

2011 MSU Internet Use and Opinion Survey Results and Analysis

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Overview

In the spring of 2011, MSU UARC (Usability/Accessibility Research and Consulting) conducted the first Michigan State University Internet Use and Opinion Survey (also called the MSU Internet and Mobile Technology Survey). The intent of the survey was to gather baseline information on how the MSU community uses computers and mobile technology, and determine what information would be most important to have on an MSU mobile site. It is hoped that the survey will be conducted annually to monitor changes in technology use and opinions.

The survey was emailed to 22,819 individuals at Michigan State University (33% of all MSU faculty, staff, and students) on March 15, 2011. It was subsequently distributed via internal email lists (including the WebDev CAFÉ, MSU Mobile Community, and College of Communication Arts & Sciences) and via Twitter (@MSU_UARC). Recipients were encouraged to share the survey with others, and data collection continued until May 19, 2011. The text of the initial [email](#) and [Tweet](#) can be found below. In all, 1,304 unique responses were collected (duplicate and incomplete responses were removed).

The complete set of raw data has been made available so that others can conduct detailed analyses (see [Raw Data](#), below).

Online Content

This report, as well as the spreadsheets, charts, and other documents contained in this report can be downloaded in their original formats from the UARC website at <http://usability.msu.edu/techsurvey/>

Citing this report

While this report presents some basic findings of the survey, we encourage others to conduct fine-grained analysis. As a result, the raw data is available to the public. Any publications or reports based on the data should cite this report as follows:

Pierce, G. L., Coursaris, C., Elledge, M. E., Mabuza, G., Mulder, D., Sung, J., Swierenga, S. J. (2011). *2011 MSU Internet Use and Opinion Survey: Results and Analysis*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Questions and Feedback

Any questions about this report or the survey should be directed to Graham Pierce, User Experience Researcher, Usability/Accessibility Research and Consulting, Michigan State University by phone at (517) 353-8977 or by email at glpierce@msu.edu. Feedback and suggestions for changes in future surveys are appreciated.

Invitations

Initial Email

Michigan State University UARC (Usability/Accessibility Research and Consulting) is conducting its first annual MSU Internet Use and Opinion Survey. This anonymous survey provides an opportunity to have your voice heard about what features and technologies the university should target in the future. To take the brief survey, please visit:

<http://techsurvey.usability.msu.edu/>

All current and former students, staff, and faculty are encouraged to participate, as are any Spartan fans and others in the MSU community. We are hoping to get as wide a response as possible (even from non-Spartans), so we are asking you to tell your friends, family, and colleagues about this survey (email, Tweet, or post a link to <http://techsurvey.usability.msu.edu/> but please don't spam!).

For more information, please contact Graham Pierce, User Experience Researcher, Usability/Accessibility Research and Consulting, Michigan State University by phone at (517) 353-8977 or by email at gpierce@msu.edu.

Initial Tweet

#MSU needs your help! Please complete this 5 minute anonymous Internet Survey by @MSU_UARC & help #MSU! <http://bit.ly/hBgriq> Please RT

Survey Text

The original survey is visible online at <http://usability.msu.edu/techsurvey/>. A flat text version of the questionnaire is presented below. Note that this version is for reference only and is identical in question text, but not in presentation.

2011 MSU Internet and Mobile Technology Survey

You are invited to participate in our first annual survey of the MSU community regarding Internet and technology usage. This 5 minute survey is and will provide you an opportunity to tell us which features and technologies the university should have in the future. Individuals must be 18 years or older to participate in this survey.

Your participation is completely voluntary; you may refuse to participate in certain procedures or answer certain questions, or may discontinue your participation at any time. You indicate your voluntary agreement to participate in this research by submitting this survey when you have completed it.

1. What is your relationship with Michigan State University right now? [Dropdown]
 - ⇒ Enrolled Freshman
 - ⇒ Enrolled Sophomore
 - ⇒ Enrolled Junior
 - ⇒ Enrolled Senior
 - ⇒ Enrolled Grad Student
 - ⇒ Prospective Student (currently in high school, considering MSU for college)
 - ⇒ MSU Alum/Former MSU Student (not currently enrolled)
 - ⇒ Current MSU Staff
 - ⇒ Current MSU Faculty
 - ⇒ Visiting Scholar at MSU
 - ⇒ Former MSU Staff
 - ⇒ Former MSU Faculty
 - ⇒ Former Visiting Scholar at MSU
 - ⇒ Spartan fan, but never attended or worked at MSU
 - ⇒ Not affiliated with MSU in any way

2. Rate your level of expertise with the following [Likert: 1: Helpless, 2: Below average, 3: Average, 4: Above average, 5: Expert]
 - [1-2-3-4-5] Desktop Computer
 - [1-2-3-4-5] Laptop Computer
 - [1-2-3-4-5] Netbook
 - [1-2-3-4-5] Internet-enabled Phone/PDA (e.g., iPhone, Blackberry, etc)
 - [1-2-3-4-5] Touch-screens (used in many tablets, phones, and PDAs)
 - [1-2-3-4-5] Cell phone (not Internet enabled)
 - [1-2-3-4-5] Pen and Paper

3. Rate your usage of the following [Likert: 1: Never, 2: Rarely, 3: Sometimes, 4: Often, 5: All the time]
 - [1-2-3-4-5] Desktop Computer
 - [1-2-3-4-5] Laptop Computer
 - [1-2-3-4-5] Netbook
 - [1-2-3-4-5] Internet-enabled Phone/PDA (e.g., iPhone, Blackberry, etc)
 - [1-2-3-4-5] Touch-screens (used in many tablets, phones, and PDAs)
 - [1-2-3-4-5] Cell phone (not Internet enabled)
 - [1-2-3-4-5] Pen and Paper

4. Which of the following do you regularly use to access official msu.edu sites and pages? Check all that apply.
- Desktop Computer
 - Laptop Computer
 - Netbook
 - Tablet Computer (e.g., iPad)
 - Internet-enabled Phone/PDA (e.g., iPhone, Blackberry, Droid)
 - Touch-screen interface (used in many tablets, phones, and PDAs, such as iPads and iPhones)
 - Computer mouse
 - Touchpad/trackpad (found on most laptop computers)
 - Full computer keyboard
 - Number pad (found on many cell phones; multiple letters are assigned to the same key)
5. How satisfied are you with official msu.edu sites and pages? [Multiple Choice]
1. Not at all satisfied
 2. Below average
 3. Average
 4. Above average
 5. Extremely satisfied
- Why? _____
6. How satisfied are you with MSU's online presence, outside of msu.edu (e.g., Facebook, Twitter, email announcements) [Multiple Choice]
1. Not at all satisfied
 2. Below average
 3. Average
 4. Above average
 5. Extremely satisfied
- Why? _____
7. What social media sites do you regularly use? Check all that apply.
- Facebook
 - Twitter
 - MySpace
 - LinkedIn
 - Foursquare
 - allMSU
- Other: _____
8. What online activities related to MSU do you regularly engage in? Check all that apply.
- Find contact information for people or departments at MSU
 - Look up MSU maps or directions
 - Look up MSU department or program information
 - Look up MSU course information/schedules
 - Read news about MSU
 - Look up information about MSU athletics/sports
 - Find out about events on MSU's campus (excluding sports)
 - Look up MSU admissions information
 - Look up administrative information/use administrative systems (Human Resources, Contracts and Grants, IRBs, etc.)
- Other: _____

9. Have you used mobile.msu.edu?

- Yes
- No

If not, would you use an MSU mobile site designed specifically for an internet-enabled phone or tablet computer in the future? [Multiple Choice]

- 1. Definitely Not
- 2. Probably Not
- 3. Maybe
- 4. Probably Would
- 5. Definitely Would

Why or why not? _____

10. Rate the importance of having the following information and features on an MSU mobile site. [Likert: 1: Not important, 2: Below average, 3: Average, 4: Above average, 5: Extremely important]

[1-2-3-4-5] Calendar of events

[1-2-3-4-5] Campus bus schedules and information

[1-2-3-4-5] Campus dining hall information (menus, etc.)

[1-2-3-4-5] Class and academic information

[1-2-3-4-5] Classifieds

[1-2-3-4-5] Directory (contact info/person search)

[1-2-3-4-5] Find nearby businesses and restaurants (off-campus)

[1-2-3-4-5] Library information (catalog, etc.)

[1-2-3-4-5] Maps, location information, and GPS wayfinding

[1-2-3-4-5] Read/write reviews about faculty, courses, dorms, dining halls, etc.

[1-2-3-4-5] Residence hall washing machine and dryer availability

[1-2-3-4-5] Walking tour of MSU

11. To what extent should MSU classes rely on or make use of online content? [Multiple Choice]

- 1. Not at all
- 2. A little
- 3. A moderate amount
- 4. A lot
- 5. To the greatest extent possible

How should it be used? _____

12. To what extent should MSU encourage the use of mobile devices during classes (e.g., in the classroom while lectures are going on) to facilitate discussions, conduct quizzes, etc. [Multiple Choice]

- 1. Not at all
- 2. A little
- 3. A moderate amount
- 4. A lot
- 5. To the greatest extent possible

How should they be used? _____

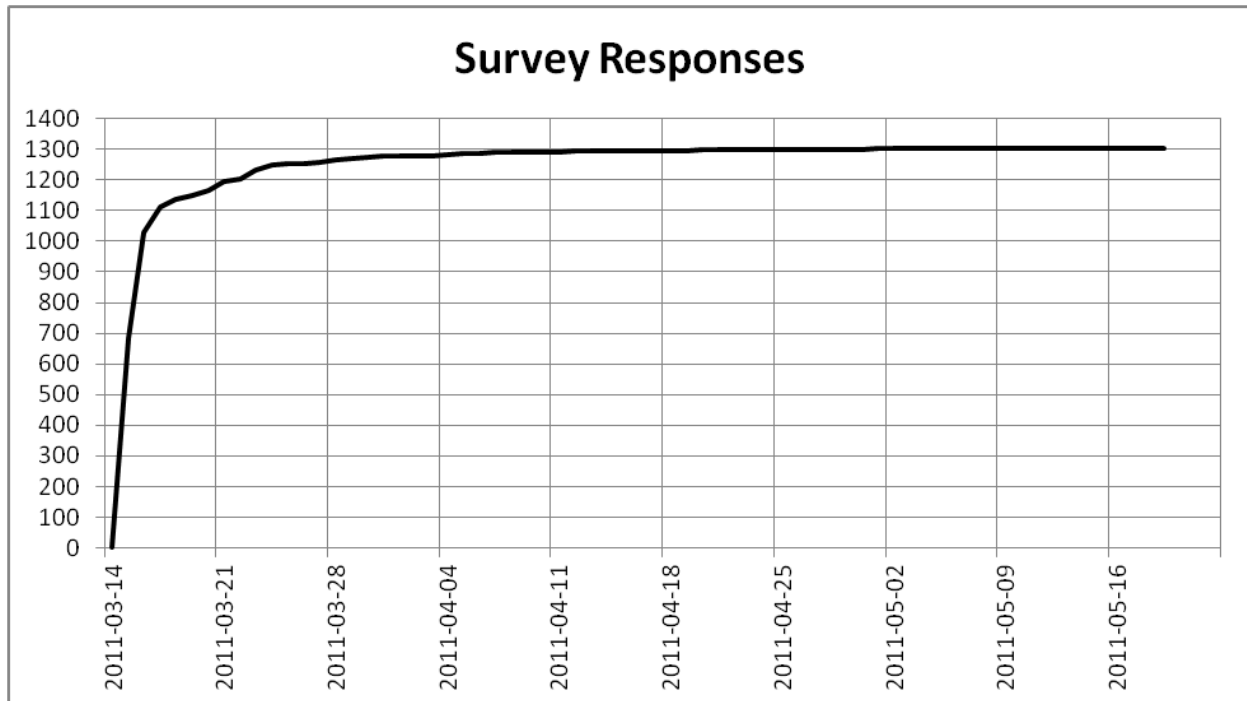
[Submit]

If you have any questions about this study, please contact Graham Pierce or Sarah Swierenga by phone: (517) 353-8977 or email: gpierce@msu.edu or sswieren@msu.edu.

If you have questions or concerns about your role and rights as a research participant, would like to obtain information or offer input, or would like to register a complaint about this study, you may contact, anonymously if you wish, the Michigan State University's Human Research Protection Program at 517-355-2180, Fax 517-432-4503, or e-mail irb@msu.edu or regular mail at 207 Olds Hall, MSU, East Lansing, MI 48824.

