

2018 UBIT STUDENT EXPERIENCE SURVEY



3/25/2019

Executive Summary

UBIT Communication and Engagement
Office of the VPCIO
UB Information Technology

2018 UBIT Student Experience Survey

EXECUTIVE SUMMARY

INTRODUCTION

What devices are students using? Which apps and services keep them productive? What do they think of campus Wi-Fi? Here is how UB students answered these questions in 2018.

For 22 years, the annual UBIT Student Experience Survey has reinforced our understanding about how college students use technology, while also providing new dimension and nuance to that understanding.

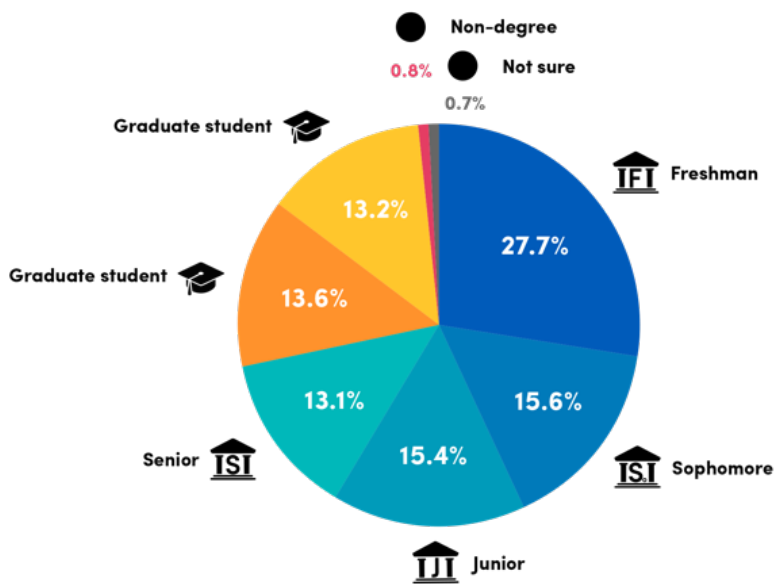
In 2018, students' digital diets and routines are less uniform than they have been in the past. They are using different devices for different tasks (page 5), and different channels of communication to share different kinds of information (page 7).

The takeaway: any IT organization supporting students must be more knowledgeable today than ever before about all of these devices and channels, and how they are used, in order to provide appropriate support and make informed decisions when planning for the future.

The goal of this survey is to help UBIT as we develop, deploy and maintain the services to best support students in their academic and personal lives. The figures in this report represent the most insight-provoking questions from our survey; you can read the entire survey and its responses, and see reports from previous years, on the UBIT website:

buffalo.edu/ubit/about/strategic-initiatives/reports/UBIT-student-experience.html

We are also happy to provide specific, filtered data on request. Contact ubit-communication@buffalo.edu with any requests.

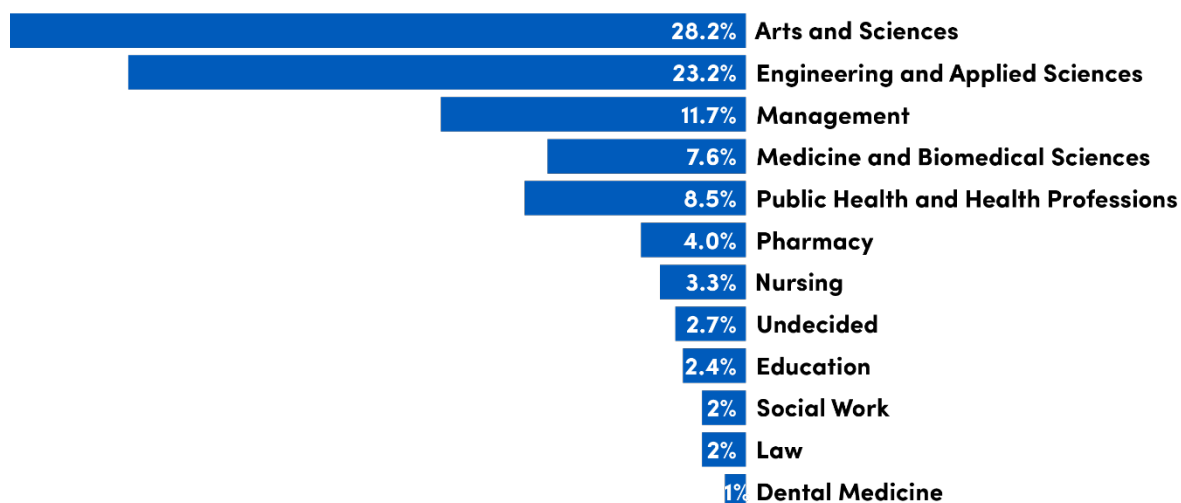


ABOUT THE SURVEY

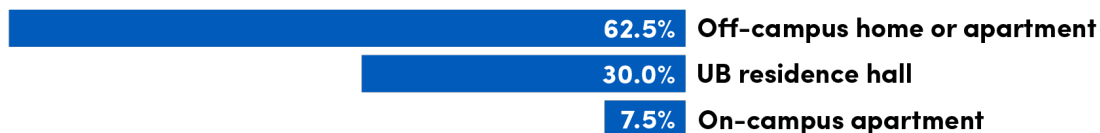
2,958 UB students responded to the 2018 survey, representing undergraduates at all levels, as well as graduate students and non-degree seeking students. Freshmen were the single biggest constituent among responders at 28%.

