

# **UW-Madison Results**

**2010 ECAR Student Study**

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The University of Wisconsin-Madison participated in the EDUCAUSE Center for Applied Research Study of Undergraduate Students and Information Technology, 2010. During the spring semester of 2010, 1000 UW-Madison freshmen and 1000 seniors were invited to participate via email. A total of 292 UW-Madison students responded to the study's survey. This document presents UW-Madison freshmen and senior responses to all survey questions. Responses from the 33,168 students from other 4 year participating institutions are included when UW-Madison results differ significantly from the other institutions' responses.

## Detail Responses

### Age of Personal Desktop Computer

	UW Senior	UW Freshman	UW Other	UW Total	Other 4 Year
Don't own	68.9%	74.8%	74.5%	72.9%	57.2%
Less than 1 year old	4.4%	4.9%	7.3%	5.2%	5.5%
1 year old	2.2%	1.4%	3.6%	2.1%	3.8%
2 years old	4.4%	4.2%	3.6%	4.2%	6.1%
3 years old	4.4%	3.5%	3.6%	3.8%	6.4%
4 years old	4.4%	.7%	1.8%	2.1%	6.3%
More than 4 years old	11.1%	10.5%	5.5%	9.7%	14.7%

### Age of Personal Full-sized Laptop Computer

	UW Senior	UW Freshman	UW Other	UW Total	Other 4 Year
Don't own	18.0%	8.4%	6.9%	11.0%	14.3%
Less than 1 year old	13.5%	66.4%	15.5%	40.0%	31.9%
1 year old	6.7%	15.4%	8.6%	11.4%	11.4%
2 years old	14.6%	7.0%	19.0%	11.7%	12.9%
3 years old	20.2%	2.1%	39.7%	15.2%	12.1%
4 years old	24.7%	0.0%	10.3%	9.7%	11.5%
More than 4 years old	2.2%	0.7%	0.0%	1.0%	6.0%

### Age of Personal Small, Lightweight Netbook Computer

	UW Senior	UW Freshman	UW Other	UW Total	Other 4 Year
Don't own	87.5%	88.7%	90.9%	88.8%	87.0%
Less than 1 year old	9.1%	9.2%	5.5%	8.4%	7.6%
1 year old	0.0%	2.1%	0.0%	1.1%	2.5%
2 years old	1.1%	0.0%	3.6%	1.1%	1.4%
3 years old	2.3%	0.0%	0.0%	0.7%	0.7%

### Age of Personal Dedicated e-Book Reader (Amazon Kindle, Sony Reader, Barnes & Noble nook, etc. – not iPhone or other devices whose primary function is not as an e-book reader)

	UW Senior	UW Freshman	UW Other	UW Total	Other 4 Year
Don't own	98.9%	97.9%	98.2%	98.2%	96.9%
Less than 1 year old	1.1%	0.7%	1.8%	1.1%	2.0%
1 year old	0.0%	0.7%	0.0%	0.4%	0.6%
2 years old	0.0%	0.7%	0.0%	0.4%	0.3%

### Approximately how many hours each week do you spend actively doing Internet activities for school, work, or recreation? Categories.

	UW Total (N=292)
0 to 5	7.6%
6 to 10	17.8%
11 to 15	21.5%
16 to 20	18.7%
21 to 30	18.6%
31 to 40	7.2%
More than 40	8.5%
Total	100.0%

