

# Students' Use of Technology

Center for the Study of Student Life

February 2015

## INTRODUCTION

This report examines students' use of different technologies. The results are from the 2015 Student Life Survey which was administered to a random sample of 5,000 undergraduate students and 1,000 graduate and professional students. A total of 1,039 undergraduate students (20.8% response rate) and 282 graduate/professional students (28.2% response rate) completed the survey. In this report only responses of undergraduate students are presented so they can be compared to findings from the 2012 and 2013 distributions of the Student Life Survey. Among undergraduates, the 2013 survey had a 38.9% response rate, and the 2012 had a 26.0% response rate.

## HIGHLIGHTS

- Compared to 2012, lower proportions of students are checking email, Facebook, and Twitter five or more times per day.
- Compared to 2012, a greater proportion of students are checking Snapchat five or more times per day.
- 61.3% of respondents watch network or cable television content at least once a week.
- 48.7% of respondents prefer to use a streaming service to watch network or cable television content, while 44.9% prefer to watch via cable either live or delayed using a digital recorder.
- The number of respondents who owned an iPhone increased from 34.8% in 2012, to 65.4% in 2013, to 70.8% in 2015.
- The proportion of respondents who owned a laptop decreased slightly from 2013 (95.7%) to 2015 (93.4%), while the proportion who owned a tablet or iPad increased from 32.3% in 2013 to 41.3% in 2015.

## DEMOGRAPHICS

Gender	%
Female	53.3%
Genderqueer/Gender Non-conforming	0.2%
Male	44.9%
Transgender Male/Transgender Man	0.2%
Transgender Female/Transgender Woman	0.1%
Preferred identity (in addition to/ not listed above)	0.4%
Prefer not to state	0.8%

Rank	%
First-year undergraduate	14.1%
Second-year undergraduate	21.8%
Third-year undergraduate	22.2%
Fourth-year undergraduate	41.9%

Race/Ethnicity	%
African American/Black or African descent	4.0%
Asian American/Asian (East, South, Southeast)	11.0%
Latino(a)/Hispanic American	1.2%
Middle Eastern/Arab American	0.6%
White/European American	74.2%
Other	0.7%
Prefer not to answer	2.5%
Multiple Races/Ethnicities	5.7%

## FINDINGS

### TECHNOLOGY USE

- The percentage of the respondents who use web-based e-mail 5 or more times a day fell from 64.8% in 2013 to 52.0% in 2015.
- The proportion using Facebook 5 or more times a day decreased from 36.0% in 2013 to 26.9% in 2015.
- Twitter usage 5 or more times a day fell from 27.7% in 2013 to 24.6% in 2015.
- The proportion of respondents who use Snapchat 5 or more times a day increased from 20.7% in 2013 to 35.0% in 2015.
- More respondents have used LinkedIn in 2015, with only 61.1% never having used it compared to 67.0% in 2013.

<b>Please indicate how frequently you use the following technologies:</b>	<b>5+ times/day</b>	<b>1-4 times/day</b>	<b>At least 1 time/week</b>	<b>At least 1 time/month</b>	<b>Less than 1 time/month</b>	<b>Never</b>
Web-based e-mail	52.0%	42.5%	3.9%	0.7%	0.6%	0.2%
SMS/text message	84.3%	11.5%	2.6%	0.6%	0.4%	0.6%
Instant messaging	15.0%	15.6%	29.7%	16.4%	11.0%	12.4%
Facebook	26.9%	36.7%	18.3%	6.5%	4.3%	7.4%
Twitter	24.6%	20.7%	10.6%	5.6%	5.9%	32.6%
YouTube	11.9%	25.4%	39.9%	11.4%	5.4%	6.1%
Instagram	29.3%	24.0%	9.7%	4.5%	3.0%	29.4%
Vine	2.7%	5.0%	9.7%	9.9%	9.3%	63.4%
Snapchat	35.0%	22.8%	11.0%	4.2%	4.0%	23.0%
Cloud-based document storage	10.4%	15.3%	28.5%	13.9%	11.1%	20.9%
LinkedIn	1.3%	4.0%	11.9%	10.3%	11.5%	61.1%
Pinterest	8.2%	8.6%	17.2%	10.5%	7.2%	48.3%
Tumblr	4.8%	4.3%	7.0%	5.8%	6.9%	71.2%
Google+	4.9%	6.8%	9.9%	8.3%	13.8%	56.3%

### TELEVISION AND STREAMING

<b>How frequently do you watch shows from broadcast or cable television networks?</b>	<b>%</b>
At least once a day	26.1%
At least once a week	35.2%
At least once a month	13.9%
Less than once a month	11.1%
Never	13.8%

<b>How do you prefer to watch television shows from broadcast or cable television networks?</b>	<b>%</b>
Live through cable television	29.1%
Delayed using a digital video recorder (e.g. DVR, TiVo)	15.8%
Streamed directly from the channel's website or mobile app	6.4%
Through another streaming service (e.g. Hulu, Netflix, Crackle)	48.7%

## DEVICE OWNERSHIP

Which of these devices do you own? Please select all that apply.	2015		2013	2012
	No, I don't currently own one	Yes, I currently own one	Yes, I currently own one	Yes, I currently own one
iPhone	29.2%	70.8%	65.4%	34.8%
Android phone	74.6%	25.4%	27.2%	24.0%
Windows phone	98.1%	1.9%	2.1%	0.8%
Other smartphone	99.3%	0.7%	1.5%	-
Laptop	6.6%	93.4%	95.7%	-
Tablet or iPad	58.7%	41.3%	32.3%	8.0%
E-reader	85.8%	14.2%	16.7%	-
Desktop computer	85.1%	14.9%	-	-
AppleTV	93.3%	6.7%	-	-
Roku	94.5%	5.5%	-	-
Amazon Fire TV	98.2%	1.8%	-	-
Chromecast	90.9%	9.1%	-	-
Google TV	98.8%	1.2%	-	-

Do you use or expect to use the following in the next 1-2 years?	No, I do not currently use and do not expect to use this			
	Yes, I already use this	I expect to use this	No, I do not currently use and do not expect to use this	Not sure
Apple Pay	3.6%	13.6%	52.0%	30.9%
Google Wallet	4.1%	6.4%	55.3%	34.2%
Wearable technology (e.g. eye glasses, bracelets, watches or other types of technology that attach to or move with your body)	9.3%	18.4%	40.5%	31.8%