The 2018 UBIT Student Experience Survey was open from October 22 to November 5, 2018, and contains 36 questions designed in conjunction with instructional and support IT staff in each technology area surveyed, as well as the UB offices of Student Life, Campus Living, Undergraduate Education, University Libraries and other campus stakeholders. Responses were collected using VERINT Professional software. Students were encouraged to participate with promotions online and in public computing labs, with a prize of \$25 Campus Cash.

What is your major?



Where do you live?



Representation from different UB schools is roughly proportional to the student population, with the largest constituents in UB's College of Arts and Sciences (28%) and School of Engineering and Applied Sciences (24%).

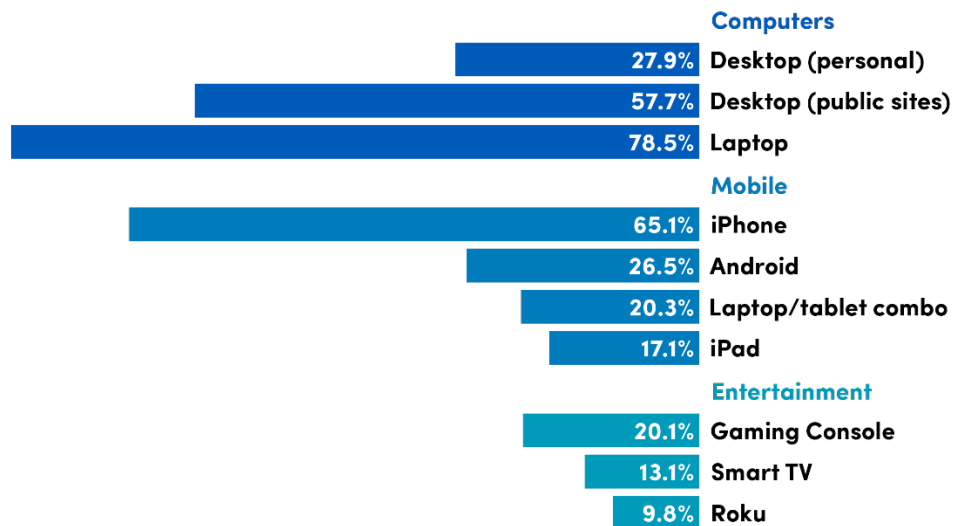
63% of respondents told us they commute to campus, while 37% said they lived on campus. Where applicable, we have directed questions specific to campus living only to those students who indicated they lived in either a residence hall or on-campus apartment.

PART I. STUDENTS, TECHNOLOGY AND HIGHER EDUCATION

What devices do students use in the lives, both personal and academic? How do they use technology to stay productive and in touch with the people and institutions around them?

Students and their devices

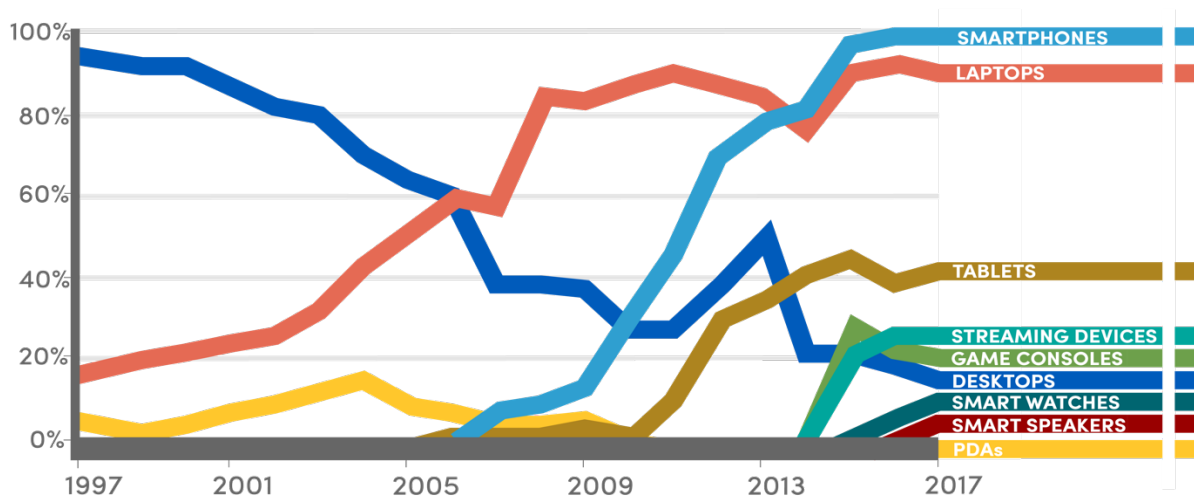
Which devices have you used this semester?



85% of respondents told us they used a laptop or a laptop/tablet hybrid during the semester. Laptops have been the most popular device among UB students since 2007, and continue to be the primary device for homework, notetaking and web browsing.

92% of students who responded use a smartphone. 65% of respondents preferred iPhone. Smartphones are now the primary devices used for browsing social media (53%), a trend that began in 2016.

