UNIVERSITY OF SOUTH CAROLINA

2014 Computer and Technology Survey Executive Summary

Facilitated by University Housing

The purpose of this assessment is to learn about knowledge, opinions, and behaviors related to technology preferences from University of South Carolina students currently living in the residence halls. This survey was originally administered in 1999 during Fall Move-in Weekend with the objective of learning about students' use of computer technology. The survey has grown to incorporate additional features, including questions regarding classroom technology and communication preferences. This version also takes into consideration student behaviors specific to preferred technology-based products and related usage, as well as television viewing preferences.

The survey was conducted over the course of two weeks during October 2014 to students living in USC residence halls. The survey was sent via university-issued email accounts and reminders were sent with the goal of increasing the overall response rate. Our target population consisted of 6651 students. Upon its closure, 1396 respondents completed the survey for an overall response rate of 23%.

Demographic Breakdown:

Academic Classification	
Freshman	66%
Sophomore	11%
Junior	6%
Senior	3%
Graduate Students	1%
Other	0.1%

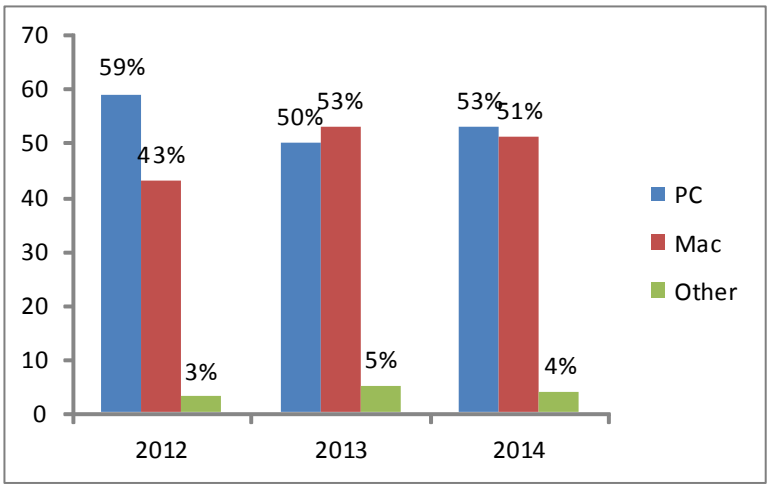
Ethnicity	
American Indian/Alaska Native	1.4%
African American/Black	8%
Asian including South and Southeast Asian	6%
Hawaiian or Pacific Islander	0.4%
Hispanic/Latino or Spanish	3%
White	79%
Other	3%

Gender	
Woman	55%
Man	34%
Prefer not to respond	11%

Residence Hall	
Bates House	4%
Bates West	5%
Capstone	14%
Carolina Gardens	1%
Cliff Apartments	2%
Columbia Hall	6%
East Quad	6%
Honors	13%
Horseshoe	6%
Maxcy	3%
McBride	3%
McClintock	2%
Patterson	8%
Preston	3%
Roost	1%
Sims	4%
South Quad	4%
South Tower	6%
West Quad	7%
Woodrow	2%

Technology Brought to Campus

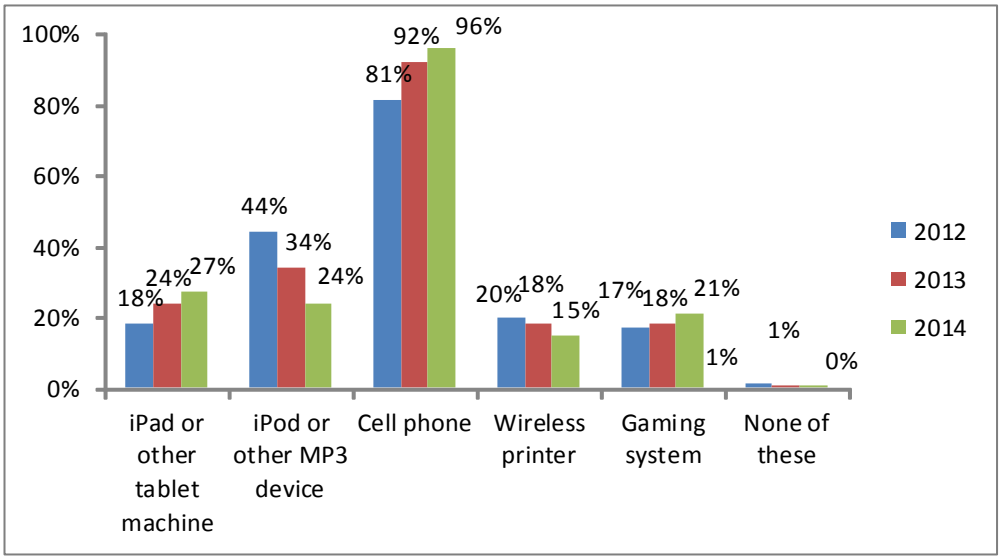
Which type of computer(s) did you bring to campus?



