2012 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 classroom technology, printing services, and communication technology. This latest version also takes into consideration student behaviors in relation to technology usage and preferred technology-based products.

The survey was conducted over the course of three weeks during October 2012 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 6647 students. Upon its closure, 1124 respondents completed the survey for an overall response rate of 16.41%.

Demographic Breakdown:

Academic Classification	
Freshman	62%
Sophomore	19%
Junior	10%
Senior	5%
Graduate Students	3%
Other	0.8%

| Ethnicity	
American Indian/Alaska Native	0.2%
African American/Black	9%
Asian including South and Southeast Asian	6%
Hawaiian or Pacific Islander	0.2%
Hispanic/Latino or Spanish	3%
White	79%
Other	3%

Gender	
Female	63%
Male	36%
Prefer not to respond	1%

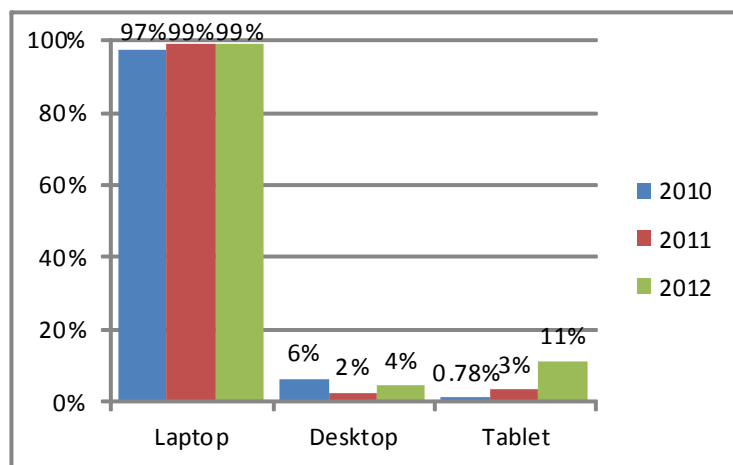| Residence Hall	
Bates House	6%
Bates West	3%
Capstone	12%
Carolina Gardens	2%
Cliff Apartments	2%
Columbia Hall	5%
East Quad	4%
Honors	17%
Horseshoe	7%
Maxcy	2%
McBryde	3%
McClintock	3%
Patterson	8%
Preston	4%
Roost	1%
Sims	3%
South Quad	5%
South Tower	5%
Wade Hampton	3%
West Quad	5%

Technology Brought to Campus

The following graphs provide comparisons between the 2010, 2011 and 2012 technology survey results. With regards to the type of computer brought to campus, Mac products showed a slight increase (1%) compared to 2011. The largest gains were visible with tablet computers brought to campus, a 7% increase from the previous year. Laptops remain consistently popular, as demonstrated by the three-year trend line visible below.

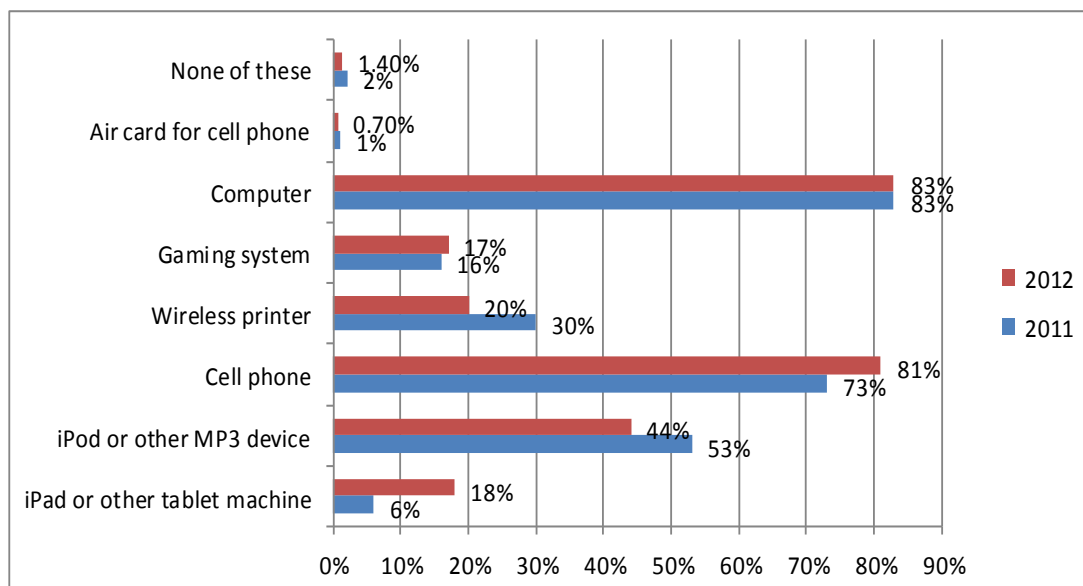### Which type of computer(s) did you bring to campus?

