Spotting Technology Trends in Student Populations

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Learning Objectives

• Get ideas for methods to gather information from students
• Shape an understanding of how students are using technology...at least as of 2 months ago
Survey

• n=520
• 10.4% response rate
• http://go.osu.edu/StuTech2012

Special thanks to Center for the Study of Student Life!!!!
Goals/Methods

• Devices they own/use
• What they’re using them for
• How they want Student Life info
• Gain knowledge for future investments
• Understand “television” habits
Smartphones

2010
Do you own a smartphone (Blackberry, iPhone, etc.)?
- Yes, 32%
- No, 68%

2012
Reported owning iPhone, Android, Blackberry, or Windows Phone
- Yes, 63%
- No, 37%
<table>
<thead>
<tr>
<th>Device</th>
<th>Own</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone</td>
<td>35%</td>
</tr>
<tr>
<td>Android phone</td>
<td>24%</td>
</tr>
<tr>
<td>Blackberry</td>
<td>3%</td>
</tr>
<tr>
<td>Windows phone</td>
<td>.8%</td>
</tr>
<tr>
<td>iPod Touch</td>
<td>23%</td>
</tr>
<tr>
<td>Android tablet</td>
<td>1.5%</td>
</tr>
<tr>
<td>Kindle Fire</td>
<td>2.3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>27%</td>
</tr>
</tbody>
</table>
Do you own an iPad?

A. 22%  C. 8%

B. 2%  D. 41%
Do you own an iPad?

C.8%
At least once daily

- 2008: 62%
- 2010: 73%
- 2012: 81%
At least once daily
At least once daily

- 2008: 94%
- 2010: 93%
- 2012: 97%
72% never use Google+

7% use it daily
## Student Life Websites

<table>
<thead>
<tr>
<th>How important would the following qualities be to you in a SL website:</th>
<th>Not important</th>
<th>Somewhat Unimportant</th>
<th>Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rich content such as video and audio or podcasts.</td>
<td>34.3000</td>
<td>34.3000</td>
<td>26.8000</td>
<td>4.7000</td>
</tr>
<tr>
<td>Easy to navigate and find what I am looking for.</td>
<td>2.1000</td>
<td>2.1000</td>
<td>20.5000</td>
<td>75.4000</td>
</tr>
<tr>
<td>Has good graphic design and is visually appealing.</td>
<td>4.9000</td>
<td>18.8000</td>
<td>50.0000</td>
<td>26.3000</td>
</tr>
<tr>
<td>Provides a way to communicate with fellow students and/or friends.</td>
<td>17.2000</td>
<td>34.6000</td>
<td>36.5000</td>
<td>11.7000</td>
</tr>
<tr>
<td>Provides a blog or other insightful information created periodically by Student Life staff.</td>
<td>18.0000</td>
<td>39.9000</td>
<td>32.9000</td>
<td>9.1000</td>
</tr>
<tr>
<td>Interactive content where I'm taken through a series of &quot;flashy&quot; or &quot;fun&quot; screens in which I can interact with the website.</td>
<td>39.0000</td>
<td>34.3000</td>
<td>21.3000</td>
<td>5.5000</td>
</tr>
</tbody>
</table>
\[ F(x, y) = \int 9 e^{-x^3 - y^3} \, dy = -3 e^{-x^3} \text{Gamma}\left[\frac{1}{3}, y^3\right] \]

\[ G(x) = \int_0^1 f(x, y) \, dy = \int_0^1 9 e^{-x^3 - y^3} \, dy \]
\[ G(x) = 9 e^{-x^3} \text{Gamma}\left[\frac{4}{3}\right] - 3 e^{-x^3} \text{Gamma}\left[\frac{1}{3}, 1\right] \]

\[ \int G(x) \, dx = \]
\[ -3 \text{Gamma}\left[\frac{4}{3}\right] \text{Gamma}\left[\frac{1}{3}, x^3\right] + \text{Gamma}\left[\frac{1}{3}, 1\right] \text{Gamma}\left[\frac{1}{3}, x^3\right] \]

\[ \int_0^1 \int_0^1 9 e^{-x^3 - y^3} \, dy \, dx = \int_0^1 G(x) \, dx \]
\[ = \text{Gamma}\left[\frac{1}{3}\right]^2 - 6 \text{Gamma}\left[\frac{4}{3}\right] \text{Gamma}\left[\frac{1}{3}, 1\right] + \text{Gamma}\left[\frac{1}{3}, 1\right]^2 \]
Student Life Websites

Students want them to
1. be easy to use
2. contain the information they want
When searching for Student Life information, where are you likely to start?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Osu.edu searchbox</td>
<td>57%</td>
</tr>
<tr>
<td>Google or another search engine</td>
<td>34%</td>
</tr>
<tr>
<td>Directly on a Student Life website</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
In terms of an operating system, I prefer:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows</td>
<td>59%</td>
</tr>
<tr>
<td>Mac/Apple</td>
<td>39%</td>
</tr>
<tr>
<td>Linux</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>
89% never use QR codes

75% of them said it “seems unnecessary when I can just go to URL”
Regularly watch TV on...

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop</td>
<td>55%</td>
</tr>
<tr>
<td>HDTV</td>
<td>41%</td>
</tr>
<tr>
<td>Standard TV (non-HD)</td>
<td>41%</td>
</tr>
<tr>
<td>I do not regularly watch TV</td>
<td>19%</td>
</tr>
<tr>
<td>Gaming system (Xbox, Wii, etc.)</td>
<td>11%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>5%</td>
</tr>
<tr>
<td>Blu Ray player</td>
<td>4%</td>
</tr>
<tr>
<td>iPad</td>
<td>4%</td>
</tr>
<tr>
<td>Streaming box (Apple TV, Boxee, Roku, etc.)</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
Watch TV at least weekly via...

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable television</td>
<td>73%</td>
</tr>
<tr>
<td>You Tube</td>
<td>40%</td>
</tr>
<tr>
<td>Netflix</td>
<td>30%</td>
</tr>
<tr>
<td>Hulu</td>
<td>27%</td>
</tr>
</tbody>
</table>
Thank You

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