Responses by Time

More than 50% of all responses were received within one day of the initial email distribution. More than 75% were within two days, over 90% within one week, and over 99% were within one month of the initial email.



| Period | Responses | % of Total |
|-----------|-----------|------------|
| One day | 683 | > 50% |
| Two days | 1028 | > 75% |
| One week | 1194 | > 90% |
| One month | 1295 | > 99% |
| 65 days | 1304 | 100% |

Results

Note that the following breakdown is only for current students, staff, and faculty, so the total number of responses analyzed is lower than the total collected. Other groups had too few responses to generate reasonable conclusions, and were too diverse to be grouped together.

| | Student | Staff | Faculty | Total |
|--------------------|---------|-------|---------|-------|
| Survey respondents | 792 | 293 | 178 | 1263 |

| | Fresh | Soph | Junior | Senior | Grad |
|--------------------|-------|------|--------|--------|------|
| Survey respondents | 110 | 112 | 163 | 175 | 232 |

Question 2. Level of expertise

| Device | Above avg or greater | | | Total |
|-----------------------------------|----------------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| Desktop | 77.3% | 74.7% | 81.0% | 76.2% |
| Laptop | 78.7% | 67.9% | 79.7% | 75.8% |
| Netbook | 43.1% | 45.0% | 51.0% | 31.1% |
| Internet-enabled phone/PDA | 47.1% | 43.7% | 50.7% | 42.6% |
| Touchscreen | 54.2% | 48.1% | 52.9% | 49.2% |
| Cell phone (not Internet enabled) | 82.0% | 68.9% | 62.9% | 74.0% |
| Pen & Paper | 88.9% | 85.7% | 86.4% | 86.9% |

| Student | Helpless | | | Total |
|---------|----------|---------|-------|-------|
| | Staff | Faculty | Total | |
| 0.0% | 0.0% | 0.0% | 0.0% | |
| 0.1% | 0.7% | 0.6% | 0.3% | |
| 4.2% | 11.1% | 7.8% | 4.3% | |
| 3.1% | 11.0% | 7.9% | 5.0% | |
| 2.4% | 5.6% | 5.1% | 3.2% | |
| 0.1% | 0.7% | 0.0% | 0.2% | |
| 0.1% | 0.3% | 1.1% | 0.3% | |

| Device | Above avg or greater | | | | |
|-----------------------------------|----------------------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| Desktop | 74.8% | 81.3% | 76.4% | 74.0% | 79.7% |
| Laptop | 73.4% | 87.5% | 77.2% | 76.4% | 79.7% |
| Netbook | 39.5% | 39.3% | 41.9% | 44.4% | 46.7% |
| Internet-enabled phone/PDA | 56.6% | 47.6% | 45.7% | 45.7% | 44.3% |
| Touchscreen | 68.9% | 60.6% | 52.5% | 50.6% | 48.2% |
| Cell phone (not Internet enabled) | 89.4% | 86.5% | 85.5% | 81.3% | 74.3% |
| Pen & Paper | 93.5% | 88.3% | 93.2% | 86.8% | 85.7% |

| Fresh | Helpless | | | | Grad |
|-------|----------|--------|--------|------|------|
| | Soph | Junior | Senior | Grad | |
| 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| 0.0% | 0.0% | 0.6% | 0.0% | 0.0% | |
| 3.5% | 3.6% | 4.8% | 5.3% | 3.6% | |
| 1.0% | 1.9% | 2.6% | 3.0% | 5.0% | |
| 1.0% | 0.9% | 1.9% | 3.6% | 3.2% | |
| 0.0% | 0.9% | 0.0% | 0.0% | 0.0% | |
| 0.0% | 0.0% | 0.0% | 0.6% | 0.0% | |

Question 3. Usage

| Device | Often or more | | | Total |
|-----------------------------------|---------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| Desktop | 32.1% | 85.3% | 65.7% | 49.2% |
| Laptop | 95.1% | 73.5% | 92.1% | 89.7% |
| Netbook | 9.2% | 10.7% | 10.3% | 9.7% |
| Internet-enabled phone/PDA | 45.4% | 48.5% | 51.7% | 47.0% |
| Touchscreen | 54.8% | 46.6% | 49.2% | 52.1% |
| Cell phone (not Internet enabled) | 62.4% | 49.5% | 37.6% | 55.9% |
| Pen & Paper | 86.1% | 80.3% | 75.1% | 83.2% |

| Device | Never | | | Total |
|-----------------------------------|---------|-------|---------|-------|
| | Student | Staff | Faculty | |
| Desktop | 7.5% | 2.7% | 7.9% | 6.4% |
| Laptop | 0.8% | 3.4% | 1.1% | 1.4% |
| Netbook | 59.1% | 58.1% | 60.9% | 59.1% |
| Internet-enabled phone/PDA | 25.3% | 35.4% | 33.7% | 28.8% |
| Touchscreen | 13.3% | 19.3% | 25.4% | 16.4% |
| Cell phone (not Internet enabled) | 16.3% | 20.4% | 27.5% | 18.9% |
| Pen & Paper | 0.4% | 0.0% | 0.6% | 0.3% |

| Device | Often or more | | | | |
|-----------------------------------|---------------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| Desktop | 21.1% | 15.2% | 25.8% | 33.1% | 49.1% |
| Laptop | 98.2% | 95.5% | 94.5% | 95.4% | 93.5% |
| Netbook | 3.7% | 5.4% | 9.2% | 10.4% | 12.7% |
| Internet-enabled phone/PDA | 53.2% | 40.5% | 38.7% | 52.9% | 43.0% |
| Touchscreen | 67.6% | 58.0% | 54.6% | 56.0% | 46.3% |
| Cell phone (not Internet enabled) | 57.8% | 71.4% | 63.2% | 62.1% | 59.9% |
| Pen & Paper | 84.4% | 89.3% | 90.2% | 89.7% | 79.7% |

| Device | Never | | | | |
|-----------------------------------|-------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| Desktop | 11.0% | 11.6% | 8.0% | 6.3% | 4.3% |
| Laptop | 0.0% | 0.9% | 1.2% | 1.1% | 0.4% |
| Netbook | 60.6% | 61.6% | 57.1% | 63.0% | 55.7% |
| Internet-enabled phone/PDA | 16.5% | 27.9% | 27.6% | 20.7% | 30.0% |
| Touchscreen | 10.2% | 17.0% | 9.8% | 12.6% | 16.2% |
| Cell phone (not Internet enabled) | 17.4% | 14.3% | 13.5% | 18.4% | 17.2% |
| Pen & Paper | 0.0% | 0.9% | 0.0% | 1.1% | 0.0% |

Question 4. Devices regularly used to access official msu.edu sites and pages

| Device | Student | Staff | Faculty | Total |
|-----------------------------|---------|-------|---------|-------|
| Desktop Computer | 54.7% | 86.7% | 71.3% | 64.4% |
| Laptop Computer | 96.5% | 77.1% | 93.8% | 91.6% |
| Netbook | 9.2% | 11.3% | 11.2% | 10.0% |
| Tablet Computer | 5.3% | 11.6% | 17.4% | 8.5% |
| Internet-enabled Phone/ PDA | 34.5% | 31.7% | 37.1% | 34.2% |
| Touch-screen | 34.6% | 29.4% | 32.0% | 33.0% |
| Computer mouse | 53.9% | 79.5% | 71.9% | 62.4% |
| Touchpad/trackpad | 57.6% | 41.3% | 48.9% | 52.6% |
| Full keyboard | 65.9% | 78.5% | 71.9% | 69.7% |
| Number pad | 12.2% | 19.8% | 10.7% | 13.8% |

| Device | Fresh | Soph | Junior | Senior | Grad |
|-----------------------------|-------|-------|--------|--------|-------|
| Desktop Computer | 34.5% | 39.3% | 55.2% | 57.7% | 69.0% |
| Laptop Computer | 98.2% | 95.5% | 95.7% | 97.7% | 95.7% |
| Netbook | 3.6% | 6.3% | 10.4% | 11.4% | 10.8% |
| Tablet Computer | 4.5% | 5.4% | 4.3% | 4.6% | 6.9% |
| Internet-enabled Phone/ PDA | 41.8% | 33.0% | 31.9% | 41.7% | 28.0% |
| Touch-screen | 37.3% | 39.3% | 37.4% | 36.6% | 27.6% |
| Computer mouse | 42.7% | 49.1% | 46.6% | 58.3% | 63.4% |
| Touchpad/trackpad | 60.9% | 62.5% | 54.6% | 61.1% | 53.0% |
| Full keyboard | 65.5% | 64.3% | 61.3% | 68.6% | 68.1% |
| Number pad | 16.4% | 12.5% | 6.7% | 18.9% | 9.1% |

Question 5. Satisfaction with official msu.edu sites and pages

[See Question 6]

Question 6. Satisfaction with MSU's online presence, outside of msu.edu (e.g., Facebook, Twitter, email announcements)

| Satisfaction with | Above avg or greater | | | Total |
|---|----------------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| msu.edu | 48.5% | 51.7% | 47.7% | 49.1% |
| MSU's online presence outside of msu.edu (social media, etc.) | 28.5% | 23.8% | 29.3% | 27.5% |

| Not at all | | | | Total |
|------------|-------|---------|--|-------|
| Student | Staff | Faculty | | |
| 0.6% | 1.4% | 2.3% | | 1.0% |
| 1.8% | 1.8% | 2.0% | | 1.9% |

| Satisfaction with | Above avg or greater | | | | |
|---|----------------------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| msu.edu | 48.6% | 48.2% | 45.7% | 51.7% | 48.1% |
| MSU's online presence outside of msu.edu (social media, etc.) | 40.4% | 32.1% | 28.0% | 25.3% | 23.9% |

| Not at all | | | | |
|------------|------|--------|--------|------|
| Fresh | Soph | Junior | Senior | Grad |
| 0.0% | 0.0% | 0.6% | 1.1% | 0.9% |
| 1.9% | 2.7% | 1.9% | 1.1% | 1.8% |

Question 7. Social media sites used regularly

| Site | Student | Staff | Faculty | Total |
|------------|---------|-------|---------|-------|
| Facebook | 91.8% | 68.6% | 57.3% | 81.6% |
| Twitter | 22.1% | 17.4% | 20.8% | 20.8% |
| MySpace | 0.5% | 1.0% | 0.6% | 0.6% |
| LinkedIn | 16.8% | 30.4% | 30.9% | 21.9% |
| Foursquare | 1.4% | 2.4% | 2.2% | 1.7% |
| allMSU | 30.4% | 3.4% | 1.7% | 20.1% |

| Site | Fresh | Soph | Junior | Senior | Grad |
|------------|-------|-------|--------|--------|-------|
| Facebook | 93.6% | 95.5% | 92.0% | 94.9% | 86.6% |
| Twitter | 24.5% | 17.0% | 26.4% | 28.0% | 15.9% |
| MySpace | 0.0% | 0.0% | 1.2% | 1.1% | 0.0% |
| LinkedIn | 4.5% | 8.9% | 12.9% | 22.9% | 24.6% |
| FourSquare | 1.8% | 1.8% | 0.0% | 1.1% | 2.2% |
| allMSU | 29.1% | 42.0% | 35.6% | 42.9% | 12.5% |

Question 8. Online activities related to MSU regularly engaged in

| Activity | Student | Staff | Faculty | Total |
|--|---------|-------|---------|-------|
| Contact info for people or departments | 72.3% | 91.8% | 94.4% | 80.0% |
| Maps or directions | 75.3% | 65.9% | 63.5% | 71.4% |
| Department or program information | 70.7% | 71.3% | 72.5% | 71.1% |
| Course information/schedules | 86.7% | 31.7% | 63.5% | 70.7% |
| Read news | 26.3% | 66.2% | 55.1% | 39.6% |
| Information about athletics/sports | 39.3% | 48.8% | 43.3% | 42.0% |
| Find out about events on campus (non-sports) | 33.1% | 51.2% | 42.7% | 38.6% |
| Admissions information | 17.0% | 14.7% | 10.1% | 15.5% |
| Admin info/systems (HR, CGA, IRB, etc.) | 23.0% | 82.9% | 74.2% | 44.1% |

| Activity | Fresh | Soph | Junior | Senior | Grad |
|--|-------|-------|--------|--------|-------|
| Contact info for people or departments | 54.5% | 65.2% | 72.4% | 80.0% | 78.4% |
| Maps or directions | 74.5% | 83.0% | 80.4% | 77.1% | 66.8% |
| Department or program information | 77.3% | 69.6% | 71.8% | 70.3% | 67.7% |
| Course information/schedules | 78.2% | 92.0% | 93.9% | 91.4% | 79.7% |
| Read news | 19.1% | 21.4% | 25.8% | 30.3% | 29.3% |
| Information about athletics/sports | 39.1% | 40.2% | 38.0% | 45.1% | 35.3% |
| Find out about events on campus (non-sports) | 37.3% | 34.8% | 35.0% | 33.1% | 28.9% |
| Admissions information | 23.6% | 17.0% | 16.0% | 18.3% | 13.8% |
| Admin info/systems (HR, CGA, IRB, etc.) | 20.0% | 16.1% | 19.0% | 17.7% | 34.5% |

