

INTRODUCTION

The Student Life Survey was distributed to undergraduate students at The Ohio State University in May 2012. Students were asked about various Student Life offices and the use of different technologies. Participant responses (n=520) are expressed as percentages below. Please note that not all 520 students answered each question.

The response rate on this survey (10.4%) was somewhat low; the results should be generalized to the Ohio State population with caution. To help substantiate generalizability, the sample was assessed for representativeness according to rank, ethnicity, and gender. Results indicated that the sample was representative of the three aforementioned demographic groups.

HIGHLIGHTS

- Survey data told us that between 2010 and 2012, the percentage of OSU students who owned a smartphone increased from 32% to 63%.
- Over two-thirds (about 67%) of students surveyed in 2012 checked email 5+ times per day, and 29% of students checked email between 1 and 4 times per day.
- Students who used Facebook daily grew over the last 4 years: 62% (2008), 73% (2010), and 81% (2012).
- The percentage of students who used Twitter daily rose from 7% to 31% between 2010 and 2012.
- About 59% of students said they prefer Windows and 39% said Mac/Apple.
- Eight percent of students surveyed in 2012 owned an iPad.
- Eighty-nine percent of students have never used QR codes.
- Daily use of Instant Messenger dropped from 32% in 2008 to 15% in 2012.
- Fifty-five percent of students regularly watched television on their laptops.
- When looking for information about the Office of Student Life, 57% reported that they start with the OSU search box; 34% start with Google.
- In regard to Student Life website content, 75% of students identified the statement, *easy to navigate and find what I am looking for* as very important.
- Also related to Student Life website content, only 5% of students classified *rich content such as video and audio or podcasts* as very important.

STUDENT LIFE SURVEY RESULTS: TECHNOLOGY SERVICES, SPRING 2012

FINDINGS

On average, how many hours per week do you spend:	Less than 1 hour	1-4 hours	5-8 hours	9-12 hours	13-16 hours	17-20 hours	21-24 hours	24+ hours
Using an online social network (i.e. facebook, twitter, etc)	13.6	27.3	28.9	12.9	7.2	3.2	2.5	4.4
Studying	2.3	12.6	20.8	17.8	16.6	9.1	9.1	11.7
Working out/recreational sports/intramural team	27.9	36.0	24.4	7.7	1.9	1.4	0.5	0.2
Gaming (e.g., computer, Wii, Xbox, Playstation)	71.9	19.0	4.2	3.0	0.7	0.7	-	0.5
Using the library	42.0	29.8	14.0	5.8	4.4	1.9	0.2	1.9
Attending an internship	83.6	3.0	3.3	3.3	1.9	1.9	1.2	1.9
Using phone/text messaging	8.6	34.7	22.8	12.4	7.9	4.9	2.3	6.3
Socializing/"hanging out"	7.3	23.7	23.9	20.2	11.5	5.9	2.6	4.9
Attending activities related to a student organization	40.0	31.0	14.2	8.5	2.6	1.2	0.7	1.9
Watching TV	27.6	34.1	20.1	12.1	2.1	1.6	1.2	1.2
Drinking and/or being under the influence of alcohol	49.1	25.7	14.5	7.2	2.1	0.2	0.5	0.7
Traveling to campus or class	16.9	56.4	20.9	3.9	0.7	0.5	0.2	0.5

Which of these devices do you own? (Please select all that apply):	No	Yes
iPhone	65.3	34.8
Android phone	76.0	24.0
Blackberry	97.0	3.0
Windows phone	99.3	0.8
iPod Touch	77.0	23.0
iPad	92.0	8.0
Android tablet (e.g. Galaxy)	98.5	1.5
Kindle Fire	97.8	2.3
None of the above	73.0	27.0

*If a student marked the answer *None of the above*, they were routed to the next question: **Do you plan to own at least one of these in the next 12 months?**

STUDENT LIFE SURVEY RESULTS: TECHNOLOGY SERVICES, SPRING 2012

Do you plan to own at least one of these in the next 12 months?		
	Frequency	%
Yes	20	18.9
No	59	55.7
Unsure	27	25.5

*Only students who answered *None of the Above* to **Which of these devices do you own (Please select all that apply)** were asked this question.

