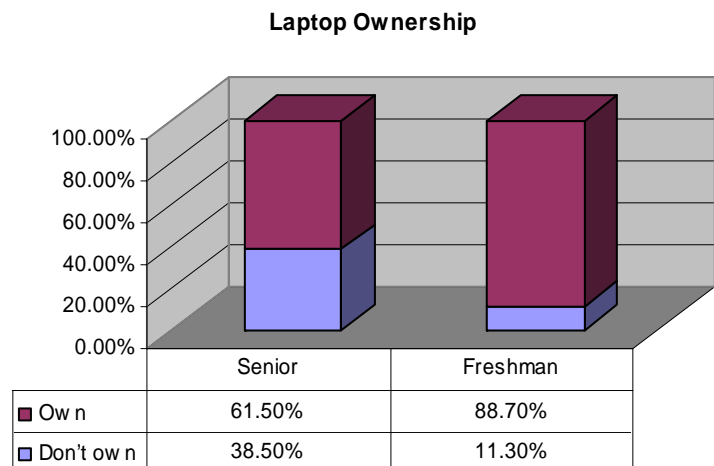
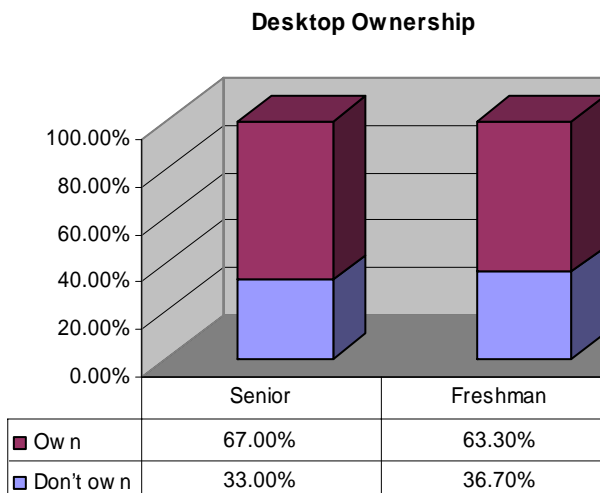


2007 ECAR Study of Undergraduate Students and IT: Preliminary Report of UB Key Findings

ECAR (the EDUCAUSE Center for Applied Research) began surveying undergraduate students about their Information Technology use in 2003, with 13 universities participating in the survey. By 2006, participation had increased to 96 two-year and four-year institutions. In Spring 2007, UB participated in the ECAR student study. A random sample of 3000 students (1500 freshmen and 1500 seniors) received an email message in April 2007, inviting them to complete the ECAR Web Survey. Approximately 12% of students in the sample completed the survey. A full survey report of the 2007 findings will be available from ECAR in December, 2007. This preliminary report displays a few of the UB sample's key findings that are particularly relevant to the University's mUB (Mobile UB) initiative, the transformation of the undergraduate experience initiative, and to University communications with undergraduate students in general. Key findings of the 2006 ECAR student survey are available at <http://connect.educause.edu/library/ekf0607>. The sampling of freshmen and seniors provides results that show some emerging trends in student IT use as the freshmen "ratchet up" expectations for "anytime, everywhere" connectivity at UB.

Device Ownership: Computers

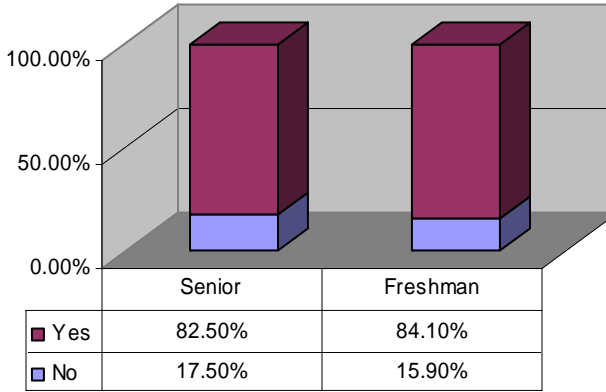


Laptops were the "computer of choice" among freshmen respondents. In addition, 70% of freshmen respondents owning laptops reported that their laptops were less than 1 year old and 80% reported that their laptops were less than 2 years old.

