

This survey was administered in an online format over 10 days in June 2011 to a large e-Rewards® consumer panel using a double opt in, invitation-only respondent recruitment methods. The consumer panel service employed quality-control mechanisms to assure that only qualified respondents took the survey. Pre-qualified panel members were invited to complete a brief online screening survey (questions S1–S11); those meeting the respondent criteria (not disqualified per a quota or screening question response) were invited to complete the full questionnaire (question numbers Q1–29).

Section 1: Screening Questions (Selected Demographic and Institutional Characteristics)

S1. Are you...? Required.

- 1. Male
- 2. Female

S2. What is your age? Required.

Dropdown list including ages 17-65.

Disqualify respondents under 18 years of age; minimum of 60% of responses should be age 18-24

S3. Question Deleted

S4. Which of the following best describes you during the most recent academic year? Required.

- 1. Sophomore in high school (*Disqualify*)
- 2. Junior in high school (*Disqualify*)
- 3. Senior in high school (*Disqualify*)
- 4. Freshman in college
- 5. Sophomore in college
- 6. Junior in college
- 7. Senior in college
- 8. College graduate (*Disqualify*)
- 9. Other (e.g., working, post-graduate, etc.) (*Disqualify*)

Must answer codes 4, 5, 6, or 7 to qualify – all other codes disqualify.

S5a. What college or university do you attend?

Drop down list of colleges/universities

S5b. In what state is the college or university you attend located?

Drop down list of 50 States + "Outside of USA" – Disqualify "Outside of USA" responses

S6. What is your current major or intended major?

- 1. Biological/life sciences, including agriculture and health sciences
- 2. Business, management, marketing
- 3. Education, including physical education
- 4. Engineering, including computer science
- 5. Liberal arts and sciences/general studies and humanities
- 6. Physical sciences, including math
- 7. Social sciences, including history and psychology
- 8. Fine arts
- 9. Other
- 10. Undecided

S7. Is your college or university public or private?

- 1. Public
- 2. Private
- 3. For-profit (e.g., University of Phoenix, Corinthian)

S8. About how many students go to your institution? If your college or university has more than one campus, please include only your campus. Your best estimate is fine.

- 1. Less than 500
- 2. 500 to 999
- 3. 1,000 to 4,999
- 4. 5,000 to 9,999
- 5. 10,000 to 19,999
- 6. 20,000 or more

S9. Which of the following best describes your institution?

- 1. A two-year or community college
- 2. A four-year college or university
- 3. A trade or technical school (*Disqualify*)
- 4. Other (*Disqualify*)

Must answer codes 1 or 2 to qualify – all other codes disqualify.

S10. Are you currently a full-time or part-time student? Part-time is fewer than 12 credit hours per quarter/semester.

- 1. Full-time
- 2. Part-time

S11. What is your ethnic background? Select all that apply.

- 1. White
- 2. Black/African American
- 3. Hispanic
- 4. American Indian or Alaskan native
- 5. Asian/Pacific Islander
- 6. Other
- 7. Prefer not to answer

Welcome to the survey. We'd like to ask you some questions about your experiences with and attitudes towards the technology that both you and your college/university use in conjunction with your academic experiences. **By "technology," we mean things like computers,**

software, Internet, mobile devices, Blu-ray, HD-TV, and alternative platforms (e.g., iPads and tablets) that you use in conjunction with your college courses, homework, or any other aspects of your college experience. There are no right or wrong answers. We'd just like you to answer as honestly as you can.

Section 2: Technology Ownership and Use

Q1. Which of the following items do you own? *Select all that apply.*

Randomize within groups: Keep codes 1–6, 7–10, 11–12, 13–20, 21–22, 23–25, and 26–27 together.

- 1. iPhone
- 2. Android phone (e.g., Droid, Nexus S, G1/G2, Galaxy S, EVO, etc.)
- 3. Windows OS phone (e.g., MotoQ, Samsung Focus, HTC Touch, etc.)
- 4. BlackBerry
- 5. Other smartphone
- 6. Other mobile/cell phone
- 7. Digital point and shoot camera
- 8. Digital SLR camera
- 9. Digital video camera
- 10. Flip video camera (or similar inexpensive pocket-sized dedicated video camera)
- 11. Handheld/portable gaming device (e.g., Sony PSP, Nintendo DS Lite, Gameboy)
- 12. Stationary gaming device (e.g., Xbox, Sony PlayStation, Nintendo Wii)
- 13. DVR
- 14. DVD player
- 15. Blu-ray player
- 16. HD TV
- 17. HD set-top box
- 18. 3D TV
- 19. Internet-ready TV
- 20. Internet device that attaches to TV (e.g., Apple TV, Roku)
- 21. mp3 player/music device (other than iPod)
- 22. iPod
- 23. Desktop computer
- 24. Laptop computer
- 25. Netbook
- 26. iPad
- 27. Other tablet (e.g., Galaxy Tab, Xoom, etc.) – not an iPad
- 28. E-reader (e.g., Kindle, NOOK)
- 29. Webcam
- 30. USB thumbdrive/portable hard drive
- 31. Scanner
- 32. Smartpen
- 33. Printer
- 34. Wi-Fi
- 35. None of these

