2016 UBIT STUDENT EXPERIENCE SURVEY

2016 UBIT Student Experience Survey

EXECUTIVE SUMMARY

INTRODUCTION AND BACKGROUND

For 20 years, the UBIT Student Experience Survey has provided UB campus community members a look into the reality of students' daily interactions and experiences with technology. It's no secret that the last few decades have brought changes to the way we all use and integrate technology into our lives; it becomes more crucial with each passing year to better understand which technologies students are adopting, embracing and abandoning.
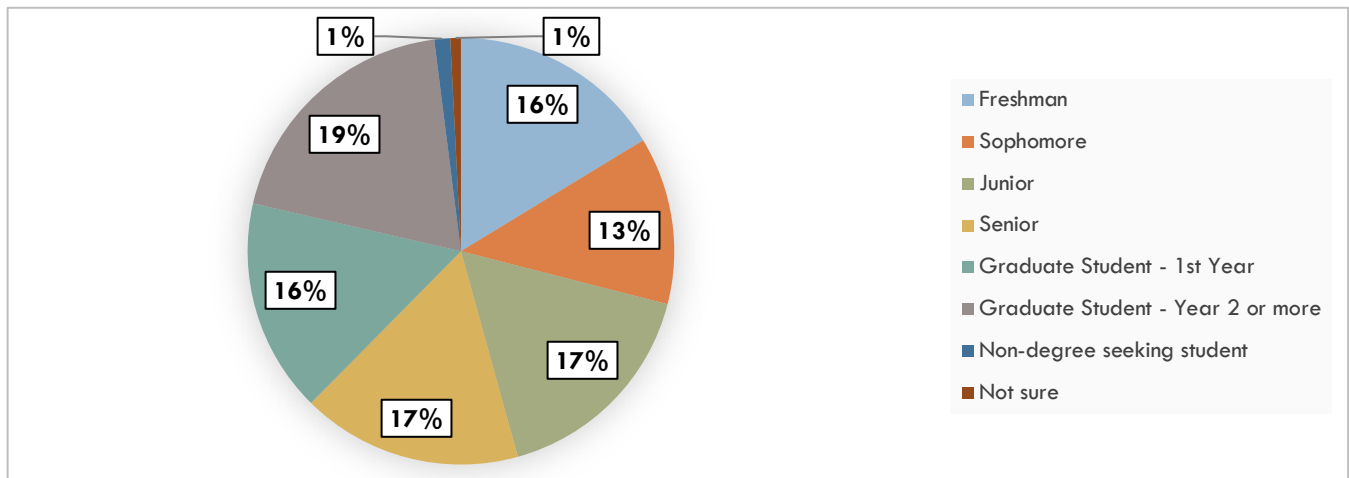
The 2016 survey was open from October 24 to November 7. Data was collected using Vovici™ software. The instrument contained 28 questions and was designed in consultation with Instructional and IT support staff in each technology area surveyed, as well as UB offices of Student Life, Campus Living, Undergraduate Education, the University Libraries and other campus stakeholders. There were a total of 4,330 valid unique responses, one of the largest and most representative sample in the history of the student IT survey.

Students were encouraged to participate in the survey through the UBIT website and social media channels, other official Facebook and Twitter accounts, ads placed in The Spectrum, the MyUB web portal and by browser "pop-up" invitations in UB's public computing sites, School of Management, and Law School computing labs. Only one response was allowed per student using UBITName authentication. Several academic units also supported this effort by marketing the survey link on departmental websites. To encourage participation, random drawings with the prize of an Amazon gift card (one $75 card and two $25 cards) were offered to students.
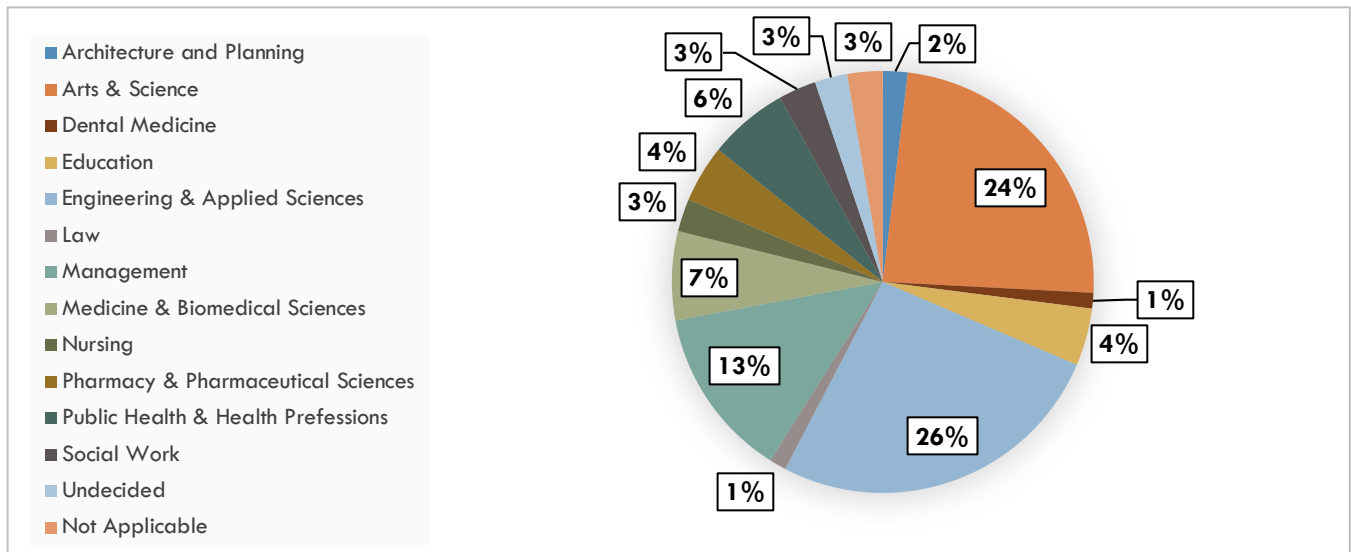
PART I. STUDENTS AND THEIR DEVICES