Question 9. Used m.msu.edu (the official MSU mobile website)

| | Student | Staff | Faculty | Total |
|-----------------------|---------|-------|---------|-------|
| Used m.msu.edu | 9.1% | 14.0% | 9.8% | 10.4% |

| | Fresh | Soph | Junior | Senior | Grad |
|-----------------------|-------|-------|--------|--------|------|
| Used m.msu.edu | 13.6% | 11.9% | 10.1% | 9.3% | 4.9% |

| | Prob would or greater | | | Total |
|------------------------------------|------------------------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| If not, would use in future | 48.9% | 49.3% | 51.5% | 49.4% |

| | Prob would or greater | | | | |
|------------------------------------|------------------------------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| If not, would use in future | 53.4% | 51.9% | 50.3% | 51.8% | 42.3% |

| | Definitely not | | | Total |
|--|-----------------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| | 5.6% | 4.0% | 6.6% | 5.3% |

| | Definitely not | | | | |
|--|-----------------------|------|--------|--------|------|
| | Fresh | Soph | Junior | Senior | Grad |
| | 1.9% | 5.7% | 7.6% | 7.1% | 4.5% |

Question 10. Importance of having on an MSU mobile site

| Information | Above avg or greater | | | Total |
|--|----------------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| Calendar of events | 67.4% | 61.8% | 62.4% | 65.4% |
| Campus bus schedules and information | 66.6% | 46.0% | 37.2% | 58.1% |
| Campus dining hall info/menus | 53.4% | 33.6% | 17.1% | 44.2% |
| Class and academic information | 75.5% | 43.1% | 49.4% | 64.7% |
| Classifieds | 12.6% | 7.8% | 5.4% | 10.6% |
| Directory (contact info/person search) | 61.0% | 80.8% | 83.4% | 68.6% |
| Off-campus businesses and restaurants | 39.9% | 25.0% | 22.7% | 34.2% |
| Library information (catalog, etc.) | 53.1% | 41.0% | 63.2% | 51.6% |
| Maps, location information, GPS | 78.5% | 73.8% | 72.0% | 76.6% |
| Read/write reviews about faculty, courses, dorms, dining halls, etc. | 27.5% | 12.9% | 7.4% | 21.6% |
| Washing machine and dryer availability | 28.4% | 7.9% | 5.6% | 20.8% |
| Walking tour of MSU | 23.5% | 33.9% | 21.5% | 25.6% |

| Information | Not important | | | Total |
|--|---------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| Calendar of events | 2.8% | 4.7% | 5.7% | 3.6% |
| Campus bus schedules and information | 4.1% | 15.5% | 17.6% | 8.4% |
| Campus dining hall info/menus | 8.7% | 17.7% | 27.0% | 13.1% |
| Class and academic information | 1.7% | 16.0% | 11.7% | 6.3% |
| Classifieds | 20.8% | 34.9% | 43.6% | 27.0% |
| Directory (contact info/person search) | 2.5% | 1.8% | 3.2% | 2.4% |
| Off-campus businesses and restaurants | 6.9% | 12.1% | 26.7% | 10.6% |
| Library information (catalog, etc.) | 4.2% | 8.9% | 7.7% | 5.7% |
| Maps, location information, GPS | 1.9% | 3.6% | 3.8% | 2.5% |
| Read/write reviews about faculty, courses, dorms, dining halls, etc. | 13.4% | 27.7% | 35.8% | 19.6% |
| Washing machine and dryer availability | 21.0% | 46.0% | 52.1% | 30.7% |
| Walking tour of MSU | 15.8% | 12.2% | 26.2% | 16.3% |

| Information | Above avg or greater | | | | |
|--|----------------------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| Calendar of events | 75.0% | 62.3% | 68.8% | 67.3% | 65.3% |
| Campus bus schedules and information | 79.0% | 69.5% | 63.7% | 65.7% | 62.3% |
| Campus dining hall info/menus | 79.0% | 68.2% | 54.7% | 50.0% | 35.2% |
| Class and academic information | 82.9% | 78.1% | 75.8% | 77.8% | 68.8% |
| Classifieds | 17.6% | 10.5% | 13.7% | 8.3% | 13.8% |
| Directory (contact info/person search) | 48.5% | 49.1% | 56.6% | 62.5% | 75.0% |
| Off-campus businesses and restaurants | 49.5% | 34.6% | 36.0% | 45.2% | 36.4% |
| Library information (catalog, etc.) | 49.0% | 42.1% | 46.3% | 49.7% | 68.2% |
| Maps, location information, GPS | 83.8% | 75.7% | 82.0% | 73.7% | 78.6% |
| Read/write reviews about faculty, courses, dorms, dining halls, etc. | 34.7% | 35.5% | 35.2% | 26.2% | 15.7% |
| Washing machine and dryer availability | 41.6% | 35.2% | 31.6% | 25.0% | 18.7% |
| Walking tour of MSU | 29.8% | 21.7% | 19.4% | 22.6% | 25.0% |

| Information | Not important | | | | |
|--|---------------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| Calendar of events | 1.0% | 2.8% | 3.8% | 0.6% | 4.6% |
| Campus bus schedules and information | 2.0% | 1.9% | 3.2% | 1.2% | 9.0% |
| Campus dining hall info/menus | 1.0% | 1.9% | 3.1% | 7.1% | 21.3% |
| Class and academic information | 1.9% | 1.9% | 0.0% | 1.2% | 3.2% |
| Classifieds | 7.8% | 18.1% | 21.1% | 20.7% | 28.1% |
| Directory (contact info/person search) | 1.0% | 2.8% | 3.1% | 0.6% | 4.2% |
| Off-campus businesses and restaurants | 2.9% | 8.4% | 4.3% | 6.5% | 10.3% |
| Library information (catalog, etc.) | 1.9% | 5.6% | 2.5% | 3.6% | 6.5% |
| Maps, location information, GPS | 0.0% | 1.9% | 1.2% | 0.6% | 4.2% |
| Read/write reviews about faculty, courses, dorms, dining halls, etc. | 8.9% | 10.3% | 8.2% | 10.1% | 23.5% |
| Washing machine and dryer availability | 5.9% | 18.1% | 16.5% | 18.3% | 35.4% |
| Walking tour of MSU | 7.7% | 18.9% | 18.1% | 14.3% | 17.6% |

Question 11. Degree to which MSU classes should rely on or make use of online content

[See Question 12]

Question 12. Degree to which MSU should encourage the use of mobile devices during classes (e.g., in the classroom while lectures are going on) to facilitate discussions, conduct quizzes, etc.

| To what degree should MSU | A lot or greater | | | Total |
|--|------------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| Rely on or make use of online content | 47.4% | 59.6% | 53.2% | 51.0% |
| Encourage use of mobile devices during classes | 14.5% | 19.7% | 18.5% | 16.2% |

| To what degree should MSU | Not at all | | | Total |
|--|------------|-------|---------|-------|
| | Student | Staff | Faculty | |
| Rely on or make use of online content | 1.3% | 1.1% | 0.6% | 1.1% |
| Encourage use of mobile devices during classes | 29.0% | 22.6% | 31.0% | 27.8% |

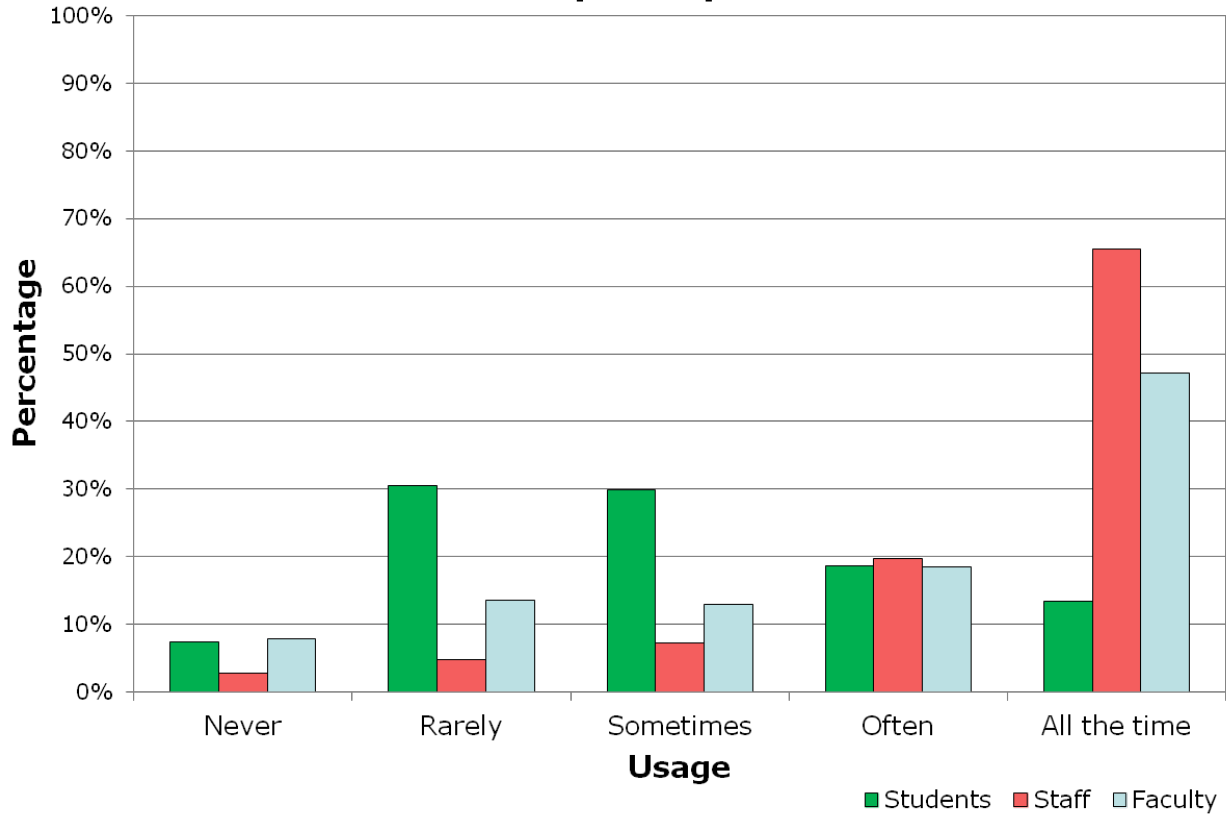
| To what degree should MSU | A lot or greater | | | | |
|--|------------------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| Rely on or make use of online content | 42.1% | 41.4% | 48.1% | 49.7% | 50.7% |
| Encourage use of mobile devices during classes | 15.9% | 13.6% | 14.2% | 16.9% | 12.7% |

| To what degree should MSU | Not at all | | | | |
|--|------------|-------|--------|--------|-------|
| | Fresh | Soph | Junior | Senior | Grad |
| Rely on or make use of online content | 0.9% | 1.8% | 1.2% | 1.7% | 0.9% |
| Encourage use of mobile devices during classes | 24.3% | 29.1% | 32.7% | 28.5% | 28.8% |

Charts Presented at MSU IT Conference (June 7, 2011)

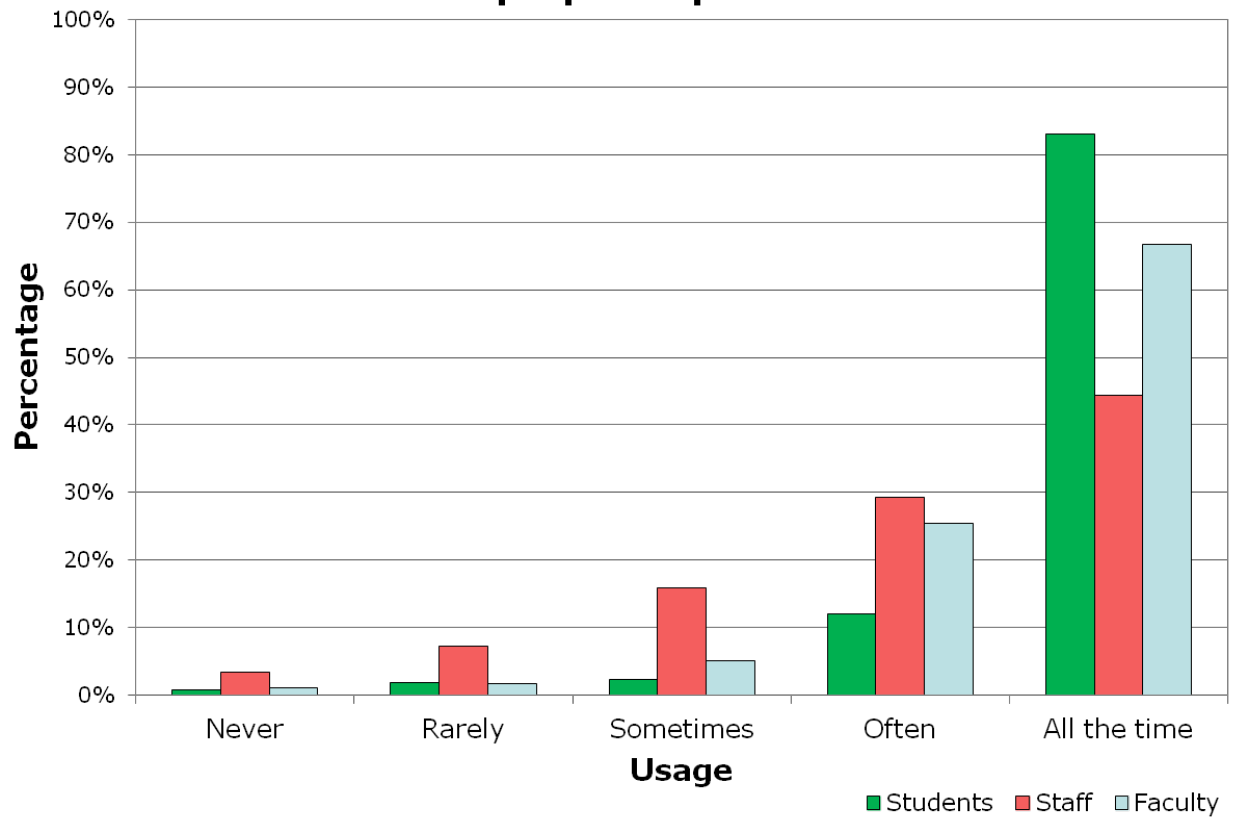
Rate your usage of the following...

