, keyboard, etc.)	22.3%
No compelling reason to access the Internet	18.3%
Network connection too slow	16.3%
Limited access to the network (e.g., hot spots, wireless carrier coverage)	13.6%
Cost of applications that are useful to me	12.3%
Inadequate battery life	10.3%
Other	5.6%
Lack of applications that are useful to me	4.0%
Concern about the security/privacy problems of mobile technology	3.7%
Concern about the potential health problems of mobile technology	1.0%

- **Ownership of Internet-capable handheld device:** 46.5% of the freshmen and seniors own a handheld device that is capable of accessing the Internet. Another 11.3% of students plan to purchase one in the next 12 months. Freshmen (50.4%) are more likely to own the device than seniors (43.8%).

For those 140 respondents who own a handheld device:

- **Use of the Internet from handheld device:** 27.9% use the Internet from their handheld device daily; another 11.4% use it several times per week; 11.4% use it weekly. 33.6% do not use the Internet from their device. The net result is that, of the 301 respondents, only 93 respondents ever use the Internet from their handheld device (30.9%).

For those 93 respondents who own a handheld device and use the Internet (30.9% of all respondents):

- **Median hours of use:** For those who use the Internet from their handheld device weekly or more often (N=71), median use is 1 hour/week.

Which of these Internet activities do you do from your handheld device?

	Senior (N=47)	Freshman (N=37)	Other (N=9)	Total (N=93)
Instant message	38.3%	48.6%	33.3%	41.9%
E-mail	76.6%	67.6%	88.9%	74.2%
Report what you're doing on Twitter	6.4%	2.7%	0.0%	4.3%
Use social networking websites (Facebook, MySpace, Bebo, etc.)	70.2%	78.4%	44.4%	71.0%
Check information (news, weather, sports, specific facts, etc.)	89.4%	78.4%	88.9%	84.9%
Read or contribute to blogs	10.6%	10.8%	0.0%	9.7%
Use maps (e.g., find places, get directions or plan routes)	68.1%	56.8%	77.8%	64.5%
Conduct personal business (banking, shopping, etc.)	19.1%	13.5%	22.2%	17.2%
Use Internet photo sites	6.4%	10.8%	0.0%	7.5%
Watch mobile TV	10.6%	16.2%	22.2%	14.0%
Download/stream music	31.9%	21.6%	22.2%	26.9%
Download or watch videos online	14.9%	13.5%	11.1%	14.0%
Download or play games online	12.8%	21.6%	11.1%	16.1%

- **Expected growth in use:** Over 73% of handheld device student owners expect their use of the Internet from their device to increase or greatly increase over the next three years.
- **Use of the Internet from handheld device when a networked computer is available:** Only 10.7% of students said they often or very often use the Internet from their handheld device when a networked computer was easily available.

Which of your institution's IT services would you be most likely to use if they were available on your handheld Internet device? Check up to 3.

	Senior (N=47)	Freshman (N=37)	Other (N=9)	Total (N=93)
E-mail system	74.5%	67.6%	77.8%	72.0%
Campus information (news, events, map, directory, bus routes, handbook, etc.)	44.7%	35.1%	66.7%	43.0%
Student administrative services (official grades, registration, etc.)	31.9%	45.9%	33.3%	37.6%
Use as clickers for course polling and quizzing	25.5%	37.8%	22.2%	30.1%
Payment for things on campus (e.g., vending machines, food services)	23.4%	18.9%	55.6%	24.7%
Download/stream course lectures (podcasts)	21.3%	29.7%	11.1%	23.7%
Course or learning management system (Blackboard, WebCT, Desire2Learn, Sakai, an institution-specific system etc.)	23.4%	10.8%	22.2%	18.3%
Library services	10.6%	10.8%	11.1%	10.8%

ⁱA summary of the responses of 301 UW-Madison freshmen and seniors who participated in the spring 2009 survey of the ECAR Study of Undergraduate Students and Information Technology, 2009. Other 4 year institutions include 27,793 student responses from 134 institutions in the U.S. and Canada. Term used in the survey is "handheld device capable of accessing the Internet (iPhone, Treo, BlackBerry, other Internet-capable cell phone, iPod touch, PDA, Pocket PC, etc.)"