Students told us about their academic life, whether they're living on campus, and, if so, in which residence hall or on-campus apartment
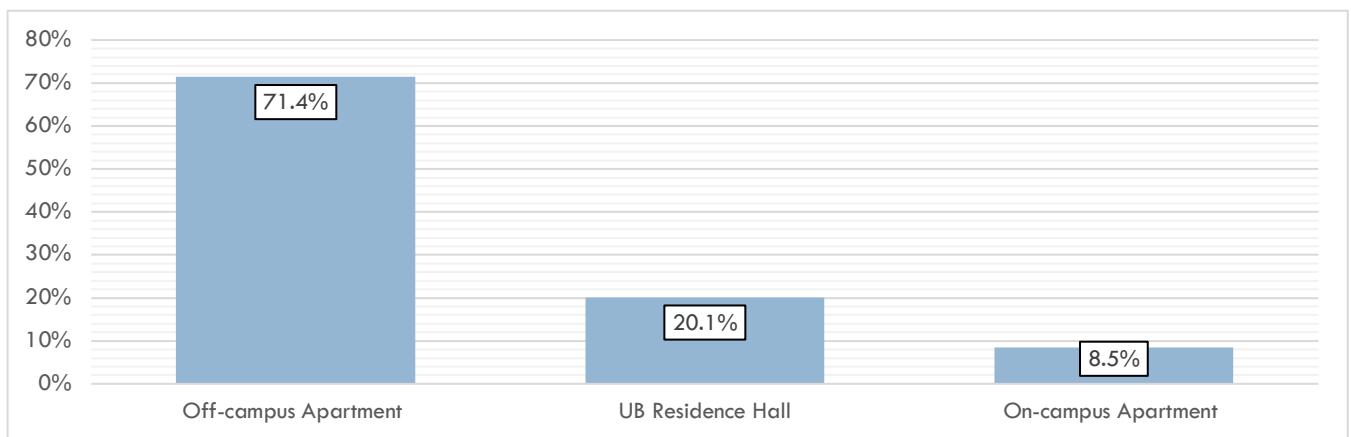
What is your class standing?
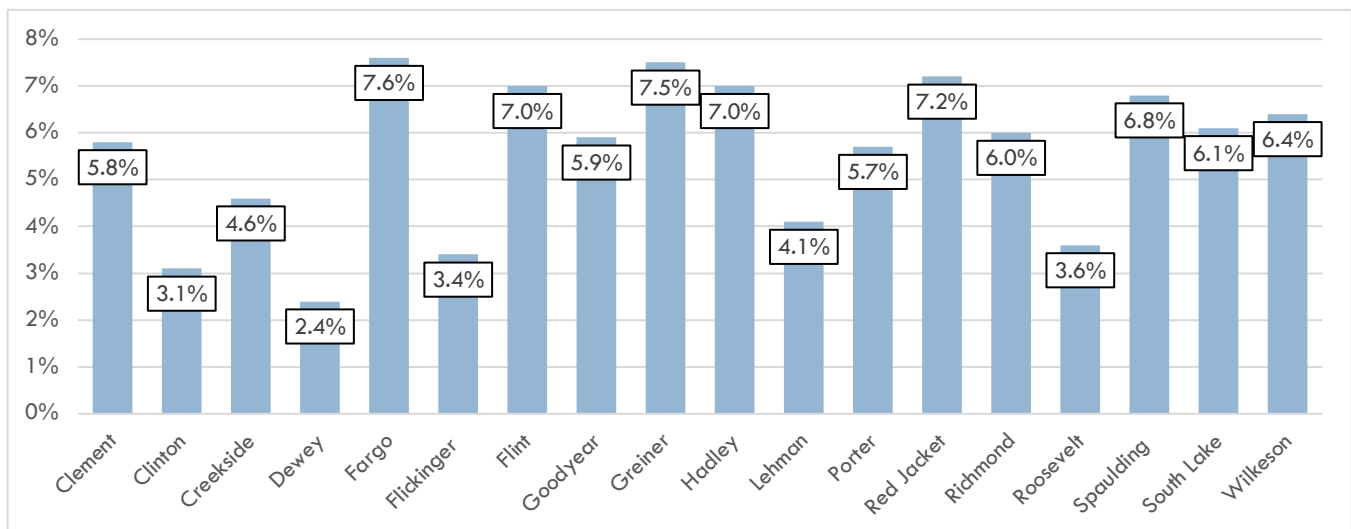

Legend:
- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student - 1st Year
- Graduate Student - Year 2 or more
- Non-degree seeking student
- Not sure

In which UB College or School are you enrolled?

Legend:
- Architecture and Planning
- Arts & Science
- Dental Medicine
- Education
- Engineering & Applied Sciences
- Law
- Management
- Medicine & Biomedical Sciences
- Nursing
- Pharmacy & Pharmaceutical Sciences
- Public Health & Health Prefessions
- Social Work
- Undecided
- Not Applicable

Pie chart values: 2%, 3%, 3%, 3%, 6%, 4%, 3%, 7%, 13%, 1%, 26%, 4%, 1%, 24%

Where do you live?

Off-campus Apartment	UB Residence Hall	On-campus Apartment
71.4%	20.1%	8.5%

In which residence hall or on-campus apartment do you live (if living on campus)?

Residence	Percent
Clement	5.8%
Clinton	3.1%
Creekside	4.6%
Dewey	2.4%
Fargo	7.6%
Flickinger	3.4%
Flint	7.0%
Goodyear	5.9%
Greiner	7.5%
Hadley	7.0%
Lehman	4.1%
Porter	5.7%
Red Jacket	7.2%
Richmond	6.0%
Roosevelt	3.6%
Spaulding	6.8%
South Lake	6.1%
Wilkeson	6.4%