Q2a. Regardless of whether you own it, which of the following have you used for at least one course or academic activity in the past year? This could include items that

are provided by your institution, that professors use as a part of your class, or that you use outside of class to supplement your learning. *Select all that apply.*

Randomize within groups: Keep codes 1–6, 7–10, 11–12, 13–20, 21–22, 23–25, and 26–27 together.

- 1. iPhone
- 2. Android phone (e.g., Droid, Nexus S, G1/G2, Galaxy S, EVO, etc.)
- 3. Windows OS phone (e.g., MotoQ, Samsung Focus, HTC Touch, etc.)
- 4. BlackBerry
- 5. Other smartphone
- 6. Other mobile/cell phone
- 7. Digital point and shoot camera
- 8. Digital SLR camera
- 9. Digital video camera
- 10. Flip video camera (or similar inexpensive pocket-sized dedicated video camera)
- 11. Handheld/portable gaming device (e.g., Sony PSP, Nintendo DS Lite, Gameboy)
- 12. Stationary gaming device (e.g., Xbox, Sony PlayStation, Nintendo Wii)
- 13. DVR
- 14. DVD player
- 15. Blu-ray player
- 16. HD TV
- 17. HD set-top box
- 18. 3D TV
- 19. Internet-ready TV
- 20. Internet device that attaches to TV (e.g., Apple TV, Roku)
- 21. mp3 player/music device (other than iPod)
- 22. iPod
- 23. Desktop computer
- 24. Laptop computer
- 25. Netbook
- 26. iPad
- 27. Other tablet (e.g., Galaxy Tab, Xoom, etc.) – not an iPad
- 28. E-reader (e.g., Kindle, NOOK)
- 29. Webcam
- 30. USB thumbdrive/portable hard drive
- 31. Scanner
- 32. Smartpen
- 33. Printer
- 34. Wi-Fi
- 35. None of these

Q2b. You've told us about all the different kinds of technological devices you own and use for academic work. Now tell us which of the following your instructors used to teach, mentor, and communicate with you in the past year? *Select all that apply.*

Randomize within groups: Keep codes 1–6, 7–10, 11–12, 13–20, 21–22, 23–25, and 26–27 together; always show codes 35–38.

- 1. iPhone
- 2. Android phone (e.g., Droid, Nexus S, G1/G2, Galaxy S, EVO, etc.)

- 3. Windows OS phone (e.g., MotoQ, Samsung Focus, HTC Touch, etc.)
- 4. BlackBerry
- 5. Other smartphone
- 6. Other mobile/cell phone
- 7. Digital point and shoot camera
- 8. Digital SLR camera
- 9. Digital video camera
- 10. Flip video camera (or similar inexpensive pocket-sized dedicated video camera)
- 11. Handheld/portable gaming device (e.g., Sony PSP, Nintendo DS Lite, Gameboy)
- 12. Stationary gaming device (e.g., Xbox, Sony PlayStation, Nintendo Wii)
- 13. DVR
- 14. DVD player
- 15. Blu-ray player
- 16. HD TV
- 17. HD set-top box
- 18. 3D TV
- 19. Internet-ready TV
- 20. Internet device that attaches to TV (e.g., Apple TV, Roku)
- 21. mp3 player/music device (other than iPod)
- 22. iPod
- 23. Desktop computer
- 24. Laptop computer
- 25. Netbook
- 26. iPad
- 27. Other tablet (e.g., Galaxy Tab, Xoom, etc.) – not an iPad
- 28. eReader (e.g., Kindle, NOOK)
- 29. Webcam
- 30. USB thumbdrive/portable hard drive
- 31. Scanner
- 32. Smartpen
- 33. Printer
- 34. Wi-Fi
- 35. Document camera or digital overhead projector (like an overhead projector, but can display 3D items as well as transparencies)
- 36. Clickers or student response systems
- 37. Projector (often connected to a computer for presentation purposes)
- 38. Interactive whiteboard (e.g., SMART board)
- 39. None of these

Q3. How effectively did your instructors use these technologies to teach, mentor and communicate with you in the past year?