Desktop Computer



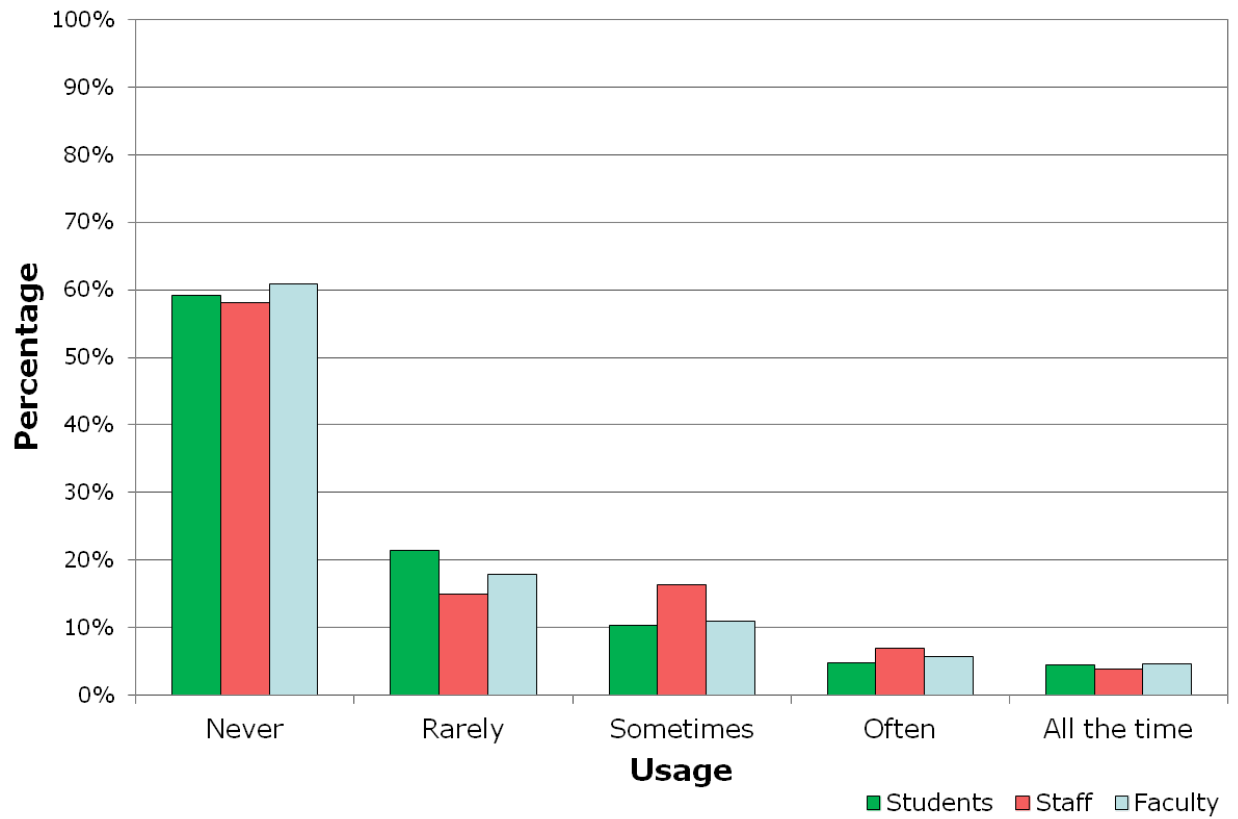
| | Students | Staff | Faculty |
|---------------|----------|-------|---------|
| Often or more | 32.1% | 85.3% | 65.7% |

Laptop Computer



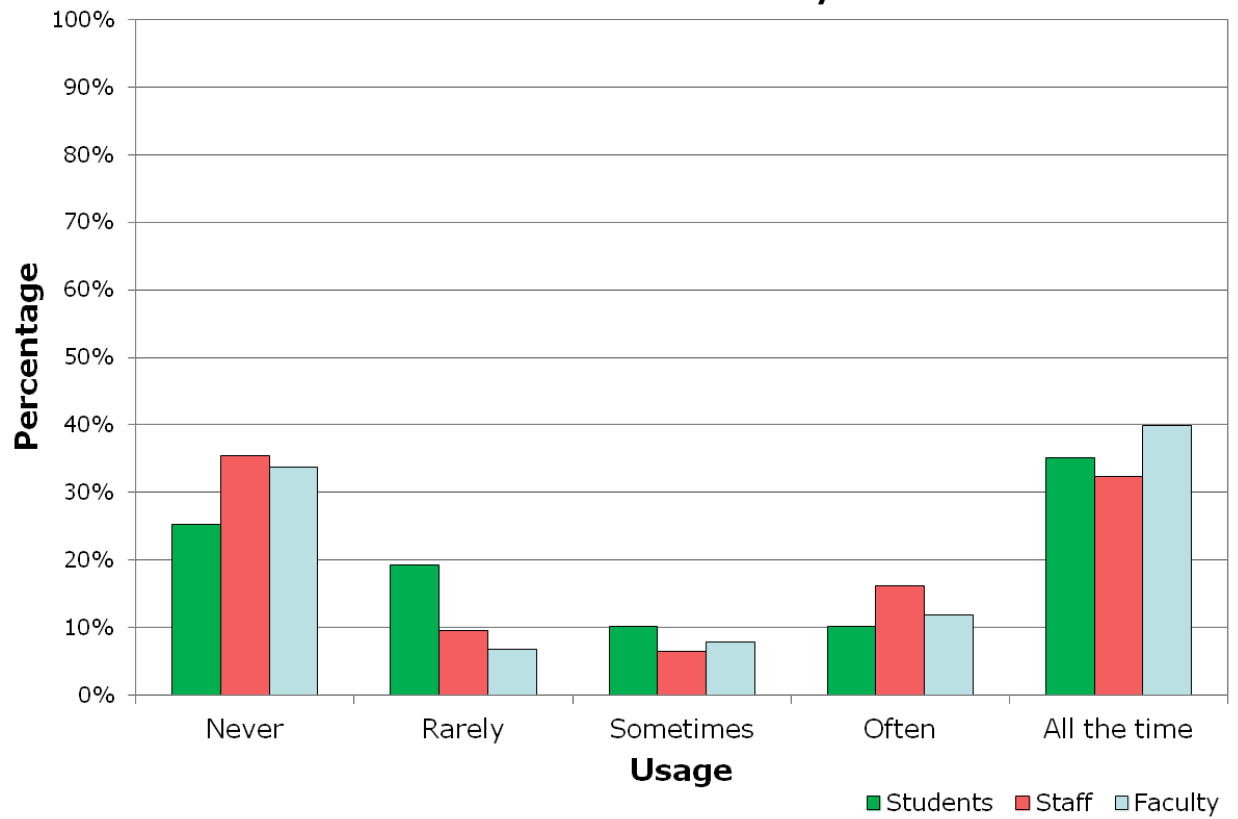
| | Students | Staff | Faculty |
|---------------|----------|-------|---------|
| Often or more | 95.1% | 73.5% | 92.1% |

Netbook



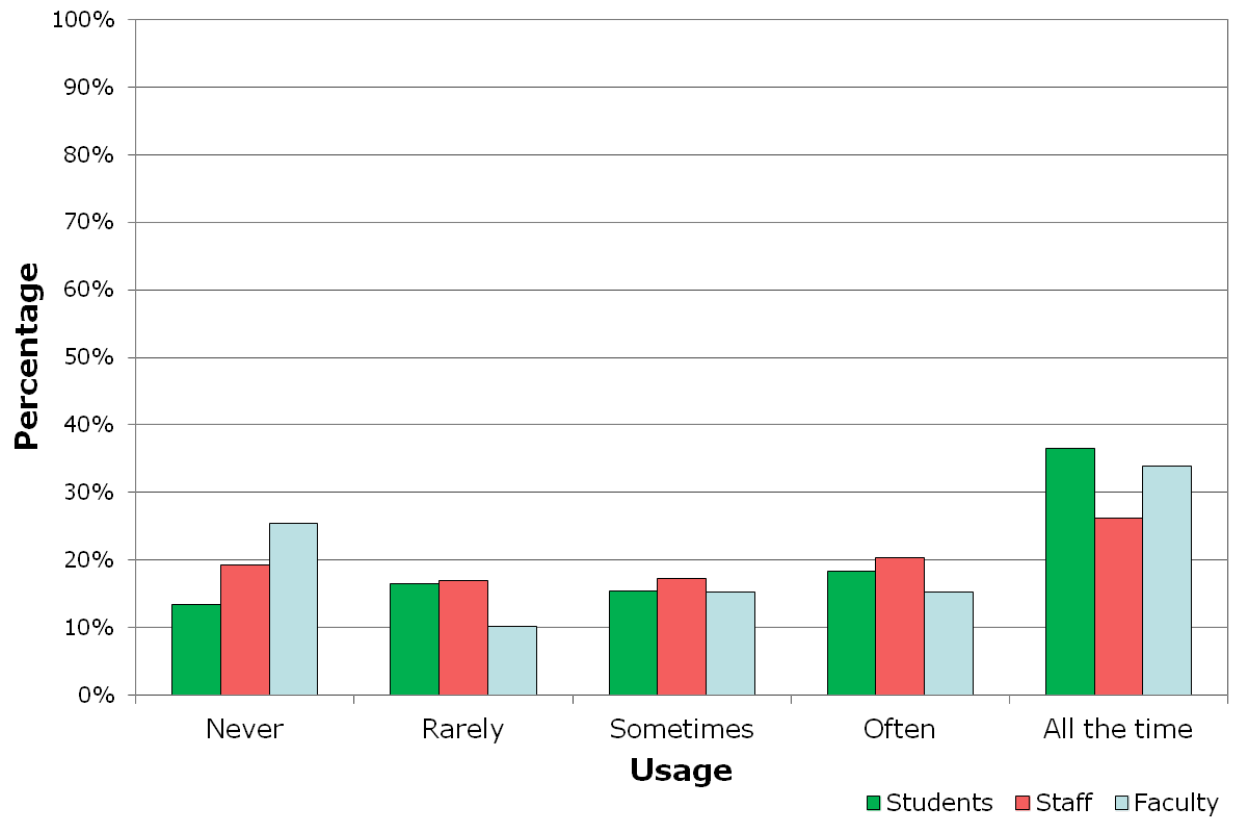
| | Students | Staff | Faculty |
|---------------|----------|-------|---------|
| Often or more | 9.2% | 10.7% | 10.3% |