Students told us which devices they own, and how they use them

Please indicate which computer(s) you own. (Select all that apply.)
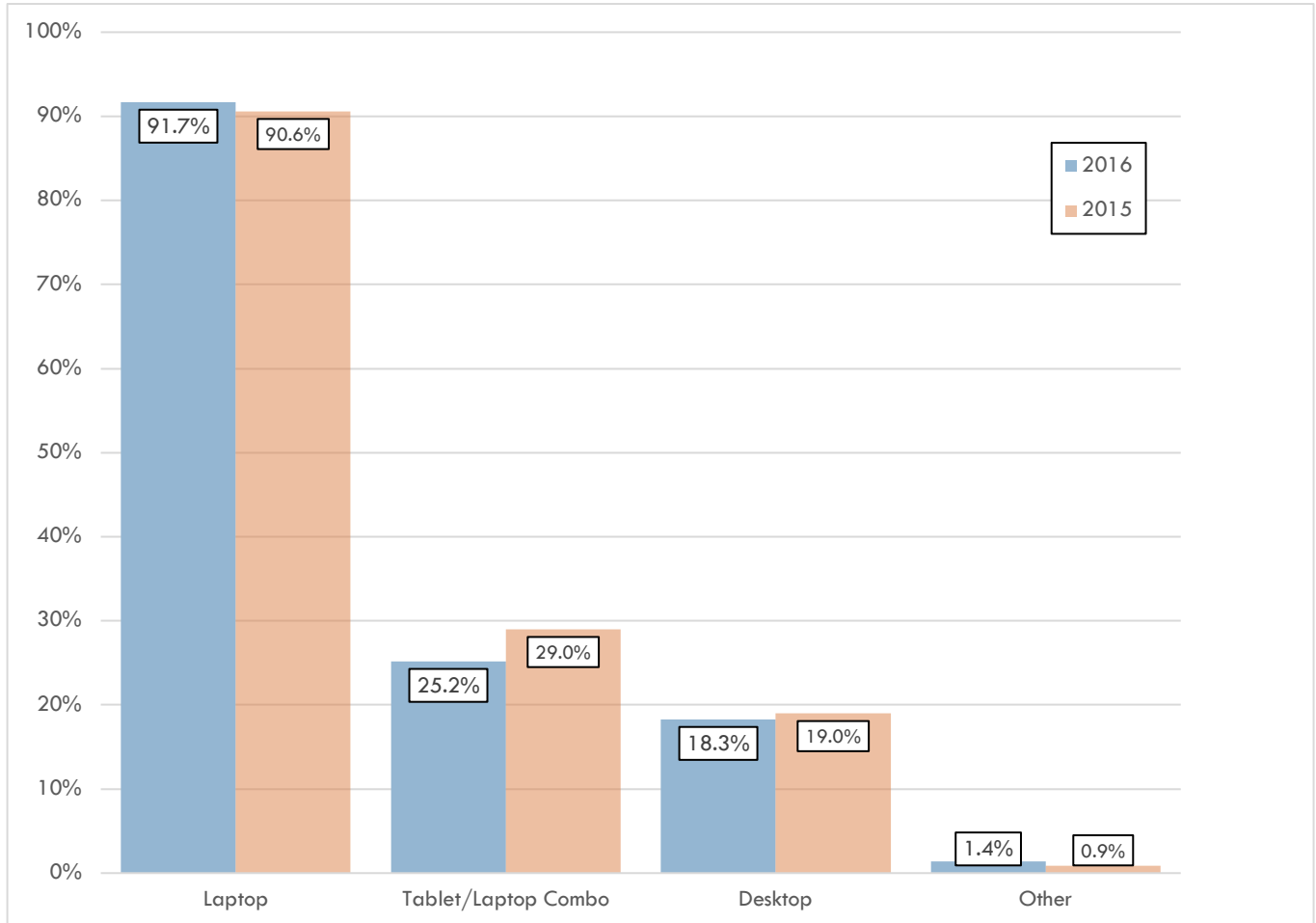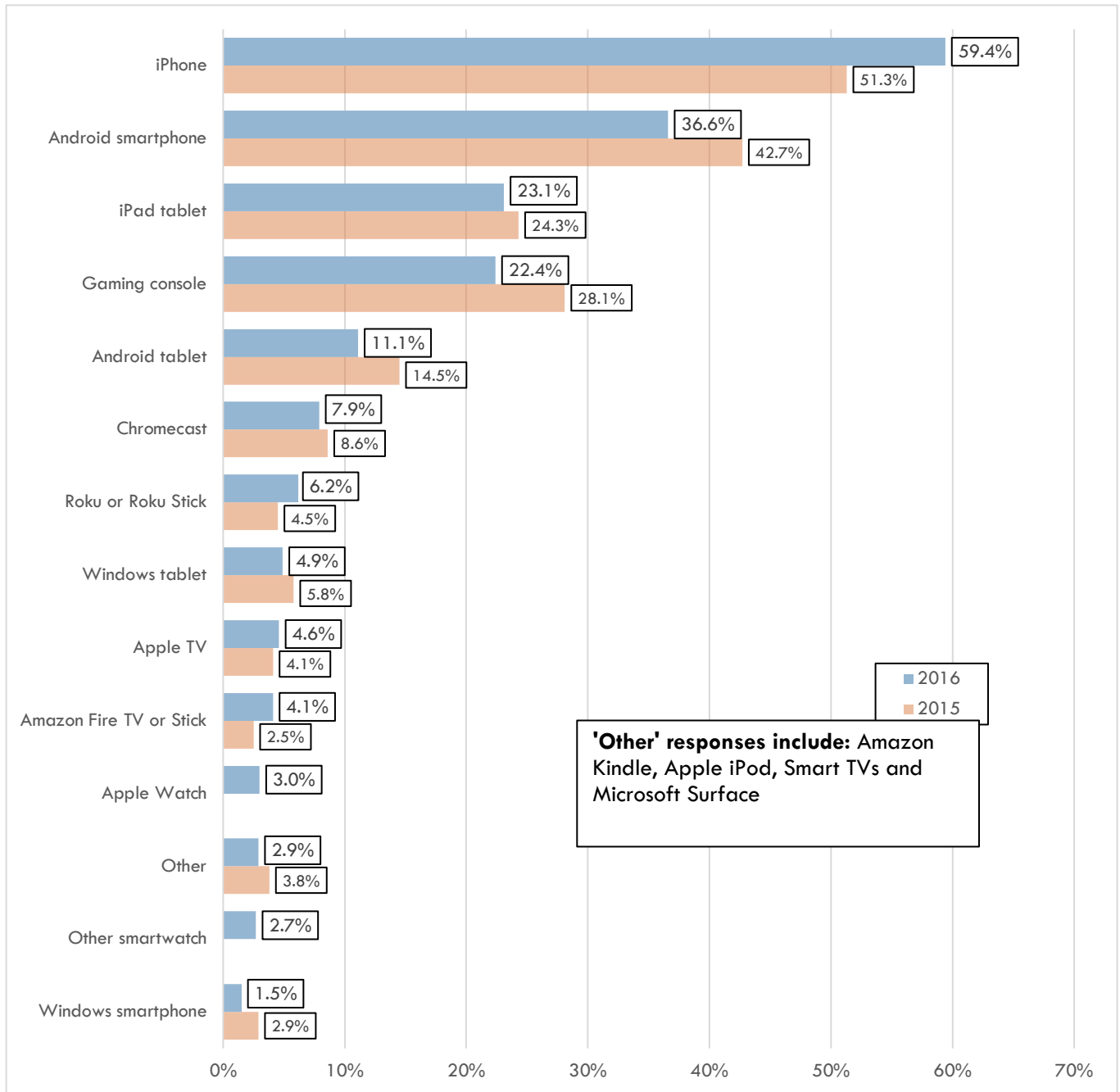

UB students still favor laptops above any other device—91.7% of students surveyed reported owning one. 18.3% of UB students reported owning a desktop computer.