Show if selected in Q2b.

Randomize within groups: Keep codes 1–6, 7–10, 11–12, 13–20, 21–22, 23–25, and 26–27 together; always show codes 35–38.

	Not Effectively At All 1	2	3	4	Extremely Effective 5	NA 6
iPhone						
Android phone (e.g., Droid, Nexus S, G1/G2, Galaxy S, EVO, etc.)						
Windows OS phone (e.g., MotoQ, Samsung Focus, HTC Touch, etc.)						
BlackBerry						
Other smartphone						
Other mobile/cell phone						
Digital point and shoot camera						
Digital SLR camera						
Digital video camera						
Flip video camera (or similar inexpensive pocket-sized dedicated video camera)						
Handheld/portable gaming device (e.g., Sony PSP, Nintendo DS Lite, Gameboy)						
Stationary gaming device (e.g., Xbox, Sony PlayStation, Nintendo Wii)						
DVR						
DVD player						
Blu-ray player						
HD TV						
HD set-top box						
3D TV						
Internet-ready TV						
Internet device that attaches to TV (e.g., Apple TV, Roku)						
mp3 player/music device (other than iPod)						
iPod						
Desktop computer						
Laptop computer						
Netbook						
iPad						
Other tablet (e.g., Galaxy Tab, Xoom, etc.) – not an iPad						
E-reader (e.g., Kindle, NOOK)						
Webcam						
USB thumbdrive/portable hard drive						
Scanner						
Smartpen						
Printer						

Wi-Fi						
Document camera or digital overhead projector (like an overhead projector, but can display 3D items as well as transparencies)						
Clickers or student response systems						
Projector (often connected to a computer for presentation purposes)						
Interactive whiteboard (e.g., SMART board)						

Q4a. And how valuable are each of the following when it comes to your academic success, (whether it's your own personal device or something your instructor or university uses as a part of your academic experience)? Please consider only your academic success when rating these technologies, not the other aspects of your life.

Show if selected in Q2a or Q2b.

Randomize within groups: Keep codes 1–6, 7–10, 11–12, 13–20, 21–22, 23–25, and 26–27 together; always show codes 35–38.

Q4b. Does your college or university officially prefer you use one computing platform over another?

- 1. Institution prefers students use Windows-based PCs
- 2. Institution prefers students use Apple computers
- 3. Institution prefers UNIX-based (including LINUX) computers
- 4. Institution has no preference

Q4c. And, what is your preference? Do you prefer to use one platform over another?

- 1. I prefer Windows-based PCs
- 2. I prefer Apple computers
- 3. I prefer another platform (Specify)
- 4. I have no preference

Q4d. Do you use "cloud computing" with any computer or mobile devices you own? (By "cloud computing," we mean any application where the primary purpose is to store data remotely on a network, instead of on your hard drive, such as Amazon Cloud Drive, Amazon Cloud Player, Google Docs, Dropbox, or Windows Azure).

- 1. Yes
- 2. No
- 3. Don't know/Unsure *Go to 5a*

Q4e. Thinking about the next year, do you think your use of cloud computing will...

- 1. Increase dramatically
- 2. Increase somewhat
- 3. Stay the same
- 4. Decrease somewhat
- 5. Decrease dramatically

Q5a. Thinking about the most recent school year, how often did you do the following, whether it was for school or personal purposes?

Randomize within groups. Keep codes 1–4, 5–6, 7–8, 9–11, 12–13, 16–18 together.

	Several times a day 1	Once a day 2	A few times a week 3	Less often 4	Don't Use 5
Instant message (Gchat, Facebook chat, AIM, etc.)					
Text message					
E-mail					
Use Twitter					
Contribute to Wikis (Wikipedia, course wiki, etc.)					
Read Wikis (Wikipedia, course wiki, etc.)					
Contribute to blogs					
Read blogs					
Download or stream web-based music					
Download or stream web-based videos (YouTube, etc.)					
Post videos to a video-sharing website (YouTube, etc.)					
Play online multi-user computer games for recreation, not education (World of Warcraft, Call of Duty: Black Ops, poker)					
Participate in online virtual worlds (Second Life, Forterra, etc.)					
Use telephone-like communication over the Internet (Skype, Google Voice, Video Chat, etc.)					
Watch podcasts or webcasts					
Use Facebook					
Use LinkedIn					
Use other social networking websites (MySpace, etc.)					
Recommend/share an article or information online by tagging/bookmarking/liking (Delicious, Digg, Newsvine, Twine, etc.)					
Use photo-sharing websites (Flickr, Snapfish, Picasa, etc.)					
Access Internet content via a TV (Apple TV, Roku)					
Use online forums or bulletin boards					
Use social studying sites (Cramster, CourseHero, GradeGuru, etc.)					
Participate in online chats, chat events, webinars					
Use geo-tagging, geo-tagged environments (FourSquare, Gowalla, Foodspotting, Walk, Jog, Run, etc.)					