Internet-enabled Phone/PDA



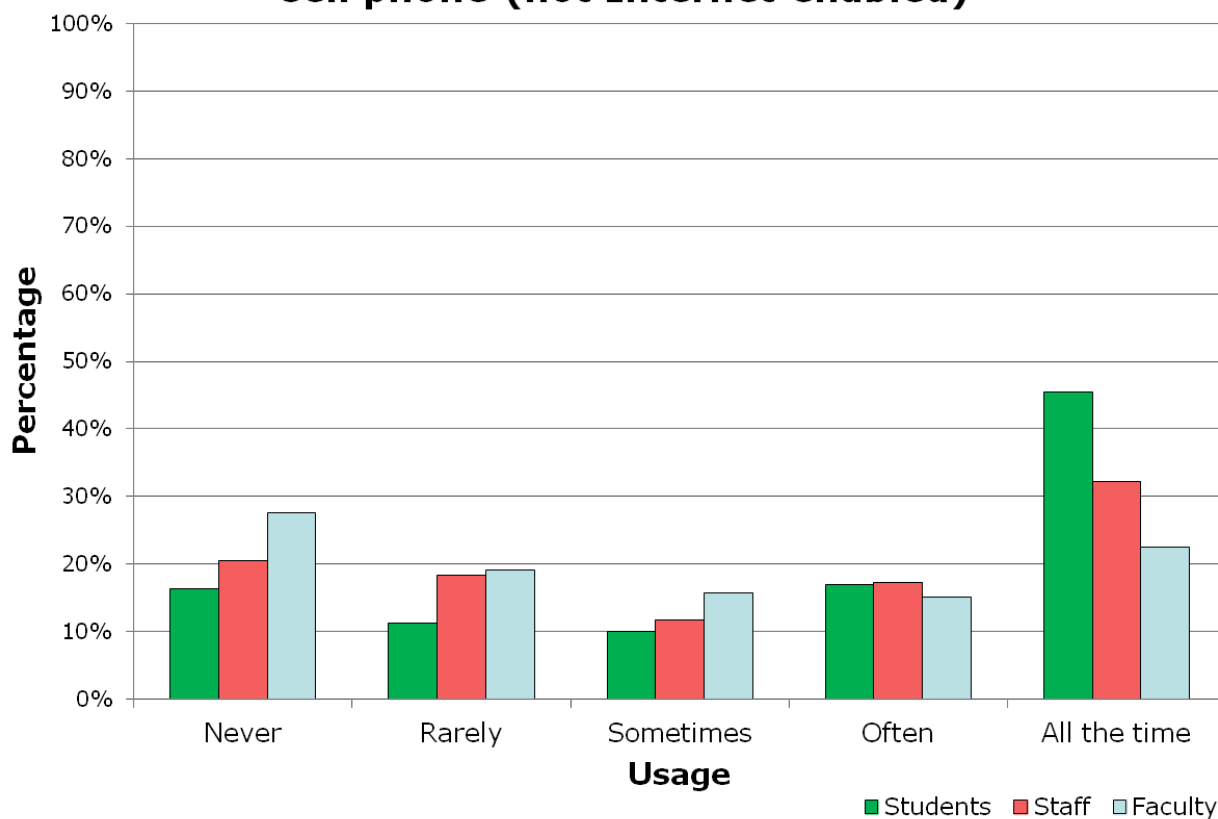
| | Students | Staff | Faculty |
|---------------|----------|-------|---------|
| Often or more | 45.4% | 48.5% | 51.7% |

Touchscreen



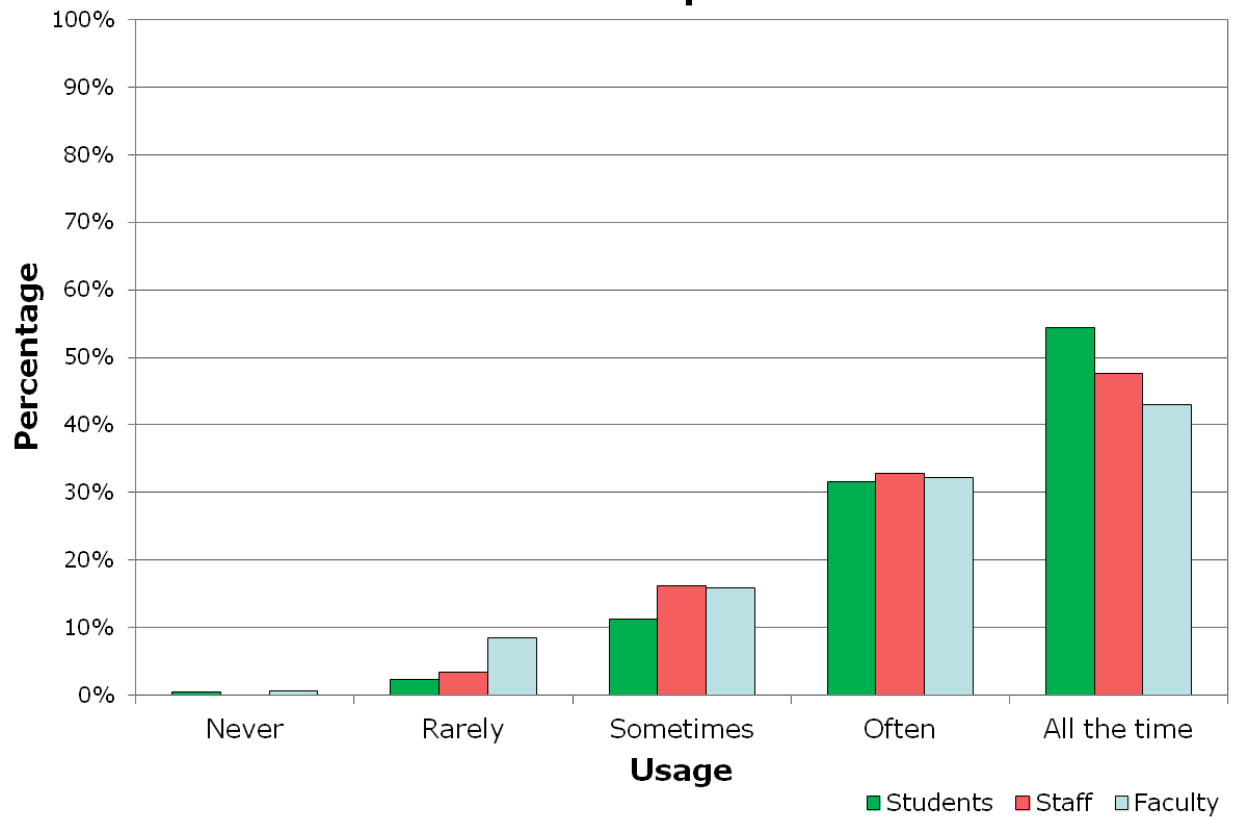
| | Students | Staff | Faculty |
|---------------|----------|-------|---------|
| Often or more | 54.8% | 46.6% | 49.2% |

Cell phone (not Internet enabled)



| | Students | Staff | Faculty |
|---------------|----------|-------|---------|
| Often or more | 62.4% | 49.5% | 37.6% |

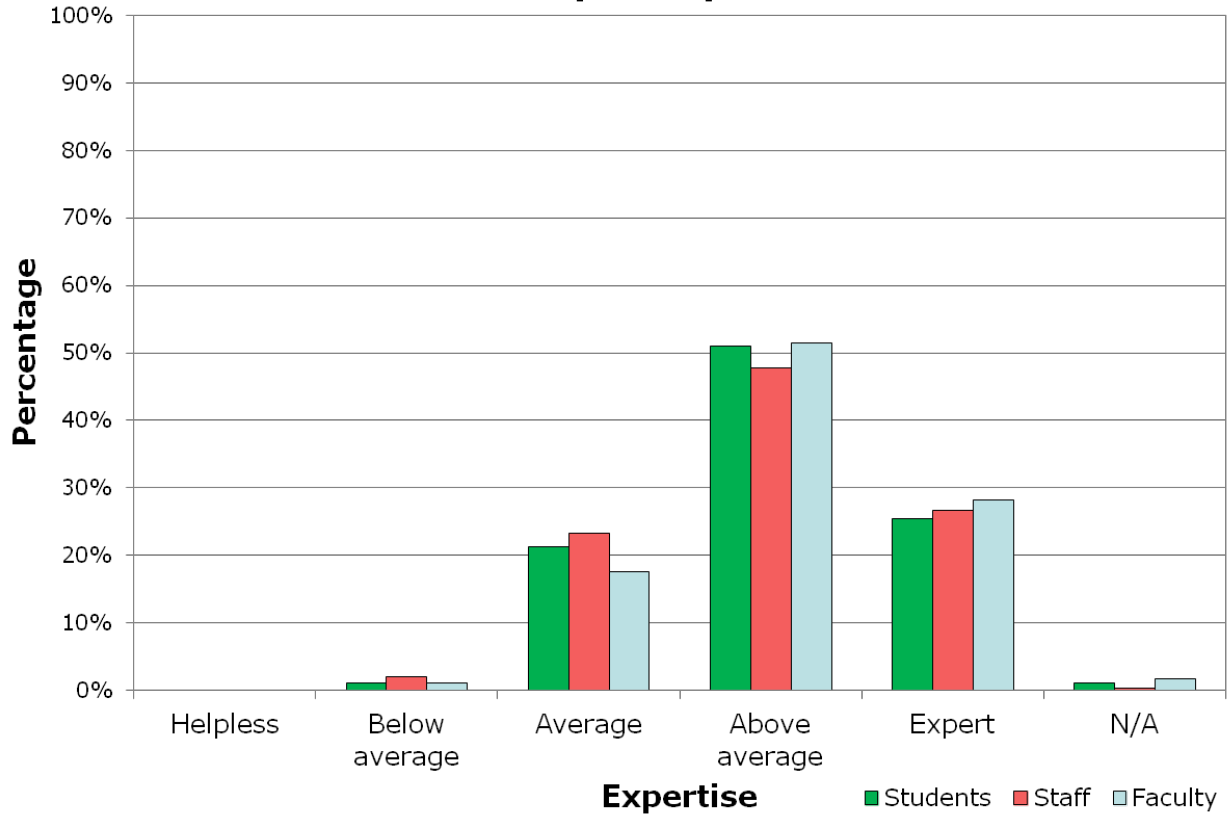
Pen & Paper



| | Students | Staff | Faculty |
|---------------|----------|-------|---------|
| Often or more | 86.1% | 80.3% | 75.1% |

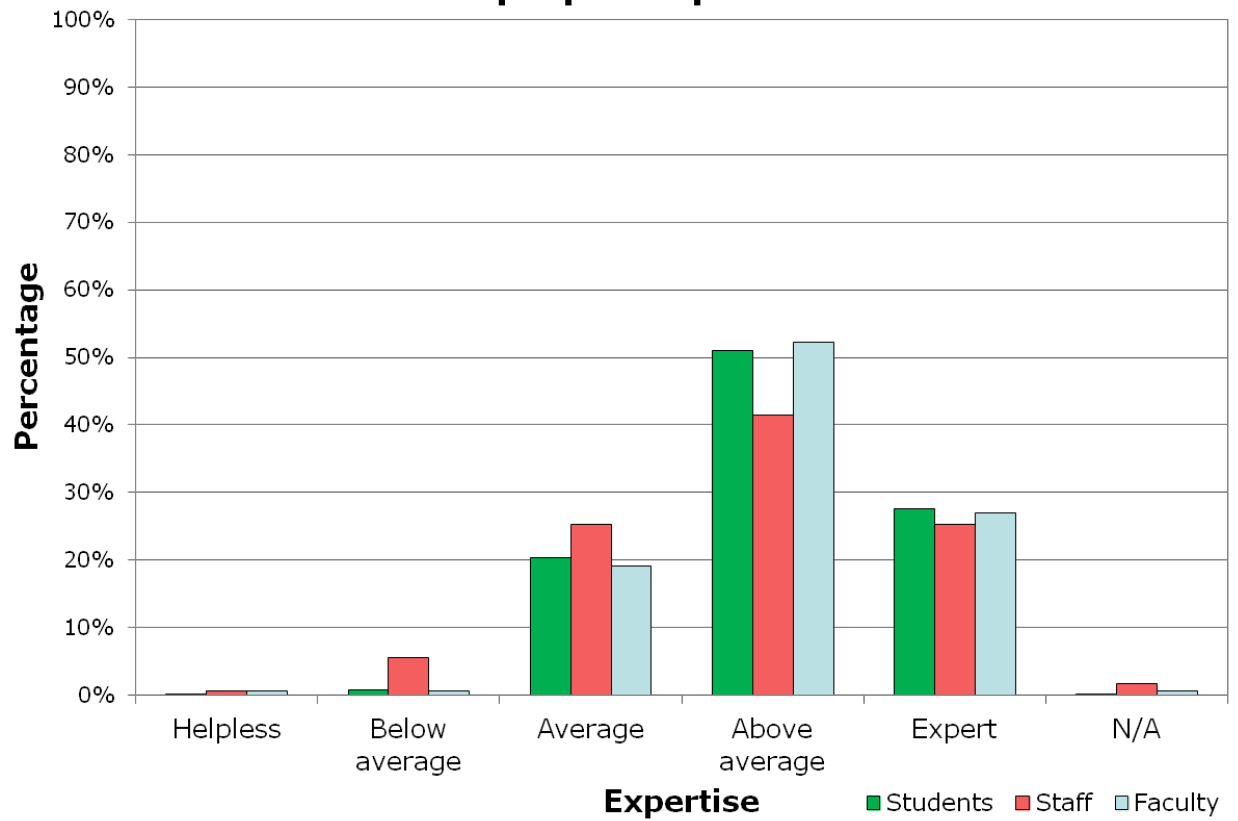
Rate your level of expertise with the following...