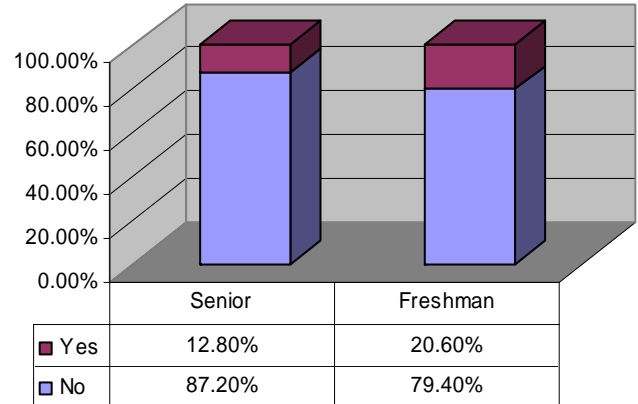
Device Ownership: Cell Phones

UB student cell phone ownership is high, and the smart phone market is making inroads among our incoming freshmen population. Smart phones were defined in the survey as combination cell phone and PDA devices with Web access, such as Blackberry devices.

Ownership of simple cell phone without web access



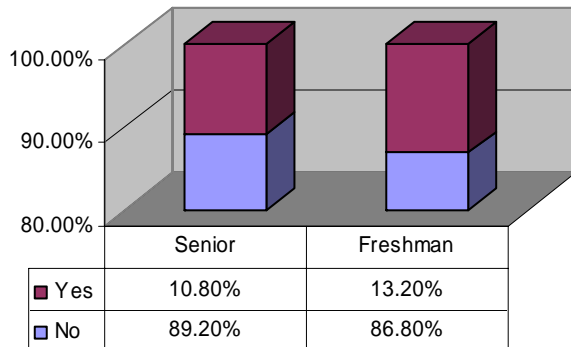
Smart Phone Ownership



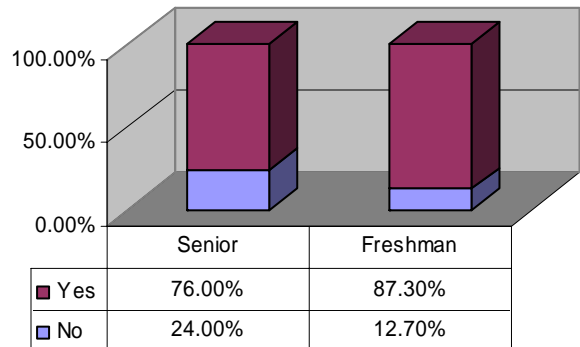
Other Device Ownership

Freshmen ownership of PDAs, music/video players (iPods, MP3 players), and electronic game devices was also higher than that of seniors. The high percentage of electronic music/video device ownership makes podcasting, vodcasting projects very attractive mUB initiatives.

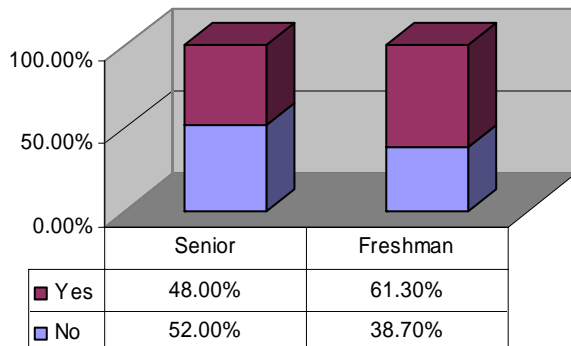
Personal Digital Assistant (PDA) Ownership



Electronic music/video device Ownership (iPod, mp3 player)