**How often do you do the following for school, work or recreation?**

	Never	Once per year	Once per Qtr/Sem	Monthly	Weekly	Several Times per Week	Daily
Text message	6.5%	0.7%	1.4%	1.0%	3.1%	9.9%	77.4%
Social networking websites (Facebook, MySpace, Bebo, LinkedIn, etc.)	4.1%	1.7%	0.3%	3.8%	3.4%	13.0%	73.6%
Use the college/university library website	5.5%	1.7%	13.1%	26.5%	15.8%	11.0%	26.5%
Instant message	30.1%	2.4%	2.4%	7.9%	12.0%	20.9%	24.3%
Course or learning management systems (a system that provides tools such as online syllabi, sample exams, and gradebook)? Examples include WebCT, Blackboard, Desire2Learn, Sakai, Moodle, or an institution-specific system)	22.6%	3.1%	3.4%	4.1%	16.4%	29.5%	20.9%
Follow or update micro blogs (Twitter, etc.)	62.9%	1.0%	4.1%	5.5%	8.6%	6.2%	11.7%
Social bookmarking/tagging (Delicious, Digg, Newsvine, Twine, etc.)	75.7%	1.4%	1.4%	5.5%	3.4%	3.8%	8.9%
Spreadsheets (Excel, etc.)	10.7%	8.6%	18.6%	28.9%	17.5%	11.3%	4.5%
Voice over Internet Protocol (VoIP) from your computer (Skype, etc.)	42.5%	1.4%	8.2%	17.1%	16.8%	9.6%	4.5%
Contribute content to Wikis (Wikipedia, course wiki, etc.)	62.7%	6.2%	6.2%	5.1%	8.2%	7.9%	3.8%
Graphics software (Photoshop, Flash, etc.)	29.9%	13.1%	20.6%	20.6%	7.9%	4.5%	3.4%
Contribute Videos to video-sharing websites (YouTube, etc.)	61.2%	9.3%	7.2%	3.4%	7.2%	8.2%	3.4%
Online multi-user computer games (World of Warcraft, RuneScape, Lineage, poker, etc.)	79.7%	1.0%	5.9%	4.5%	3.4%	2.8%	2.8%
Presentation software (PowerPoint, etc.)	7.6%	11.0%	27.8%	28.5%	15.1%	7.2%	2.7%
Contribute content to Blogs	69.5%	3.8%	8.9%	7.9%	5.1%	2.7%	2.1%
Audo-creation software (Audacity, GarageBand, etc.)	67.5%	8.7%	10.5%	6.6%	3.5%	1.4%	1.7%
Video-creation software (MovieMaker, iMovie, etc.)	59.3%	17.2%	13.1%	6.9%	1.7%	1.4 %	0.3%
Online virtual worlds (Second Life, Forterra, etc.)	94.5%	2.8%	0.3%	1.4%	0.3%	0.3%	0.3%

**Do you own a handheld device that is capable of accessing the Internet (whether or not you use that capability)? Examples include iPhone, Treo, BlackBerry, other Internet-capable cell phone, iPod touch, PDA, Pocket PC, etc. (N=292)**

No, and I don't plan to purchase one in the next 12 months	32.5%
No, but I plan to purchase one in the next 12 months	8.6%
Yes	57.9%
Don't know	1.0%

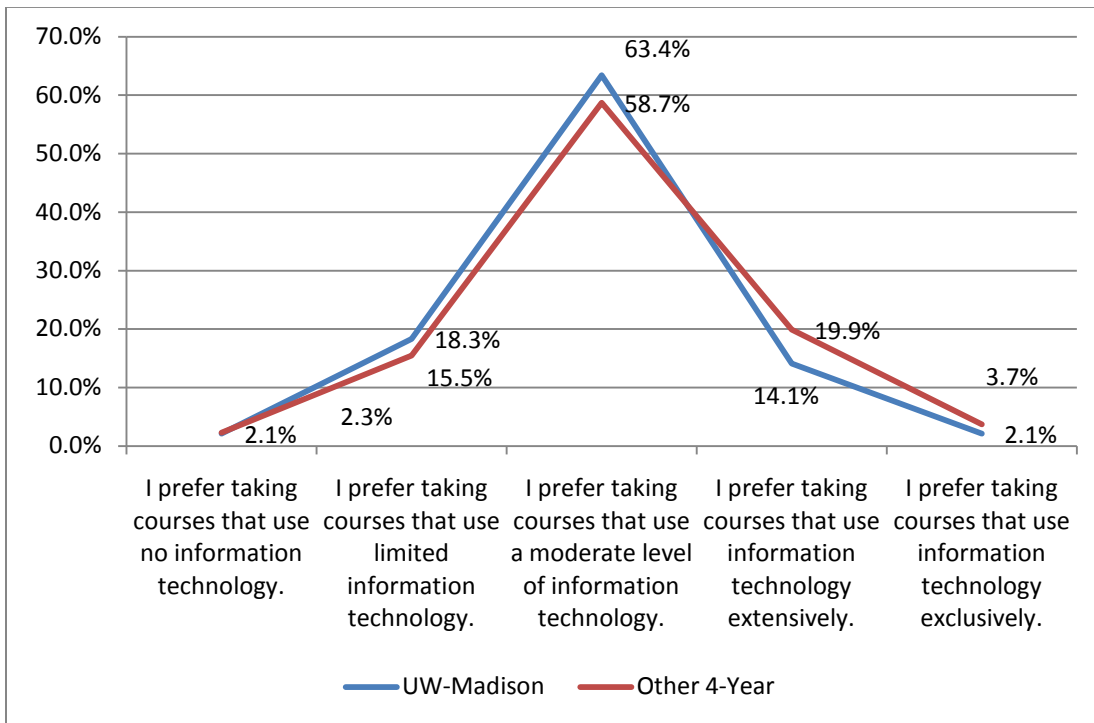
**How often do you use the Internet from your handheld device? (N=169) (Only includes those who currently own a device.)**