On laptops and desktops, **62.6% of UB students use Windows and 31% use Mac OS.** 48% of students are on the latest Windows version (Windows 10) and 16.3% are on the latest version of Mac's OS (Sierra, 10.12).

Laptops are the clear choice for completing assignments (81.1%) and taking notes during class (53.1%) as well as web browsing (65%), gaming (44.9%) and streaming movies and TV shows (67.5%). Only when engaging with social media were students more likely to reach for their smartphone (64.1%).

Please indicate which mobile and media device(s) you own. (Select all that apply.)

iPhone: 59.4% (2016), 51.3% (2015)
Android smartphone: 36.6% (2016), 42.7% (2015)
iPad tablet: 23.1% (2016), 24.3% (2015)
Gaming console: 22.4% (2016), 28.1% (2015)
Android tablet: 11.1% (2016), 14.5% (2015)
Chromecast: 7.9% (2016), 8.6% (2015)
Roku or Roku Stick: 6.2% (2016), 4.5% (2015)
Windows tablet: 4.9% (2016), 5.8% (2015)
Apple TV: 4.6% (2016), 4.1% (2015)
Amazon Fire TV or Stick: 4.1% (2016), 2.5% (2015)
Apple Watch: 3.0% (2016)
Other: 2.9% (2016), 3.8% (2015)
Other smartwatch: 2.7% (2016)
Windows smartphone: 1.5% (2016), 2.9% (2015)

Legend: 2016, 2015

'Other' responses include: Amazon Kindle, Apple iPod, Smart TVs and Microsoft Surface

iPhone is still the most popular smartphone owned by 59.4% of UB students; **36.6% of students use an Android phone. 23.1% own an iPad, and 39.1% own some kind of tablet** (including iPad).

Not surprisingly, the number of additional mobile and media devices that students are using is proliferating considerably. These including gaming consoles (22.4%), media streaming devices like Chromecast (7.9%), Roku (6.2%) and Apple TV (4.6%), and wearables such as the Apple Watch (3%).

PART II. UBIT SERVICES

Students told us how satisfied they were with the IT resources provided them by the University

|	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied
UBmail (powered by Google)	90.4%	6.4%	2.0%
UBlearns	83.6%	9.9%	5.6%
MyUB	83.3%	10.9%	4.5%
HUB Student Center	77.7%	11.8%	9.3%
UB Alert	70.7%	16.8%	2.4%
UBIT Website	67.7%	17.7%	5.0%
Wi-Fi - UB Secure	64.4%	12.1%	18.9%
Printing from public workstations (iprint)	60.6%	15.9%	10.1%
UBIT Help Center	55.5%	21.1%	5.4%
Emergency.buffalo.edu	50.7%	19.8%	1.9%
Public workstations	59.6%	18.6%	5.9%
UB Mobile	53.0%	18.3%	11.4%
UBITName Manager	45.2%	21.3%	2.9%
UBbox	41.5%	20.5%	2.9%
Wi-Fi – eduroam	47.4%	15.2%	17.2%
Charge + Lock Station in Lockwood Cybrary	37.6%	18.9%	6.1%
iprint anywhere (mobile/remote)	36.4%	19.2%	11.0%
My Virtual Computing Lab	36.9%	19.7%	4.7%
Echo 360 course capture/recordings	35.0%	18.4%	6.6%
UBclicks	28.2%	19.8%	2.7%

Table excludes respondents who indicated "Don't know/Not Applicable"

UB services with the highest percentage of **very satisfied** customers are the "daily drivers" of student academic life: **UBmail (61.2%), UBlearns (45.2%), MyUB (43.2%)** and **HUB Student Center (37.9%)**.

Overall, students were likely to indicate they were either **somewhat** or **very satisfied** with UBIT services. **The highest levels of dissatisfaction were for UB Secure (18.9%) and eduroam (17.2%) Wi-Fi networks.** Despite this, most students living on campus rated the quality of Wi-Fi in their rooms highly (see pg. 6).

