

My UW-Madison **Survey of Students - Summer, 2002**

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written by: **Barry Radler, Ph.D.,**
Division of Information Technology (DoIT)
University of Wisconsin - Madison

BACKGROUND AND METHODOLOGY

This investigation is concerned with a general student population survey conducted by UW-Madison Business School professor Sung Kim and DoIT research staff. Professor Kim designed the survey in order to study general information technology adoption patterns, but he also has tracked students' attitudes toward and use of MUM. This report presents data from a study conducted during the 2002 summer term.

A questionnaire was developed by Professor Sung and was hosted on a business school server. All students enrolled in summer classes were sent an email solicitation on July 16, 2002. One follow-up email was sent during the next week.

Of the 1,606 students contacted, 415 completed the survey for a response rate of 25.8%. When generalizing these data to the student population, this survey has a margin of error of +/- 4.8%.

IMPORTANT NOTES ON ANALYSIS AND PRESENTATION

Professor Sung's research on MUM is intended for publication in a scholarly journal and it is important to remember that his research objectives may not be synchronized with DoIT's. In exchange for helping manage the web survey, Professor Sung has agreed to share his data with DoIT. As well, DoIT Communications contributed \$1,000 towards programming an application which tracked the number of log-ins each summer student made. This allows us to analyze actual behavior.

The bulk of the data collected from this survey consists of psychometric measurement scales. Such scales are multi-item measures, usually with a history of usage and documentation. The responses from multiple questions are aggregated to form a composite measure, usually a mean scale score. *All of the means reported here are from seven-point Likert-type scales; the greater the mean score, the more positive the rating.*

Note that there were many changes made to the questionnaire since the initial survey in February.

The survey is organized in four sections (A - D). Question numbers are included in each table. A copy of the survey instrument as it appeared on the web is located in Appendix A. *It will likely be necessary to reference the questionnaire in order to make better sense of the data presented here.*

ANALYSIS

Sex of Respondents

As with the first wave's data, gender is skewed towards female.

A2.	n=415
Male	41.7%
Female	57.8%

Current Use of MUM

A3. Which best described your use of My UW-Madison?n=415	
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%

Use of MUM in past month

B6. In the course of the past 4 weeks, how many times have you visited My UW-Madison at least once a day?	
Every day	4.9%
Almost every day	9.6%
Most days	8.3%
On about half the days	8.3%
A number of times, but less than half	12.0%
A few times	36.7%
Never	20.1%

B7. On average, how frequently have you visited My UW-Madison over the past 4 weeks?	
Never	5.5%
Less than once a month	4.7%
Once a month	6.2%
A few times a month	37.9%
A few times a week	28.6%
About once a day	13.2%
2 to 4 times a day	3.9%
More than 5 times a day	0.0%

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 (see Means).

B5. In the course of the past 4 weeks, how many times have you visited My UW-Madison?		
	Log (actual)	Survey (estimate)
Mean	9.4	11.6
Standard deviation	16.9	17.3
Minimum	0.0	0.0
Maximum	128.0	200.0

Use of MUM in past semester (Spring, '02)

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

B8, B9. How often have you visited My UW-Madison at least once a day during the last spring semester?			
	% n=383	MUM log (mean)	MUM log (median)
Every day	8.3%	273.6	256
Almost every day	7.0%	142.8	83
Most days	4.7%	41.0	31
On about half the days	8.1%	63.7	21
A number of times, but less than half	18.5%	30.8	18
A few times	34.1%	16.0	11
Never	19.3%	16.6	7

Use of MUM in next month

D3. I intend to visit My UW-Madison in the next 4 weeks with the following frequency.	
Never	2.6%
Less than once a month	6.5%
Once a month	4.7%
A few times a month	39.6%
A few times a week	28.5%
About once a day	13.7%
2 to 4 times a day	4.4%

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 (see Means).

D4. Intention to visit MUM in next 4 weeks.		
	MUM log (actual)	Survey (estimate)
Mean	8.2	11.9
Standard deviation	16.1	14.3
Minimum	0.0	0.0
Maximum	125.0	100

Semantic differential and Likert-type scales

The following questions used 7-point scales with varying anchors, so refer to the questionnaire for context and scale wording (question numbers are in parentheses below). The average scores for each scale are presented. The greater the score, the more positive or frequent the response. As with the rest of the data presented here, it appears that students are willing to use MUM, but are not likely to make it a daily behavior.

	Mean
D1. I intend to visit My UW-Madison in the next 4 weeks.	5.9
C1. How would you rate the overall quality of services provided by My UW-Madison?	5.4
C2	5.3
. For me to visit My UW-Madison in the next 4 weeks is...	
C3. For me to visit My UW-Madison at least once a day in the next 4 weeks is...	4.1
D2. I intend to visit My UW-Madison at least once a day in the next 4 weeks.	3.2

Appendix A - Online Questionnaire