Q5b. Thinking about the most recent school year, how often did you do the following, whether it was for school or personal purposes?

Randomize.

	Several times a day 1	Once a day 2	A few times a week 3	Less often 4	Don't Use 5
Use your college/university's library website					
Use a course or learning management system (Blackboard, Moodle, WebCT, Desire@Learn, Sakai, etc.)					
Use spreadsheets (Excel, Numbers, Google Spreadsheets, etc.)					
Use presentation software (PowerPoint, Keynote, Google Presentations, etc.)					
Use graphics software (Photoshop, Flash, etc.)					
Use audio-creation software (Audacity, Garage Band, etc.)					
Use video-creation software (Final Cut, Movie Maker, iMovie, etc.)					
Use word processors (Word, Pages, Google Documents, etc.)					
Use speech recognition software (Dragon's Naturally Speaking, Windows Vista voice recognition, MacSpeak)					
Use programming languages (C++, Java, etc.)					
Use simulations or play educational games					
Use web-based citation/bibliography tools (CiteULike, OttoBib, etc.)					
Use e-portfolios					
Use e-books or e-textbooks					
Use freely available course content beyond your campus (OpenCourseWare, Khan Academy, etc.)					

Q5c. You mentioned you text message several times a day. Please estimate the number text messages you send and receive in a single day.

Ask if selected "Several times a day" code 1 in Q5a_2 "text message".

Open-numeric response, range 1–999.

Q5d. You mentioned you e-mail several times a day. Please estimate the number e-mails you send and receive in a single day.

Ask if selected "Several times a day" code 1 in Q5a_3 "e-mail".

Open-numeric response, range 1–999.

Q5e. You mentioned you use Twitter several times a day. Please estimate the tweets you post and read in a single day.

Ask if selected "Several times a day" code 1 in Q5a_4 "Twitter".

Open-numeric response, range 1–999.

Q5f. You mentioned you use Facebook several times a day. Please estimate the number times you log on or check Facebook in a single day.

Ask if selected "Several times a day" code 1 in Q5a_16 "Facebook".

Open-numeric response, range 1–999.

Q6. How comfortable do you feel with your ability to use each of the following?*Randomize.*

	I wish I knew how to use it better 1	2	3	4	My skill level meets my needs 5
College/university's library website					
Course or learning management system (Blackboard, Moodle, WebCT, Desire@Learn, Sakai, etc.)					
Spreadsheets (Excel, Numbers, Google Spreadsheets, etc.)					
Presentation software (PowerPoint, Keynote, Google Presentations, etc.)					
Graphics software (Photoshop, Flash, etc.)					
Audio-creation software (Audacity, Garage Band, etc.)					
Video-creation software (Final Cut, MovieMaker, iMovie, etc.)					
Word processors (Word, Pages, Google Documents, etc.)					
Speech recognition software (Dragon's Naturally Speaking, Windows Vista voice recognition, MacSpeak)					
Programming languages (C++, Java, etc.)					
Simulations or educational games					
Web-based citation/bibliography tools (CiteULike, OttoBib, etc.)					
E-portfolios					
E-books or e-textbooks					
Freely available course content beyond your campus (OpenCourseWare, Khan Academy, etc.)					
Podcasts and webcasts					
Online virtual worlds (Second Life, Forterra, etc.)					
Photo-sharing websites (Flickr, Snapfish, Picasa, etc.)					
Internet content via a TV (Apple TV, Roku)					
Social studying sites (Cramster, CourseHero, GradeGuru, etc.)					
Online chats, chat events, webinars					
Geo-tagging, geo-tagged environments (FourSquare, Gowalla, Foodspotting, Walk, Jog, Run, etc.)					

**Q7. How valuable are each of the following when it comes to your academic success?
Please consider only your academic success when rating these technologies, not the
other aspects of your life.**

Keep codes: 1–4, 5–6, 7–9, 10–11, 14–16 together. Keep codes 10 “online multi-user computer games” and 34 simulations or educational games” together.

Randomize.