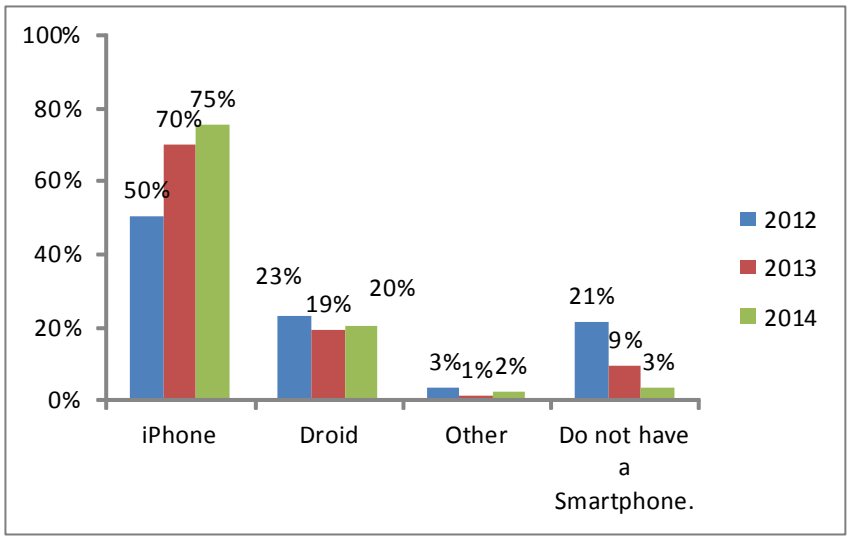
For the first time in several years, the percentage of Mac products brought to campus has decreased.

Please indicate if you brought any of the following items to access the wireless network:

In terms of items brought to campus to access the wireless network, increases were visible in percentage of tablets (+3%), cell phone (+4%), and gaming systems (+3%). Decreases were noted in iPods/MP3 devices (-20%) and wireless printers (-5%).

