

# DEATH BY POWER-POINT



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# Highlights of the UW-Madison Results from the 2006 ECAR Student Study

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# Profile

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- UW-Madison – 290 respondents; UW System 5528 respondents (28728 overall)
- Response rate Madison 14.5% (overall – 10.8%)
  - Female - 60.3% (Other 4 year – 62.8%)
  - Senior – 57.6% (Other – 60.3%)
  - 18-19 years old – 41.4% (Other – 36.3%)
  - 20-24 years old – 48.3% (Other – 45.6%)

# Profile (cont.)

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- Fulltime – 94.5% (Other – 90.3%)
- On Campus – 53.6% (Other – 41.3%)
- Top disciplines – Life sciences 23.1% (Other 15%); Social sciences – 21% (Other 20.2%); Humanities 20% (Other 10.5%)



# Areas of study

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- Student IT ownership
- Use and skill with IT
- Technologies in courses
- IT impact on academic experience

# Age of computers - Desktop

<b>Desktop Age</b>	<b>Madison</b>	<b>Other</b>
<b>less than 1 yr</b>	<b>7.1%</b>	<b>12.1%</b>
<b>1 year</b>	<b>3.9%</b>	<b>6.9%</b>
<b>2 year</b>	<b>7.9%</b>	<b>12.0%</b>
<b>3 year</b>	<b>8.9%</b>	<b>13.4%</b>
<b>4 or more</b>	<b>26.1%</b>	<b>25.2%</b>
<b>Don't own</b>	<b>46.1%</b>	<b>30.4%</b>
	<b>100.0%</b>	<b>100.0%</b>

- Only 45.3% of the freshmen own a desktop
- 60.1% of seniors do

# Age of computers - Laptop

Laptop Age	Madison	Other
less than 1 yr	40.4%	31.2%
1 year	7.1%	8.9%
2 year	7.5%	8.8%
3 year	4.6%	7.6%
4 or more	11.1%	6.7%
Don't own	29.3%	36.8%
	100.0%	100.0%

- ❑ Madison 70.7% own a laptop
- ❑ 85.2% Madison freshmen own a laptop
- ❑ 74.6 % Madison freshmen have laptops less than 1 year old

# Ownership – other devices

	<b>Madison</b>	<b>Other</b>
<b>PDA</b>	<b>14.2%</b>	<b>15.3%</b>
<b>Smart Phone</b>	<b>7.1%</b>	<b>7.9%</b>
<b>Music/video device</b>	<b>70.0%</b>	<b>59.5%</b>
<b>Game device</b>	<b>45.0%</b>	<b>51.0%</b>
<b>Wireless hub</b>	<b>34.9%</b>	<b>35.7%</b>

- ❑ 10.8% freshmen own smart phone
- ❑ 75.4% freshmen own music/video device
- ❑ 51.3 freshmen own game device
- ❑ 39.8% seniors own wireless hub

# E-mail

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- 83.1% maintain more than 1 active account
- Preferred account - 77.2% prefer university account (Other 54.4%)
- Choice for UW communications – E-mail 90.9% (Other – 85.7%)

# Hours/week of Use of electronic device

	<b>Madison</b>	<b>Other</b>
<b>0-10 hours/week</b>	<b>27.9%</b>	<b>30.7%</b>
<b>10-20 hours/week</b>	<b>33.8%</b>	<b>30.8%</b>
<b>20-30 hours/week</b>	<b>20.7%</b>	<b>18.1%</b>
<b>30-40 hours/week</b>	<b>8.6%</b>	<b>8.6%</b>
<b>More than 40 hours/week</b>	<b>9.0%</b>	<b>11.8%</b>

□ 1 – 168 hours/ week

# Activities

<b>Several times/wk and Daily</b>	<b>Madison</b>	<b>Other</b>
<b>Course</b>	<b>80.0%</b>	<b>76.0%</b>
<b>Library</b>	<b>23.5%</b>	<b>20.5%</b>
<b>Inclass reqmt</b>	<b>45.0%</b>	<b>46.3%</b>
<b>Spreadsheet</b>	<b>10.0%</b>	<b>11.6%</b>
<b>PowerPoint</b>	<b>1.7%</b>	<b>3.8%</b>
<b>CMS</b>	<b>20.4%</b>	<b>40.3%</b>

- CMS use –56.4%; DoIT survey 67%
- Spreadsheet – Madison 16.6% never; Other 14.1%
- PP- Madison Srs 2.4%; Other 4.9%
- Spreadsheet – UWPlt – over 17%

# Activities (cont.)

<b>Several times/wk and Daily</b>	<b>Madison</b>	<b>Other</b>
<b>Email</b>	<b>97.2%</b>	<b>94.2%</b>
<b>IM</b>	<b>64.1%</b>	<b>62.9%</b>
<b>Games</b>	<b>22.2%</b>	<b>19.6%</b>
<b>Download music</b>	<b>18.0%</b>	<b>20.9%</b>
<b>Online gaming</b>	<b>7.6%</b>	<b>7.5%</b>
<b>Blogs</b>	<b>4.8%</b>	<b>5.0%</b>
<b>Social networks</b>	<b>55.4%</b>	<b>49.6%</b>