	Not At All Valuable 1	2	3	4	Extremely Valuable 5
Instant message (Gchat, Facebook chat, etc.)					
Text message					
E-mail					
Twitter					
Wikis (Wikipedia, course wiki, etc.)					
Blogs					
Web-based music					
Web-based videos					
Video-sharing websites (YouTube, etc.)					
Online multi-user computer games					
Online virtual worlds (Second Life, Forterra, etc.)					
Telephone-like communication over the Internet (Skype, Google Voice, Video Chat, etc.)					
Podcasts and webcasts					
Facebook					
LinkedIn					
Other social networking websites (MySpace, etc.)					
Recommend an article or information online by Tagging/ bookmarking/liking (Delicious, Digg, Newsvine, Twine, etc.)					
Photo-sharing websites (Flickr, Snapfish, Picasa, etc.)					
Internet content via a TV (Apple TV, Roku)					
Online forums or bulletin boards					
Social studying sites (Cramster, CourseHero, GradeGuru, etc.)					
Online chats, chat events, webinars					
Geo-tagging, geo-tagged environments (FourSquare, Gowalla, Foodspotting, Walk, Jog, Run, etc.)					
College/university’s library website					
Course or learning management system (Blackboard, Moodle, WebCT, Desire@Learn, Sakai, etc.)					
Spreadsheets (Excel, Numbers, Google Spreadsheets, etc.)					
Presentation software (PowerPoint, Keynote, Google Presentations, etc.)					

Graphics software (Photoshop, Flash, etc.)					
Audio-creation software (Audacity, Garage Band, etc.)					
Video-creation software (Final Cut, MovieMaker, iMovie, etc.)					
Word processors (Word, Pages, Google Documents, etc.)					
Speech recognition software (Dragon's Naturally Speaking, Windows Vista voice recognition, MacSpeak)					
Programming languages (C++, Java, etc.)					
Simulations or educational games					
Web-based citation/bibliography tools (CiteULike, OttoBib, etc.)					
E-portfolios					
E-books or e-textbooks					
Freely available course content beyond your campus (OpenCourseWare, Khan Academy, etc.)					

Q8a. Which things do you wish your instructors used more? *Select all that apply.*

Keep codes: 1–4, 5–6, 7–9, 10–11, 14–16 together. Keep codes 10 “online multi-user computer games” and 34 simulations or educational games” together.

Randomize.

- 1. Instant message (Gchat, Facebook chat, AIM etc.)
- 2. Text message
- 3. E-mail
- 4. Twitter
- 5. Wikis (Wikipedia, course wiki, etc.)
- 6. Blogs
- 7. Web-based music
- 8. Web-based videos
- 9. Video-sharing websites (YouTube, etc.)
- 10. Online multi-user computer games
- 11. Online virtual worlds (Second Life, Forterra, etc.)
- 12. Telephone-like communication over the Internet (Skype, Google Voice, Video Chat, etc.)
- 13. Podcasts and webcasts
- 14. Facebook
- 15. LinkedIn
- 16. Other social networking websites (MySpace, etc.)
- 17. Recommend an article or information online by tagging/bookmarking/liking (Delicious, Digg, Newsvine, Twine, etc.)
- 18. Photo-sharing websites (Flickr, Snapfish, Picasa, etc.)
- 19. Internet content via a TV (Apple TV, Roku)
- 20. Online forums or bulletin boards
- 21. Social studying sites (Cramster, CourseHero, GradeGuru, etc.)
- 22. Online chats, chat events, webinars
- 23. Geo-tagging, geo-tagged environments

- 24. College/university library website
- 25. Course or learning management system (Blackboard, Moodle, WebCT, Desire@Learn, Sakai, etc.)
- 26. Spreadsheets (Excel, Numbers, Google Spreadsheets, etc.)
- 27. Presentation software (PowerPoint, Keynote, Google Presentations, etc.)
- 28. Graphics software (Photoshop, Flash, etc.)
- 29. Audio-creation software (Audacity, Garage Band, etc.)
- 30. Video-creation software (Final Cut, MovieMaker, iMovie, etc.)
- 31. Word processors (Word, Pages, Google Documents, etc.)
- 32. Speech recognition software (Dragon's Naturally Speaking, Windows Vista voice recognition, McSpeak)
- 33. Programming languages (C++, Java, etc.)
- 34. Simulations or educational games
- 35. Web-based citation/bibliography tools (CiteULike, OttoBib, etc.)
- 36. E-portfolios
- 37. E-books or e-textbooks
- 38. Freely available course content beyond your campus (OpenCourseWare, Khan Academy, etc.)
- 39. None of the above

Q8b. You said you wished your instructors used (insert "least fill" response from Q8a) more often. Why do you say that? *Open-ended.*

Q8c. Which things do you wish your institution used more often? *Select all that apply.*

Keep codes: 1–4, 5–6, 7–9, 10–11, 14–16 together. Keep codes 10 "online multi-user computer games" and 34 simulations or educational games" together.