What is the biggest reason you don't own a smartphone?		
	Frequency	%
They are too expensive	50	47.2
They are unnecessary	32	30.2
I'm in a current contract with another company	6	5.7
I would overuse it or be too distracted by it	11	10.4
Other	7	6.6

*Only students who answered *None of the Above* to **Which of these devices do you own (Please select all that apply)** were asked this question.

How important would the following qualities be to you in a SL website:	Not Important	Somewhat Unimportant	Important	Very Important
Rich content such as video and audio or podcasts.	34.3	34.3	26.8	4.7
Easy to navigate and find what I am looking for.	2.1	2.1	20.5	75.4
Has good graphic design and is visually appealing.	4.9	18.8	50.0	26.3
Provides a way to communicate with fellow students and/or friends.	17.2	34.6	36.5	11.7
Provides a blog or other insightful information created periodically by Student Life staff.	18.0	39.9	32.9	9.1
Interactive content where I'm taken through a series of "flashy" or "fun" screens in which I can interact with the website.	39.0	34.3	21.3	5.5

STUDENT LIFE SURVEY RESULTS: TECHNOLOGY SERVICES, SPRING 2012

Please indicate how frequently you use the following technologies:	5+ times/day	1-4 times/day	At least 1 time/week	At least 1 time/month	Less than 1 time/month	Never
Facebook	38.9	42.2	10.2	2.3	2.3	4.1
Twitter	16.2	15.2	5.0	4.2	7.9	51.6
E-mail	67.3	29.4	2.0	0.5	-	0.8
YouTube	6.7	26.5	41.2	14.9	6.4	4.1
Instant messenger	5.7	8.9	8.4	8.1	7.6	61.4
SMS/text message	69.7	15.4	5.4	1.5	0.8	7.2
Google Plus	3.1	3.9	5.7	6.7	8.5	72.2
QR (Quick Response) codes	-	1.0	1.0	3.6	5.4	88.9
Reddit	3.9	2.3	1.5	4.1	3.6	84.5
Foursquare	0.3	1.8	1.8	1.6	2.1	92.5
LinkedIn	-	3.4	7.3	6.7	7.3	75.4
Groupon or other "daily deal" service	-	5.9	5.7	7.0	13.7	67.7
Instagram	1.0	4.1	6.7	3.1	4.1	80.8

Do you use your smart phone to scan QR codes?		
	Frequency	%
Yes	63	16.6
No/Does not apply	211	55.7
I do not have a smart phone	105	27.7

*Students who answered *Yes* were directed to the question: **For what type of information do you scan QR codes?**

Students who answered *No* were directed to the question: **Why don't you use your smart phone to scan QR codes?**

Students who answered *I don't have a smart phone* jumped ahead to the question: **When searching for information about Student Life on the internet, I most often use:...**

For what type of information do you scan QR codes?		
	Frequency	%
Events	26	43.3
Services	26	43.3
Maps/directions	5	8.3
To take surveys	3	5.0

*Only students who answered *Yes* to **Do you use your smart phone to scan QR codes?** were asked this question.

STUDENT LIFE SURVEY RESULTS: TECHNOLOGY SERVICES, SPRING 2012

Why don't you use your smart phone to scan QR codes?		
	Frequency	%
Poor camera quality	11	5.6
Takes too long	20	10.3
Seems unnecessary when I can just go to URL	147	75.4
Seems too trendy	17	8.7

*Only students who answered *No* to **Do you use your smart phone to scan QR codes?** were asked this question.

When searching for Student Life information, where are you likely to start?		
	Frequency	%
Google or another search engine	131	34.1
Osu.edu searchbox	217	56.5
Directly on a Student Life website	27	7.0
Other	9	2.3

In terms of an operating system, I prefer:		
	Frequency	%
Mac/Apple	151	39.0
Windows	228	58.9
Linux	5	1.3
Other	3	0.8

STUDENT LIFE SURVEY RESULTS: TECHNOLOGY SERVICES, SPRING 2012

I regularly watch T.V. on the following device (check all that apply):	No	Yes
HDTV	58.7	41.3
Standard TV (non-HD)	59.2	40.8
iPad	95.8	4.2
Laptop	45.2	54.8
Gaming system (Xbox, Wii, etc.)	88.6	11.4
Blu Ray player	95.6	4.4
Streaming box (Apple TV, Boxee, Roku, etc.)	97.7	2.3
Smartphone	94.8	5.2
Other	97.9	2.1
I do not regularly watch TV	81.3	18.7