	2010	2011	2012
PC	63%	59%	59%
Mac	37%	42%	43%
Other (Linux, etc)	2%	2%	3%
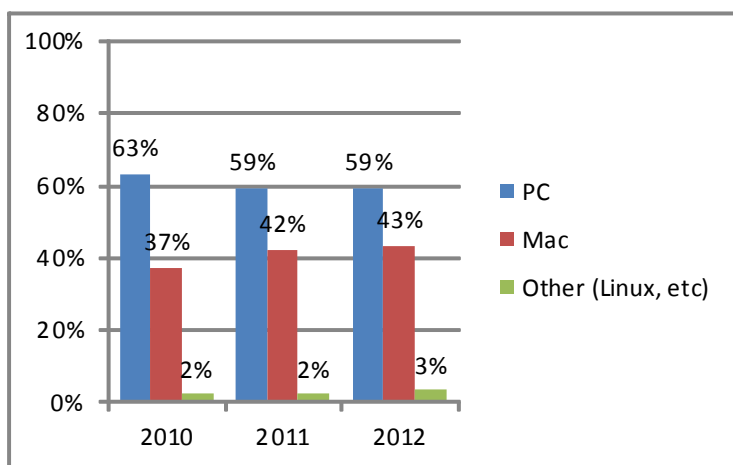
What is/are the designs(s) of your computer(s) brought to campus?

	2010	2011	2012
Laptop	97%	99%	99%
Desktop	6%	2%	4%
Tablet	0.78%	3%	11%

## Please indicate if you brought any of the following items to access the wireless network:

The largest changes across wireless products included substantial increases with tablets (+12%) and cell phones (+8%). Conversely, the percentage of MP3 devices and wireless printers brought to campus saw an overall decrease.

|	2012	2011
None of these	1.40%	2%
Air card for cell phone	0.70%	1%
Computer	83%	83%
Gaming system	17%	16%
Wireless printer	20%	30%
Cell phone	81%	73%
iPod or other MP3 device	44%	53%
iPad or other tablet machine	18%	6%

Cell Phone Preferences and Habits

With regards to primary cell phone service providers, participants selected Verizon (54%) more than twice as often than the next closest competitor (26%). T-Mobile/Suncom (9%) and Sprint/Nextel (8%) were also noted providers while the "Other" category included popular fill-in responses of Alltel, Boost Mobile, Straight Talk, TrackFone, and Virgin Mobile.

Participants were also asked whether they brought a Smartphone to campus. The graph below shows the increase in usage from 2011 to 2012, as well as the brands of Smartphones being brought to campus. iPhones saw the largest increase (+26%) while the number of participants stating they do not have a Smartphone is decreasing (-15%).