Randomize.

- 1. Instant message (Gchat, Facebook chat, AIM etc.)
- 2. Text message
- 3. E-mail
- 4. Twitter
- 5. Wikis (Wikipedia, course wiki, etc.)
- 6. Blogs
- 7. Web-based music
- 8. Web-based videos
- 9. Video-sharing websites (YouTube, etc.)
- 10. Online multi-user computer games
- 11. Online virtual worlds (Second Life, Forterra, etc.)
- 12. Telephone-like communication over the Internet (Skype, Google Voice, Video Chat, etc.)
- 13. Podcasts and webcasts
- 14. Facebook
- 15. LinkedIn
- 16. Other social networking websites (MySpace, etc.)
- 17. Recommend an article or information online by tagging/bookmarking/liking (Delicious, Digg, Newsvine, Twine, etc.)
- 18. Photo-sharing websites (Flickr, Snapfish, Picasa, etc.)
- 19. Internet content via a TV (Apple TV, Roku)

- 20. Online forums or bulletin boards
- 21. Social studying sites (Cramster, CourseHero, GradeGuru, etc.)
- 22. Online chats, chat events, webinars
- 23. Geo-tagging, geo-tagged environments
- 24. College/university library website
- 25. Course or learning management system (Blackboard, Moodle, WebCT, Desire@Learn, Sakai, etc.)
- 26. Spreadsheets (Excel, Numbers, Google Spreadsheets, etc.)
- 27. Presentation software (PowerPoint, Keynote, Google Presentations, etc.)
- 28. Graphics software (Photoshop, Flash, etc.)
- 29. Audio-creation software (Audacity, Garage Band, etc.)
- 30. Video-creation software (Final Cut, MovieMaker, iMovie, etc.)
- 31. Word processors (Word, Pages, Google Documents, etc.)
- 32. Speech recognition software (Dragon’s Naturally Speaking, Windows Vista voice recognition, McSpeak)
- 33. Programming languages (C++, Java, etc.)
- 34. Simulations or educational games
- 35. Web-based citation/bibliography tools (CiteULike, OttoBib, etc.)
- 36. E-portfolios
- 37. E-books or e-textbooks
- 38. Freely available course content beyond your campus (OpenCourseWare, Khan Academy, etc.)
- 39. None of the above

Q8d. You said you wished your institution used (insert “least fill” response from Q8c) more often. Why do you say that?

Open-ended.

Q9. Overall, where does your college or university fit?

←—————→				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low Tech				High Tech

Section 3: Smartphones and Tablets

Q10a. Earlier you said you use an iPhone or other smartphone (if code 1–5 and code 26 or 27 are selected in Q2a, also insert “and an iPad or other tablet”) for academic work or activities. What apps do you use most when it comes specifically to college and your academic experience?

Ask if codes 1–5, 26 or 27 are selected in Q2a; if not Go to Q11.

Open-ended.

10b. Which of the following types of mobile or tablet apps do you use for coursework or other college/university-related activities? Please do not include any apps that you only use for personal, non-academic purposes. Select all that apply.

Keep codes 8–9 together.

Randomize.

- 1. Calculator or mathematical equation apps
- 2. Calendar or time-management apps (e.g., Iplanner, Calengoo, Pocket Informant)
- 3. Dictionary or thesaurus apps (e.g., Dictionary.com)
- 4. Drawing or sketching apps (e.g., Sketchbook Pro, Penultimate)
- 5. Educational review apps (e.g., Rate My Professor)
- 6. Entertainment apps (including things like restaurant info, movie reviews, etc.)
- 7. Foreign language apps or translators
- 8. Multi-player online games
- 9. All other games (excluding multi-player online games)
- 10. Music apps (e.g., Pandora, iTunes)
- 11. News apps (e.g., CNN, NY Times, Articles for iPad)
- 12. Reading apps (e.g., iBook, Google Books)
- 13. Spreadsheet apps (e.g., Numbers)
- 14. Search tool apps (e.g., Google, Wikipedia mobile)
- 15. Social networking apps (e.g., Facebook)
- 16. Sports apps (e.g., NBA Gametime, X-Games)
- 17. Study tool apps (e.g., gFlash + Flashcards & Tests, My Pocket Prof)
- 18. Travel apps (e.g., Kayak)
- 19. University-specific app (e.g., iStanford)
- 20. Video player apps (e.g., Netflix, YouTube)
- 21. Writing, note-taking, presentation apps (e.g., Pages, Keynote)
- 22. Location-based apps (e.g. Scvngr, Nokia vIne, FourSquare, Gowalla)
- 23. App one of my professors recommended (may or may not be one of the above) (DNR)
- 24. Other (Specify) _____
- 25. None of the above

Q11. You said you own an iPhone or smartphone. Which of the following are ways you use your iPhone or smartphone for your academic work? Select all that apply.