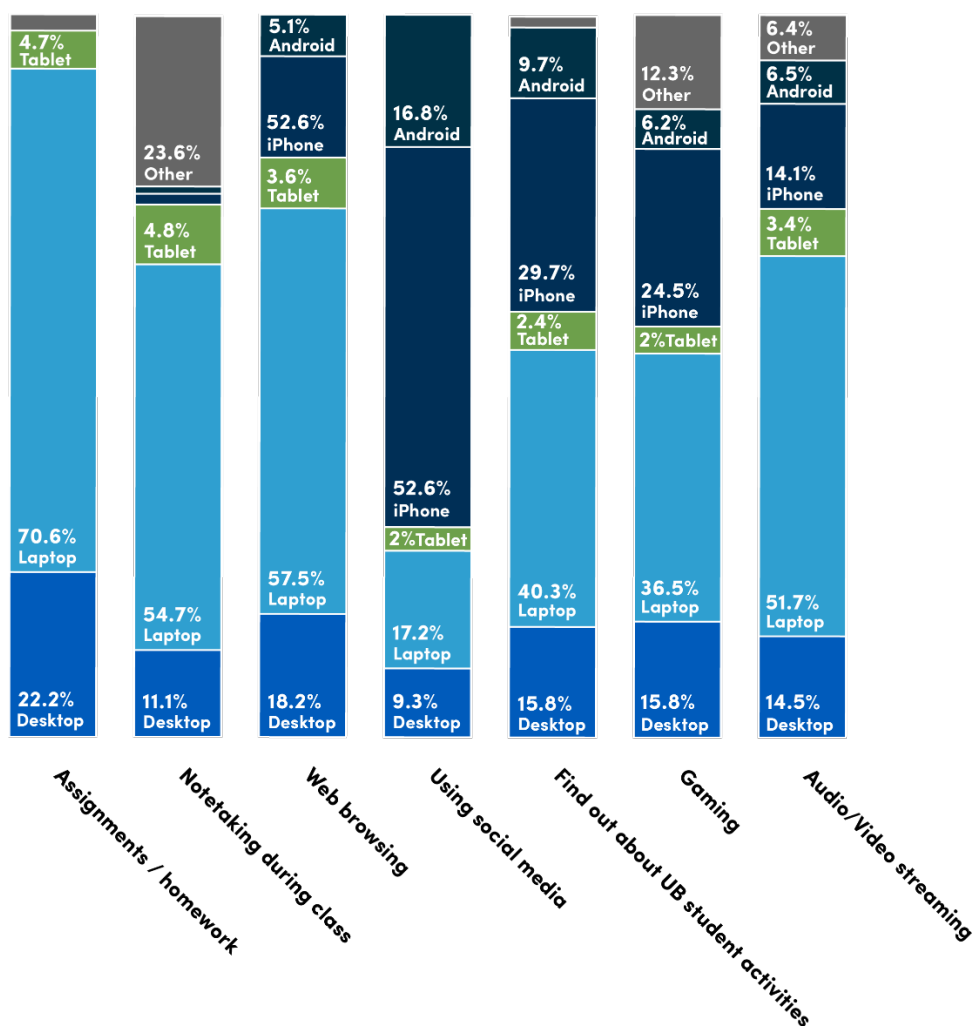
Student devices through the years (1997-2017)



“Smart” devices are proliferating at UB. The number of different devices UB students report using has grown over the last decade, with 2018 marking one of the biggest growth years for devices to date: this year, students reported using a total of **37 different types of devices**, up from 28 in 2017.

In 2018, UB students reported using smart watches, TVs, speakers, plugs and lightbulbs, as well as smart pens, virtual reality headsets and more.

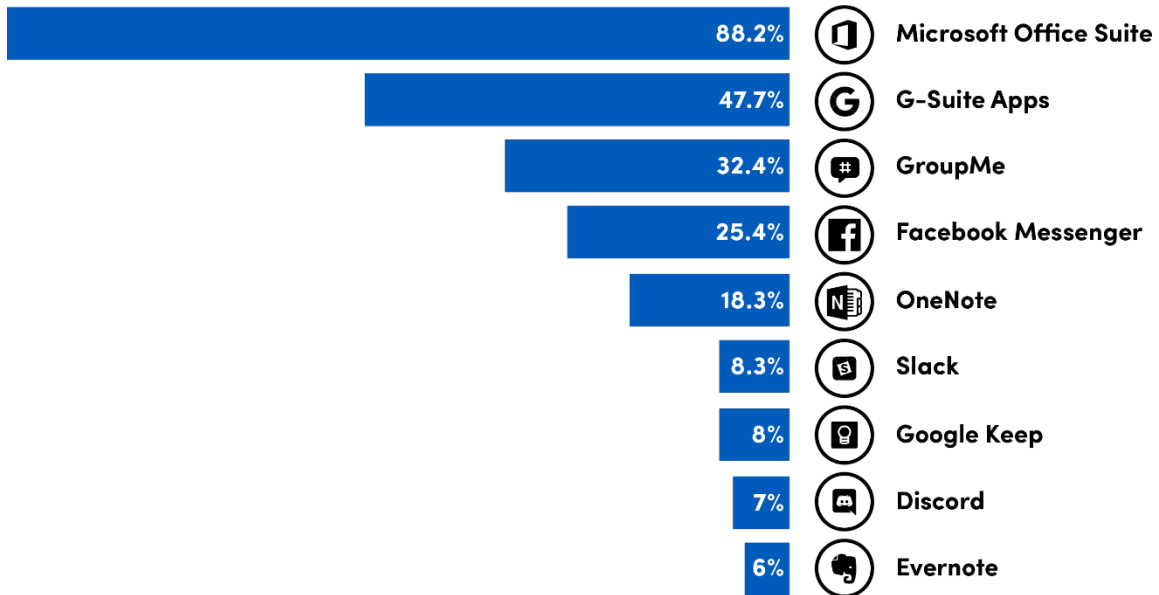
Which devices do you use for specific tasks?