What type of Smartphone did you bring to campus?
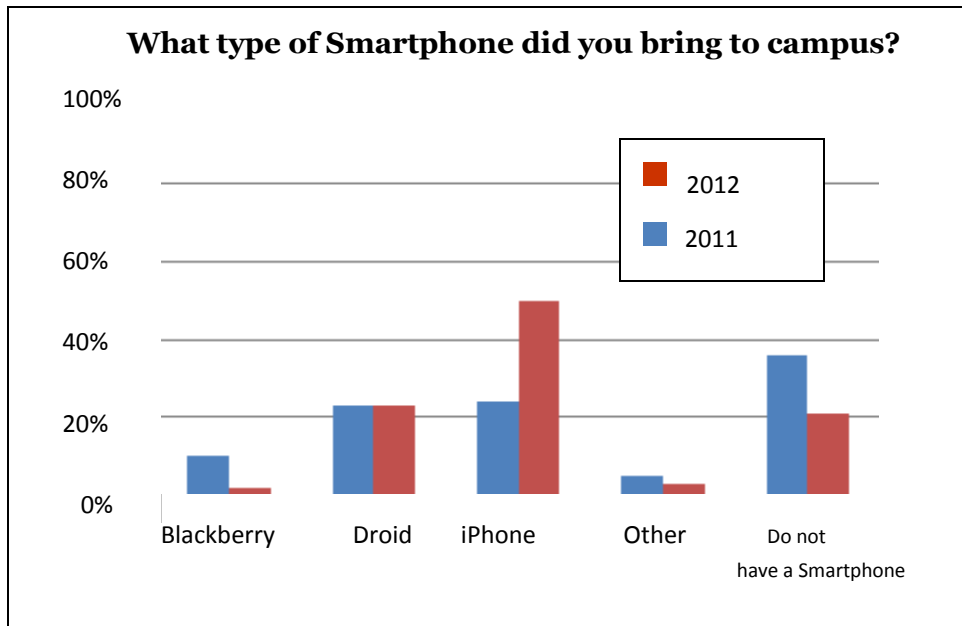
Along with the increases in Smartphone usage, associated activities are also changing. While the function of phone calls and text messaging maintained both their consistency and overwhelming popularity, all remaining categories experienced substantial growth. For example, email (+15%), online social networking (+12%), watching videos (+19%), playing music (+20%) and surfing internet (+13%) activities increased from 2011 to 2012.
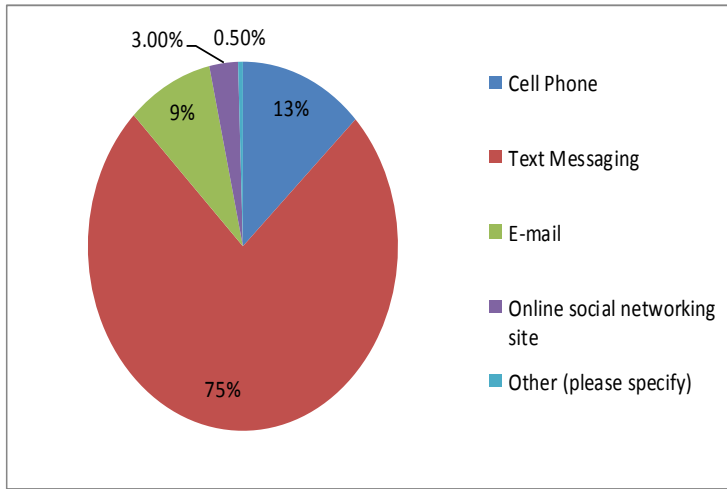
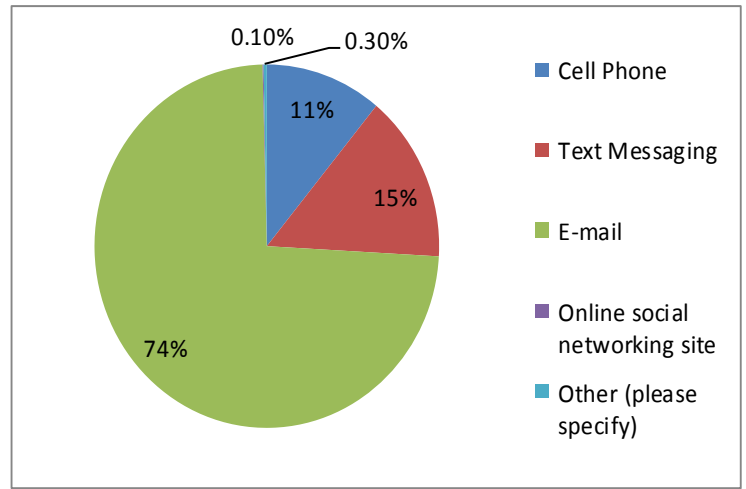**What activities do you conduct using your cell phone?**
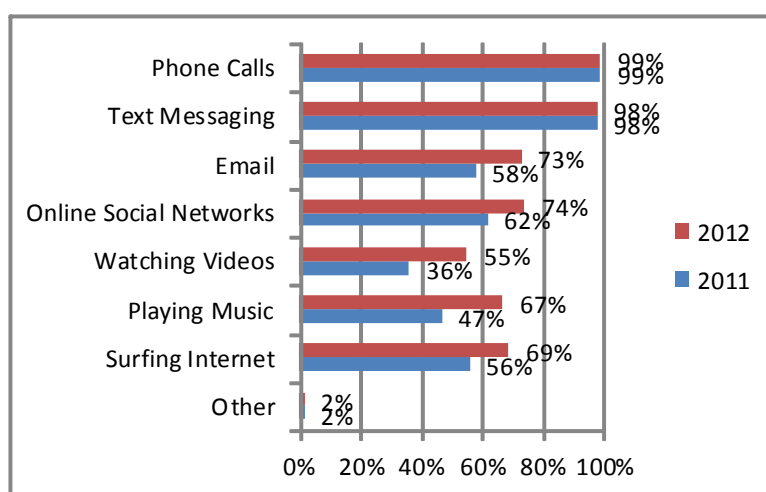
Communication Technology Behaviors

