

My UW-Madison **Survey of Students - Study 2**

June 20, 2002

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's research design is a panel survey, whereby respondents are encouraged to participate in one or more follow-up surveys. 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 second study of the panel.

A questionnaire was developed by Professor Sung and was hosted on a business school server. Each student who had completed the initial MUM survey was sent an email solicitation around April 26, 2002. Two follow-up emails were sent during the next two weeks.

DoIT's responsibilities were primarily sample management and the delivery of email cover letters/solicitations.

Of the 304 students contacted, 189 completed the survey for a response rate of 62%. When generalizing these data to the student population, this survey has a margin of error of +/- 7.1%.

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.

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.

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.

	n=189
Male	29.6%
Female	69.8%

Time and Frequency of Use of MUM

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

On average, how much time have you spent a week visiting My UW-Madison over the past month?	
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%

How frequently will you visit My UW-Madison in the next month?	
Less than once a month	5.3%
Once a month	6.9%
Few times a month	20.2%
Few times a week	13.3%
About once a day	28.2%
Several times a day	26.1%

How much time will you spend a week visiting My UW-Madison in the next month?	
Almost never	7.4%
Less than 10 minutes	11.6%
10 - 29 minutes	23.3%
30 - 1 hour	24.3%
1 -2 hours	14.3%
2 - 4 hours	14.3%
4 - 7 hours	3.2%
More than 7 hours	1.6%

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). The average scores for each scale are presented. The greater the score, the more positive or frequent the rating or estimation.

	Mean
D6. For me to spend at least 10 minutes a day on My UW-Madison in the next month is...	5.6
D5. For me to visit My UW-Madison at least once a day in the next month is...	5.3
B1. In the course of the past month, how often have you visited My UW-Madison?	5.2
D1. In the next month, how often will you visit My UW-Madison?	5.2
D2. In the next month, how much time will you spend visiting My UW-Madison?	4.5
B2. In the course of the past month, how much time have you spent visiting My UW-Madison?	4.4

Mean Scale Ratings

The following table presents the average scores for single- and multi-item and scales.

Some of the scale names are more descriptive than others and the reader can get a good idea of each scale's intent from its component questions in Appendix A.

MUM scores well on intent to use and ease of use. MUM does not “wow” students because enjoyment, habit strength and usefulness garnered the lowest scores.

Question Number	Scale Name	Mean Scale Scores
C6-C8.	Intent to Use	6.2
C17-C20.	Ease of Use	5.7
C21-C23.	Overall Value	5.7
B6.	Overall Quality	5.5
B5.	Feelings about MUM	5.2
C9-C11.	Perceived Enjoyment	5.1
C1-C5.	Habit Strength	4.8
C12-C16.	Perceived Usefulness	4.4

Appendix A - Online Questionnaire