Ask if codes 1–5 are selected in Q2a; if not Go to Q12.

Randomize.

- 1. Accessing library resources
- 2. Making textbook purchases
- 3. Ordering transcripts
- 4. Checking grades
- 5. Registering for courses
- 6. Accessing financial aid information
- 7. E-mailing other students about coursework
- 8. Texting other students about coursework
- 9. E-mailing professors
- 10. Texting professors
- 11. Accessing course websites or syllabi
- 12. Conducting research for papers or presentations
- 13. Collecting data for classwork
- 14. Writing papers or other classwork

- 15. Looking up information on the Internet during class or lectures
- 16. Looking up information on the Internet outside of class
- 17. Learning about locations you're in/visiting
- 18. Taking pictures
- 19. Posting information or images on the Internet
- 20. To access a social networking website such as Facebook
- 21. Making charts or other visual aids
- 22. As a source of additional help or tutoring
- 23. As a timer or time-management device
- 24. Listening to music while studying/doing coursework
- 25. Other (Specify)
- 26. None of the above

Section 4: Perceptions of Technology

Q12. To what extent do you agree with each of the following statements regarding technology when it comes to your academic experience?

Randomize.

Technology...	Strongly Disagree 1	2	3	4	Strongly Agree 5
Helps me do my work faster					
Makes me feel more connected to what's going on at the college/ university					
Extends learning beyond the classroom					
Allows me to take control of my own learning					
Makes it easier to get help when I need it					
Is an efficient way to store examples of my work					
Makes it easy to track my academic progress					
Simplifies administrative-related activities such as registering for classes, paying tuition, etc.					
Allows me to produce higher quality work					
Enables me to reach my true academic potential					
Better prepares me for getting into graduate school					
Better prepares me for entering the workforce					
Gives me access to experts in my field					
Makes learning more creative					
Helps me know how I am doing in a course					
Makes me feel connected to other students					
Makes me feel connected to professors and other college/ university staff					

Makes my academic experience more individualized/personalizes curriculum					
Gives me access to a wide range of resources					
Makes learning more fun					
Makes coursework/lectures more engaging					
Helps me think out of the box					
Makes college easier					
Makes classes more relevant to real life					
Elevates the level of teaching					

Q13. And how much do you agree with each of the following statements about technology, as it relates to your college experience?

Randomize.

	Strongly Disagree 1	2	3	4	Strongly Agree 5
Technology makes professors better at their job					
Technology is an essential part of the college experience					
Technology is instrumental in successful teaching					
Technology, when used well, is worth the investment.					
Technology is instrumental in successful learning					
Technology takes up vital time and resources that should be spent elsewhere					
Technology frustrates me more than it helps me when it comes to my college/university					
Technology lowers the cost of my college education					
My institution needs more technology					
My institution uses the technology it has effectively					
My instructors use technology effectively					
My instructors use technology frequently enough					
I know more about how to use technology than my professors do					
My instructors don't know how to use the technology that is available					
Technology breaks or is broken more often than it is used in the classroom					
Technology is integrated seamlessly into my courses					
My instructor often requires the help of others to get technology up and running successfully					
Technology makes learning less affordable					

Q14. Please describe in as much detail as you can how your college/university or professors could use technology better when it comes to providing you with the best possible college and learning experience. Please mention any additional technology that you think would be beneficial to your education, or ways to make current technology use more effective.

Open-ended.

Q15. When it comes to your success as an undergraduate, what is the one website or online resource you couldn't live without?

Open-ended.

Q16. How would you rate your college/university with regards to the following online services?

Randomize.

	Poor 1	2	3	4	Excellent 5	Service Not Offered Online 6	Never Used Service 7
Offering library resources online							
Offering textbooks for sale online							
Making transcripts available online							
Making grades available online							
Offering online course registration							
Making financial aid information available online							

Q17. What type of learning environment do you generally prefer?