*Students who answered *I do not regularly watch TV* jumped ahead to the question: **What Student Life services would you most like to see in a mobile application? (select all that apply)**

I watch TV via:	At least once a day	At least once a week	At least once a month	Less than once a month	Never
Hulu	5.7	21.5	12.1	18.9	41.8
Netflix	8.9	21.1	17.8	13.2	38.9
Cable television	44.3	28.5	7.5	1.6	18.0
Satellite television	4.5	3.8	6.9	6.9	77.9
Non-cable television with antenna or "rabbit ears"	3.1	4.8	3.5	5.2	83.4
You Tube	12.6	27.6	20.1	17.3	22.4
TiVo/DVR	9.4	11.5	11.8	8.7	58.5
Torrents	2.1	3.1	6.9	6.6	81.3
Other	1.6	3.5	1.6	1.6	91.8

*Only students who DID NOT answer *I do not regularly watch TV* to **I regularly watch TV on the following device(check all that apply)** were asked these questions.

STUDENT LIFE SURVEY RESULTS: TECHNOLOGY SERVICES, SPRING 2012

I watch TV via: If other, please indicate...
Suggestion
Abc.com
Anime websites
Crunchyroll.com
Directly from a website, like nbc.com or mtv.com
Kindle fire
Project free tv
Sling player
Third party hosting websites: Couchtuner, tvduck, etc.
TV channel website
Watchseries
Websites

How do you prefer to authenticate into Student Life services?		
	Frequency	%
Shibboleth (name.n)	293	78.6
Facebook username and password	33	8.8
Google/Gmail username and password	29	7.8
Other	18	4.8

DEMOGRAPHICS

On average, how many hours do you work each week during the school year?		
	Frequency	%
1 to 10 hours per week	168	44.8
11-20 hours per week	105	28.0
21-30 hours per week	58	15.5
31-40 hours per week	13	3.5
More than 40 hours per week	31	8.3

STUDENT LIFE SURVEY RESULTS: TECHNOLOGY SERVICES, SPRING 2012

Which of the following best describes where you live while attending Ohio State?		
	Frequency	%
Residence halls or other university housing (excluding fraternity/sorority)	125	32.9
Residence within walking distance of Ohio State (not with parent/guardian)	133	35.0
Residence within walking distance of Ohio State (with parent/guardian)	2	0.5
Residence within driving distance of Ohio State (not with parent/guardian)	97	25.5
Residence within driving distance of Ohio State (with parent/guardian)	16	4.2
Fraternity or sorority house	7	1.8

What is your best estimate of your current GPA?		
	Frequency	%
2.1-2.5	14	3.7
2.6-3.0	54	14.1
3.1-3.5	110	28.8
Over 3.5	204	53.4

What is your race/ethnicity?		
	Frequency	%
Asian American	23	6.0
Black or African American	19	5.0
Hispanic or Latino/a	9	2.4
Multiracial	9	2.4
Native Hawaiian or other Pacific Islander	1	0.3
White or Caucasian	291	76.4
Unknown	3	0.8
Prefer not to say	26	6.8

What is your gender?		
	Frequency	%
Female	262	68.6
Male	118	30.9
Self-Defined	2	0.5

STUDENT LIFE SURVEY RESULTS: TECHNOLOGY SERVICES, SPRING 2012

What is the highest level of education your father completed?		
	Frequency	%
Did not finish high school	11	2.9
High school graduate or GED	65	17.2
Some college	49	12.9
Associate degree	22	5.8
Bachelor's degree	112	29.6
Master's degree	69	18.2
Doctoral degree	39	10.3
Don't Know/Does not apply	12	3.2

What is the highest level of education your mother completed?		
	Frequency	%
Did not finish high school	8	2.1
High school graduate or GED	57	15
Some college	37	9.8
Associate degree	36	9.5
Bachelor's degree	152	40.1
Master's degree	55	14.5
Doctoral degree	26	6.9
Don't Know/Does not apply	8	2.1

What is your best estimate of your family's annual income last year?		
	Frequency	%
Less than \$25,000	21	5.6
\$25,000-\$49,999	55	14.6
\$50,000-\$74,999	51	13.5
\$75,000-\$99,999	46	12.2
\$100,000 or more	105	27.8
Do not know	50	13.2
Prefer not to answer	50	13.2