This year, for the first time, we asked students to include the use of desktop computers in UB’s public computing sites in questions about device usage. For this reason, the percentage of students who reported using desktop computers for every task is higher.

Productivity tools

What productivity software do you use?

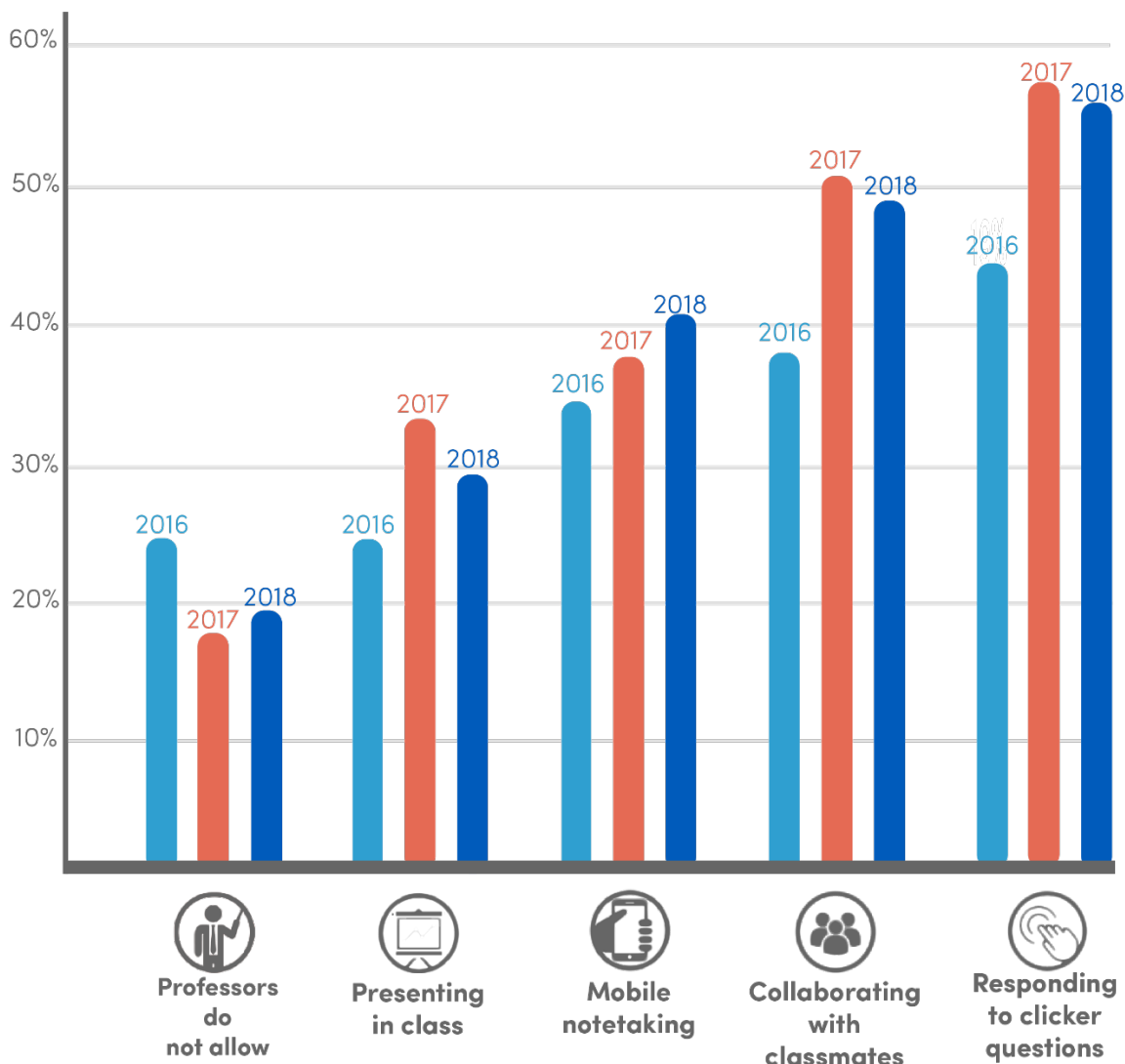


88% of respondents use Microsoft Office, which UBIT offers to UB students for free. Microsoft OneNote, included in the Office suite, is also the most popular app for notetaking at 18%. 48% use G-Suite apps like Google docs and sheets.

For messaging, **32% used Groupme**, and 25% used Facebook's Messenger app.