	Percent of owners
Never	23.7%
Once per year	1.2%
Once per qtr/semester	3.0%
Monthly	5.3%
Weekly	11.2%
Several times per week	16.0%
Daily	39.6%

**Which of the following Internet activities do you do from your handheld device? (N= 129) (Only includes those who currently own a device and use the Internet from the device.)**

Check information (news, weather, sports, specific facts, etc.)	86.8%
Use social networking websites (Facebook, MySpace, Bebo, LinkedIn, etc.)	83.7%
E-mail	82.9%
Use maps (find places, get directions, or plan routes)	68.2%
Download/stream music	36.4%
Instant message	32.6%
Conduct personal business (banking, shopping, etc.)	28.7%
Download or watch videos online	27.9%
Download or play games online	23.3%
Use Internet photo sites	17.1%
Follow or update micro-blogs (Twitter, etc.)	15.5%
Read or contribute to blogs	9.3%
Watch mobile TV	5.4%

### Which best describes you?



### What is your skill level for the following?

	Not at all skilled	Not very skilled	Fairly skilled	Very skilled	Expert
Using the college university library website	3.1%	13.0%	44.5%	28.1%	11.3%
Spreadsheets (Excel, etc.)	3.1%	21.6%	47.6%	21.2%	6.5%
Presentation software (PowerPoint, etc.)	0.3%	5.5%	43.4%	42.4%	8.3%
Graphics software (Photoshop, Flash, etc.)	19.9%	40.5%	27.8%	8.6%	3.1%
Computer maintenance (software updates, security, etc.)	14.4%	26.5%	35.7%	15.8%	7.6%
Course or learning management system *	8.1%	9.0%	43.5%	28.7%	10.8%
Using the Internet to effectively and efficiently search for information	0.3%	2.4%	17.5%	50.3%	29.5%
Evaluating the reliability and credibility of online sources of information.	1.7%	4.5%	35.7%	41.9%	16.2%
Understanding the ethical/legal issues surrounding the access to and use of digital information	4.5%	16.1%	40.1%	28.1%	11.3%

\* Only includes those who use CMS or LMS

**Are you using the following for any of your courses this quarter/semester?**

	UW-Madison	Other 4-Year
College/university library website	67.5%	71.3%
Presentation software (PowerPoint, etc.)	53.8%	69.0%
Course or learning management system	53.1%	61.2%
Spreadsheets (Excel, etc.)	49.7%	46.1%
Wikis (Wikipedia, course wiki, etc.)	31.5%	33.5%
E-books or e-textbooks	28.4%	24.5%
Course lecture podcasts or videos	27.7%	18.1%
Social networking websites (Facebook, MySpace, Bebo, LinkedIn, etc.)	26.4%	30.2%
Clickers or student response systems	22.6%	18.2%
Instant messaging	12.7%	16.5%
Discipline-specific technologies (Mathematica, AutoCAD, STELLA, etc.)	12.3%	11.5%
Graphics software (Photoshop, Flash, etc.)	12.0%	14.8%
Programming languages (C++, Java, etc.)	9.6%	12.3%
Simulations or educational games	9.2%	7.8%
Video-creation software (MovieMaker, iMovie, etc.)	7.5%	7.6%
Blogs	7.2%	11.8%
Audio-creation software (Audacity, GarageBand, etc.)	5.1%	5.8%
E-portfolios	3.1%	7.4%
Online virtual worlds (Second Life, Forterra, etc.)	0.7%	1.4%