A question was posed regarding communication preferences. Participants noted texting as the most often preferred method for communication with students (75%). Conversely, 74% of survey respondents selected e-mail as the most preferred method of communication when originating from the University.
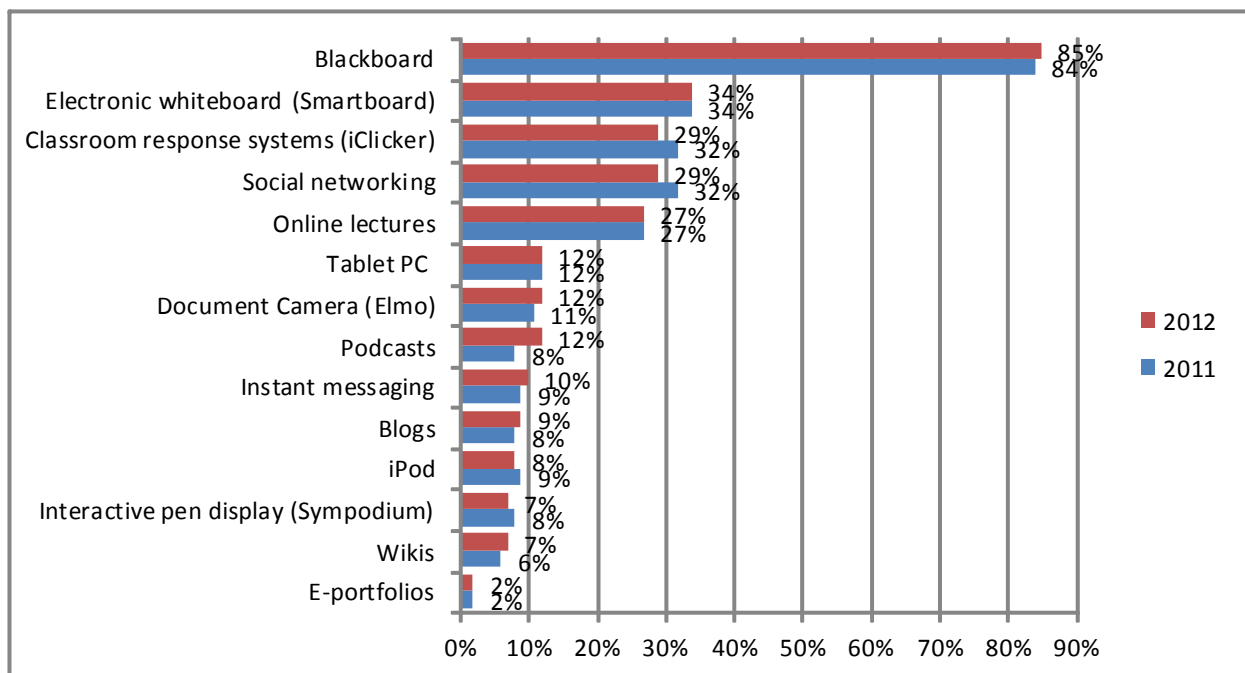
If you need to contact another student, which is your preferred method of communication?

| Cell Phone |
| Text Messaging |
| E-mail |
| Online social networking site |
| Other (please specify) |

3.00% 0.50%
9%
13%
75%

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

| Cell Phone |
| Text Messaging |
| E-mail |
| Online social networking site |
| Other (please specify) |

0.10% 0.30%
11%
15%
74%

Participants were asked about preferred technology applications for course activities as provided from instructors. The range included Blackboard as the most selected response (85%) to E-portfolios as the least selected (2%). Comparisons between 2011 and 2012 reveal relatively few differences.