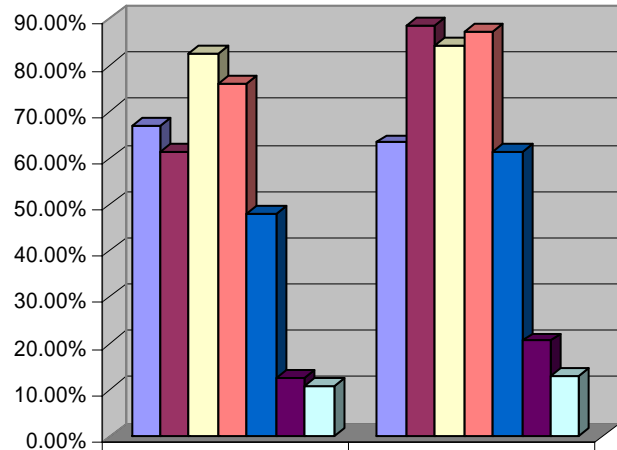
Electronic Game Device Ownership (Xbox, Play Station)



Summary: Device Ownership

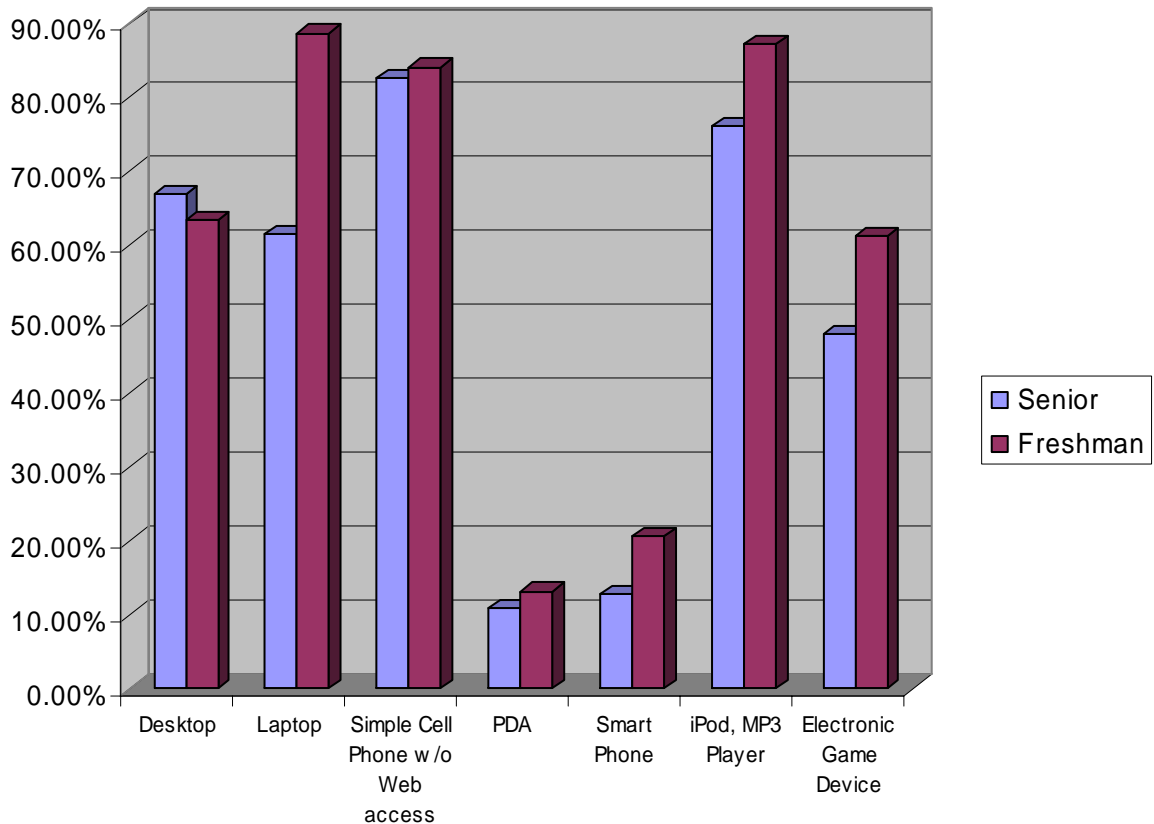
The following two charts provide summary information of device ownership by UB freshmen and senior respondents. Clearly, mobile technology is very important to UB students and, therefore, mUB initiatives to provide more mobile student services such as digital course casting to personal mobile devices and development of informal learning spaces with wireless access, power, and collaboration tools for group work are very important to transforming UB's learning landscapes.

