

My UW-Madison Survey of Students - Report

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BACKGROUND AND METHODOLOGY

A sample of 1,500 students was selected from the roughly 6,000 students enrolled in the first eight-week session. An initial email invitation and two follow-ups were sent to the sample between July 1 and July 10. Of the 1,500 students contacted, 415 completed the survey for a response rates of 27.6%. This corresponds to a margin of error of +/- 4.8%.

The average age of respondents was 25.4. The median age was 24.0. As can be seen in the table below, this sample of summer students skews older than the “normal” student population during the spring and fall semesters. Not surprisingly, Freshmen are under-represented.

The male/female split was 46/54.

	n=415
Freshmen	0.2%
Sophomore	5.5%
Junior	15.7%
Senior	21.4%
Grad	54.0%
Special	3.1%

ANALYSIS

1. Which of the following *My UW-Madison* components have you used in the past six months?

	n=403
Enrollment	96.0%
Student Record	90.8%
WiscMail	74.9%
Academic	70.2%
Financial	54.8%
My Front Page	50.6%
Library	39.7%
Resources	19.9%
Campus Life	16.4%
WisCal	8.4%
I have not used MUM	1.9%

2. What is the main reason you do not use *My UW-Madison*?

See separate verbatim report.

3. How likely will you be to use *My UW-Madison* in the next 6 months?

Very likely	n=8
Somewhat likely	n=1
Not very likely	n=2
Not at all likely	n=0

4. What, if anything, would make *My UW-Madison* more useful to you?

See separate verbatim report.

5. Using the scale provided, please rate your **satisfaction** with each of the following *My UW-Madison* components.

The scale was a 5-point satisfaction scale. Higher values indicate greater satisfaction.

Student Record	4.2
Academic	4.1
Enrollment	4.1
Resources	4.0
My Front Page	4.0
Library	3.9
Financial	3.9
WiscMail	3.8
Campus Life	3.6
WiscCal	3.5

6. Please describe why you are dissatisfied with the following components of *My UW-Madison*.

See separate verbatim report.

- a. Why are you dissatisfied with My Front Page?
- b. Why are you dissatisfied with Academic?
- c. Why are you dissatisfied with Library?
- d. Why are you dissatisfied with Campus Life?
- e. Why are you dissatisfied with Financial?
- f. Why are you dissatisfied with Student Record?
- g. Why are you dissatisfied with Resources?
- h. Why are you dissatisfied with Enrollment?
- I. Why are you dissatisfied with WiscMail?
- j. Why are you dissatisfied with WiscCal?

7. In the **past six months**, about how many **hours per week** have you used *My UW-Madison*?

Respondents reported using MUM for an average of 4.5 hours per week. The median, 1.8 hours per week, is probably a more representative statistic. The majority of users use MUM 2 or less hours per week.

8. In the next 12 months, do you think your use of *My UW-Madison* will...

	n=401
Increase	17.2%
Stay the same	75.8%
Decrease	7.0%

9. What is the main reason you use *My UW-Madison*?

	n=373
Enrollment	44%
Check grades	40%
Email	30%
Classes, courses	20%
Student records	20%

9. We are interested in your overall opinion of *My UW-Madison*. On each line below, please check the appropriate box to express your opinion about *My UW-Madison*.

- | | | | | | | | | |
|--------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------|
| a. Satisfied | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Dissatisfied |
| b. Pleased | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Displeased |
| c. Favorable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Unfavorable |
| d. Pleasant | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Unpleasant |
| e. I like it | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I dislike it |
| f. Contented | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Frustrated |
| g. Delighted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Terrible |

This is essentially a 7-point scale, with larger average values indicating greater overall displeasure.

	n=401
Satisfied	2.1
I like it	2.1
Pleased	2.2
Favorable	2.2
Pleasant	2.3
Contented	2.3
Delighted	2.6

10. What features, if any, would you like added to *My UW-Madison*?

	n=171
Join courses	15%
Timetable easier	9%
Financial information	8%
Enrollment	7%
Improve class scheduling	7%

11. What features, if any, would you like removed from *My UW-Madison*?

	n=112
None	51%
Front page - general	6%
Student record - general	4%
Library - general	2%
Email problems	2%

12. The *My UW-Madison* service will periodically update your view and add new content and/or services. This will change the positions of modules and reset your personal view. How often would you be willing to have *My UW-Madison* updated?

	n=366
Daily	9.8%
Weekly	19.4%
Monthly	34.2%
Once per semester	36.6%

13. Which of the following information technology products do you own? [**CHECK ALL THAT APPLY**]

	n=415
Desktop	71.8%
Laptop	48.2%
Cell/mobile phone	62.8%
PDA	17.0%
Regular, landline phone	81.5%
Do not own any products	1.0%

14. Which operating system(s) do you use on the computer(s) you own? [**CHECK ALL THAT APPLY**]

	n=384
Windows NT/2000/XP	62.8%
Windows 95/98/ME	41.7%
Linux	10.4%
Macintosh OS X	9.6%
Macintosh OS 9.x or earlier	9.6%
Unix	5.5%
Do not know	0.5%

15. How do you routinely access or connect to the Internet? [**CHECK ALL THAT APPLY**]

	n=409
General access computer labs on campus	41.8%
WiscWorld dial-in modem pool (dialed-in from home or off-campus)	37.4%
Cable modem (e.g., Charter) s NT/2000/XP	34.0%
Computer kiosks around campus	24.4%
Digital Subscriber Line or DSL (e.g., TDS)	19.1%
Direct network connection (ResNet)	16.9%
Campus wireless network	16.9%
Regular modem using a commercial ISP (e.g., AOL, ExecPC, etc.)	9.3%

16. In the **past six months**, about how many hours **per week** have you spent online?

Respondents reported spending 27.5 hours per week online during the past six months. The median number of hours spent online was 17.0.

17. What campus-area media do you regularly read? [CHECK ALL THAT APPLY]

n=353		
<i>The Onion</i>	Print	71.1%
	Web	9.1%
<i>The Badger Herald</i>	Print	59.5%
	Web	3.1%
<i>Isthmus</i>	Print	53.5%
	Web	9.1%
<i>The Daily Cardinal</i>	Print	50.1%
	Web	2.5%
<i>Wisconsin Week</i>	Print	10.2%
	Web	2.3%
<i>Computing @ UW-Madison</i>	Print	7.4%
	Web	2.5%

18. If you had to choose one, which of the following methods would you prefer to receive news about UW computing issues?

n=407	
Printed newsletter	16.2%
Email	50.4%
Website	33.4%

19. How often do you want to receive news about UW-Madison computing issues?

n=407	
Daily	1.2%
Weekly	17.2%
Every other week	15.0%
Monthly	29.2%
Every other month	12.5%
Never, I find it when I need to	24.8%

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