Students told us what they think of UB's public computing sites

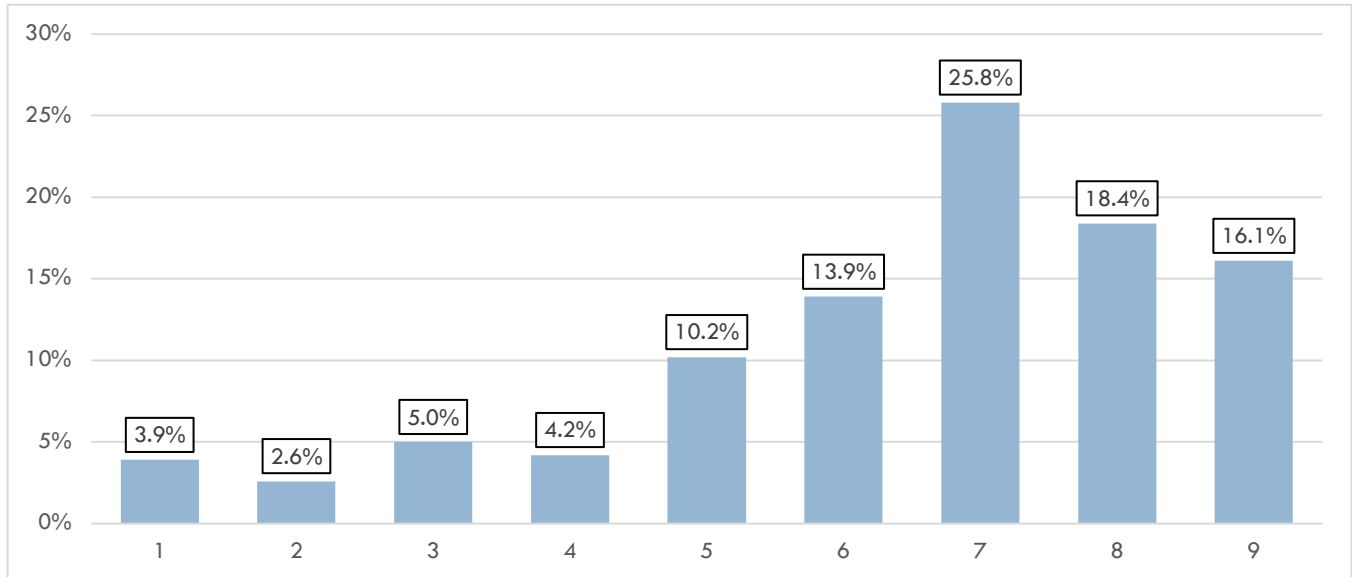**What do you like MOST about the following UB public computing sites?**
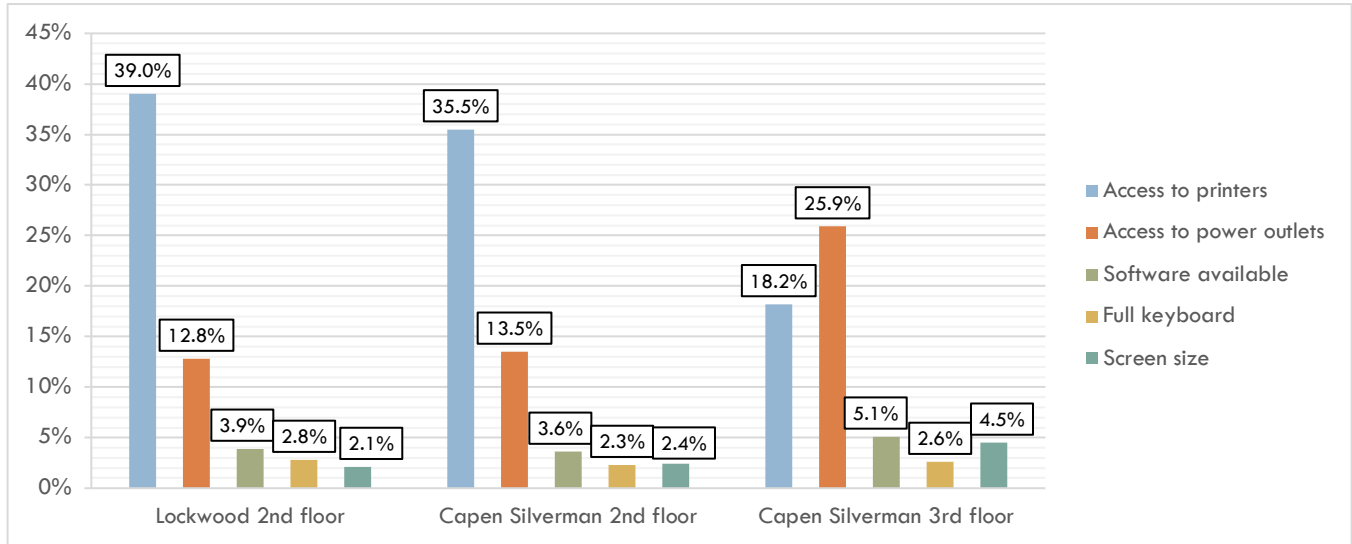
**What do you like LEAST about the following UB public computing sites?**
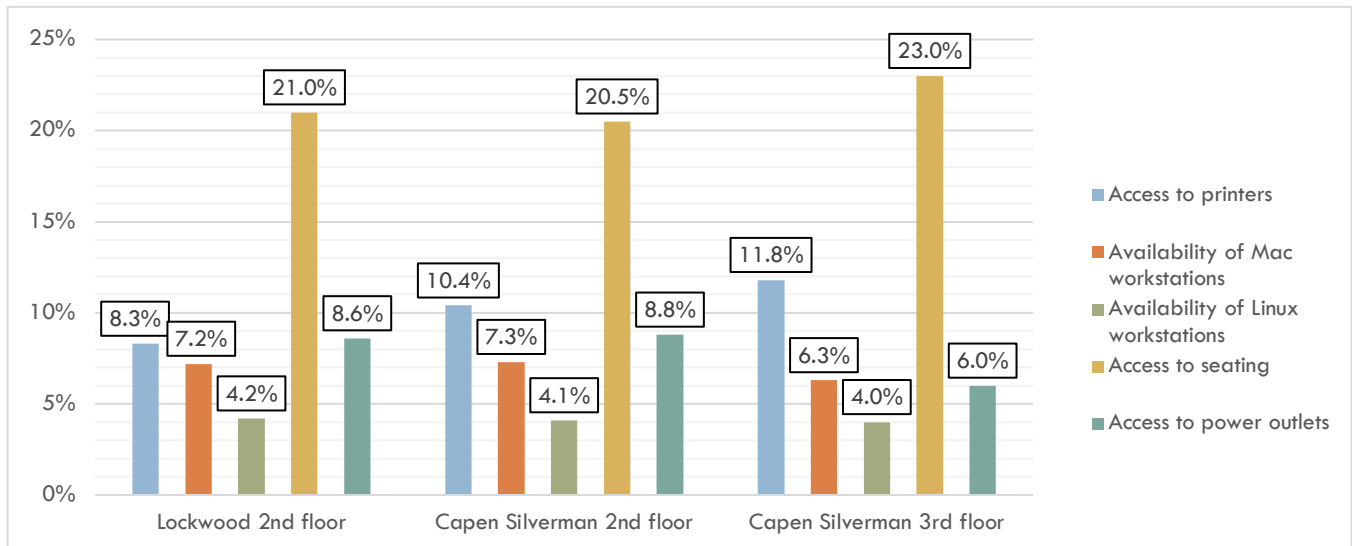
Students rated UB's Wi-Fi

On a scale from 1 to 9, please rate the CURRENT level of Wi-Fi service performance in your on-campus room.

