2016-17 SURVEY OF TECHNOLOGY USE BY UWA STUDENTS (TechNODE)

Key findings from the 2016-17 survey of both undergraduate and postgraduate UWA students:

**COMPUTING DEVICES**
- A typical undergraduate will have a laptop that is equally as likely to be a Mac as it is Windows
- 35% of students will also have a tablet and 25% will also have a desktop computer at home.
- Postgraduate students are more likely to own a Windows laptop than a Mac
- 90% of students always or sometimes bring their laptops to campus
- 77% of 1st years and 69% of other undergraduates would prefer to be provided with course related software for their own devices than to use UWA computing facilities
- 85% of Windows laptop owners use anti-virus software, compared to only 46% of Mac users

**SMARTPHONES**
- Almost every student owns a smartphone, with 63% of those owning an Apple iPhone
- 25% of students upgrade their phones as their plans expire, however the majority will wait until the phone breaks before replacing it. Only 3% buy a new phone as soon as a new model is available.

**WI-FI**
- 80% of students connect to the University Wi-Fi when on campus
- Students identified UWA's Wi-Fi as the technology service which required most improvement

**DATA STORANGE**
- 80% of undergraduate students store university work on their laptop with email, USB and cloud storage being equally used.
- Postgraduate students are far more likely to use cloud storage for university related files

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The annual TechNODE survey is now managed by UWA Government and Corporate Communications (previously by UWA Student Services) and has been administered to first year undergraduates since 2005-06. In 2016-17 we expanded this to include both undergraduate and postgraduate students. Some questions are modified each year in response to key issues of interest to the University and to reflect the changes in available technologies. Other questions are maintained in the survey to observe trends over time. This report summarises data gathered from all students who were enrolled at UWA in 2016 and still enrolled in 2017.
COMMUNICATIONS AND SOCIAL MEDIA

- Undergraduates communicate with their friends using Facebook Messenger and SMS
- WhatsApp is used by about 30% of undergraduates and nearly 50% of postgraduates
- Email use to communicate with friends increases from 29% of 1st years to 71% of research postgraduates
- Internet-based voice and video calls are only used by 15% of students
- 95% of students use Facebook and YouTube
- Snapchat is used more by undergraduates with 67% of first years using the platform and 59% of second and above

- In regards to receiving news from the University, 80% of students prefer email and 65% of students prefer Facebook. Undergraduates are more likely to prefer receiving university news via Facebook than postgraduates

LECTURE CAPTURE SYSTEM AND THE LMS APP

- 97% of undergraduates expect their lectures to be recorded and request that this be mandatory. Students also often requested an improvement in recording quality and that all lectures be available to download as well as stream.
- 40% of students use the Blackboard mobile app. Many students didn't know it existed, some believed it to be "glitchy" and some didn't see the need.

OVERALL

- When asking how students would grade UWA on its use of technology, the score from undergraduates was approximately:
  A 21%
  B 65%
  C 13%
  Fail 1%

New in 2016-17:
Up until now, the survey was only run for UWA students who had recently completed their first year of study in the previous year. This year we invited all UWA students that were enrolled in 2016 and were still currently enrolled in 2017 to participate. 3,486 undergraduate and postgraduate students took part in the survey. This gave us a clear picture of where technology behaviours differ between each year of study and a more accurate reflection of the entire student population’s habits and opinions.
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UWA STUDENTS SOCIAL MEDIA CHANNEL ANALYTICS

- UWA Government and Corporate Communications manages five social media channels for communications with current students.

FACEBOOK
- The UWA Students Facebook page (est 2005) now has over 21,000 likes and is used to aggregate all other non-official channels with relevant, audience-focused and timely posts. The page has an average organic reach of almost 50% (compared to the 2016 industry benchmark of only 2-6%). Humans of UWA features regularly top the most highly engaged with posts.

INSTAGRAM
- The UWA Students Instagram (est 2013) now has almost 9,000 followers and provides significant opportunity to enhance student experience, facilitating the co-creation of content and contributions to an online community, increasing a student's sense of both belonging and pride. The trending #uwastudents hashtag now has over 22,000 posts from students on Instagram and the account averages almost 200 likes per post.

YOUTUBE
- The UWA Students YouTube channel (est 2011) hosts 232 videos centred on the enrolled student experience. There has been over 786,900+ minutes (1 year, 180+ days) watched in total and almost 286,000 video views across the channel.

TWITTER
- Twitter is not as commonly used by students as other platforms but still provides useful means for delivering short announcements to the student population that follows. The UWA Students account (est 2011) now has over 2,700 followers and is valuable as a strategic and social listening tool.

SNAPCHAT
- Snapchat does not provide us with any sort of analytics, however regular monitoring of those who have added the UWA Students account (est 2016) suggest there are approximately 2,400 followers. Stories are typically viewed by approximately 1,200 people and are produced to give a fun "behind the scenes" view of UWA life that students can relate to, provide event coverage and announce important dates.

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