Device Ownership by UB Freshmen and Seniors



	Senior	Freshman
Desktop	67.00%	63.30%
Laptop	61.50%	88.70%
Simple Cell Phone w/o Web access	82.50%	84.10%
iPod, MP3 Player	76.00%	87.30%
Electronic Game Device	48.00%	61.30%
Smart Phone	12.80%	20.60%
PDA	10.80%	13.20%

Device Ownership by UB Freshmen & Seniors

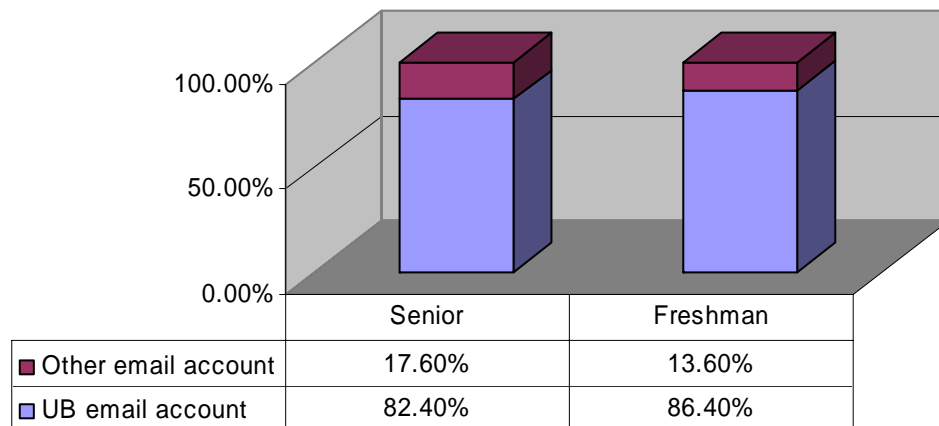


University Communications to Students

Both freshmen and senior respondents preferred to have email communications from the University sent to their UB email accounts, rather than to their non-UB email accounts. When asked to specify their first choice for institutional communication with them, students overwhelmingly chose email, rather than text messaging, instant messaging, communications on the University authenticated portal/Web site, or paper mail communications (although freshmen were slightly more open to non-email forms of communication).

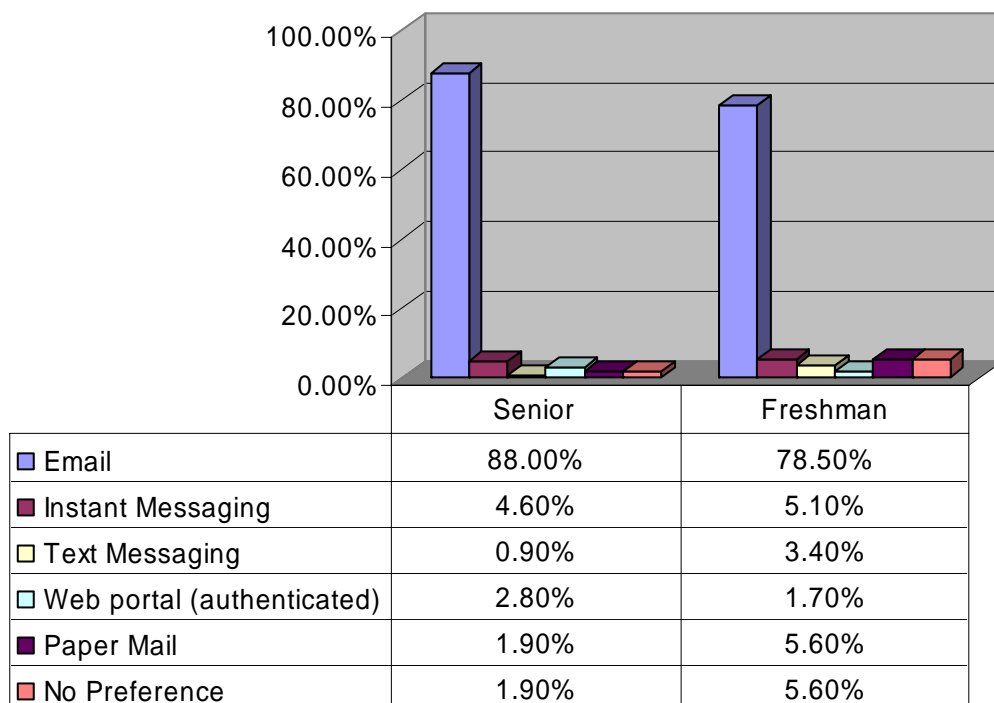
Question: Which email account do you prefer for email communication from your college or university?