UB's Wi-Fi Boost project is currently in its second year. In buildings that have already received Wi-Fi network upgrades as part of this project, students living on campus have indicated less dissatisfaction overall. The three buildings with the most satisfaction—**Hadley, Flint and Spaulding**—have already been Boosted, while the three buildings with the most dissatisfaction—**Goodyear, Clement and Greiner**—have yet to be Boosted. For more about this project, including a schedule for building upgrades, visit www.buffalo.edu/ubit/boost.
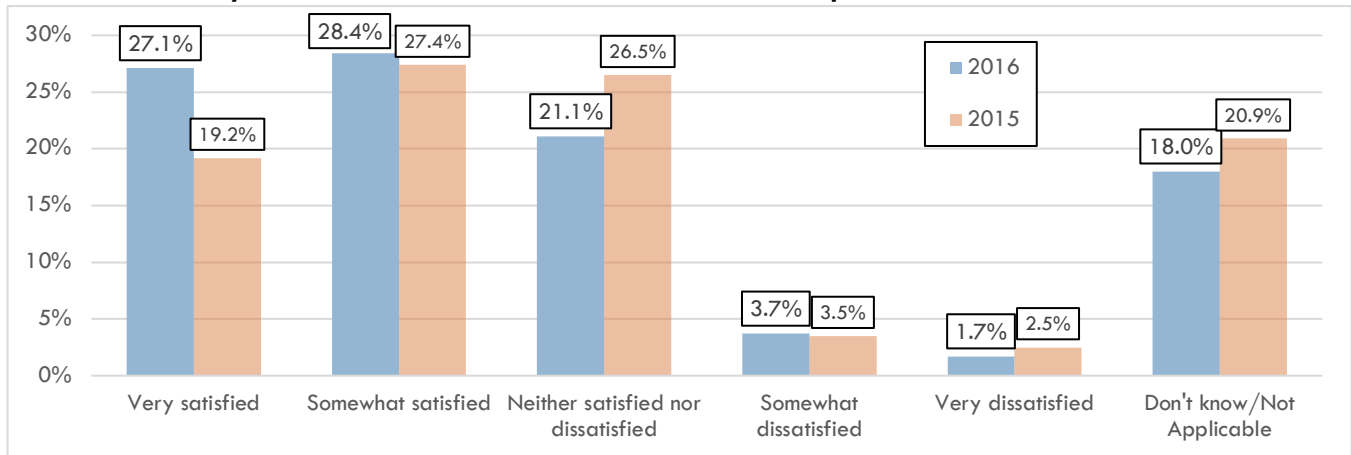
Student satisfaction with Wi-Fi in "Boosted" vs. non-"Boosted" residence halls and apartments
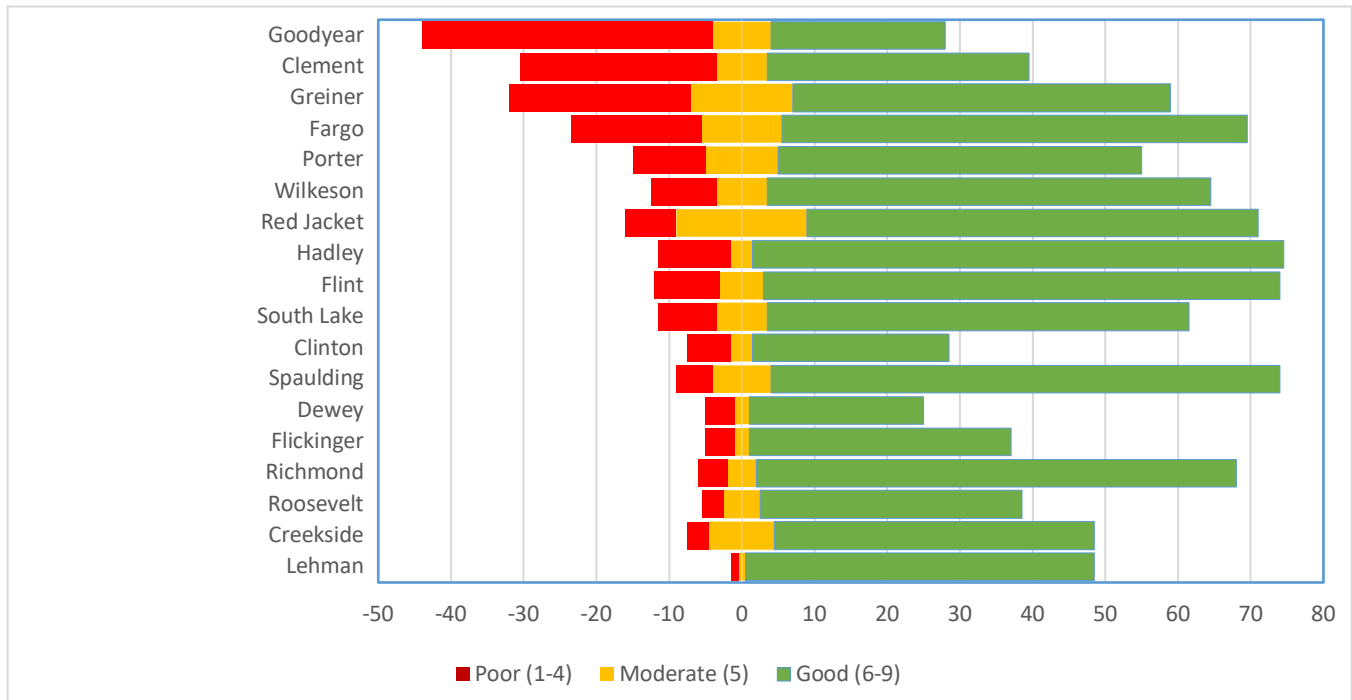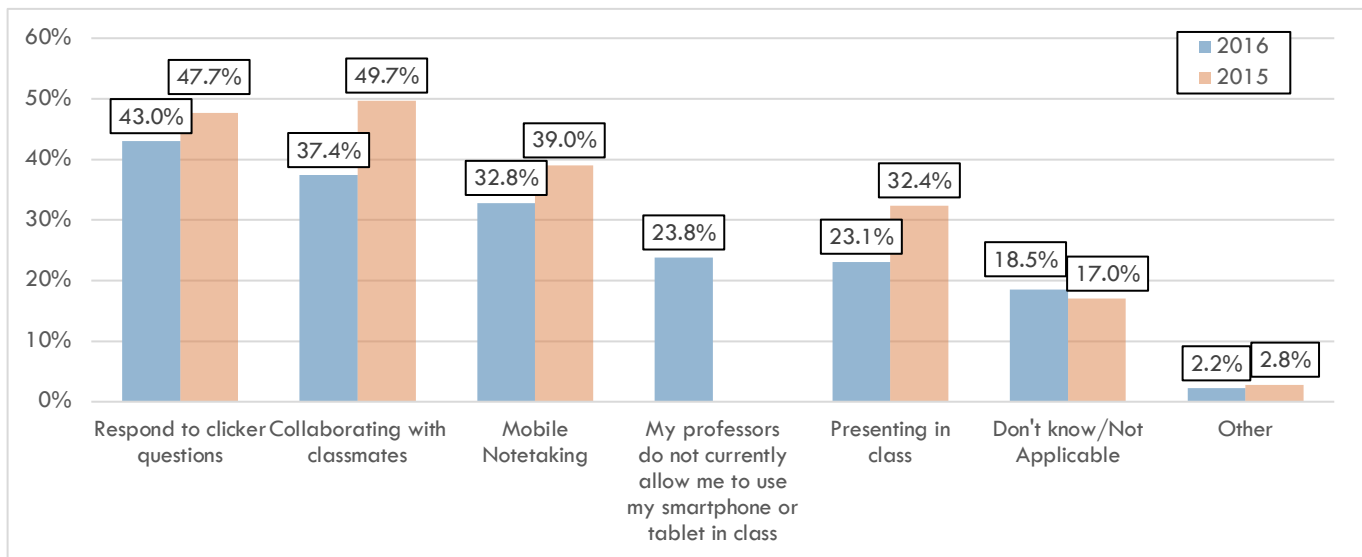
Students told us what they thought about the UBIT Help Center

