

My UW-Madison **Survey of Students**

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BACKGROUND AND METHODOLOGY

My UW-Madison (MUM) was made available to all UW-Madison faculty and staff in late April, 2002, about 8 months after students started to use the portal. There has continued to be a strong investment in formally evaluating the MUM's product development.

The current 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 will be encouraged to participate in a series of follow-up studies designed to track students' attitudes toward and use of MUM.

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. Two follow-up emailings were sent to non-respondents within the next two weeks. As of May 15, 2002, the second wave of the study had been completed.

DoIT's responsibilities were primarily sample management, the delivery of email cover letters/solicitations. The actual survey website was hosted by Professor Kim on a business school server.

Of the 1,000 students contacted, 304 completed the survey for a response rates of 30.4%. This corresponds to a margin of error of +/- 5.0%.

IMPORTANT NOTES ON ANALYSIS AND PRESENTATION

Unfortunately, Professor Sung's research on MUM is intended for a scholarly journal and not a lay audience. Therefore, the original intent of this study must be kept in mind when reading this report and its data. 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. These are multi-item measures with a history of usage and documentation. This means that 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. In general, the greater the mean score, the more positive the rating.

This survey's results are presented in order of usefulness, with measures of MUM use (questions C3-7) presented first. All scaled items are then summarized as mean scores. Analysis is conducted separately by sex, the only demographic information collected.

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

The breakdown of sex differs substantially from the general student population, which is close to a 50-50 split, with slightly more females. Future analysis might make good use of a weight which could account for this disparity.

	n=304
Male	33.9%
Female	64.8%

Time and Frequency of Use of MUM in past month

Of the following three tables showing usage patterns separately for male and female students, only the first table presents significant differences between the sexes. Looking closely at this table, the reader can see females spending more time than males with the portal. Note too that a similar pattern is noticeable in the second and third tables.

C3. On average, how much time have you spent a day visiting My UW-Madison over the past month?

✓ = p < .05	Male	Female
Less than 10 minutes	36.3%	19.8%
10 - 20 minutes	31.4%	26.4%
20 - 30 minutes	11.8%	20.8%
30 - 60 minutes	5.9%	13.7%
1 - 2 hours	5.9%	7.1%
2 - 3 hours	5.9%	6.6%
More than 3 hours	2.9%	5.6%

**C4. On average, how frequently have you visited
My UW-Madison over the past month?**

	Male	Female
Less than once a month	10.7%	7.6%
Once a month	11.7%	6.6%
Few times a month	18.4%	16.2%
Few times a week	14.6%	16.2%
About once a day	23.3%	21.3%
Several times a day	21.4%	32.0%

C5. Which best describes your use of My UW-Madison?

	Male	Female
I now use and will continue to use	86.4%	93.4%
I now use and will not continue to use	1.0%	0.0%
I have used but no longer	2.9%	2.0%
I have never used, but would like to use if available	7.8%	3.6%
I have never used and would not use even if available	1.9%	1.0%

The following table confirms the sex difference in use noted above, showing females predicting more MUM use than males in the next month.

	Male	Female	Sig.
C6. In the next month, how often will you visit My UW-Madison?	4.9	5.5	✓
C7. In the next month, how much time will you spend visiting My UW-Madison?	4.4	5.1	✓✓

✓ = p < .05
 ✓✓ = p < .01

Mean Scale Ratings by Gender

The following table presents the average scale scores for males and females in roughly the same order as they appear in the questionnaire. Any statistically significant differences between the sexes are indicated in the last column.

Each scale name includes the question numbers which compose it. 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 overall usability and quality. Note the omnibus measures of Feeling and Quality in the last two rows of the table, both of which have quite positive ratings as well as a significant effect of gender. Females tended to give more positive ratings to MUM than males.

		Male	Female	Sig.
Personal Innovativeness	(B1-4)	4.9	4.1	✓✓
Good Value	(B5-7)	5.2	5.6	✓
Habit Strength	(B8-12)	4.2	4.8	✓✓
Intent to Use	(B13-15)	6.0	6.2	
Perceived Enjoyment	(B16-18)	4.6	5.1	✓✓
Perception of Internal Control	(B19-21)	5.9	5.9	
Perception of External Control	(B22-24)	6.1	6.1	
Subjective Norm	(B25-26)	3.4	4.0	✓✓
Perception of Control	(B27-29)	5.8	5.8	
Perceived Usefulness	(D1-5)	3.9	4.2	
Ease of Use	(D6-9)	5.5	5.6	
Compatibility	(D10-12)	4.4	4.7	✓
Image	(D13-15)	2.2	2.4	
Result Demonstrability	(D16-18)	4.9	4.8	
Visibility	(D19-21)	4.1	4.4	
Trial-ability	(D22-23)	4.2	4.3	
Voluntariness	(D24-25)	4.9	5.0	
Overall Quality	(C1)	5.3	5.6	✓
Feelings about MUM	(C2)	5.5	5.8	✓

✓ = p < .05

✓✓ = p < .01

Appendix A - Online Questionnaire