Desktop Computer



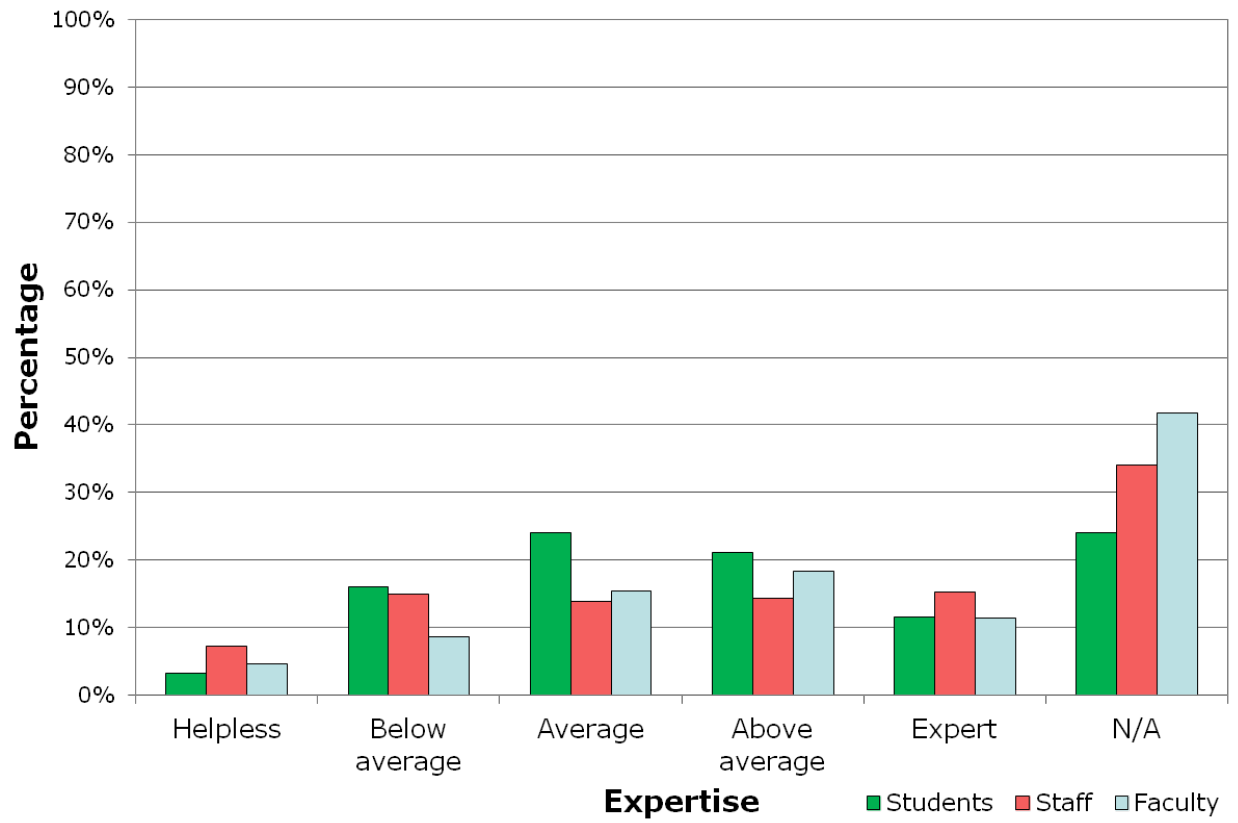
| | Students | Staff | Faculty |
|-------------------------|----------|-------|---------|
| Above average or higher | 76.4% | 74.4% | 79.4% |

Laptop Computer



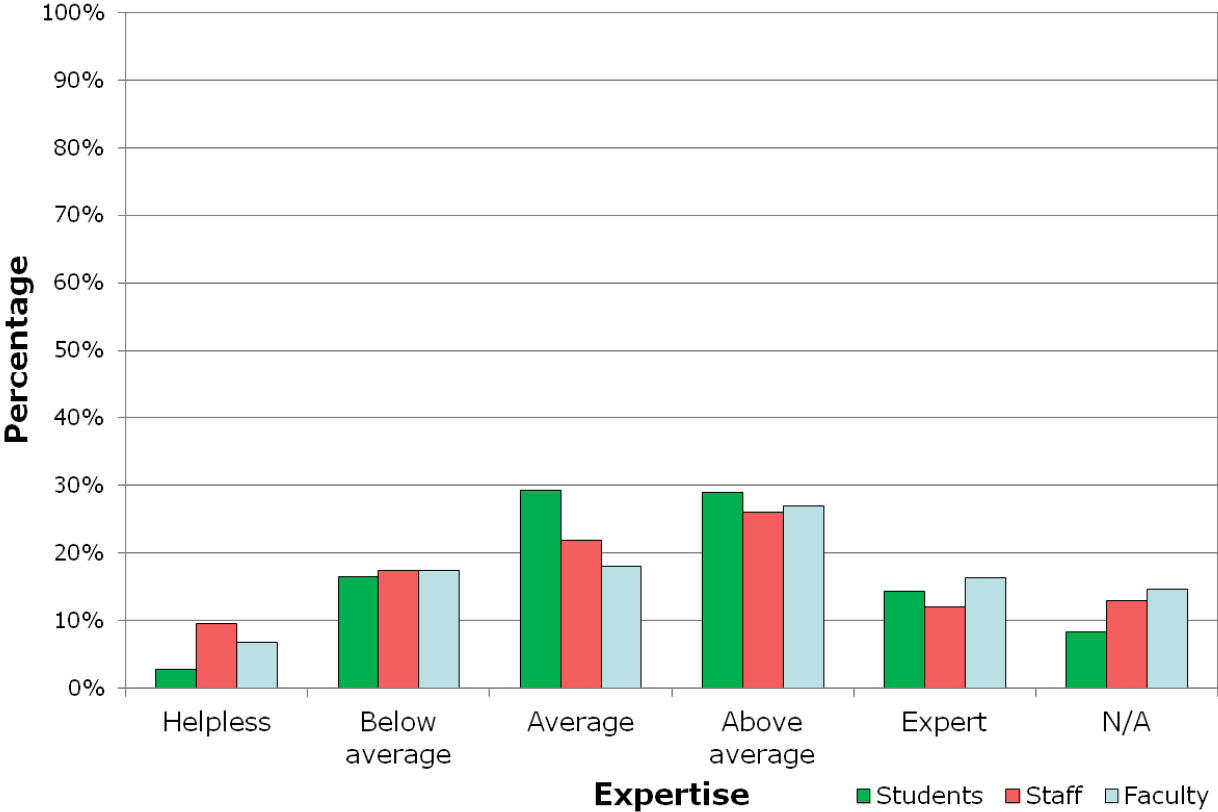
| | Students | Staff | Faculty |
|-------------------------|----------|-------|---------|
| Above average or higher | 78.6% | 66.8% | 79.2% |

Netbook



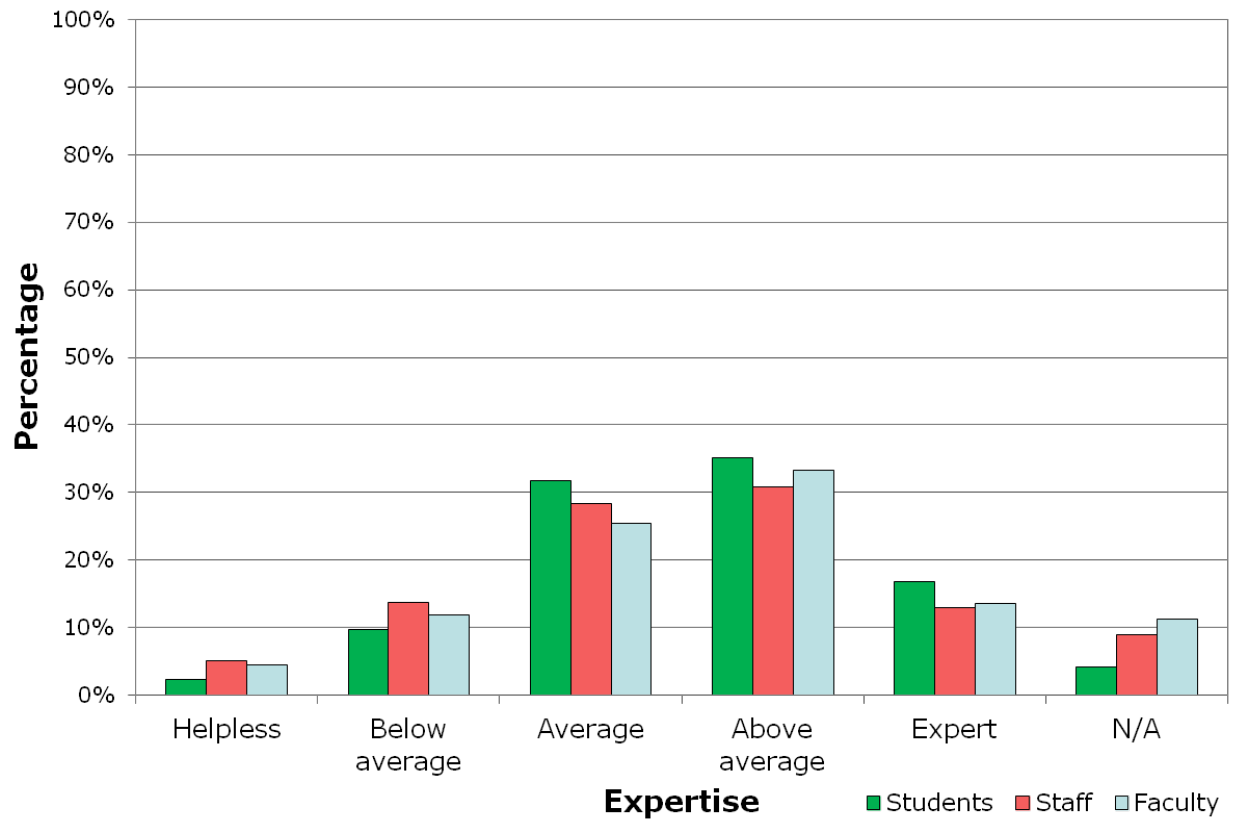
| | Students | Staff | Faculty |
|-------------------------|----------|-------|---------|
| Above average or higher | 32.7% | 29.6% | 29.7% |

Internet-enabled Phone/PDA



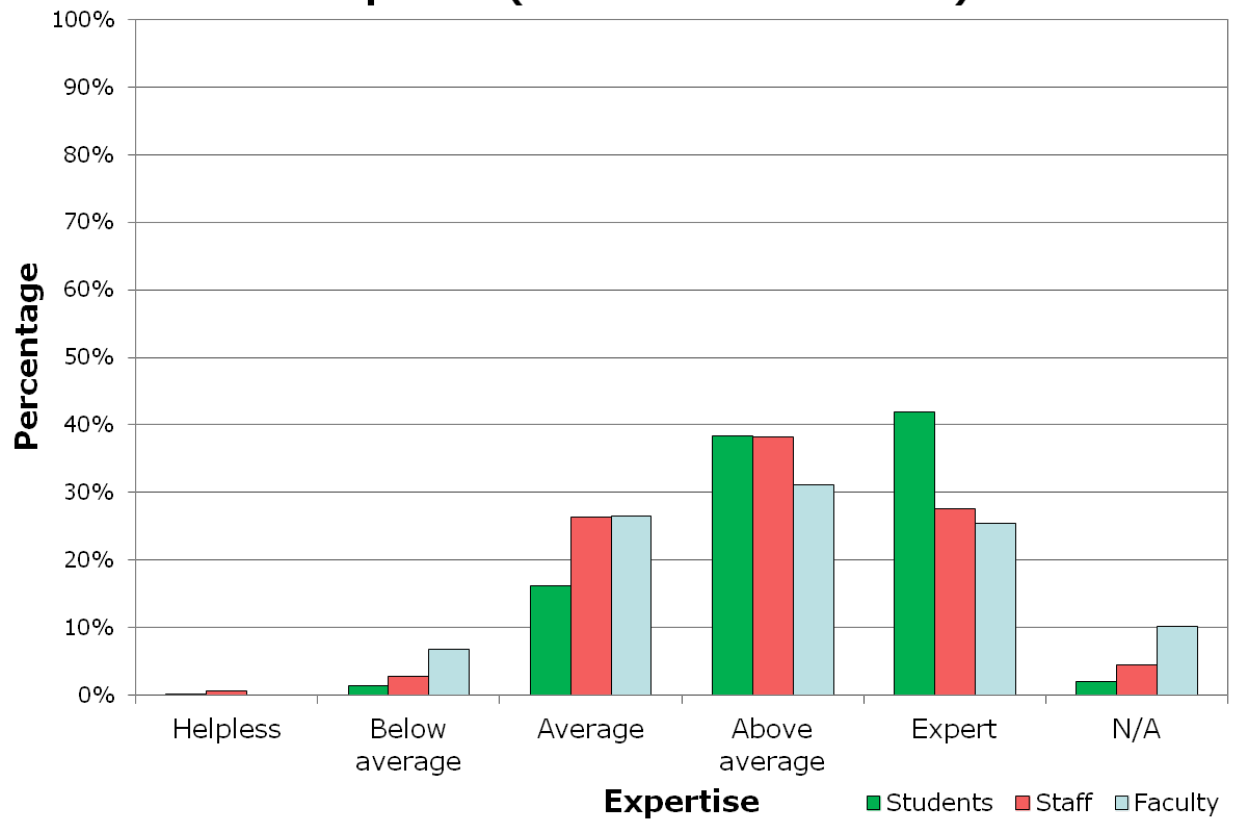
| | Students | Staff | Faculty |
|-------------------------|----------|-------|---------|
| Above average or higher | 43.2% | 38.0% | 43.3% |