- Download music  
Seniors – 16.2%;  
Freshmen –  
20.3%
- E-mail is often  
used by UW  
students

# Student skills



# Skills- Spreadsheet

<b>Skill-Spreadsheet</b>	<b>Madison</b>	<b>Other</b>
<b>Minimal</b>	<b>1.7%</b>	<b>4.3%</b>
<b>Basic</b>	<b>43.8%</b>	<b>41.5%</b>
<b>Advanced</b>	<b>36.2%</b>	<b>38.5%</b>
<b>Do not use</b>	<b>18.3%</b>	<b>15.7%</b>

# Advanced Skill- Other items

<b>Advanced</b>	<b>Madison</b>	<b>Other</b>
<b>Presentation</b>	<b>32.9%</b>	<b>44.5%</b>
<b>Graphics</b>	<b>15.8%</b>	<b>20.4%</b>
<b>Video/Audio</b>	<b>12.4%</b>	<b>12.5%</b>
<b>Web pages</b>	<b>8.3%</b>	<b>12.0%</b>
<b>Library</b>	<b>40.0%</b>	<b>44.6%</b>
<b>Computer Maint</b>	<b>26.2%</b>	<b>29.6%</b>
<b>Computer Security</b>	<b>23.8%</b>	<b>26.0%</b>
<b>CMS</b>	<b>22.8%</b>	<b>29.8%</b>

# Skill by Class – National results

	<b>Seniors (N = 15,287)</b>		<b>Freshmen (N = 10,057)</b>	
	<b>Basic</b>	<b>Advanced</b>	<b>Basic</b>	<b>Advanced</b>
<b>Seniors - more advanced skill</b>				
<b>Online library resources</b>	<b>45%</b>	<b>50%</b>	<b>55%</b>	<b>37%</b>
<b>Presentation software</b>	<b>43%</b>	<b>49%</b>	<b>49%</b>	<b>40%</b>
<b>Spreadsheet software</b>	<b>45%</b>	<b>46%</b>	<b>54%</b>	<b>31%</b>
<b>Course Management System</b>	<b>43%</b>	<b>37%</b>	<b>49%</b>	<b>27%</b>
<b>Seniors and Freshman - similar skill levels</b>				
<b>Video/audio</b>	<b>14%</b>	<b>12%</b>	<b>13%</b>	<b>14%</b>

# Why learn?

	Madison	Other
Spread Sheet	Course or major requirement 28.3% (39.9 % at Platteville)	Course or Major requirement (32.5%)
Presentn	Course or major requirement 33.8% to (46.9% at Platteville)	Course or Major requirement (40.3%)

# Additional monies – top 3 items

- Printing – Madison 42.1%, Other 35.8%
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- Music Service – Madison 35.2%, Other 28.9%
- Software – Madison 33.1%, Other 29.4%
- IT security – Madison 32.8%, Other 29.2%
- Network Availability – Madison 32.1%, Other 30.3%
- Training – Madison 30.3%, Other – 29.4%
- Network Speed – Madison 30.3%, Other – 33.5%
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- Computer labs – Madison 28.6%, Other – 37.9%
- Help Desk – Madison 13.4%, Other 10.6%
- Faculty training – Madison 7.2%, Other 9.1%

