



2010 Computer and Technology Survey Executive Summary

Completed by University Housing

The purpose of this assessment was to learn about knowledge, opinions, and behaviors related to technology preferences from University of South Carolina students currently living in the residence halls. This survey was originally administered in 1999 during Fall move-in weekend with the objective of learning about students' use of computer technology. The survey has grown to incorporate additional features from campus partners, including questions regarding television preferences, downloading or filing/storage preferences, and communication technology. This latest version also takes into consideration student behaviors in relation to technology usage, perceived use of technology in conjunction with academic work, and preferences for instructors' usage of technology in and outside the classroom.

The survey was conducted over the course of three weeks during October and November 2010 with students living in USC residence halls, including those members of the USC community residing in family/graduate housing. The survey was sent via university-issued email accounts and weekly reminders were sent with the goal of increasing the overall response rate. Our target population consisted of 6201 students. Upon its closure, 1566 surveys were determined usable for an overall response rate of 25.25%.

Demographic Breakdown

Gender	
Male	34%
Female	64%
Did not respond	1.6%

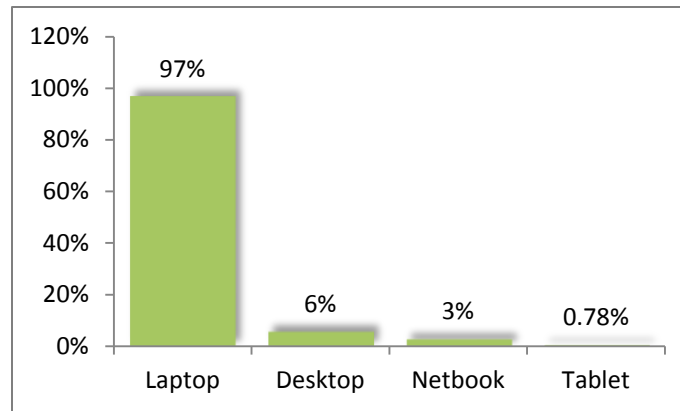
Academic Classification	
Freshman	60%
Sophomore	22%
Junior	10%
Senior	5%
Graduate Students	2.67%

Ethnicity	
American Indian/Alaska Native	1.78%
Asian including South and Southeast Asian	6.25%
African American/Black	10.84%
Hispanic/Latino or Spanish	2.4%
Hawaiian or Pacific Islander	0.41%
White	81.4%
Other/Prefer not to say	2.54%

Computers

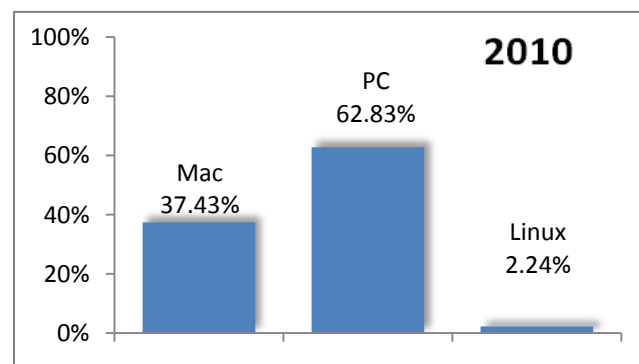
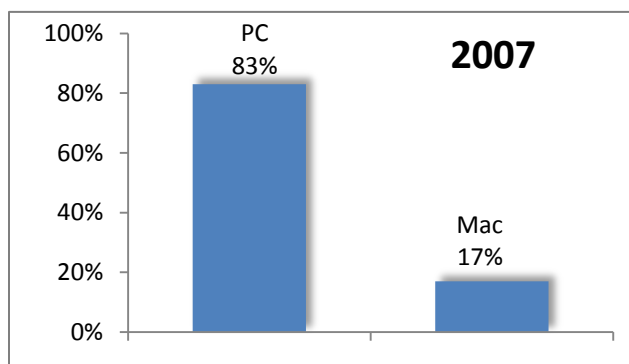
The trend of college students bringing personal computers to campus continues as noted by the 98% of respondents stating they did so in fall 2010. Furthermore, several of the survey participants brought multiple computers, including Laptops (97%), Desktops (6%), Netbooks (3%), and Tablet PCs (1%).

What is/are the design(s) of your computer(s) brought to campus?



A majority of these students are bringing personal computers (PCs) (62.8%). However, as noted through the charts below, more students reported bringing Macintosh computers (37.4%) to USC than in 2007 (17%). Linux computers have also emerged as they accounted for 2% of all computers brought to campus in 2010.

