

My UW-Madison Research Summary

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The data reported here are obtained from the latest surveys of UW faculty, staff and students. Full, detailed reports for all DoIT Communications research can be found online:

www.doit.wisc.edu/about/research

2003 Faculty Staff Computing Survey - November, 2002

Below is a list of potential views that are being considered for the faculty and staff version of My UW-Madison web portal, your personalized gateway to campus services. **Assuming you could split \$100 among them, how much would you allocate to incorporating each of the following offerings into My UW-Madison?**

	Faculty Mean	Staff Mean	Statistically Significant
Customizable library resources, access to authorized library journals/indices	\$27.29	\$21.54	*
Payroll/compensation records	\$8.59	\$14.80	**
Managing grant forms and applications	\$13.32	\$12.98	
Calculate pension, access ETF account	\$6.81	\$14.96	**
Course management system, rosters and class lists	\$14.73	\$9.99	**
Access to student records and reports	\$10.19	\$10.25	
Grades processing and reporting	\$9.86	\$8.47	
Comprehensive information on advisees for all advisors	\$11.01	\$7.16	**

*= p<.05; **=p<.01

What other services would you like to see in the My UW-Madison web portal?

	2003 (n=78)
Do not know/use	32%
None	7%
Calendar	6%
Email	6%
Training	5%

2002 Faculty/Staff Computing Survey - November, 2001

“You may or not may not have heard of My UW-Madison, a web portal being rolled out to UW students this fall. A portal is a customizable web interface which requires a single sign-on to access a wide variety of IT resources without having to navigate to numerous separate web sites. The Portal will include both static information resources and, where appropriate, the ability to interact with and modify data via the web.

Below is a list of potential views that are being considered for the faculty and staff version of My UW-Madison. Assuming you could split \$100 among the following services, how much would you allocate to each? If you don't want to allocate any money to an area just write “0.”

	Average \$ Faculty	Average \$ Staff	Significance
Employee Benefits	\$10.84	\$18.04	**
Library	\$18.84	\$12.87	**
Payroll/compensation records	\$10.44	\$10.91	
Advising of students	\$11.42	\$6.96	**
ISIS, Data Warehouse, etc.	\$4.42	\$7.25	*
Calendar	\$4.86	\$7.70	*
Course content (WebCT)	\$8.64	\$6.98	
Research administration	\$8.72	\$6.28	*
News sites	\$3.64	\$6.43	**
Purchasing on campus	\$7.12	\$6.95	
Grades processing	\$6.58	\$5.16	
Purchasing off campus	\$5.18	\$4.43	

*= $p < .05$; **= $p < .01$

2002 Student Computing Survey - February, 2002

The three tables below show the latest awareness, use and satisfaction figures for a variety of services, including MUM and its important components. Notice that MUM's data are very positive—especially the usage numbers—and tend to eclipse popular services that have been around for years. Note that “Web access to academic information” could easily be interpreted by students as synonymous with EASI.

Awareness	2000 (n=688)	2001 (n=798)	2002 (n=416)
Web access to academic information	-	-	84.4%
My UW-Madison	-	-	82.5%
DoIT Tech Store	80.0%	84.5%	78.3%
InfoLabs	75.6%	75.0%	69.2%
Help Desk by telephone	71.9%	74.2%	68.2%
WiscMail	-	-	63.4%
Web access to student financial accounts	-	-	60.6%

Use	2000 (n=688)	2001 (n=798)	2002 (n=416)
Web access to academic information	-	-	66.9%
My UW-Madison	-	-	54.7%
InfoLabs	43.0%	38.2%	32.0%
Web access to student financial accounts	-	-	31.7%
Help Desk by telephone	34.4%	30.1%	31.4%
DoIT Tech Store	32.1%	32.6%	28.2%
WiscMail	-	-	27.7%

Satisfaction		2000	2001	2002
Web access to academic information	[n=274]	-	-	4.6
Web access to student financial accounts	[n=130]	-	-	4.3
Labs at residence halls (ARCH)	[n=53]	4.2	4.6	4.3
InfoLabs	[n=130]	4.5	4.6	4.2
My UW -Madison	[n=225]	-	-	4.1
Help Desk by telephone	[n=129]	4.4	4.5	4.1
WiscMail	[n=115]	-	-	4.1

2002 (n=402)	
UW homepage	29.4%
Yahoo	13.7%
My UW -Madison	11.2%
MSN	8.9%
Hotmail	8.4%
Other	28.4%

My UW-Madison **Professor Kim's Survey of Students - Spring, 2002**

This investigation into My UW-Madison is concerned with a general student population survey conducted by UW-Madison Business School professor Sung Kim and DoIT research staff.