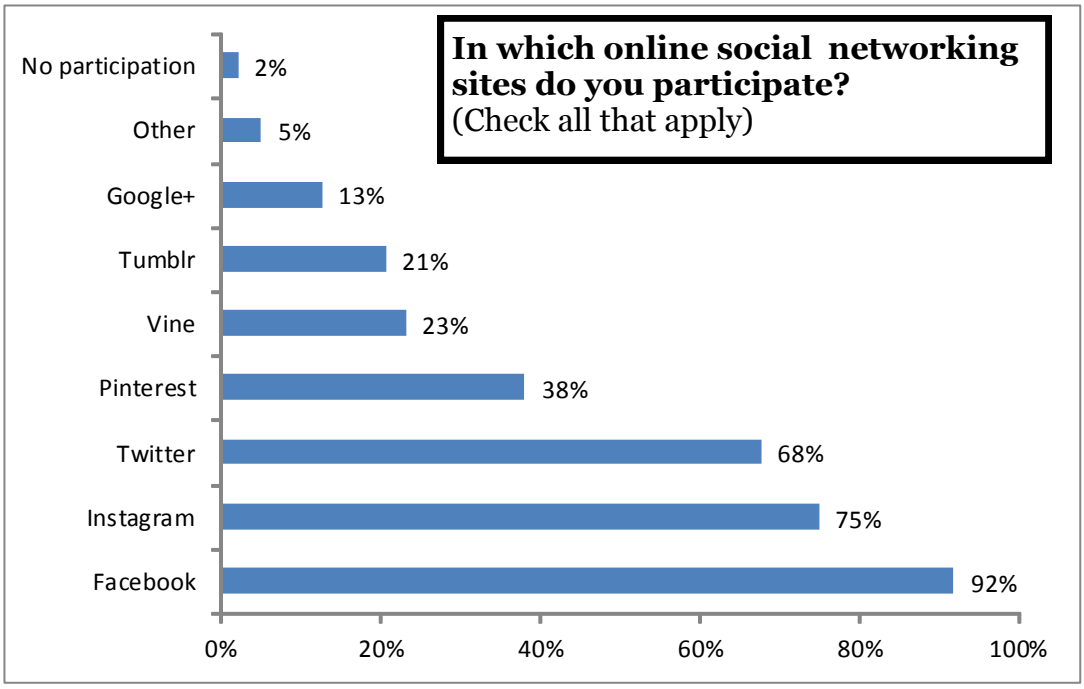


What type of Smartphone did you bring to campus?



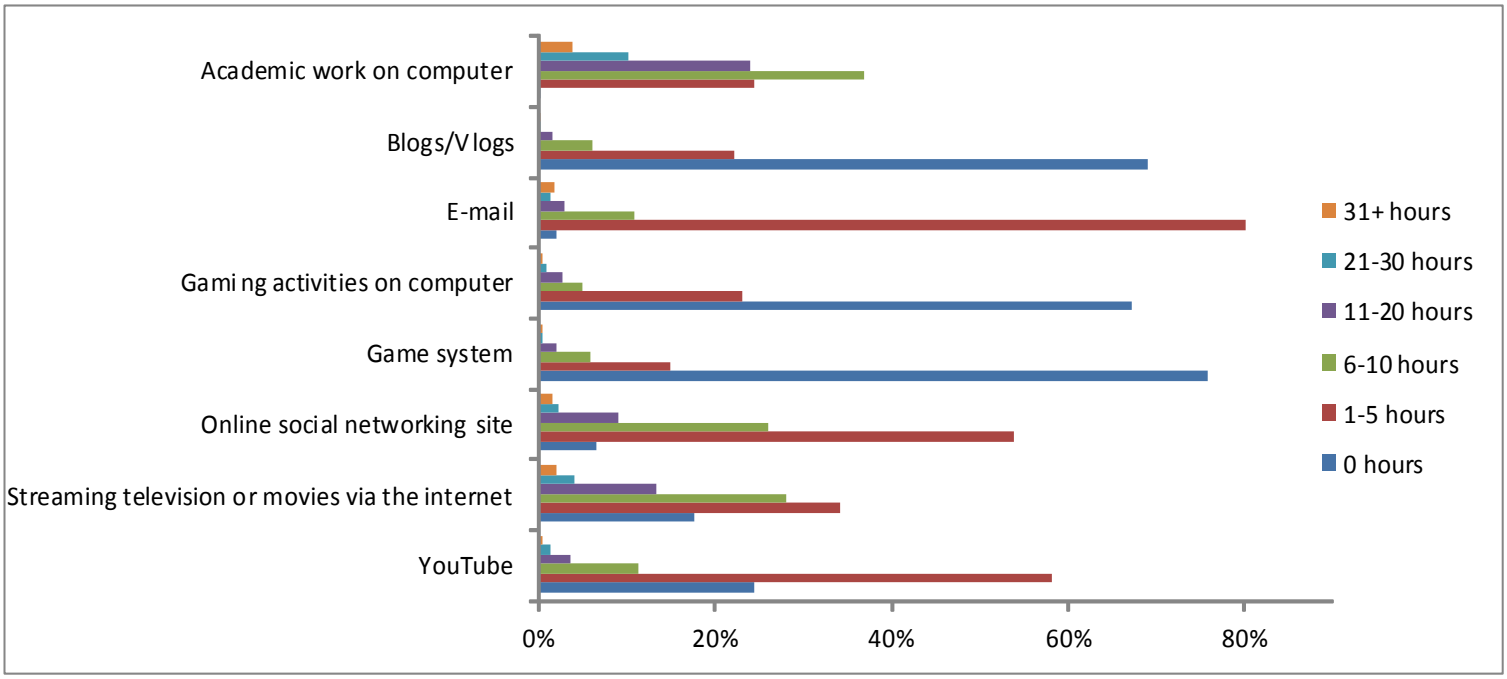
Participants were also asked whether they brought a Smartphone to campus. iPhones saw the largest increase (+25%) from 2013 to 2014 while the number of participants stating they do not have a Smartphone continues to decrease.