Please indicate your level of satisfaction with the UBIT Help Center

Students told us about their preferences for using mobile devices in UB classrooms and with UBIT services

In what ways would you like to use your smartphone or tablet in UB's classrooms?

Indicate your level of interest in using your mobile device to access the following services:

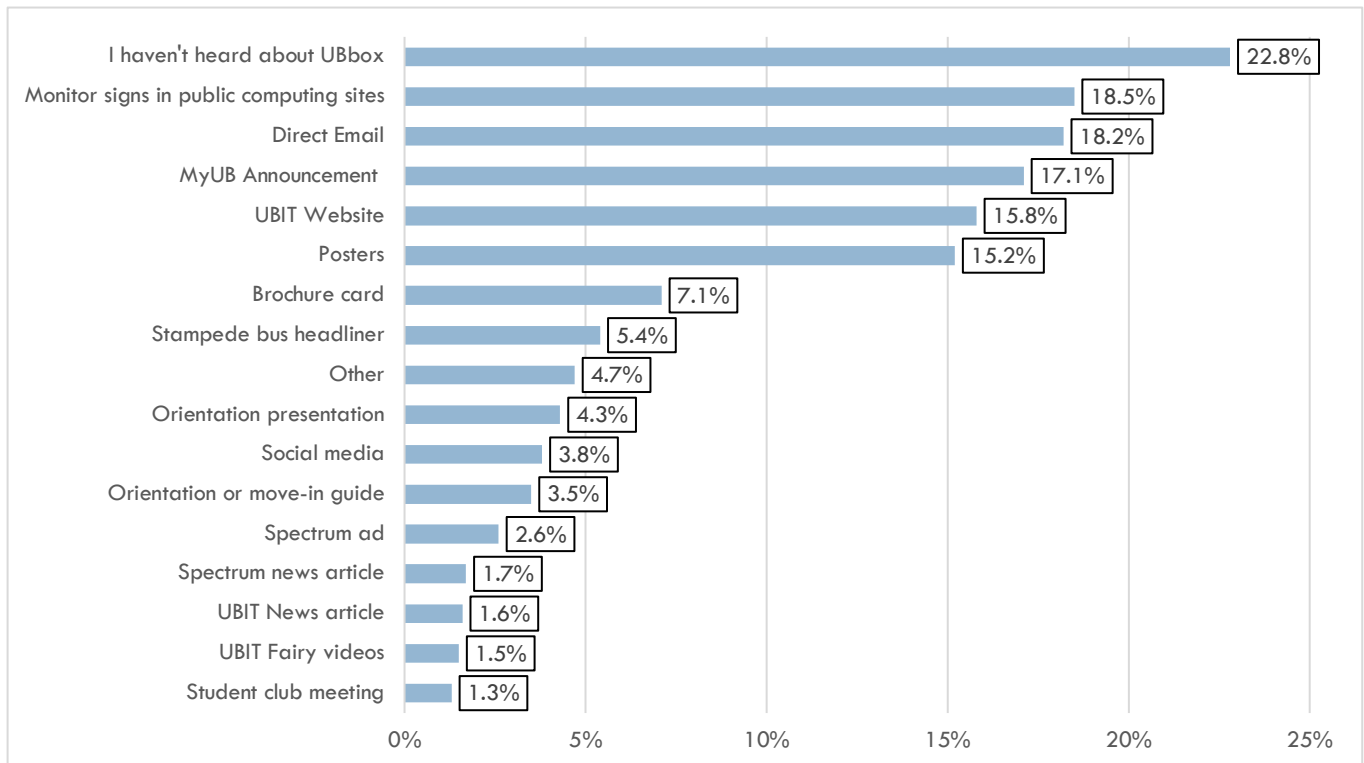|	Very Interested	Somewhat Interested	Neither interested or not interested	Somewhat not interested	Not at all interested	Don't know/Not Applicable
MyUB	59.9%	26.6%	7.1%	2.2%	3.2%	1.0%
HUB Student Center	56.5%	27.7%	8.6%	2.6%	3.5%	1.0%
Printing (iprint anywhere)	53.5%	23.0%	10.3%	3.8%	6.5%	2.8%
UBIT Alerts	49.7%	28.0%	12.6%	3.7%	4.2%	1.8%
Wayfinding around campus	41.7%	25.3%	15.2%	4.5%	7.2%	6.0%
Other (include comments)	25.0%	16.0%	18.5%	3.0%	6.5%	31.0%

'Other' responses include: bus schedules, campus cash and dining dollars balance, and ticketing and scheduling for campus events.