A questionnaire was developed by Professor Sung. This questionnaire was posted on a website and each student was sent an email on February 26, 2002, explaining the purpose of the survey and its location.

On average, how much time have you spent a day visiting My UW-Madison over the past month?	February
Less than 10 minutes	25.4%
10 - 20 minutes	28.1%
20 - 30 minutes	17.7%
30 - 60 minutes	11.0%
1 - 2 hours	6.7%
2 - 3 hours	6.4%
More than 3 hours	4.7%

On average, how much time have you spent a week visiting My UW-Madison over the past month?	April
Almost never	6.9%
Less than 10 minutes	11.2%
10 - 29 minutes	22.9%
30 - 1 hour	23.9%
1 -2 hours	13.8%
2 - 4 hours	16.0%
4 - 7 hours	4.3%
More than 7 hours	1.1%

On average, how frequently have you visited My UW-Madison over the past month?	February	April
Less than once a month	8.7%	4.8%
Once a month	8.3%	4.8%
Few times a month	17.0%	19.6%
Few times a week	15.7%	16.4%
About once a day	22.0%	22.2%
Several times a day	28.3%	32.3%

7-point scale	February	April
Intent to Use	6.2	6.2
Feelings about MUM	5.7	5.2
Ease of Use	5.6	5.7
Overall Quality	5.5	5.5
Good Value	5.4	5.7
Perceived Enjoyment	4.9	5.1
Habit Strength	4.6	4.8
Perceived Usefulness	4.1	4.4

My UW-Madison Professor Kim's Survey of Students - Summer, 2002

Which best described your use of My UW-Madison?	
I now use	85.3%
I have used but no longer use	7.5%
I have never used (<i>exited the survey</i>)	7.2%

The table below shows the frequency with which students logged onto MUM in the month before taking this survey. MUM recorded how many times each student visited MUM. These data were linked to respondents' estimates of the number of times they used MUM in the past month. The two measures of log-in behavior are presented below and they correlate strongly ($r=.545$, $p<.01$), though there is a tendency for respondent to over-estimate the frequency with which they used MUM (Compare Means).

In the course of the past 4 weeks, how many times have you visited My UW-Madison?		
	Survey	MUM Log
Mean	11.6	9.4
Standard deviation	17.3	16.9

The table below shows the frequency with which students estimated they would log into MUM in the 4 weeks following this survey. MUM recorded how many times each student actually visited MUM in the 4 weeks after the survey. These data were linked to respondents' estimates of the number of times they would use MUM. The two measures of log-in behavior are presented below and they correlate strongly ($r=.575$, $p<.01$). Again there is a tendency for respondent to over-estimate the frequency with which they will use MUM.

Intention to visit MUM in next 4 weeks.		
	Survey	MUM log
Mean	11.9	8.2
Standard deviation	14.3	16.1

The table below shows the percent of respondents describing their use during the Spring '02 semester. Included in this table are the MUM log data. For instance, the 8.3% of students who used MUM every day last semester logged on to MUM an average 274 times. Notice the 19.3% who said they never logged onto MUM *at least once a day*; these respondents logged onto MUM an average of 17 times. It is important to keep in mind the wording of these questions.

**How often have you visited My UW-Madison at least once a day
during the last spring semester?**

	Survey	MUM log (median)
Every day	8.3%	256
Almost every day	7.0%	83
Most days	4.7%	31
On about half the days	8.1%	21
A number of times, but less than half	18.5%	18
A few times	34.1%	11
Never	19.3%	7

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