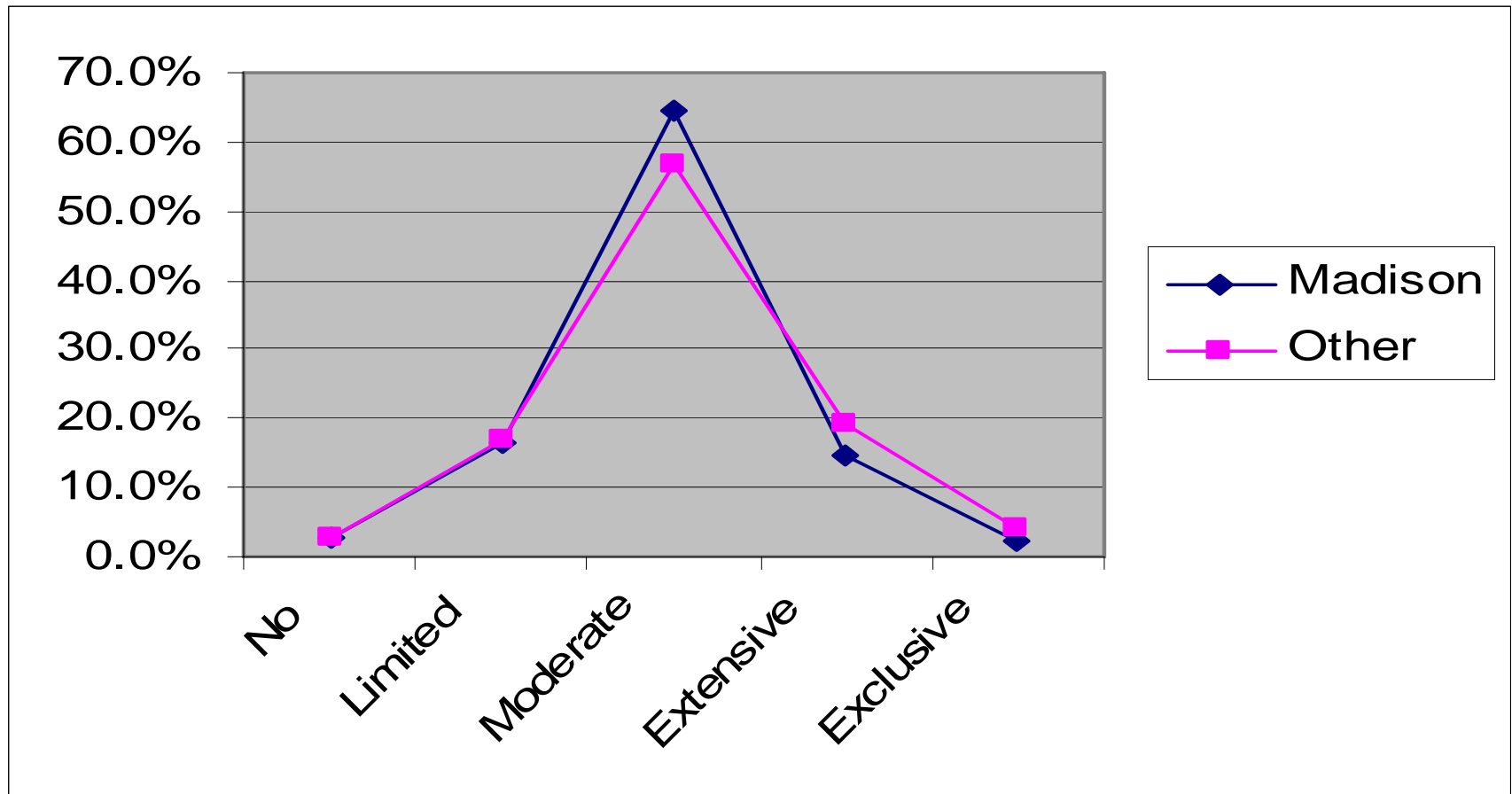
Overall – Computer labs is first, printing second. Music Service is near the bottom.

# Internet Access – most frequent

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- Dialup – Madison – 5.1% (Other 9%)
- Broadband – Madison – 80.4% (Other 73.5%)
- Wireless – Madison – 14.4% (Other 17.5%)