In the classroom

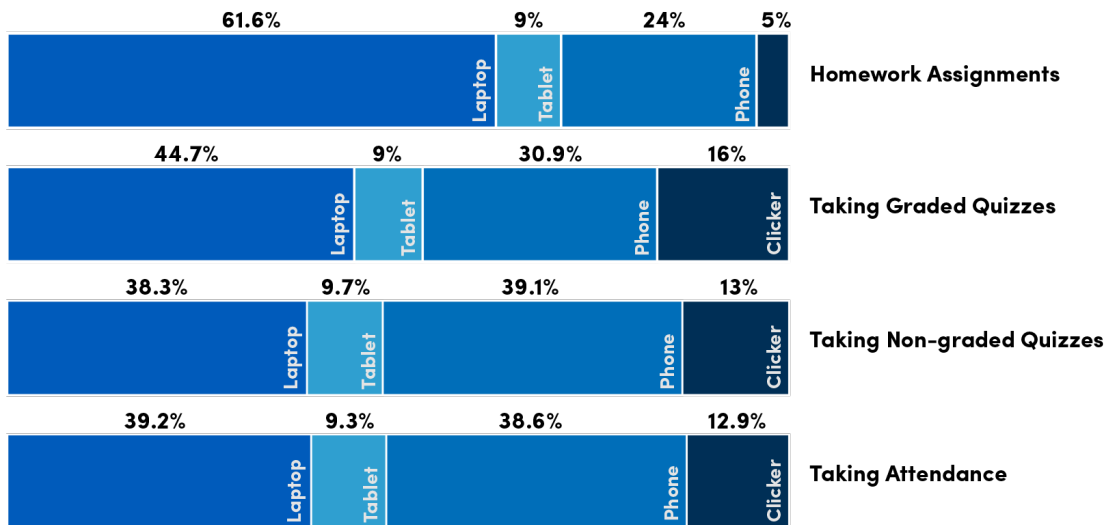
How would you like to use mobile devices in the classroom?



59% of students who took the survey said they'd like to use mobile devices like smartphones and tablets in class. They saw a use for these devices in class collaboration, taking notes and responding to questions.

19% of respondents said they have professors who don't allow smartphones in class. This is roughly consistent with reports from UB faculty—in a 2017 survey, 15% of faculty respondents confirmed that they don't allow the use of smartphones during instruction.

How have you used classroom response systems (“clickers”) in your classes?

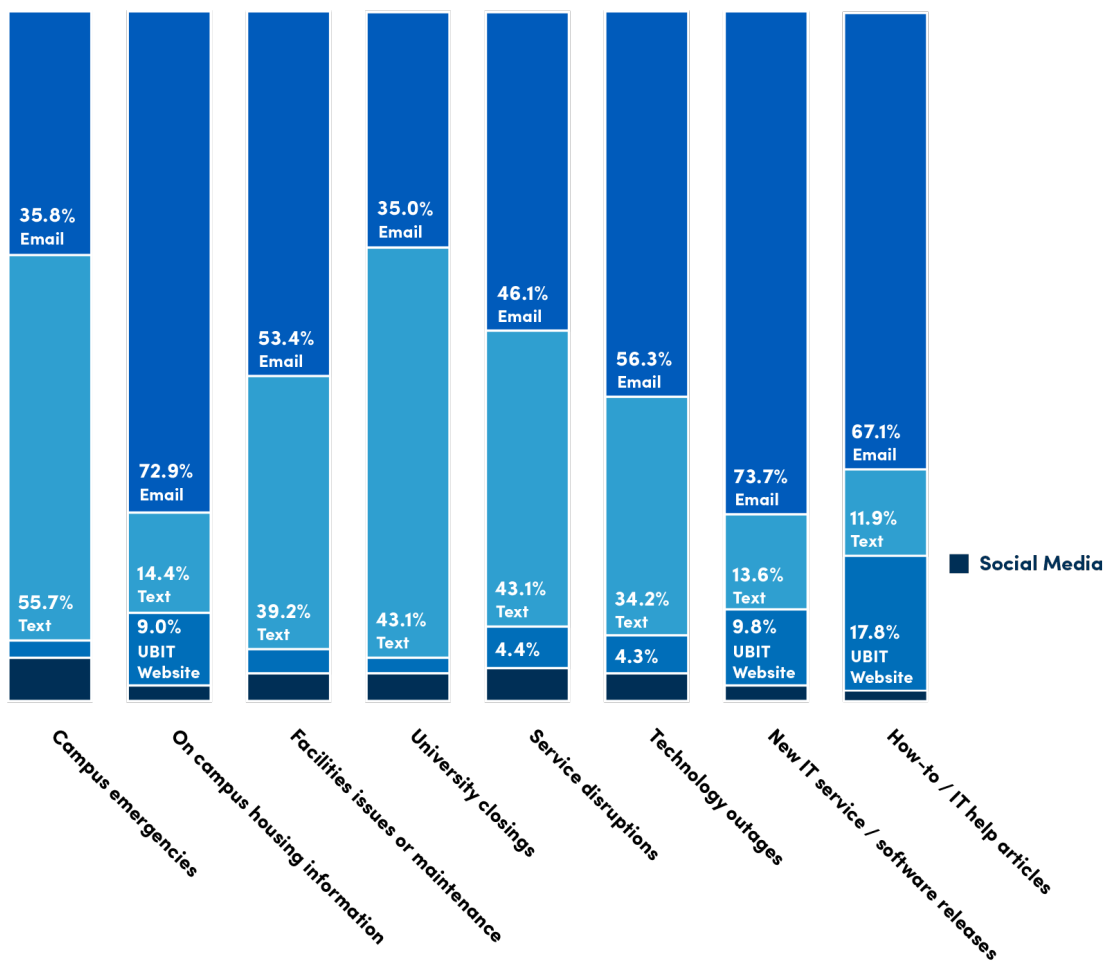


Classroom response systems—colloquially known as “clickers”—are popular at UB. 66% of students surveyed reported using hardware or software-based responses systems in classes for taking attendance, answering questions in class, completing homework assignments and more.

While there are a variety of these systems currently in use at UB, including Top Hat, Turning Technologies, iClicker, WileyPLUS and others, Top Hat is the most ubiquitous, and the most popular among students.