**Are you using the following web-based tools for any of your courses this quarter/semester?**

	UW-Madison	Other 4-Year
College-related review/opinion sites (RateMyProfessors, College Prowler, Unigo, College Confidential, etc.)	33.9%	29.1%
Web-based word processor, spreadsheet, presentation, and form applications (Google Docs, iWork, Microsoft Office Live Workspace, Zoho, etc.)	30.1%	36.2%
Textbook publisher resource websites (Pearson, PrenticeHall, McGraw-Hill, etc.)	29.1%	25.8%
Video-sharing websites (YouTube, etc.)	25.0%	25.0%
Web-based citation/bibliography tools (CiteULike, OttoBib, etc.)	18.2%	18.0%
Web-based calendars (Google Calendar, etc.)	15.1%	17.5%
College study support (Cramster, Turnitin, Essay Checker, ShareNoters, etc.)	7.9%	11.3%
Photo-sharing websites (Flickr, Snapfish, Picasa, etc.)	5.1%	5.3%
Web-based to-do lists/tasks-managers (Remember the Milk, Ta-da, etc.)	4.8%	4.3%
Micro-blogs (Twitter, etc.)	2.4%	4.5%
Social bookmarking/tagging (Delicious, Digg, Newsvine, Twine, etc.)	0.7%	2.8%

**Are you collaborating or working with other students using any of the following web-based tools for any of your courses this quarter/semester?**

	UW-Madison	Other 4-Year
Social networking websites (Facebook, MySpace, Bebo, LinkedIn, etc.)	27.7%	26.7%
Web-based word processor, spreadsheet, presentation, and form applications (Google Docs, iWork, Microsoft Office Live Workspace, Zoho, etc.)	18.8%	23.5%
Wikis (Wikipedia, course wiki, etc.)	12.0%	12.3%
Textbook publisher resource websites (Pearson, PrenticeHall, McGraw-Hill, etc.)	7.9%	8.1%
Video-sharing websites (YouTube, etc.)	7.5%	10.7%
Web-based citation/bibliography tools (CiteULike, OttoBib, etc.)	4.5%	4.8%
Blogs	3.8%	6.1%
Photo-sharing websites (Flickr, Snapfish, Picasa, etc.)	2.1%	3.3%
Micro-blogs (Twitter, etc.)	2.1%	3.6%
Social bookmarking/tagging (Delicious, Digg, Newsvine, Twine, etc.)	1.0%	1.9%
Online virtual worlds (Second Life, Forterra, etc.)	0.3%	0.9%

**How many of your instructors:**

	Almost none	Some	About half	Most	Almost all	Don't know
Use information technology (IT) effectively in their courses	4.8%	21.7%	20.0%	31.0%	19.7%	2.8%
Provide students with adequate training for the IT the instructor uses in his or her course	17.2%	23.4%	17.9%	22.4%	11.0%	7.9%
Have adequate IT skills for carrying out course instruction	3.8%	20.3%	19.6%	37.1%	14.1%	5.2%

**Describe your overall experience using course or learning management systems. (Only includes those who have used CMS/LMS system.)**

Very negative	0.4%
Negative	4.9%
Neutral	45.8%
Positive	38.2%
Very positive	10.7%

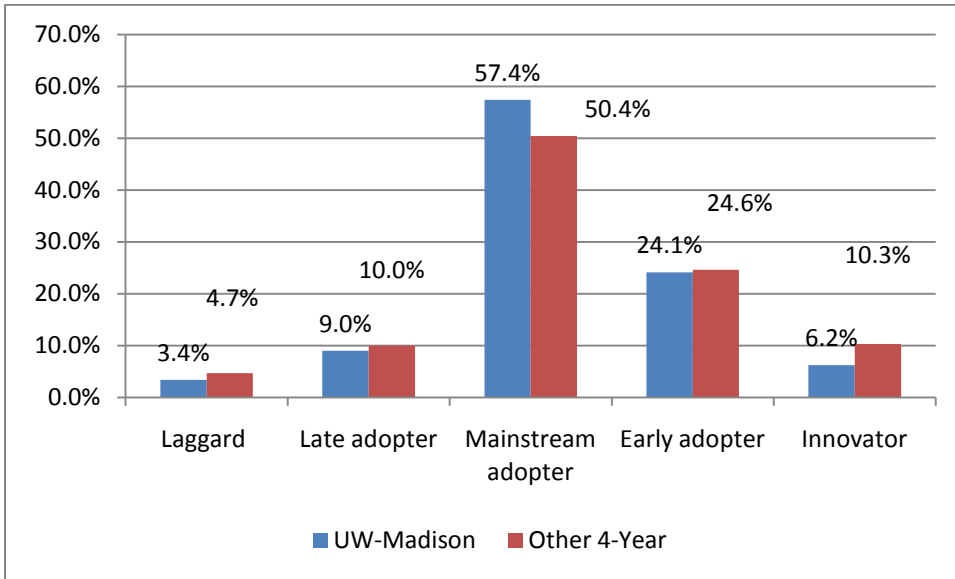
**How many of your courses this quarter/semester are entirely online?**