# Preference for IT in Courses



Madison – 64.4% Mod; Other 56.7%; Madison – 14.5% Exten.; Other - 19.4%

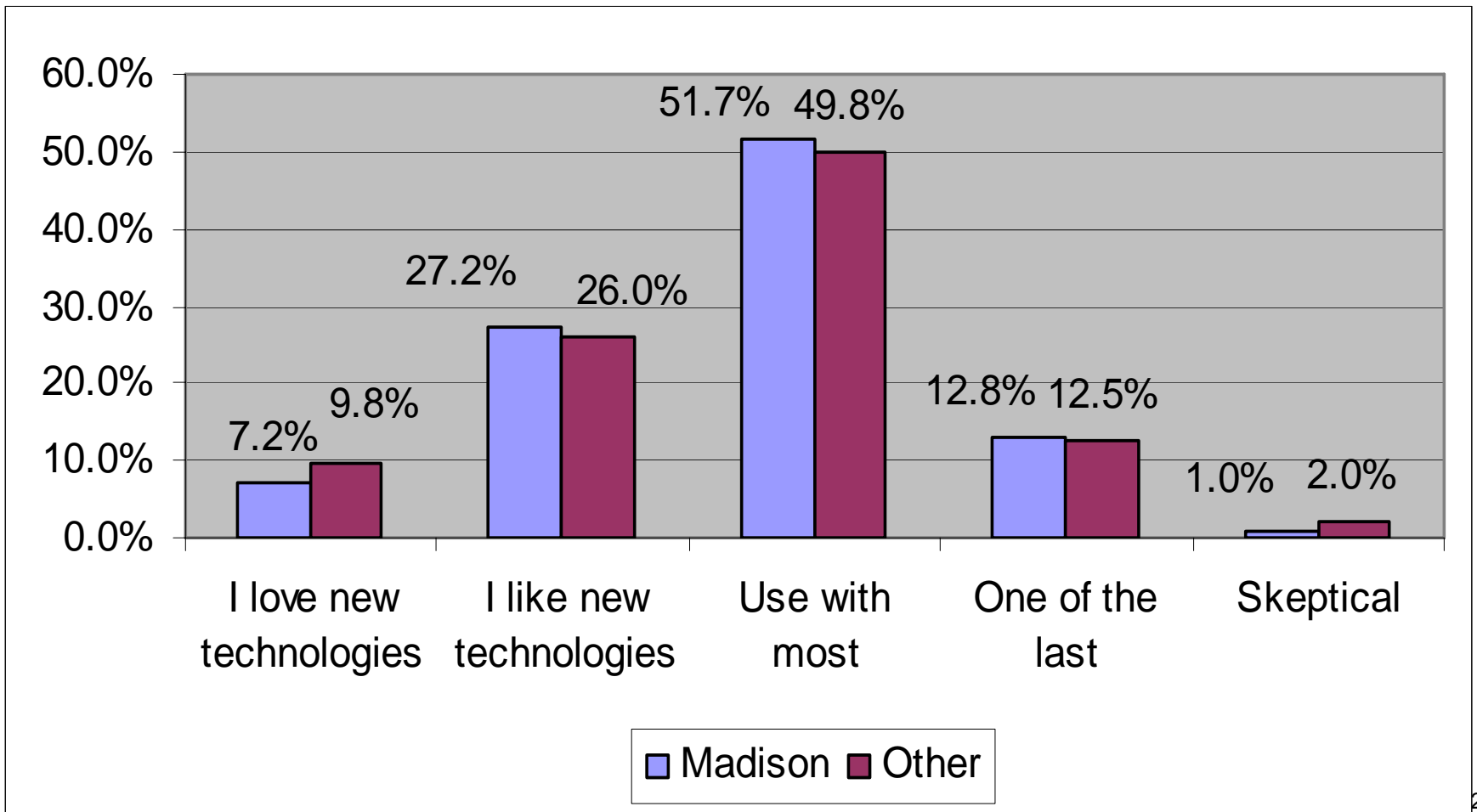


# Observations – National results

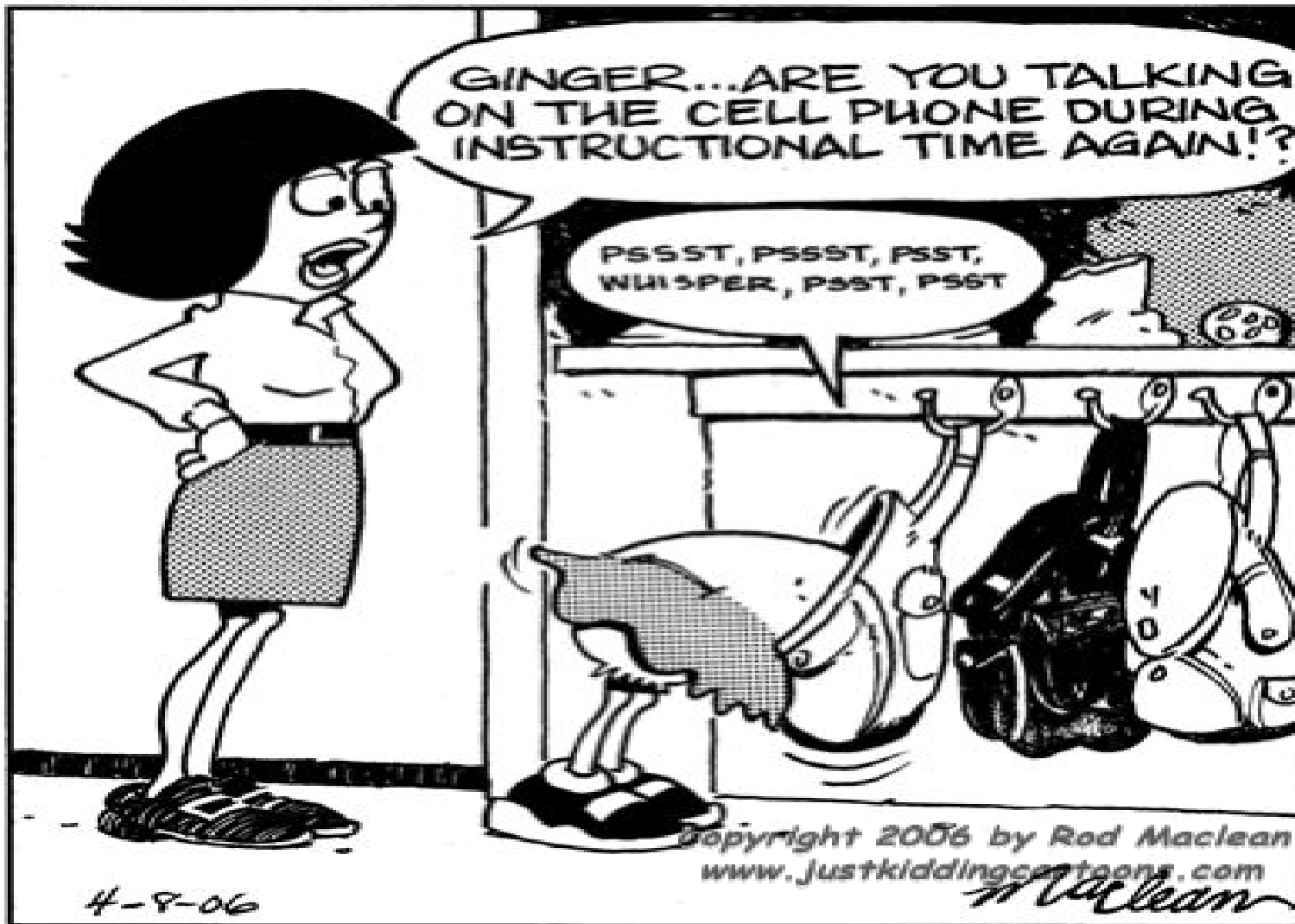
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- ❑ Older students prefer more IT in courses than younger students
- ❑ Engineering and Business students prefer more than other majors
- ❑ Students who say they are skilled prefer more IT
- ❑ Early IT adopters prefer more IT