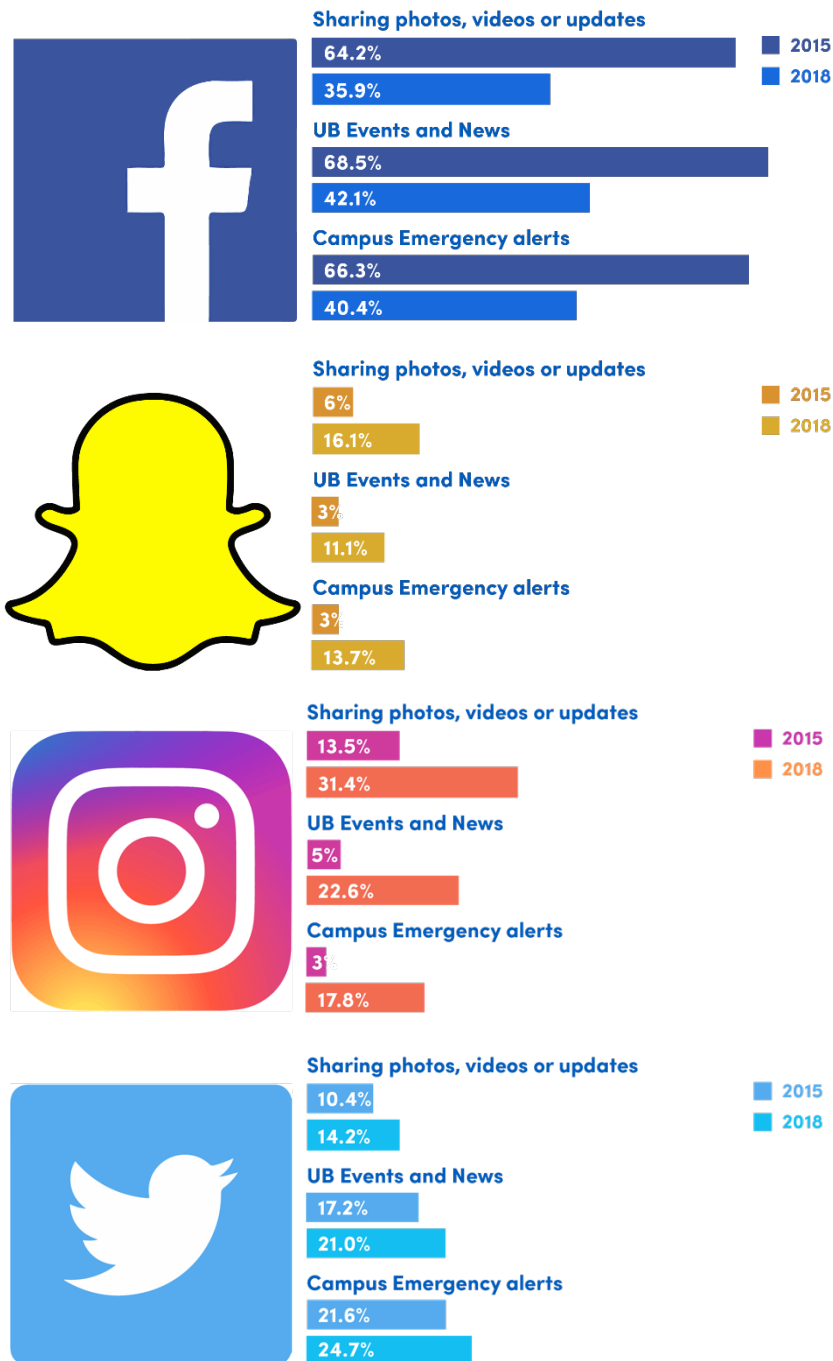
Communication and social media

Which social media do you use for specific tasks?



Students' communication preferences with regard to their higher ed institution can be summarized as follows: **"If it's important and timely, text me. Otherwise, email me."** Student respondents preferred text messages for university closings (59%), campus emergencies (56%) and service disruptions like bus delays (46%). Respondents preferred email in all other categories.

Which social media do you use for specific tasks?



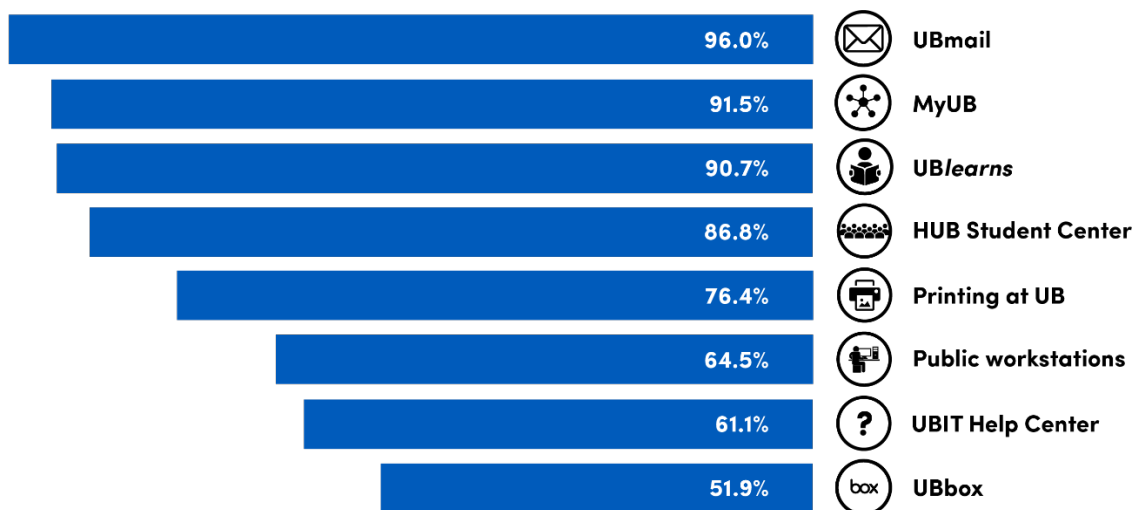
Facebook is losing ground as students' go-to social media channel. In 2015, Facebook was practically ubiquitous—at least 60% of students who responded preferred Facebook for every kind of social media activity. In 2018, while students respond that Facebook is still their preferred social media channel, that number is down an average of 27% across all categories.