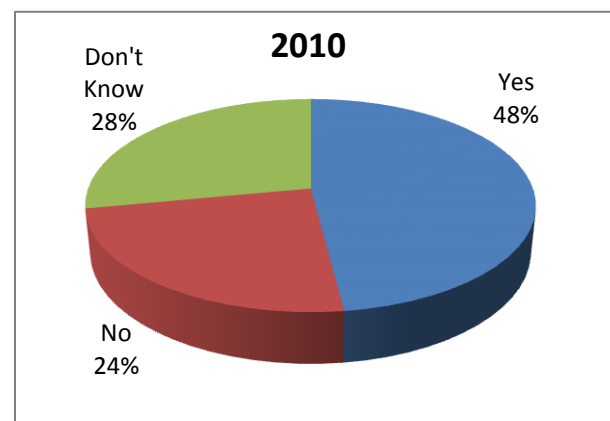
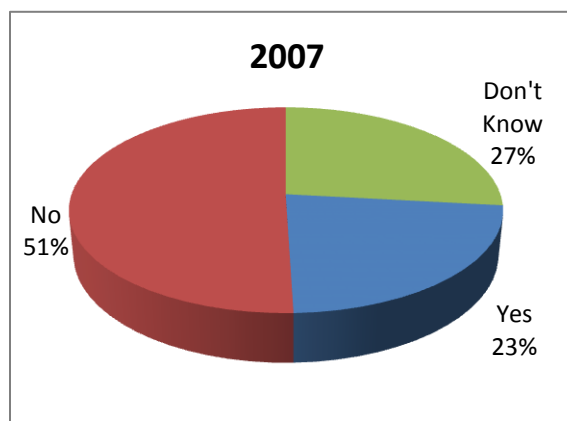
What type of computer(s) did you bring to campus?



Television Preferences

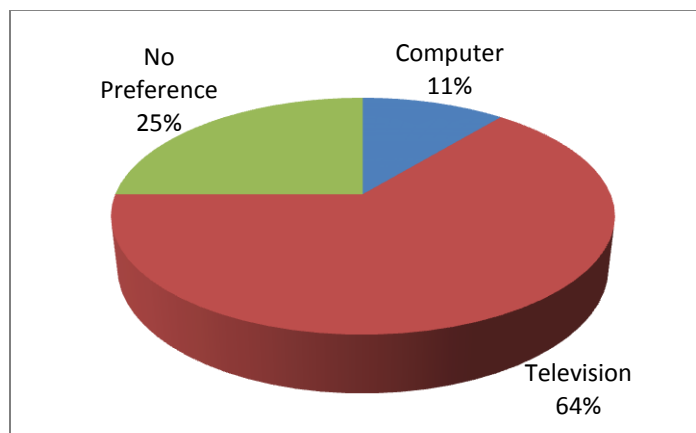
Eighty-four percent of participants reported having a television in their residence hall room. Of those students who responded to the 2010 survey, the majority have HDTV (high definition) compatible televisions. This response shows a significant increase from the 2007 survey version where only 23% had HDTV compatible televisions in their residence hall rooms.

Is the television in your residence hall HDTV ready?



Students are selecting various methods of watching television programming as evidenced through the chart below. For example, 64% of survey respondents selected television as the preferred method for program viewing, 11% of participants selected watching television programming via computer and 25% of respondents stated they had no preference between the two options.

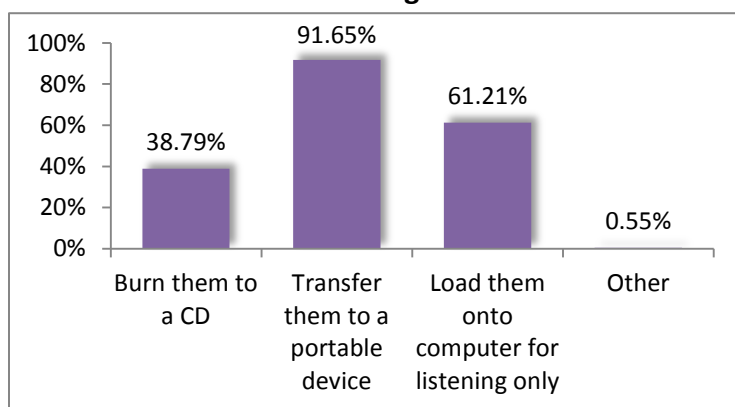
Would you prefer to watch television programming on your computer or television?