PART III. GETTING THE WORD OUT

Students told us how effective our efforts have been to promote new IT products and services have been

UBbox, a cloud file storage and sharing solution for UB students, faculty and staff, was introduced in 2016. It features secure cloud backups and unlimited storage. There was a substantial effort to promote this new service, and over 75% of students surveyed indicated they knew about UBbox. The most effective awareness outlet was monitor signs mounted on each workstation in public computing sites, followed closely by a direct email campaign and announcements on MyUB.

How did you learn of UBbox, UB's new unlimited secure cloud storage solution?

Category	Percentage
I haven't heard about UBbox	22.8%
Monitor signs in public computing sites	18.5%
Direct Email	18.2%
MyUB Announcement	17.1%
UBIT Website	15.8%
Posters	15.2%
Brochure card	7.1%
Stampede bus headliner	5.4%
Other	4.7%
Orientation presentation	4.3%
Social media	3.8%
Orientation or move-in guide	3.5%
Spectrum ad	2.6%
Spectrum news article	1.7%
UBIT News article	1.6%
UBIT Fairy videos	1.5%
Student club meeting	1.3%

Students told us which social media channels they use, and how they use them

In terms of social media, **Facebook continues to be the channel through which most UB students engage**—roughly 60% of students surveyed told us they prefer to use Facebook over other social media channels to read about UB events and news, as well as UB Alerts. This corresponds with the overall social media habits that UB students reported, as they overwhelmingly prefer Facebook for sharing photos, videos or updates with friends.
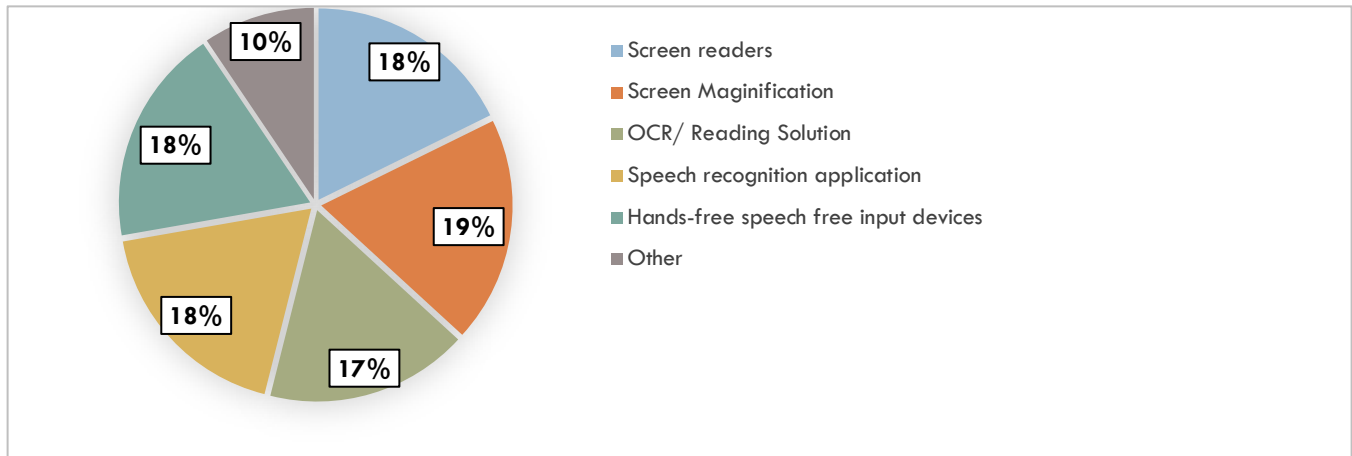
Instagram is the second most-popular channel among students for sharing with friends (15%). For UB Alerts, as well as UB-related news and events, Twitter is the second most-preferred choice (21.6% and 17.9% respectively).

PART IV. TECHNOLOGY AND UNIVERSITY LIFE

Students told us about the role assistive technology plans in their lives

Survey results indicate that there is a portion of the UB student body (roughly 12%) that consistently use the assistive technology that UB provides, including screen readers, screen magnification, speech recognition and hands-free speech-free input devices.

What assistive technology do you use, if any?

Legend:
- Screen readers
- Screen Maginification
- OCR/ Reading Solution
- Speech recognition application
- Hands-free speech free input devices
- Other

Values shown: 10%, 18%, 18%, 18%, 17%, 19%

Students told us what would have made it easier for them to get started with IT at UB

Since 2010, UBIT has asked students what can be done to better prepare them to take advantage of IT products and services at UB. 1,850 students responded in 2016, and analysis revealed the following prevalent themes, in order of most common to least:

Students feel UBIT is adequately preparing them to get started with IT at UB.

"Nothing, the school does enough work spreading the word about the new things happening on campus, which include the news about technology."

"As a graduate student who has navigated technology websites across a few universities, I can say that UBIT is the best and easiest to use, so I'm not sure something would've made it easier since I already knew what to look for."

"Nothing in particular. I was able to grasp the basics within the first week during orientation. Everything else just came by through word from friends or classes."

Students would like more, and more personalized, information about IT topics during orientation.

"I wish orientation would have more about UBIT and the services that it comes with. UBIT is a very common and popular service provided to us UB students and it took a while to become accustomed to the service."

"One-on-one login/start during orientation."

"Better assistance at orientation for law students."

Students would like IT information sent to them via email.

"More information via e-mail is required."

"I think since I am not always on campus some emails with the information… would make me more aware of everything that is going on with IT at UB."

"Email with links to what is offered giving the short gist for each item in one line."

…other popular suggestions included video tutorials, redesigning the UBIT website, more awareness about printing services, more promotional materials, a standard guide for getting started, and more step-by-step instructions.

PART V. CONCLUSION

The full results from this year's survey are available online at the UBIT website: http://www.buffalo.edu/content/dam/www/ubit/docs/student-experience-surveys/2016/2016UBITStudentExperienceSurvey-FullResults.pdf.

Regularly reaching out to students, and seeking to understand their habits with regard to technology, remains vital to understanding the shifting trends in on-campus technology. You can review results and analysis from past years' surveys on the UBIT website: http://www.buffalo.edu/ubit/about/strategic-initiatives/reports/UBIT-student-experience.html.