None	90.0%
Some	9.0%
All	1.0%

**What is your opinion about the following statements?**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I get more actively involved in courses that use information technology (IT).	6.5%	16.8%	45.2%	28.1%	3.4%
The use of IT in my courses improves my learning.	4.5%	10.3%	36.9%	44.1%	4.1%
IT makes doing my course activities more convenient.	3.1%	6.2%	18.9%	55.0%	16.8%
By the time I graduate, the IT I have used in my courses will have adequately prepared me for the workplace.	1.7%	13.1%	40.8%	38.1%	6.2%
My institution's IT services are always available when I need them for my coursework.	0.7%	10.0%	33.8%	46.6%	9.0%
I skip classes when materials from course lectures are available online.	25.1%	39.2%	18.2%	16.5%	1.0%
When I entered college, I was adequately prepared to use IT as needed in my courses.	4.5%	17.0%	26.0%	42.2%	10.4%

**Which of the following best describes you?**



**I like to learn through:**

Text-based conversations over e-mail, instant messaging, and text messaging	39.5%
Programs I can control, such as video games, simulations, etc.	46.2%
Contributing to websites, blogs, wikis, etc.	30.7%
Running Internet searches	73.1%
Listening to audio or watching video content	78.2%
Creating audio or video content	19.7%

### Social Networking Sites Used

Facebook	99.3%
Other	8.2%
MySpace	7.9%
LinkedIn	7.5%
Flickr	6.8%
Classmates	0.4%
Bebo	0.0%
Tagged	0.0%
myYearbook	0.0%

### How Do You Use Social Networking Websites?

Stay in touch with friends	97.9%
Share photos, music, videos, or other work	75.0%
Plan or invite people to events	65.0%
Communicate with classmates about course-related topics	59.6%
Find out more about people (I may or may not have met)	57.9%
Follow/interact with my college's or university's social/extracurricular activities (athletics, clubs, arts, etc.)	35.0%
Participate in special-interest groups	23.9%
As a forum to express my opinions and views	20.7%
Play games	18.9%
Other	13.6%
For professional activities (job networking, etc.)	13.2%
Make new friends I have never met in person	11.4%
Communicate with instructors about course-related topics	3.6%
Use my college's or university's administrative services or communicate with administrative offices (registration, advising, financial aid, billing, etc.)	2.5%

### Do You Limit or Restrict Who Has Access to Your Profiles on Social Networking Sites?

I don't restrict access.	4.3%
I put some restrictions on access.	40.6%
I put a lot of restrictions on access.	53.2%
Don't know.	1.8%

**Are Any of Your Current or Previous College or University Instructors Among the People You've Accepted as Friends or Contacts on Social Networking Sites?**

Yes	18.8%
No	79.1%
Don't know	2.2%

**Would You Like to See More Use of Social Networking Websites in Your Courses?**

Yes	18.6%
No	51.9%
Don't know	29.6%

**Respondent Demographics**

Respondent age	
18-19 years	53.1%
20-24 years	41.1%
25-29 years	3.7%
30 and older	1.9%

Gender: 62.7% Female; 37.3% Male

Median GPA is B+

Year in School	
Freshman	49.1%
Senior	30.9%
Other	19.9%

94.5% Full time; 5.5% Part time

Major (Respondents can pick more than one major)	
Social Sciences	14.0%
Humanities	12.0%
Fine Arts	6.8%
Life/biological sciences, including agriculture and health sciences	28.1%
Physical sciences, including math	5.1%
Education, including physical education	4.1%
Engineering	14.4%
Business	10.6%
Other	13.0%
Undecided	13.0%