PART II. STUDENTS AND UBIT

UBIT is a steward of the university's resources, working with students to provide the right tools, the right way. Find out what students think of UBIT services.

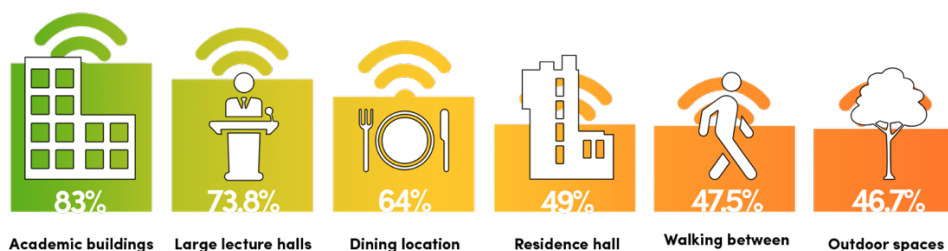
Satisfaction with IT services

Rate your satisfaction with technology services at UB



The apps and services students use every day are the ones they rated the highest—UBmail (96% satisfied), MyUB (92% satisfied) and the HUB Student Center (87% satisfied).

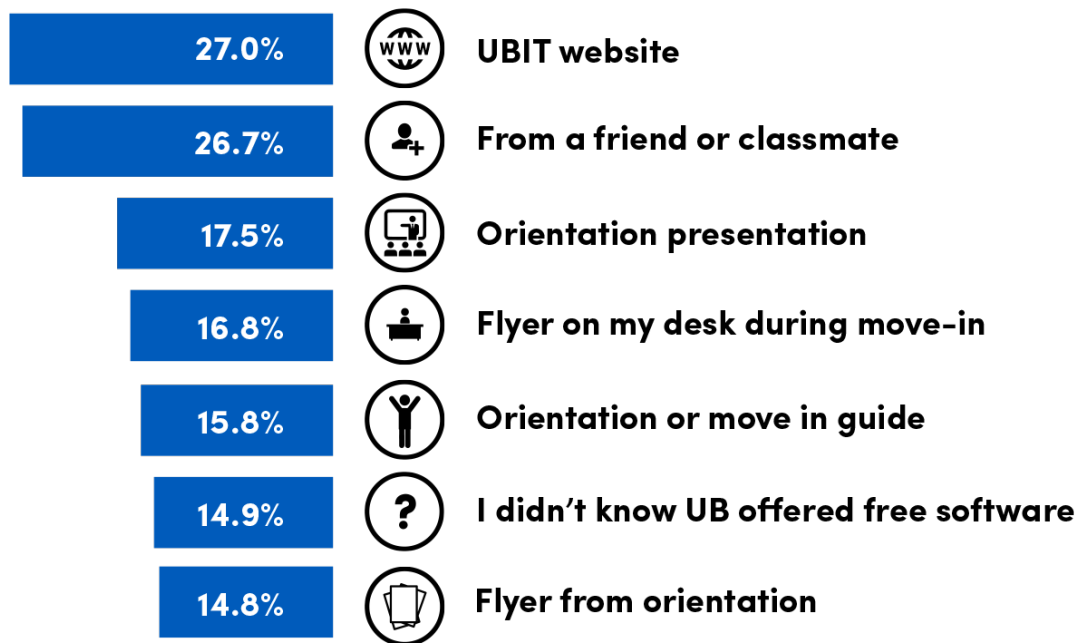
Rate UB's Wi-Fi around campus



UB students reported greater satisfaction with Wi-Fi on campus in 2018—**83% of respondents told us they were satisfied with Wi-Fi in UB's academic buildings; 73% were satisfied in large lecture halls.** 49% of student respondents living on campus told us they were satisfied with the Wi-Fi in their residence hall or on-campus apartment.

Free software and IT awareness

How did you learn about free software from UBIT?