Preferred email account for email communications from UB



Question: If your institution could communicate with you in any form, what would your first choice be?

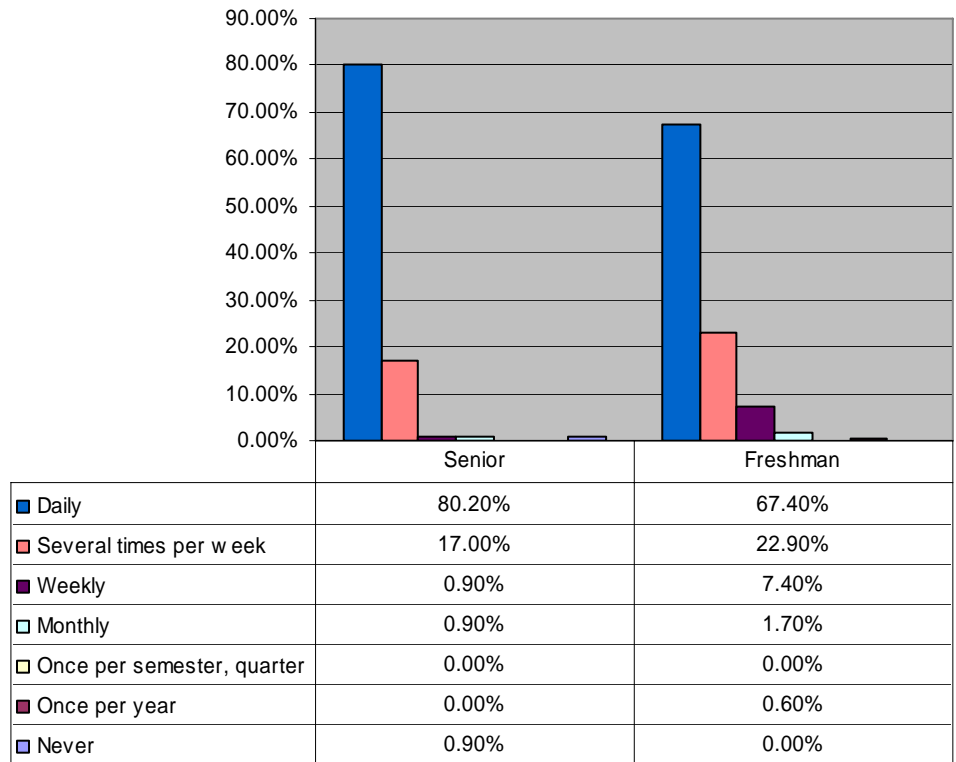
First choice for communications from the University