Application	2012	2011
Blackboard	85%	84%
Electronic whiteboard (Smartboard)	34%	34%
Classroom response systems (iClicker)	29%	32%
Social networking	29%	32%
Online lectures	27%	27%
Tablet PC	12%	12%
Document Camera (Elmo)	12%	11%
Podcasts	12%	8%
Instant messaging	10%	9%
Blogs	9%	8%
iPod	8%	9%
Interactive pen display (Sympodium)	7%	8%
Wikis	7%	6%
E-portfolios	2%	2%

Overall Technology Behaviors

Participants were asked to share how they spent their time on a weekly basis with various technology-based activities. Gaming and blogging activities were selected as consuming less time than any other provided response item. Conversely, time spent on academic work on the computer and online social networking consume more time as noted across participant responses.

**How many hours per week do you spend on the following?**
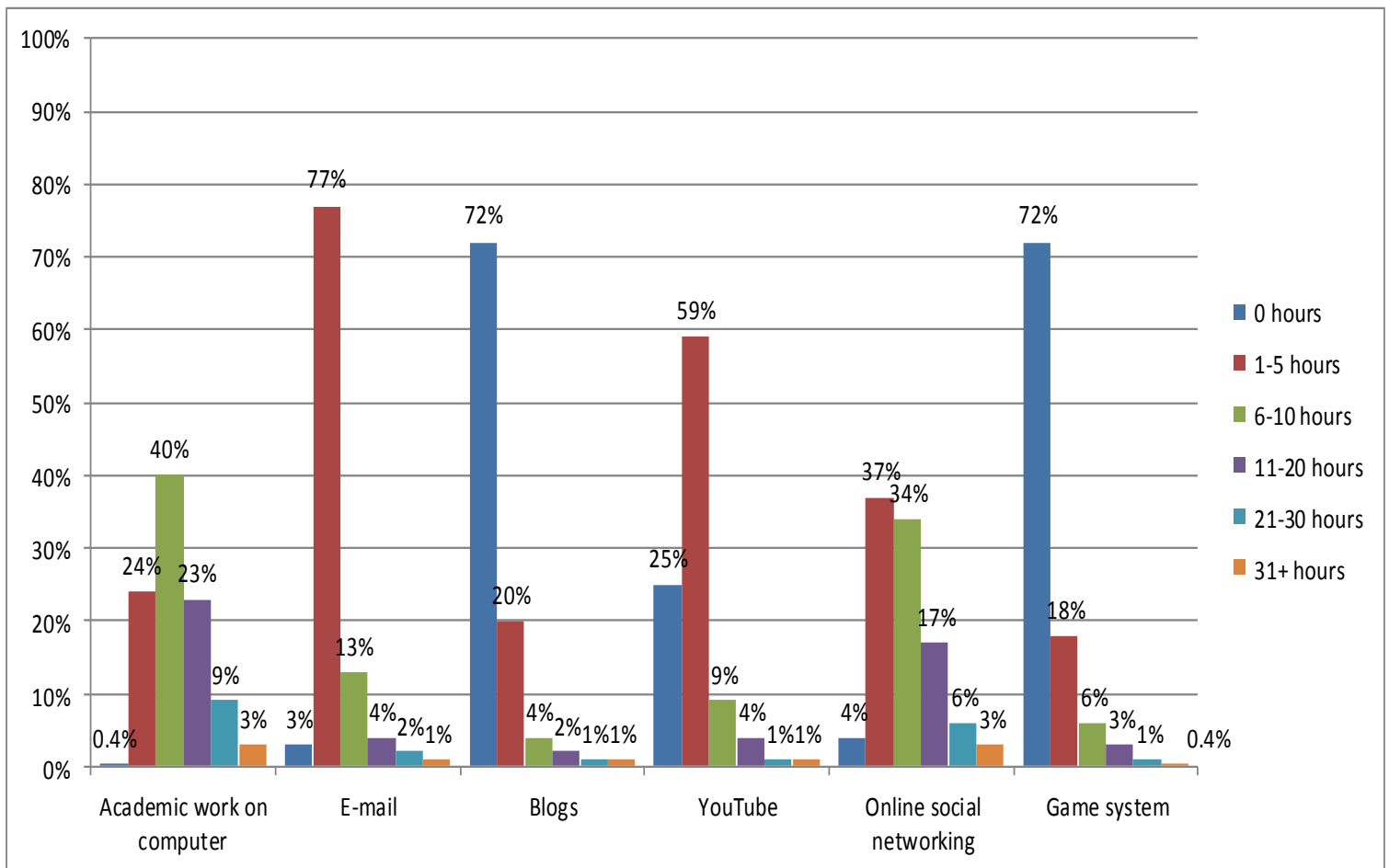
Participants were also asked about the social networking sites they frequent. Facebook continues to be a popular choice as 95% of respondents selected this response. Twitter was selected by 62% of respondents, a 16% increase from 2011. For the first time, Pinterest was also included and was selected as a survey response by 32% of participants. Other sites receiving votes included Tumblr (17%), and Foursquare (3%). When asked to submit "other" options, Google plus, Linkedin and Instagram were popular responses.