# Student Profile



# JUST KIDDING



# Technologies in Use in Courses this Semester

	<b>Madison</b>	<b>Other</b>
<b>Email</b>	<b>99.0%</b>	<b>95.2%</b>
<b>Website</b>	<b>87.2%</b>	<b>64.8%</b>
<b>Gradebook</b>	<b>60.7%</b>	<b>62.3%</b>
<b>Presentation</b>	<b>51.0%</b>	<b>66.3%</b>
<b>CMS</b>	<b>44.5%</b>	<b>66.9%</b>
<b>Spreadsheet</b>	<b>42.9%</b>	<b>49.5%</b>
<b>Online quizzes</b>	<b>42.1%</b>	<b>39.9%</b>
<b>Online discussions</b>	<b>33.4%</b>	<b>36.5%</b>

# Technologies in Use in Courses (Cont.)

	<b>Madison</b>	<b>Other</b>
<b>Social network</b>	<b>19.7%</b>	<b>21.7%</b>
<b>Clickers</b>	<b>16.6%</b>	<b>18.1%</b>
<b>Simulations</b>	<b>16.2%</b>	<b>16.3%</b>
<b>Podcast</b>	<b>14.2%</b>	<b>3.2%</b>
<b>IM</b>	<b>13.1%</b>	<b>14.3%</b>
<b>Discipline</b>	<b>13.1%</b>	<b>18.0%</b>
<b>Blogs</b>	<b>9.7%</b>	<b>6.8%</b>
<b>E-Portfolios</b>	<b>6.6%</b>	<b>7.5%</b>
<b>Webcast</b>	<b>6.6%</b>	<b>3.8%</b>

# Course learning outcomes

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- I am more engaged in courses that use IT
  - Agree/strongly agree – Madison 69.6% (Other – 40.5%)
- My school needs to give me more training
  - Agree/strongly agree – Madison 18.6% (Other – 27.5%)
- My instructors use technology well
  - Agree/strongly agree – Madison 65.5% (Other – 54.6%)

# Course learning outcomes (cont.)

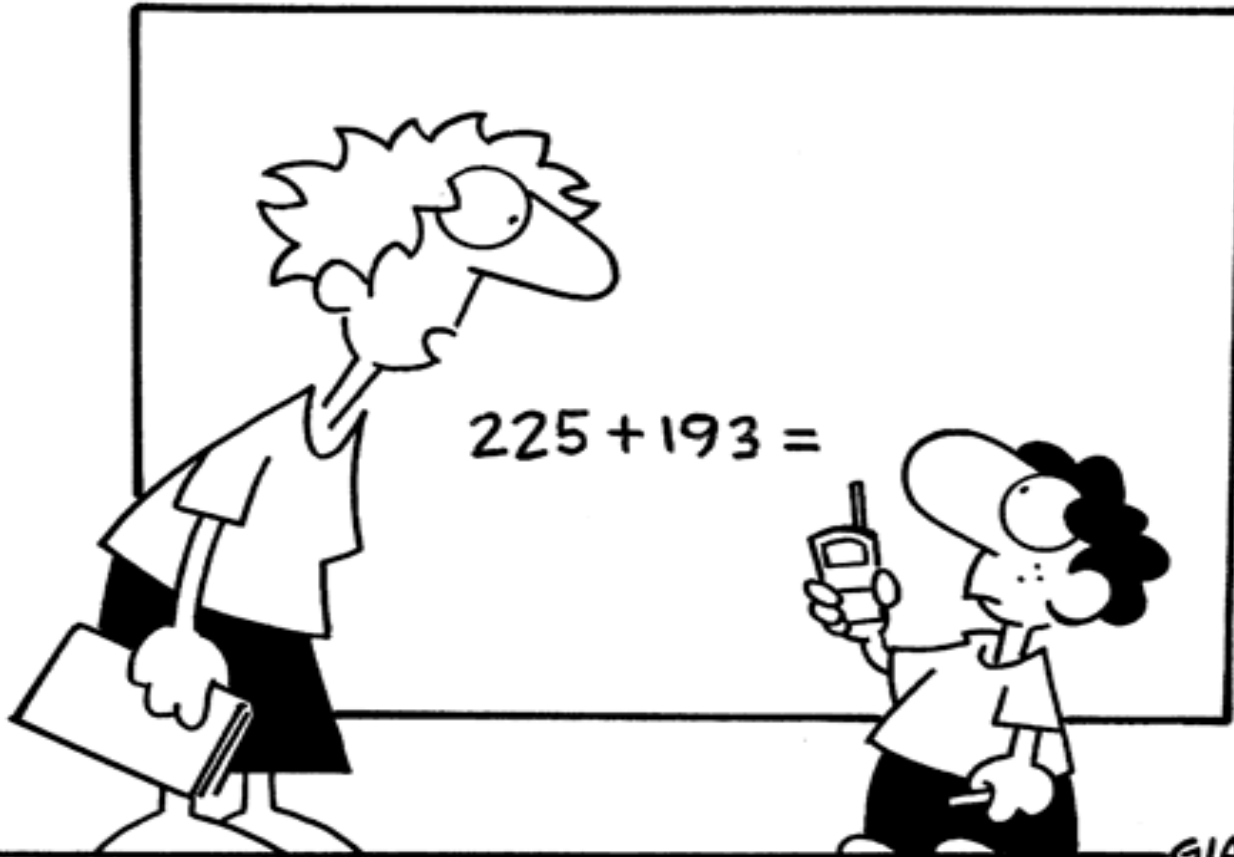
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- IT in my courses helps me communicate
  - Agree/strongly agree – Madison 50.3% (Other – 56.2%)
  
