

## **Results Released for 2016 MSU Internet and Technology User Experience Survey**

***Survey Provides Data to Better Understand Computer, Mobile Technology, Social Media, and Internet Use Among the MSU Community***

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For Immediate Release

**EAST LANSING, Mich.** – For those who want to learn more about how Spartan students, faculty, and staff use technology, including social media, results from the 2016 MSU Internet and Technology User Experience Survey have been released.

Usability/Accessibility Research and Consulting (UARC) conducts the annual survey to systematically collect information about how the MSU community uses computers, social media, and mobile technology. The data from the 2016 MSU Internet and Technology User Experience Survey is available for anyone who wants to better understand technology use and opinions among students, faculty, and staff at MSU.

Graham L. Pierce, UARC Senior Accessibility Specialist, helped found the groundbreaking project in 2011, with the intent of tracking the way people use technology and access MSU's web presence.

“While it's obvious that technology is critical to success in modern higher education, it's not always clear how it's being used. The goal of this project is to determine how students, faculty, and staff at MSU are using technology and how they feel about it, which will allow us to make better decisions about how we can most effectively utilize it. Having data from multiple years allows us to see trends over time, which makes the data even more powerful.” said Pierce.

The survey was distributed to all campus faculty, staff, and students in the spring of 2016, and was completed by nearly 1,800 people. Questions ranged from rating expertise with different technologies to whether or not mobile devices should be used in MSU classes. The report includes comparisons of data from 2011, 2012, 2015, and 2016 to track change over time.



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Among the findings:

- Smartphone usage has increased from under 50% in 2011 to more than 90% in 2016. Laptops continue to be the most common technology used to access MSU content, with smartphones not far behind.
- Facebook continues to dominate social media usage, with little change over time - nearly 85% of the MSU community indicate regular use. YouTube is second (65%), Snapchat is third (51.8%), Instagram is fourth (46.9%) and Twitter dropped to fifth (44.6%). The high overall numbers for Snapchat and Instagram are driven by students, as the platforms are much less used by faculty and staff.
- Approval of the use of online content and mobile devices in classes has not changed from 2011 levels, with around 50% responding that MSU should rely on or use online content "a lot" or more, and just under 20% saying the same for mobile devices in class.

"This data is a useful, valuable resource for researchers, web developers, and the public to better understand how technology is used by those attending or working at higher education institutions," said Sarah Swierenga, UARC Director.

Visit <http://usability.msu.edu/techsurvey/> for the report, charts, full dataset, and more. All materials are available for public use, provided the survey is cited appropriately. Questions can be directed to Graham L. Pierce, Senior Accessibility Specialist, Michigan State University Usability/Accessibility Research and Consulting, [glpierce@msu.edu](mailto:glpierce@msu.edu).

"We put everything online, and hope that others will conduct detailed analyses to meet their needs," says Pierce.

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[Michigan State University's Usability/Accessibility Research and Consulting](#) (UARC) conducts research, evaluations, and consulting for industry, government, and academic clients, including MSU faculty and departments, on topics of accessibility, usability, and user-centered design. UARC is a department of [University Outreach and Engagement](#).

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