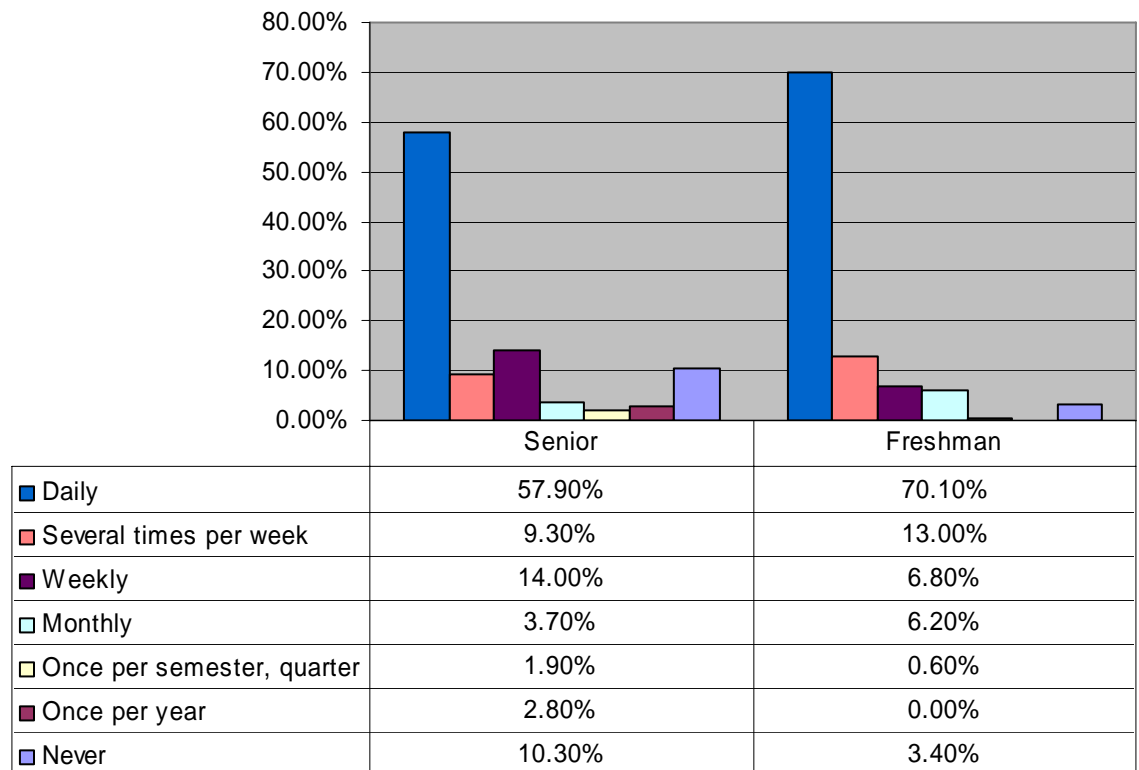
Communication

Although students prefer that the University communicate with them via email, there is an emerging trend toward less frequent email access and more frequent use of IM among lower division students. The survey did not ask about text messaging, but we know from other surveys and the high rate of cell phone ownership that students text frequently.

How often do you create, read, and send email?



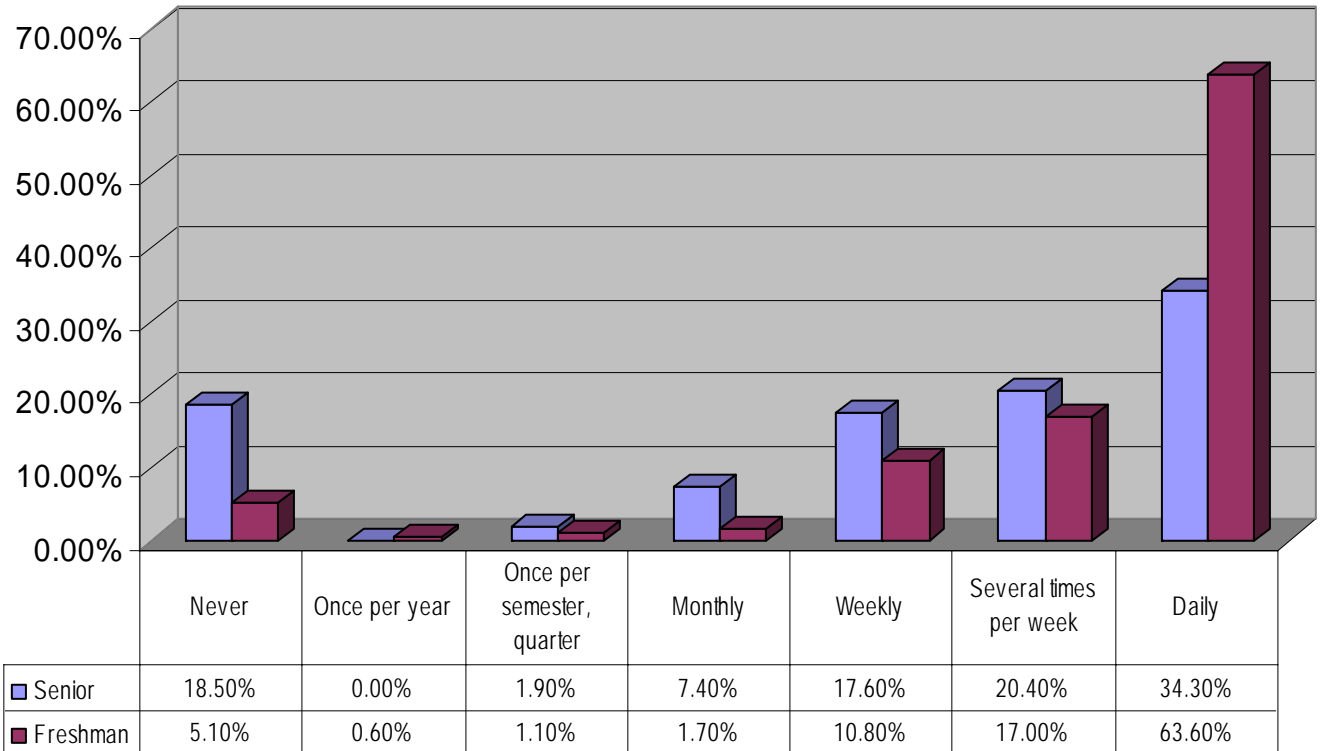
How often do you create, read, and send instant messages?