- IT in my courses results in prompt feedback from instructor
  - Agree/strongly agree – Madison 72.5% (Other – 69.7%)

# Course learning outcomes (cont.)

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- IT in my courses allows me to take greater control
  - Agree/strongly agree – Madison 53.1% (Other – 56.4%)
- IT in my courses helps me do better research
  - Agree/strongly agree – Madison 65% (Other – 69.4%)



**“You have to solve this problem by yourself. You can’t call tech support.”**

# CMS

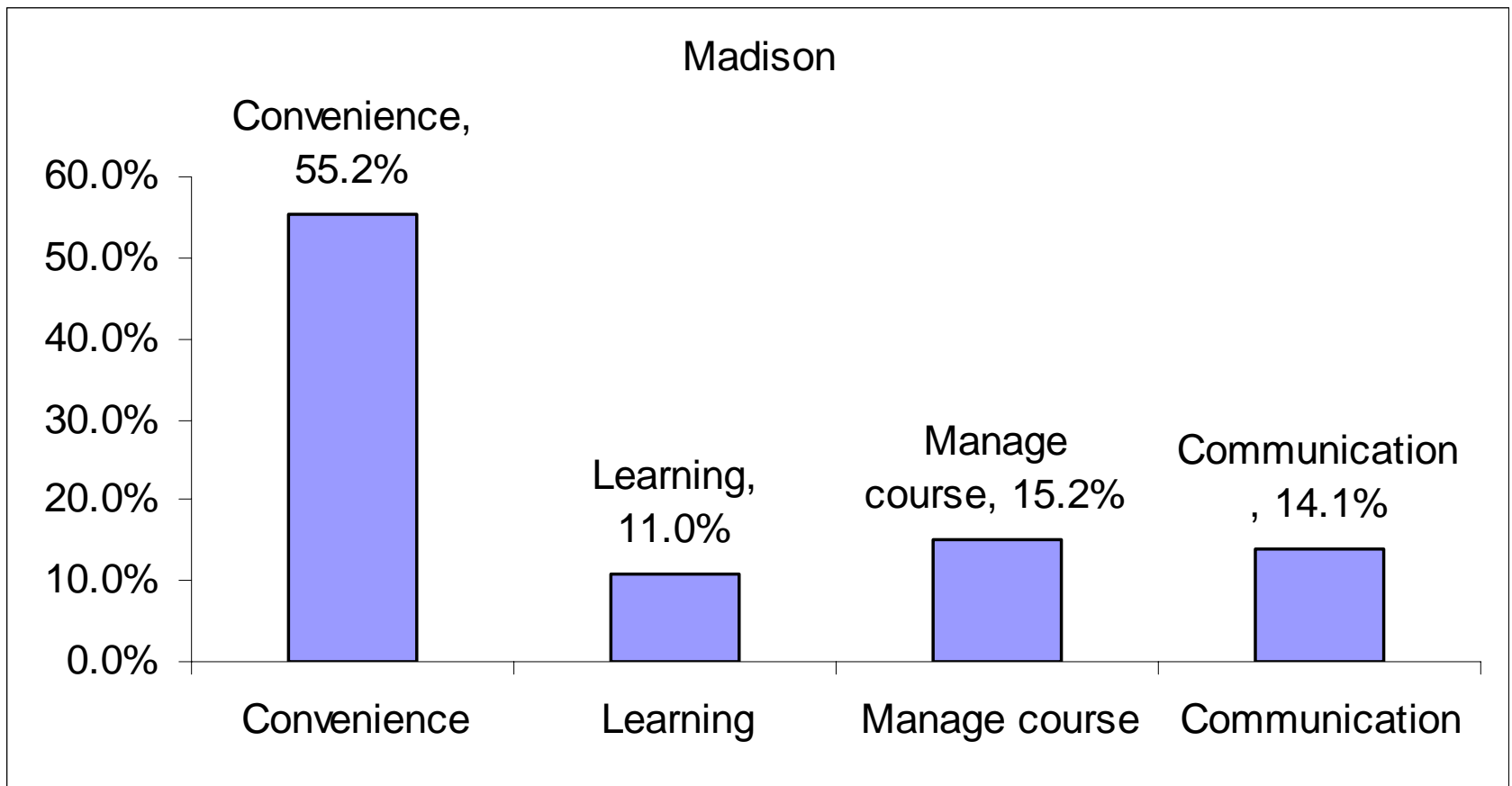
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- Use –Madison 51.4% (Other 75.9%)
- Overall experience
  - Positive/Very Positive – Madison 77.9% (Other – 75.2%)