Facebook continues to be the most frequently selected online social networking site. In its first year, Vine was selected by 23% of respondents.



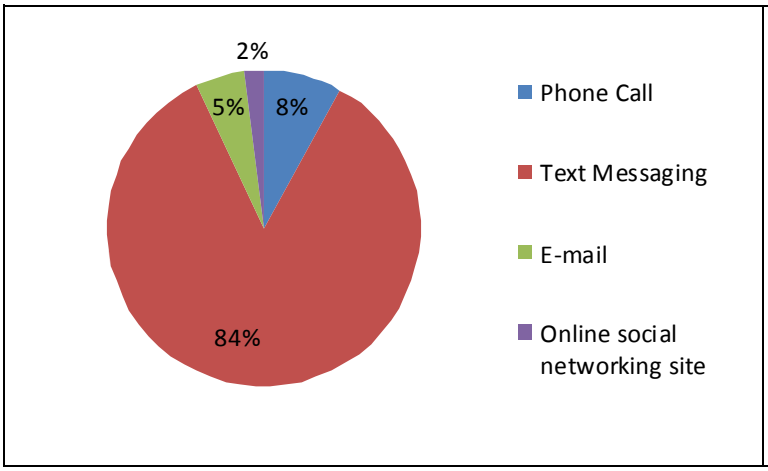
Participants were asked to share how they spent their time on a weekly basis with various technology-based activities. Gaming and blogging activities were selected as consuming less time than any other provided response item. Conversely, time spent on academic work on the computer and streaming television or movie via the internet consume more time as noted across participant responses.

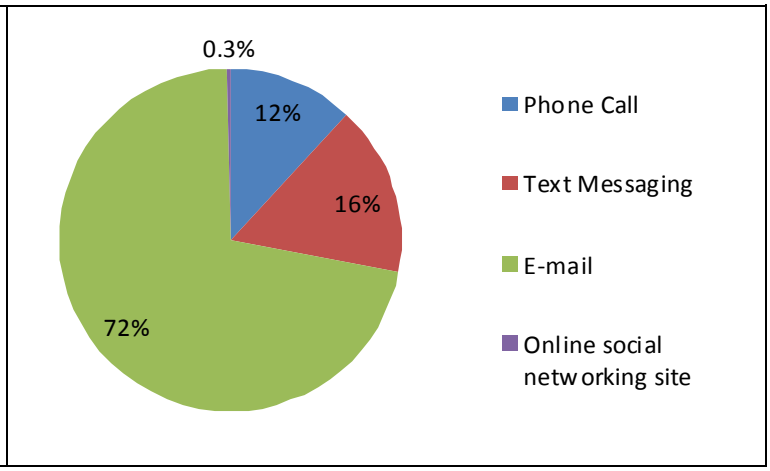
How many hours per week do you spend on the following?