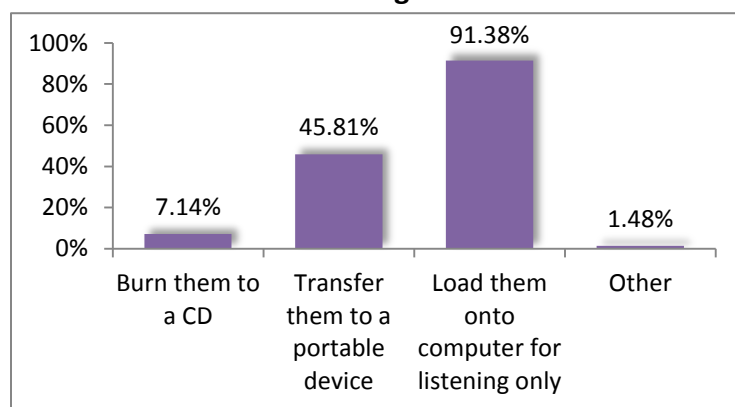
Media Downloading Behaviors

Participants indicated downloading multiple types of media files including music (61.5%) and video (27.63%), while 36.62% responded downloading neither. Those that responded positively on downloading were asked to indicate all that applied in terms of what they do with those downloaded files, which was found to be different depending on the type of media. Watching it on the computer was more popular for video (91.38%) and putting them on a portable device (e.g., iPod/mp3 player, PDA, jumpdrive) was more popular for music files (91.65%).

Which of the following methods do you use when downloading music?



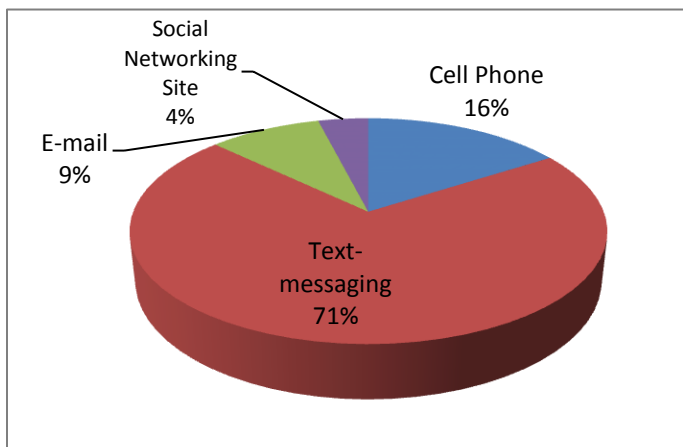
Which of the following methods do you use when downloading video?



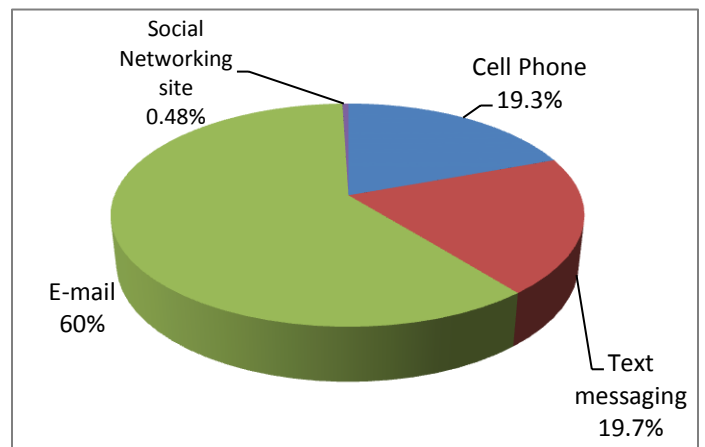
Communication Technology Preferences

Respondents noted varied methods for communication preferences depending upon who they are contacting. For example, 71% noted text-messaging as their primary choice of communication between student peers while email was selected at a rate of 9 percent. Conversely, 60% of survey participants desired to be contacted by the university through email while only 20% reported text-messaging as their preferred choice.

If you need to contact another student, which is your preferred method of communication?

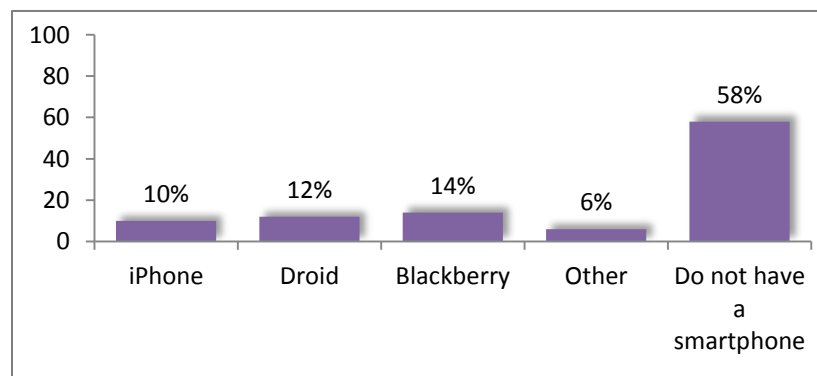


If USC needs to contact you, which is your preferred method of communication?



Smartphones are becoming popular at USC as indicated by the 42% of respondents who brought one to campus. The specific brands of Smartphones used by participants are listed below. It should be noted the majority of respondents (58%) reported not bringing a SmartPhone to campus.