# CMS features

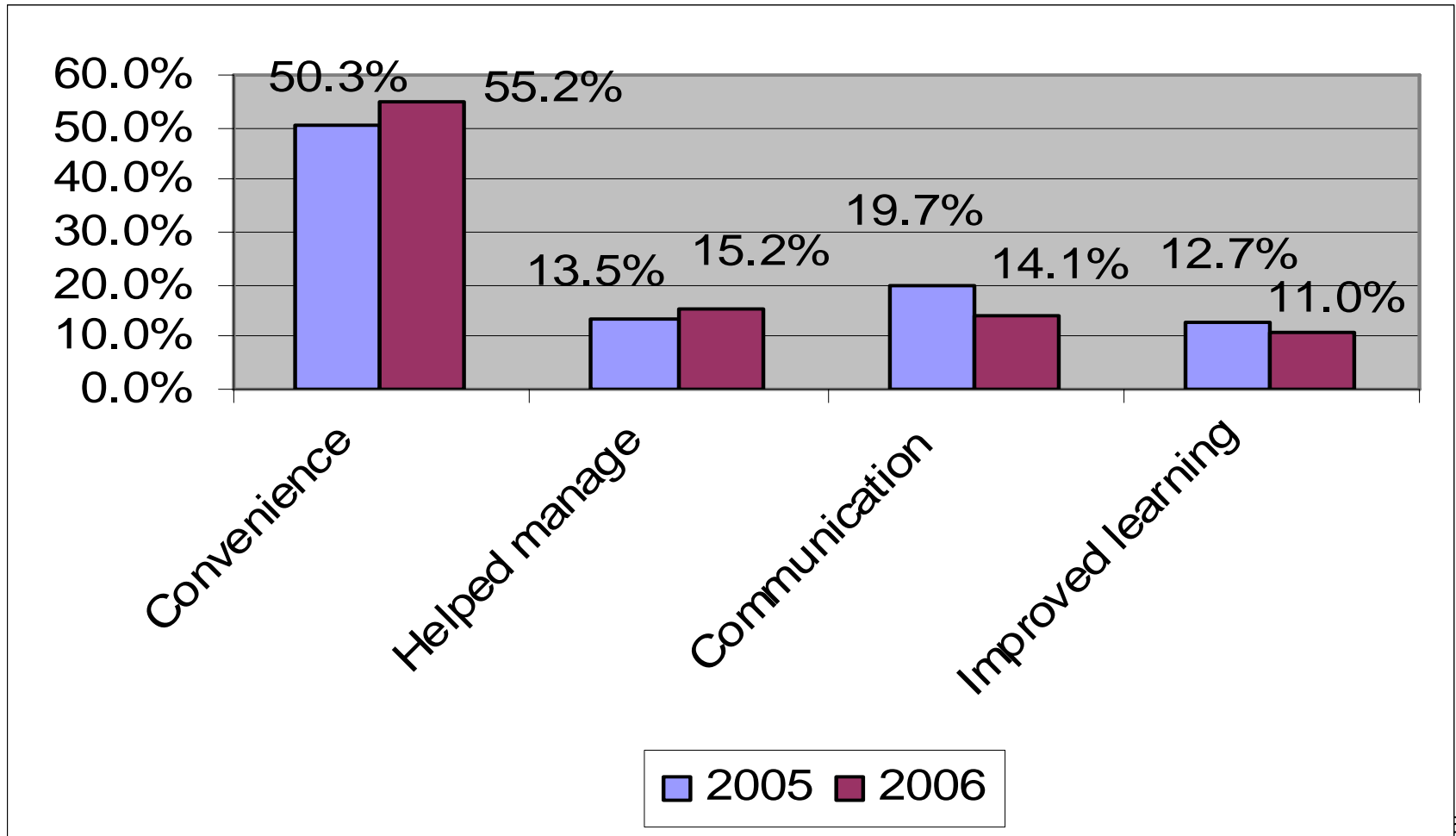
<b>Very/Extremely Useful</b>	<b>Madison</b>	<b>Other</b>
<b>Grades</b>	<b>75.2%</b>	<b>71.5%</b>
<b>Sample exams</b>	<b>67.6%</b>	<b>58.8%</b>
<b>Online readings</b>	<b>55.7%</b>	<b>44.1%</b>
<b>Syllabus</b>	<b>51.0%</b>	<b>60.2%</b>
<b>Turning in assignments</b>	<b>45.7%</b>	<b>52.2%</b>
<b>Taking quizzes for grade</b>	<b>42.3%</b>	<b>33.4%</b>
<b>Getting assignments back</b>	<b>26.2%</b>	<b>40.6%</b>
<b>Online discussion</b>	<b>25.6%</b>	<b>24.1%</b>
<b>Sharing w/students</b>	<b>21.5%</b>	<b>34.3%</b>