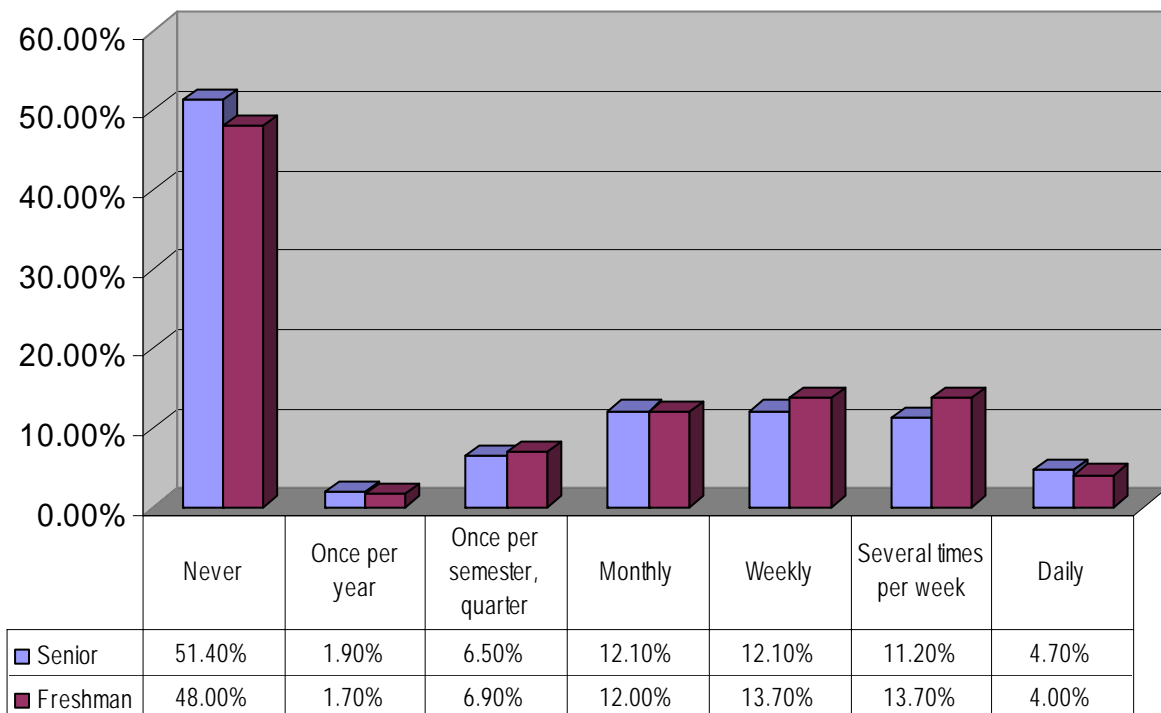
Use of Web 2.0, Social Networking Software

Freshmen respondents reported using social networking/Web 2.0 software more frequently than did senior respondents, although seniors also reported fairly high usage of social networks such as facebook.com. Blogging and wiki use remain light.

How often do you participate in online social networks, such as facebook.com?



How often do you access or use wikis?



How often are you blogging?