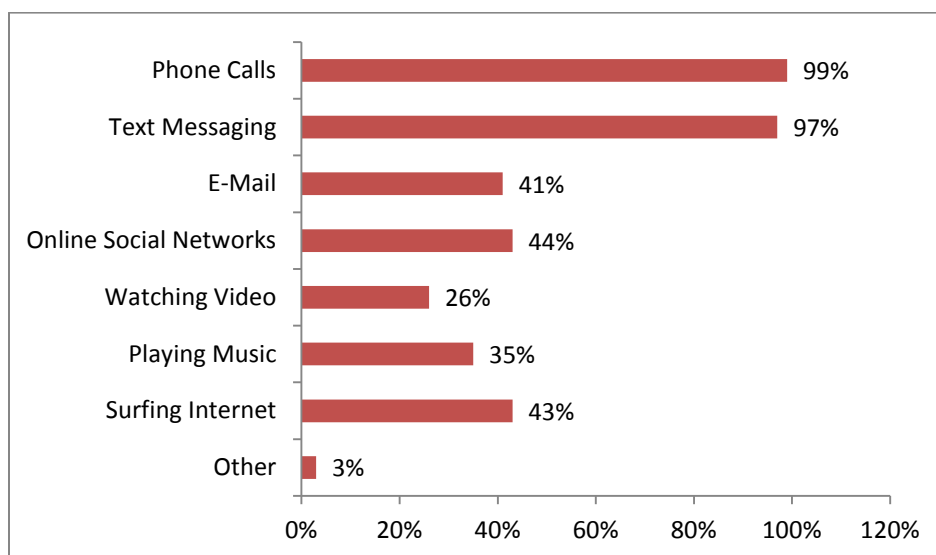
What type of SmartPhone did you bring to campus?



Communication Technology Behaviors

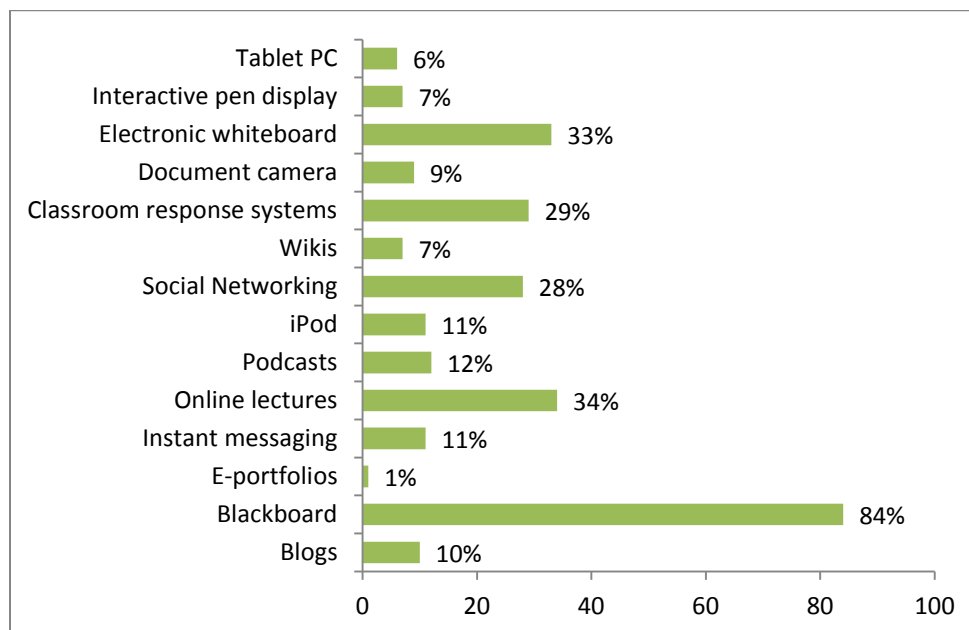
Considering the multi-functions associated with cell phones, participants were asked to select the activities they conduct with these devices. Results show nearly the same number of participants engage in phone conversations (99%) and texting (97%) with their phones. Furthermore, the number of participants engaging in social networking (44%) and email behaviors (41%) on their cell phones was selected at nearly the same rate.

What activities do you conduct using your cell phone?



Participants were asked about the technology applications they prefer to see their instructors select for course activities. The range included Blackboard as the most selected response (84%) and E-portfolios as the least selected response (1%).

What technology applications would you prefer that your instructors use for purposes of course activities?



These results represent a summary of some of the questions asked with the surveyed population. Reports are also available with results based upon differences by gender, ethnicity, and classification as well as reports regarding individual buildings.

Please contact Amber Fallucca, Director of Assessment for University Housing, for additional information.

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