# Most Valuable Benefit of IT in Course



Other: Convenience 52.2%, Learning 13.9%, Manage, 18.9%, Communicate 10.8%

# 2005 to 2006 – Most Valuable Benefit



# Change in Most Valuable Benefit (49 institutions) - National

	<b>2006</b>	<b>2005</b>	<b>Percent change</b>	<b>Rate of change</b>
<b>Convenience</b>	<b>53%</b>	<b>51%</b>	<b>2%</b>	<b>4%</b>
<b>Control</b>	<b>18%</b>	<b>13%</b>	<b>5%</b>	<b>36%</b>
<b>Improved my learning</b>	<b>14%</b>	<b>12%</b>	<b>1%</b>	<b>11%</b>
<b>Communicate</b>	<b>12%</b>	<b>20%</b>	<b>-8%</b>	<b>-42%</b>
<b>No Benefits</b>	<b>3%</b>	<b>3%</b>	<b>0%</b>	<b>12%</b>
<b>Other</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>

## Most Valuable Benefit, by Technologies Use in Courses This Academic Period - National

<b>Students using this academic period</b>	<b>N</b>	<b>Improved my Learning</b>	<b>Convenience</b>
<b>Podcast</b>	<b>912</b>	<b>23%</b>	<b>46%</b>
<b>Webcast</b>	<b>1,141</b>	<b>22%</b>	<b>48%</b>
<b>Blogs</b>	<b>1,955</b>	<b>22%</b>	<b>48%</b>
<b>E-portfolios</b>	<b>2,029</b>	<b>22%</b>	<b>46%</b>
<b>Instant Messaging</b>	<b>3,967</b>	<b>20%</b>	<b>46%</b>
<b>Discipline-specific IT</b>	<b>4,751</b>	<b>18%</b>	<b>52%</b>
<b>Social networking software</b>	<b>5,780</b>	<b>18%</b>	<b>48%</b>
<b>Online discussions</b>	<b>10,556</b>	<b>17%</b>	<b>52%</b>
<b>Online quizzes or tests</b>	<b>11,564</b>	<b>16%</b>	<b>51%</b>
<b>Spreadsheets</b>	<b>13,375</b>	<b>16%</b>	<b>52%</b>
<b>Online gradebook</b>	<b>17,392</b>	<b>15%</b>	<b>53%</b>
<b>Presentation software</b>	<b>17,775</b>	<b>15%</b>	<b>52%</b>
<b>Course Web site</b>	<b>18,188</b>	<b>14%</b>	<b>52%</b>
<b>Course Management System</b>	<b>18,204</b>	<b>14%</b>	<b>55%</b>
<b>E-mail</b>	<b>26,544</b>	<b>12%</b>	<b>52%</b>



# IT improves learning

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- 64.2% agree/strongly agree that IT in courses improves learning. Other 64.6%

# Students Who Report Positive Outcomes with IT in Courses

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- Also:
  - Report positive experience with CMS
  - Prefer more IT in their courses
  - Adopt new technologies earlier
  - Find CMS features more useful



# Some questions to ask

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Why are the newer technologies: blogs, podcasts, webcasts, etc. receiving higher “improves learning scores”?



# Some questions to ask

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- Freshmen – IM – trend or lack of maturity?

# Questions to ask

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- ❑ In 2005, for the most valuable benefit of IT in courses, the items changed.
- ❑ 2005: convenience 50.3%; 2006 – 55.2%
- ❑ 2005: communication 19.7%; 2006 – 14.1%
- ❑ 2005: management 13.5%; 2006 – 15.2%
- ❑ 2006: learning 12.7%, 2006 – 11.0%