Touchscreen



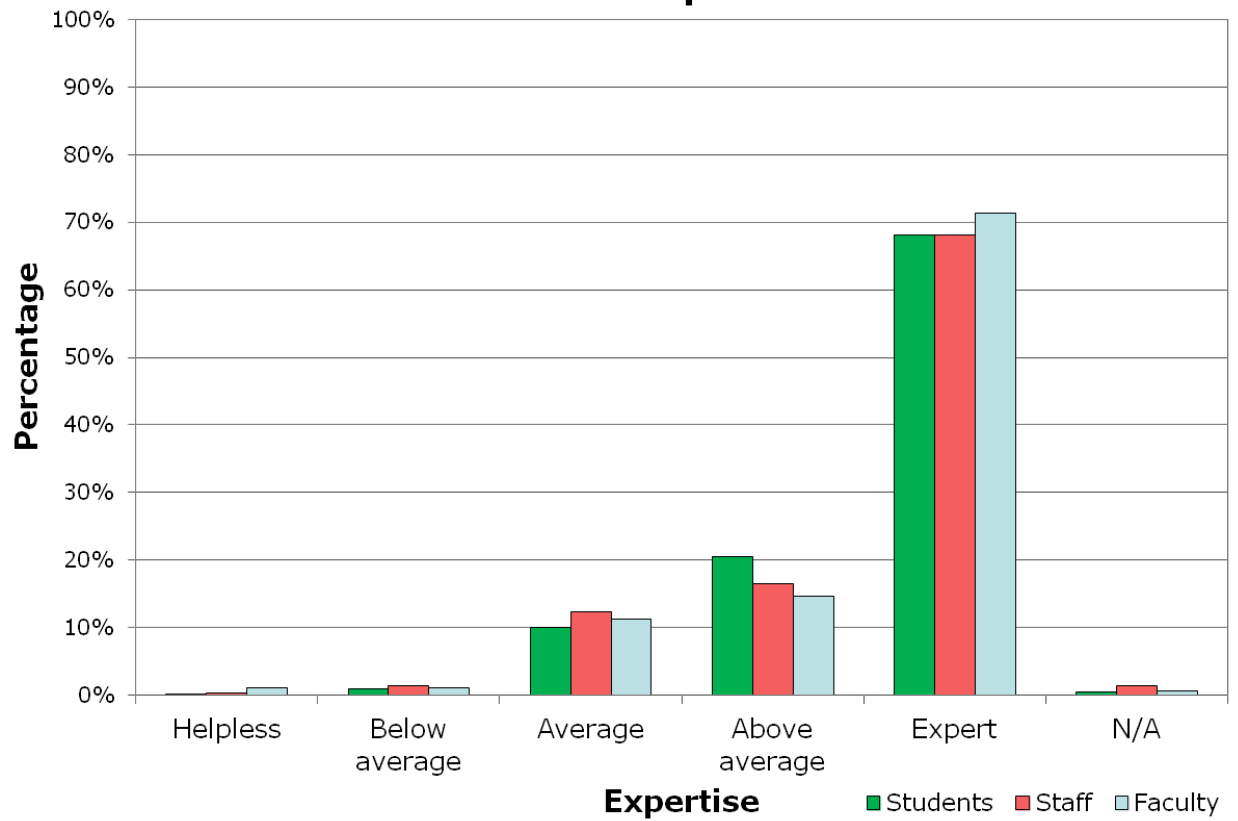
| | Students | Staff | Faculty |
|-------------------------|----------|-------|---------|
| Above average or higher | 52.0% | 43.8% | 46.9% |

Cell phone (not Internet enabled)



| | Students | Staff | Faculty |
|-------------------------|----------|-------|---------|
| Above average or higher | 80.3% | 65.9% | 56.5% |

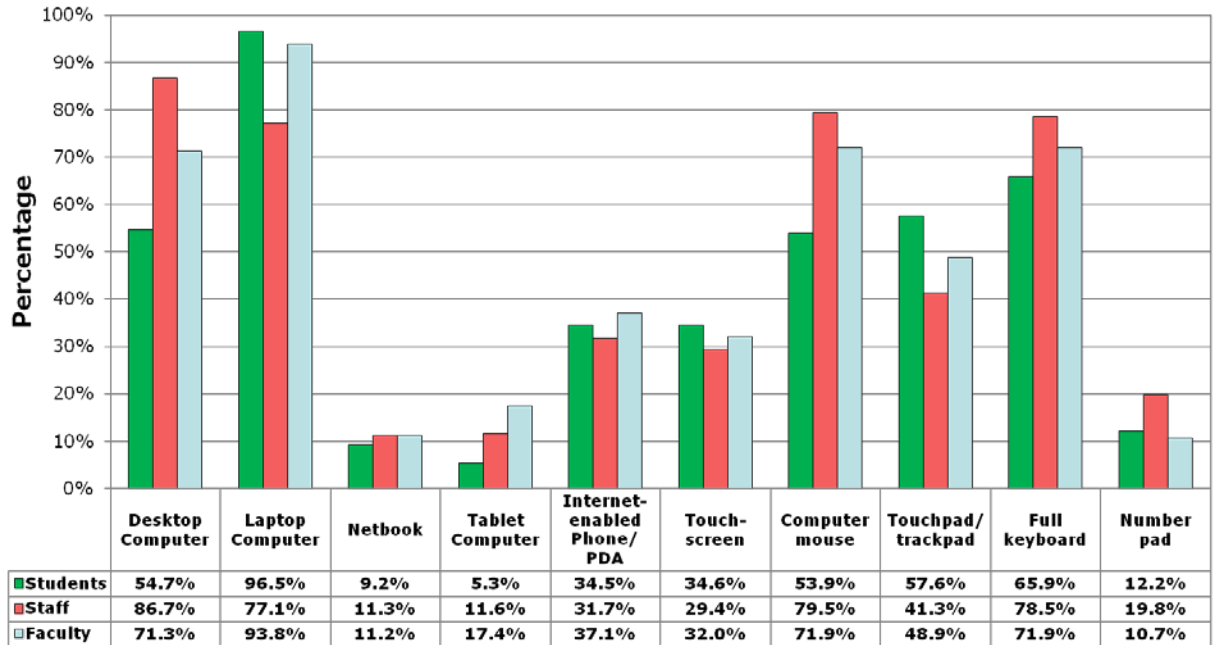
Pen & Paper



| | Students | Staff | Faculty |
|-------------------------|----------|-------|---------|
| Above average or higher | 88.6% | 84.5% | 86.0% |

Which of the following do you regularly use to access official msu.edu sites and pages?

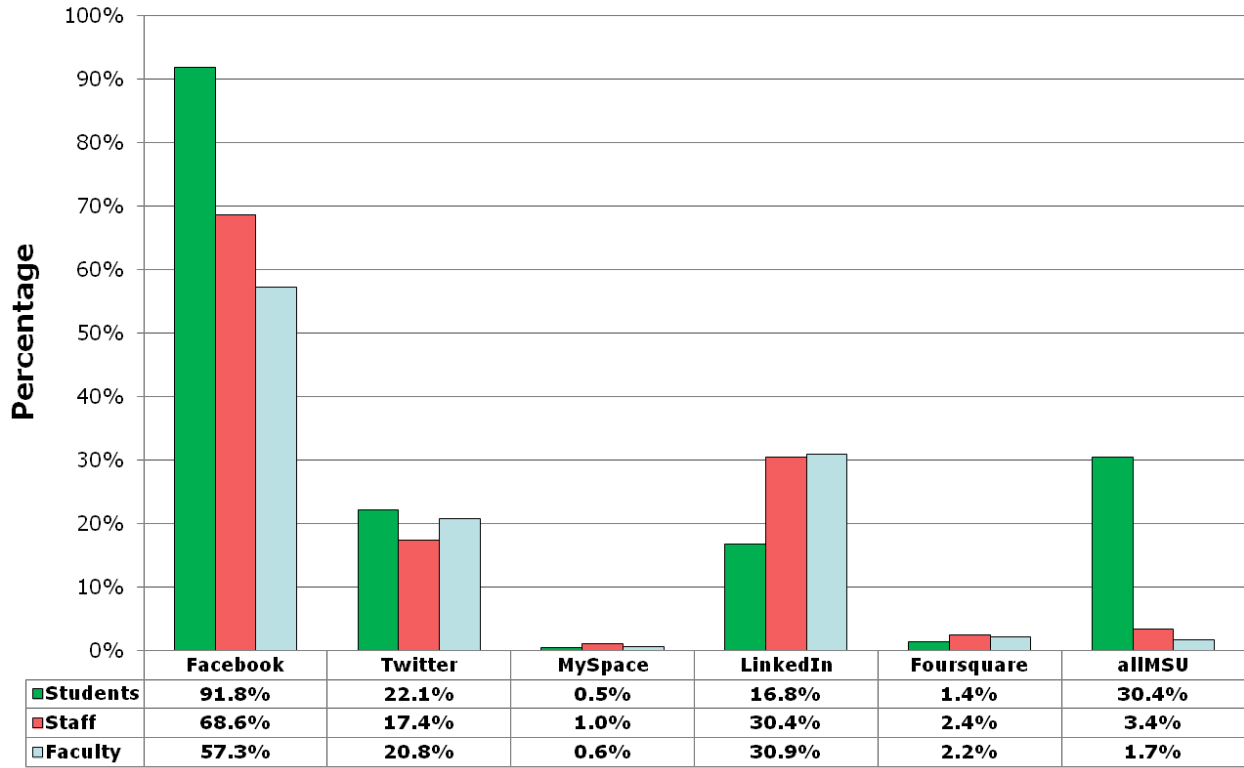
Devices used to access msu.edu



| | Desktop Computer | Laptop Computer | Netbook | Tablet Computer | Internet-enabled Phone/PDA | Touch-screen | Computer mouse | Touchpad/trackpad | Full keyboard | Number pad |
|----------|------------------|-----------------|---------|-----------------|----------------------------|--------------|----------------|-------------------|---------------|------------|
| Students | 54.7% | 96.5% | 9.2% | 5.3% | 34.5% | 34.6% | 53.9% | 57.6% | 65.9% | 12.2% |
| Staff | 86.7% | 77.1% | 11.3% | 11.6% | 31.7% | 29.4% | 79.5% | 41.3% | 78.5% | 19.8% |
| Faculty | 71.3% | 93.8% | 11.2% | 17.4% | 37.1% | 32.0% | 71.9% | 48.9% | 71.9% | 10.7% |

What social media sites do you regularly use?