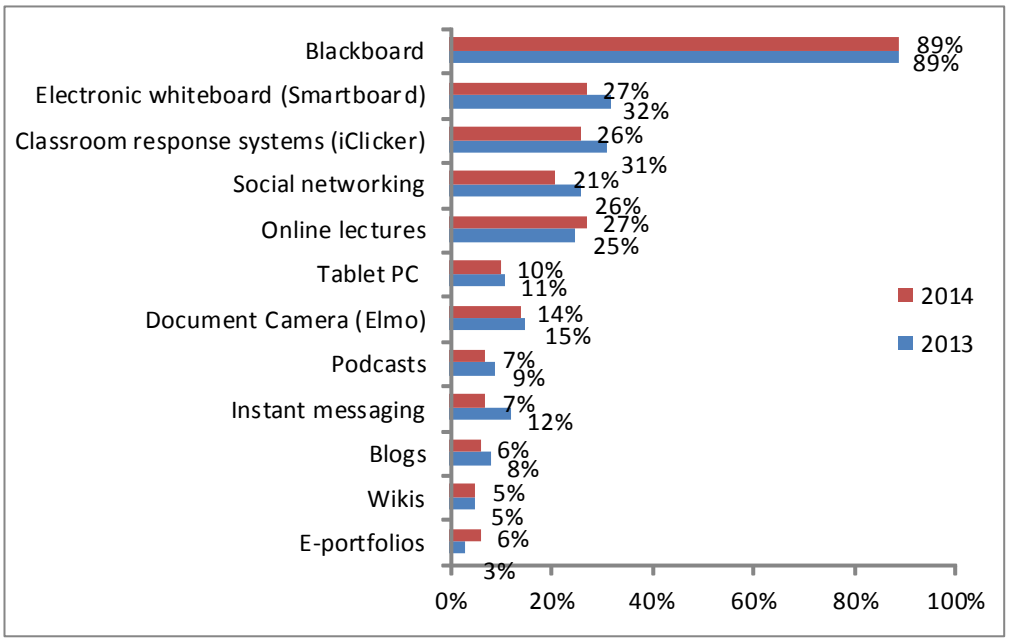


Communication Technology Behaviors

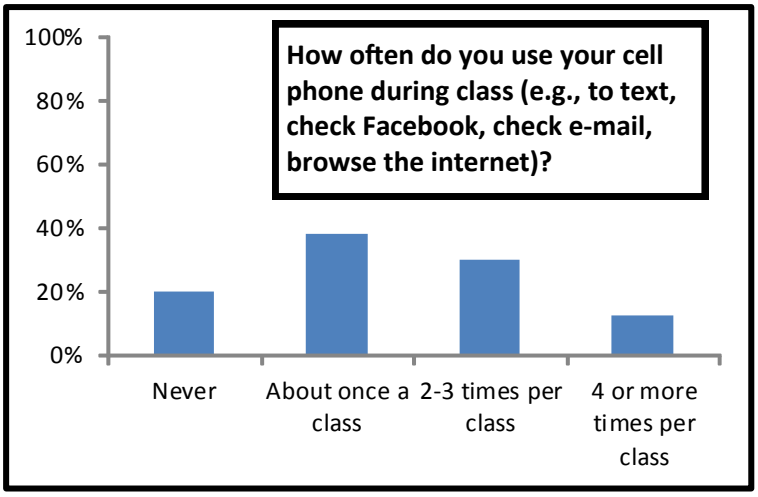
A question was posed regarding communication preferences. Participants noted texting as the most often preferred method for communication with students (84%). Conversely, 72% of survey respondents selected e-mail as the most preferred method of communication when originating from USC.

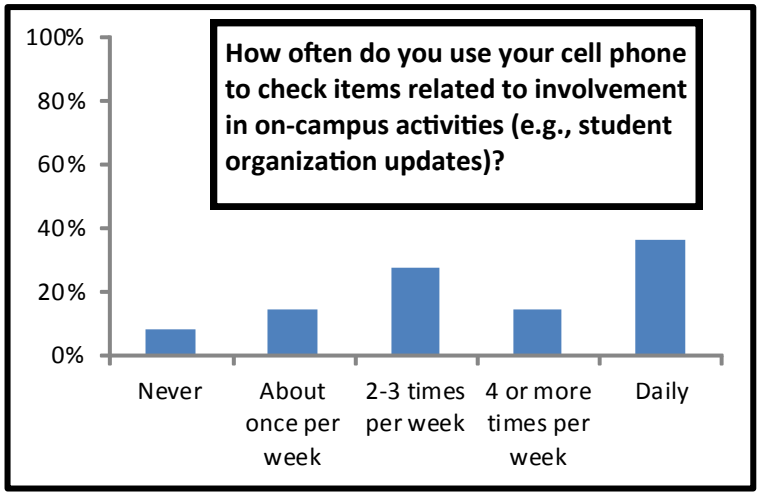






Participants were asked about preferred technology applications for course activities provided from instructors. Blackboard continued as the most popular response (89%) while E-portfolios were selected twice as often in 2014 as compared to 2013.





This report represents a summary of responses from the surveyed population. Please contact the University Housing Assessment Office for additional information.

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