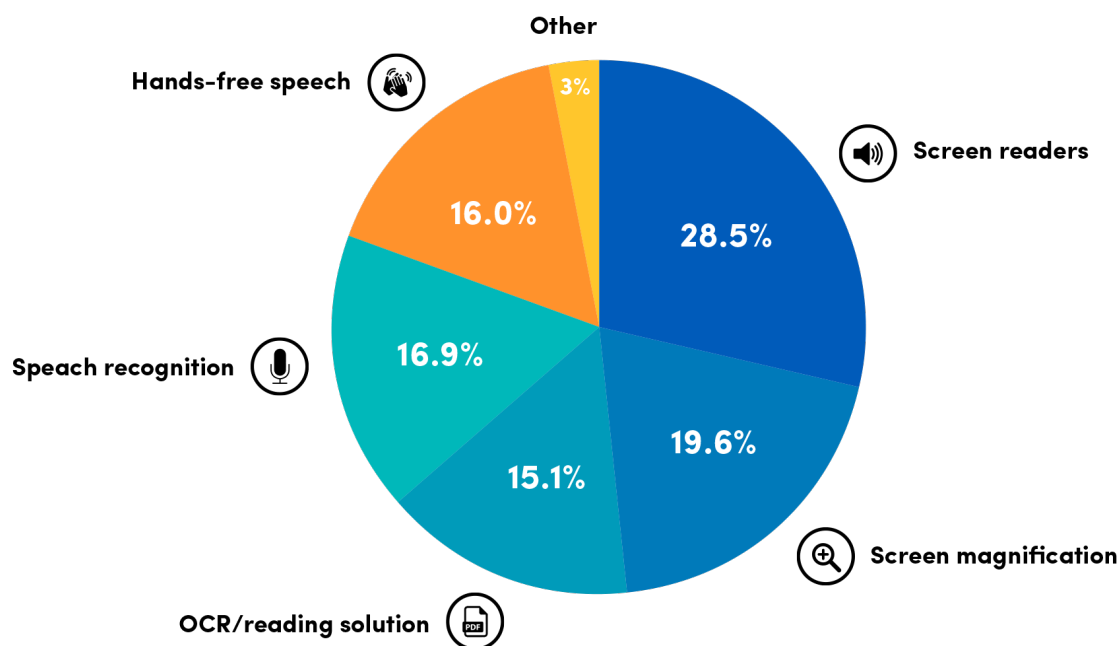
UBIT is always working to educate students about technology resources available to them at UB, including free software available for download from the UBIT website.

For the last five years, student awareness of free software has been promoted through print and online, at orientation events and elsewhere. In 2018, the percentage of students who didn't know about free software had fallen nearly two points, to 15%. **27% of students told us they learned about free software through the UBIT website (buffalo.edu/ubit), while 18% learned about it from an orientation presentation.**

Word of mouth is also critical for student awareness—**27% learned about free software from a classmate, and 15% from a professor.**

Accessibility

Which accessibility tools do UB students use?

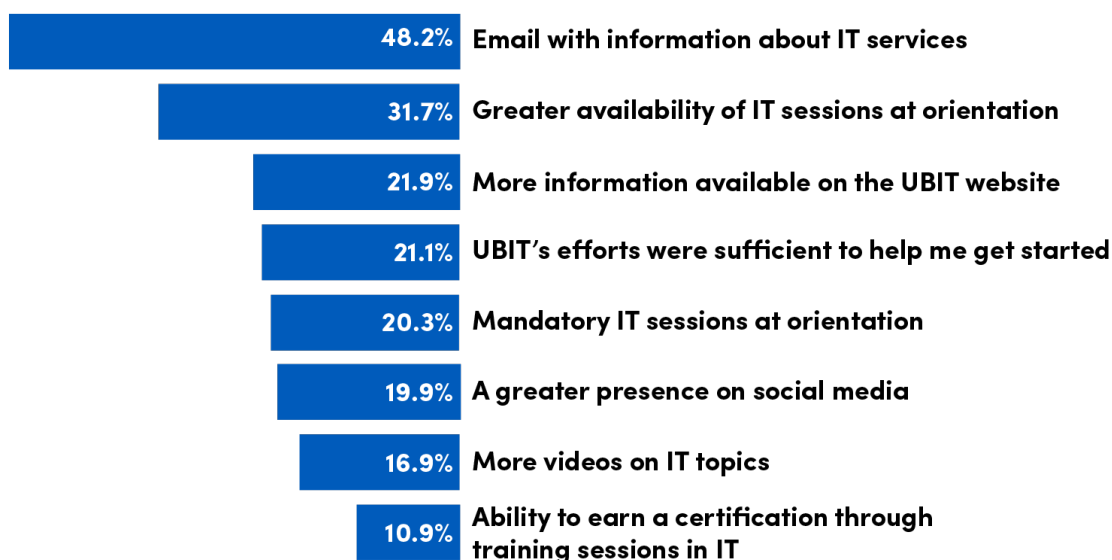


Roughly 7% of responding UB students reported using University-provided accessibility technology like screen readers, screen magnifiers and hands-free input devices. This chart represents the breakdown of tools used by that audience.

Among those UB students, most reported rarely or never experiencing problems while using them to access UBIT services like classroom technology, online course materials and web pages like MyUB. **MyUBCard.com received the highest rating, with nearly 43% of students familiar with the service saying they've never had a problem with accessibility.**

Getting started with UBIT

What would have helped UB students get started with technology at UB?



Providing useful information to freshmen about technology at UB represents one of UBIT's most strategic communication initiatives—and one of its most challenging. Freshmen receive messages from constituents all over campus during this busy time, and getting their attention, even with “need to know” information, can be difficult.

48% of freshmen who responded told us they'd like orientation information sent to them in an email. While UBIT offers orientation sessions specific to undergraduate and international students, 33% of students requested greater availability of these sessions. Students also requested that we make more information available on the UBIT website.

PART III. CONCLUSION

The full results from this year's survey are [available on the UBIT website](#).

Regularly reaching out to students and seeking to understand their habits with regard to technology remains vital to understanding shifting trends in the lives and academic careers of students. You can review results and analysis from past years' surveys on the UBIT website:

buffalo.edu/ubit/about/strategic-initiatives/reports/UBIT-student-experience.html.