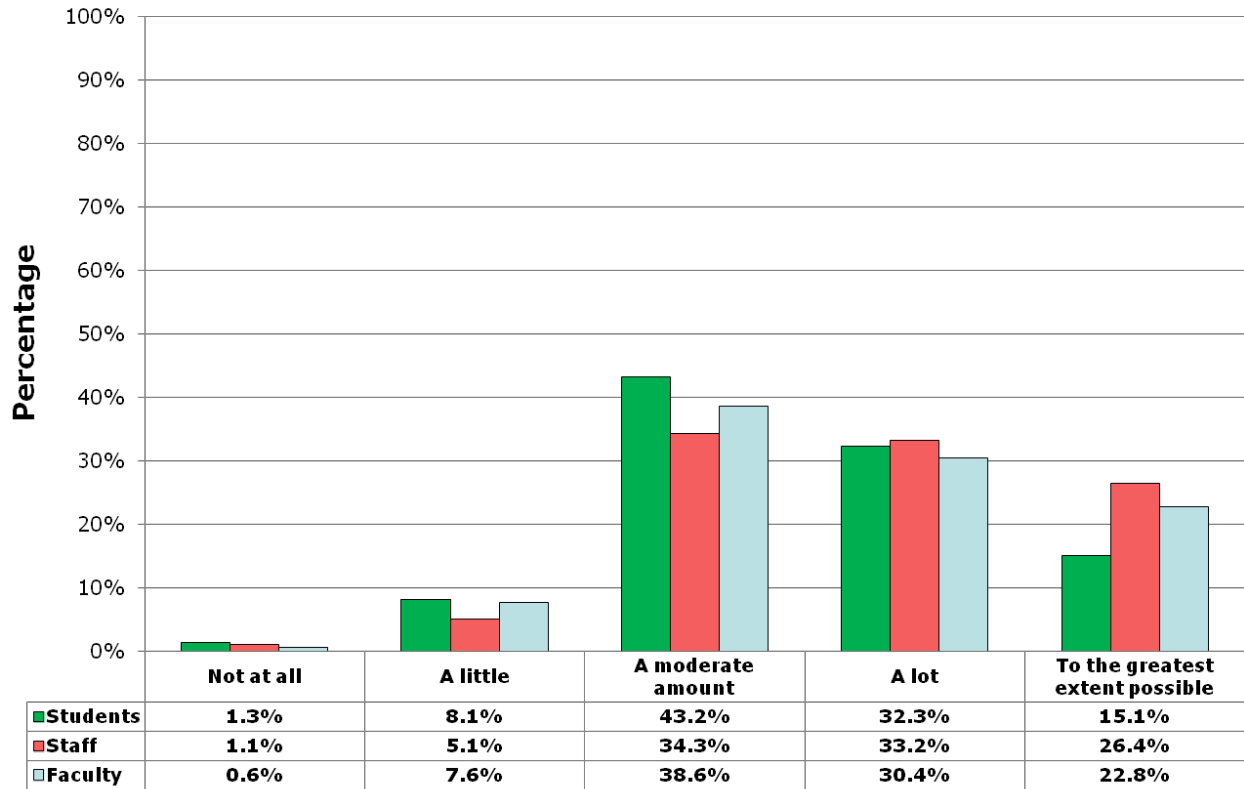
Social media sites



| | Facebook | Twitter | MySpace | LinkedIn | Foursquare | aIIMSU |
|----------|----------|---------|---------|----------|------------|--------|
| Students | 91.8% | 22.1% | 0.5% | 16.8% | 1.4% | 30.4% |
| Staff | 68.6% | 17.4% | 1.0% | 30.4% | 2.4% | 3.4% |
| Faculty | 57.3% | 20.8% | 0.6% | 30.9% | 2.2% | 1.7% |

To what degree should MSU classes rely on or make use of online content?

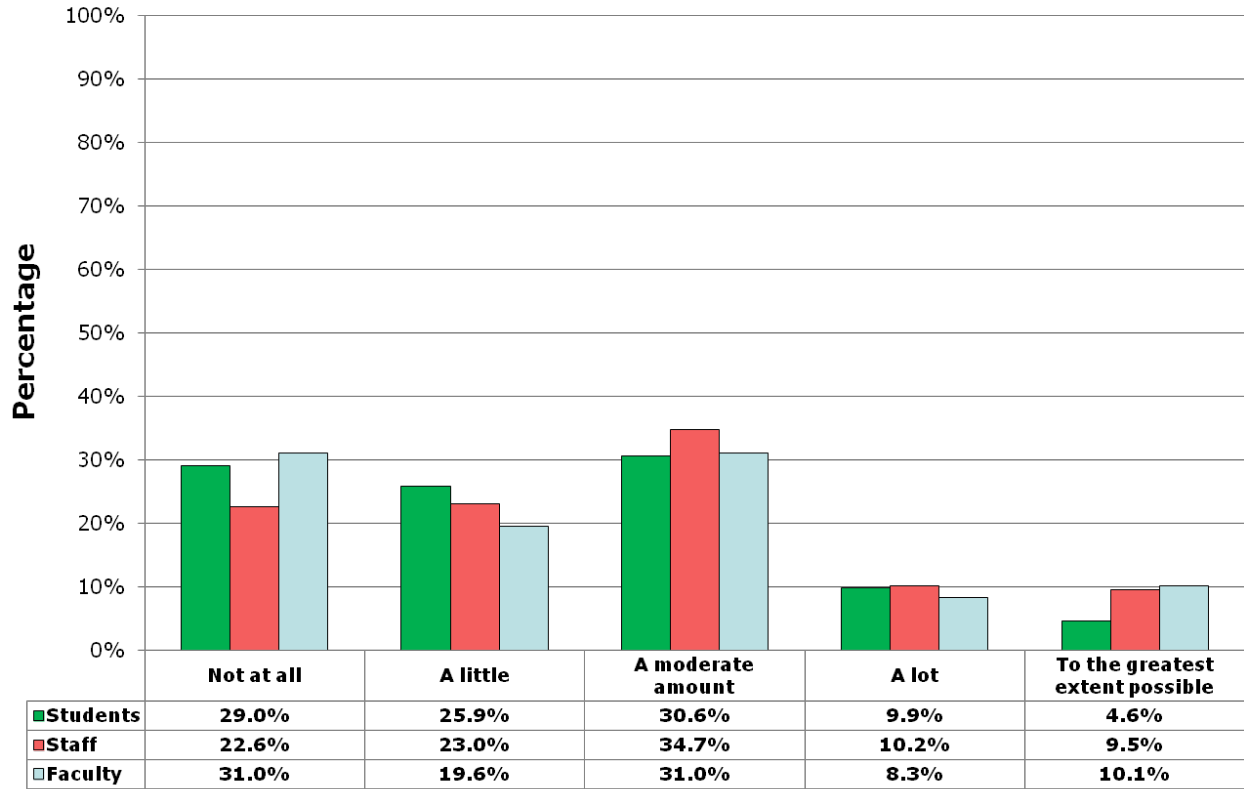
Online content in classes



| | Not at all | A little | A moderate amount | A lot | To the greatest extent possible |
|----------|------------|----------|-------------------|-------|---------------------------------|
| Students | 1.3% | 8.1% | 43.2% | 32.3% | 15.1% |
| Staff | 1.1% | 5.1% | 34.3% | 33.2% | 26.4% |
| Faculty | 0.6% | 7.6% | 38.6% | 30.4% | 22.8% |

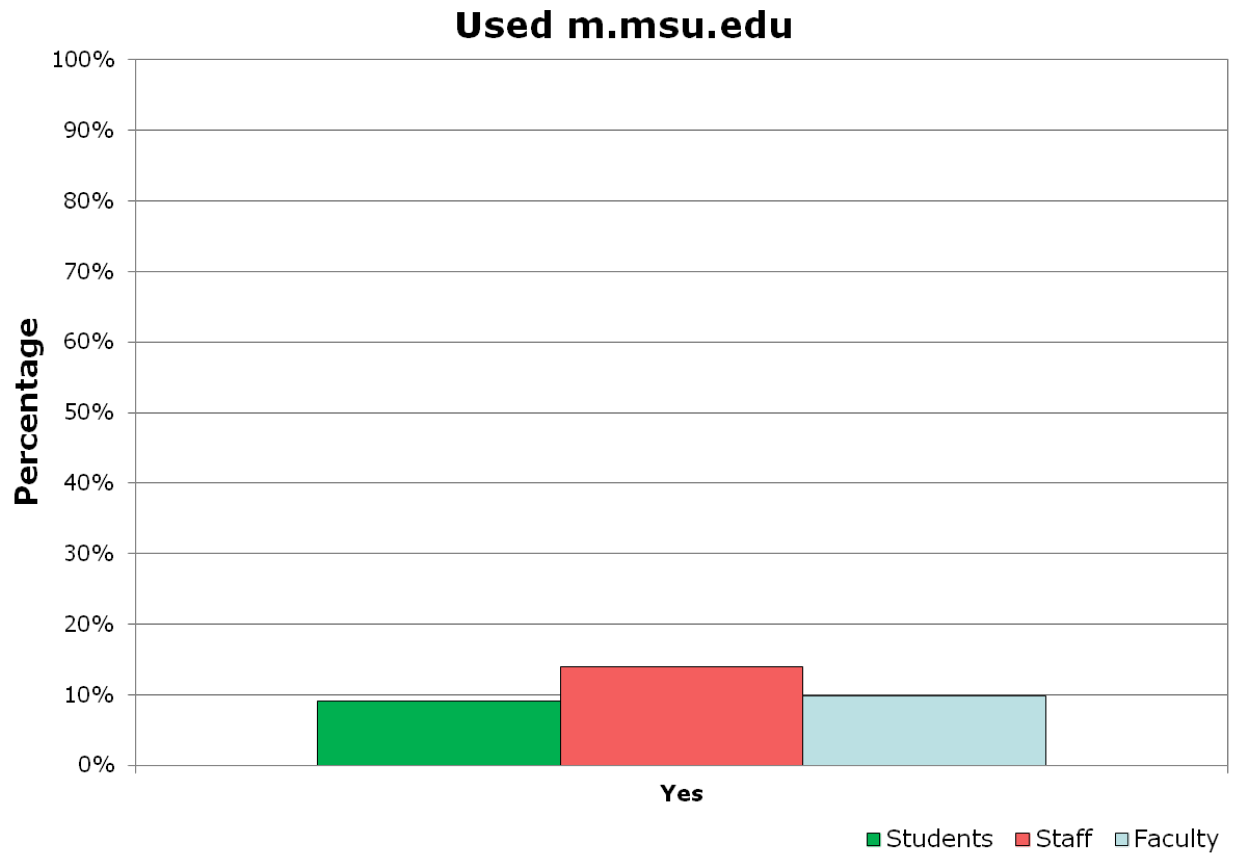
To what degree should MSU encourage the use of mobile devices during classes (e.g., in the classroom while lectures are going on) to facilitate discussions, conduct quizzes, etc.

Mobile devices in class



| | Not at all | A little | A moderate amount | A lot | To the greatest extent possible |
|----------|------------|----------|-------------------|-------|---------------------------------|
| Students | 29.0% | 25.9% | 30.6% | 9.9% | 4.6% |
| Staff | 22.6% | 23.0% | 34.7% | 10.2% | 9.5% |
| Faculty | 31.0% | 19.6% | 31.0% | 8.3% | 10.1% |

Have you used m.msu.edu (the official MSU mobile website)?



Raw Data

The full dataset is available online at <http://usability.msu.edu/techsurvey/>

Any publications or reports based on the data should cite this report as follows:

Pierce, G. L., Coursaris, C., Elledge, M. E., Mabuza, G., Mulder, D., Sung, J., Swierenga, S. J. (2011). *2011 MSU Internet Use and Opinion Survey: Results and Analysis*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.

Duplicate (identical) responses and substantially incomplete (unfinished) surveys have been removed. Open-ended responses have not been edited for content or language (with the exception of redacting personally identifying information). Also note that open-ended responses were truncated to 200 characters by the server.

Data Key

Supergroup

1. Student [Group 1-5]
2. Staff [Group 8]
3. Faculty [Group 9]
4. Other [Group 6-7, 10-15]

Q1: Group

1. Enrolled Freshman
2. Enrolled Sophomore
3. Enrolled Junior
4. Enrolled Senior
5. Enrolled Grad Student
6. Prospective Student (currently in high school, considering MSU for college)
7. MSU Alum/Former MSU Student (not currently enrolled)
8. Current MSU Staff
9. Current MSU Faculty
10. Visiting Scholar at MSU
11. Former MSU Staff
12. Former MSU Faculty
13. Former Visiting Scholar at MSU
14. Spartan fan, but never attended or worked at MSU
15. Not affiliated with MSU in any way

Q2: Expertise

1. Helpless
2. Below average
3. Average
4. Above average
5. Expert
9. N/A

Q3: Usage

1. Never
2. Rarely
3. Sometimes
4. Often
5. All the time

Q4: MSU access

0. No
1. Yes

Q5: Satisfaction with msu.edu; Q6: Satisfaction with MSU online presence

1. Not at all satisfied
2. Below average
3. Average
4. Above average
5. Extremely satisfied

Q7: Social media use; Q8: MSU activity; Q9: Used m.msu.edu

0. No
1. Yes

Q9: If no, would use in future

1. Definitely Not
2. Probably Not
3. Maybe
4. Probably Would
5. Definitely Would

Q10: Mobile MSU

1. Not important
2. Below average
3. Average
4. Above average
5. Extremely important

Q11: Online content in classes; Q12: Mobile devices in classes

1. Not at all
2. A little
3. A moderate amount
4. A lot
5. To the greatest extent possible

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