Housing Technology Services

Printer kiosks have recently been added across several of the residence halls. A question was posed to survey participants regarding their usage with the machines. Currently, 18% of participants use the printer kiosks on at least a weekly basis. Conversely, 57% of respondents do not plan to use the machines. Reasons for their lack of use include bringing own printer, free printing services in other locations on campus, lacking desire to spend money on printing, and proximity of printer to residence hall location.

Electronic information boards are TV screens placed in some of the residence hall lobbies. When asked if they watched these electronic information boards, 27% of participants stated in the affirmative, 51% stated they did not view, and 23% selected the response, "My residence hall currently does not have an information board." In terms of information viewed, the graph below shows respondent preferences:

What information do you watch from the electronic information boards? (Check all that apply)
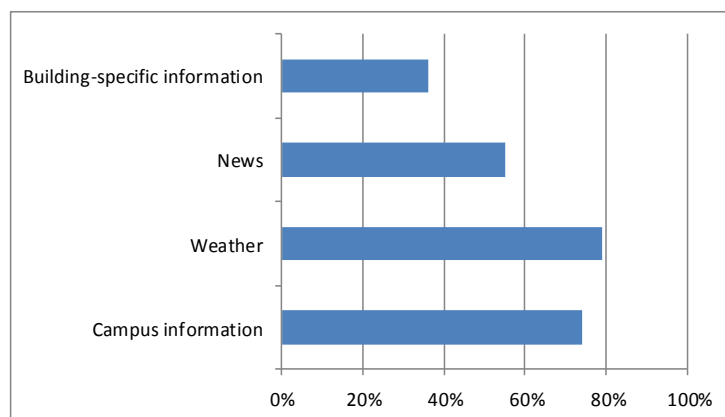
| Suggestions for material to be placed on the boards: |
|---|
| **Campus Activities** |
| **Community Events** |
| **Sports** |
| **Weather Updates** |

As part of the residential experience, students can access the University-provided wired network in the residence halls. In order to learn more about the effectiveness of this system, participants were asked questions about their experiences with the network.

How would you rate the ability to connect to the University-provided wired network?
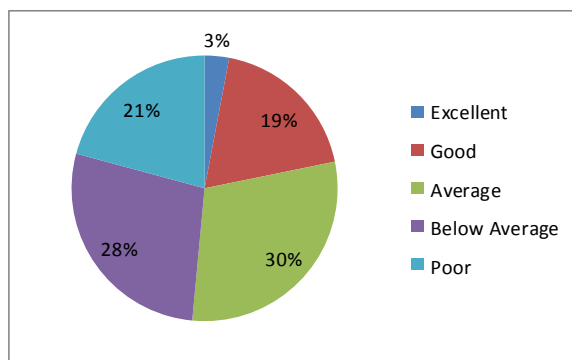
Which method do you use to connect to the University-provided network in your residence hall?
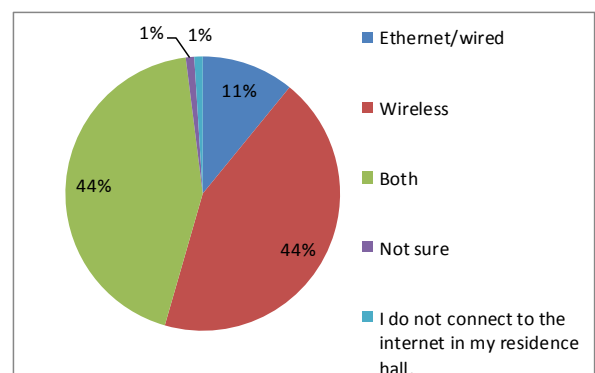
These results represent a summary of questions from they surveyed population. Please contact Amber Fallucca, Director of Assessment for University Housing, for additional information.

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