- 1. Large lecture classes with no online components
- 2. Large lecture classes with some online components
- 3. Large lecture classes that are completely online
- 4. Seminars and other smaller classes with no online components
- 5. Seminars and other smaller classes with some online components
- 6. Seminars and other smaller classes that are completely online
- 7. Classes that give me the option to use as many or as few online components as I need to

Q18a. And, in what type of learning environment do you tend to learn the most (this may or may not be the same as the type of environment you prefer)?

- 1. Large lecture classes with no online components
- 2. Large lecture classes with some online components
- 3. Large lecture classes that are completely online
- 4. Seminars and other smaller classes with no online components
- 5. Seminars and other smaller classes with some online components
- 6. Seminars and other smaller classes that are completely online
- 7. Classes that give me the option to use as many or as few online components as I need to

Q18b. Generally speaking, do you believe a course taken only online provides an equal educational value compared with a course taken in person in a classroom, or not?

- 1. Yes, online courses provide equal value
- 2. No, online courses do not provide equal value
- 3. Don't know

Q18c. Does your institution offer any courses for which the instruction takes place exclusively in an online environment, or not?

- 1. Yes
- 2. No
- 3. Don't know

Q18d. Have you ever taken a course entirely online?

Ask only if respondent answered code 1 in Q18c.

- 1. Yes
- 2. No

Section 5: Social Networking

Q19. Do you do any of the following activities on a regular basis (by "regular" we mean at least once a month)? *Select all that apply.*

- 1. Use a social networking site (e.g., Facebook, MySpace, LinkedIn)
- 2. Post music (you've created) to a music-sharing website
- 3. Participate in geo-tagging activities (FourSquare, Gowalla, Foodspotting, Walk, Jog, Run, etc.)
- 4. Play location-based games (Scvngr, Torpedo Bay, Swordfish, geo-caching)
- 5. Participate on online forums or bulletin boards
- 6. Participate in online chats, chat events, webinars
- 7. Participate in online fundraising/social change activities (Causes, Kickstarter, Kiva, Crowdrise, Changemakers, etc.)
- 8. Participate in social studying activities (Cramster, Coursehero, GradeGuru, etc.)
- 9. None of the above

Q20. How much do you agree with the following statements about the use of social networking sites such as Facebook in conjunction with your learning?

Ask only if respondent answered code 1 in Q19.

Randomize.

	Strongly Disagree 1	2	3	4	Strongly Agree 5
I like to keep my academic life and my social life separate					
I am comfortable using Facebook or other social networking sites to communicate with other students about coursework					
A class online discussion board is better for helping me connect with other students about coursework than a social networking site like Facebook					
It's important to have an online forum to communicate and interact with other students about coursework outside the classroom					

Q21. Let’s say a teacher or professor wanted to “Friend” you for academic purposes.

	Not At All Appropriate 1	2	3	4	Extremely Appropriate 5
Is that appropriate?					

Section 6: Additional Questions

Q22. Is there a faculty member at your college or university with whom you have a close, mentoring relationship (i.e., someone who knows you well and who you can go to for advice and guidance)?

- () 1. Yes
- () 2. No *Got to Q24*

Q23. How would you describe this faculty mentor?

Ask only if responded selected code 1 in Q22, otherwise skip to Q24.

←—————→				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low Tech				High Tech

Section 7: Demographics

Q24. Please indicate how much you agree or disagree with each of the following statements.

	Strongly Disagree 1	2	3	4	Strongly Agree 5
My friends would describe me as “into” the latest technology					
My friends think of me as a knowledgeable source of information for technology					
I am enthusiastic about consumer electronics and digital devices					
I am excited about the Internet					
For me, technology is frustrating					
I like to read about advances in consumer electronics and digital devices					
I frequently look for new software or apps					
I think trying to keep up with the changes in technology is a hassle					
I often tell friends or family about technology products that interest me					

Q25. What is your cumulative grade point average (GPA)?

- 1. A+
- 2. A
- 3. A-
- 4. B+
- 5. B
- 6. B-
- 7. C+
- 8. C
- 9. C- or lower
- 10. Don't know

Q26. Do you reside on campus or off campus?

- 1. On campus
- 2. Off campus

Q27. What is the highest degree you intend to attain?

- 1. Associate's Degree (AA)
- 2. Bachelor's Degree (BA, BS)
- 3. Master's Degree (MA, MS, MBA, MFA, MSW, etc.)
- 4. Ph.D.
- 5. Terminal Professional Degree (MD, JD, DDS, etc.)

Q28. Are you currently receiving grant or work study assistance from your institution?

- 1. Yes
- 2. No

Q29. What is your family's approximate total annual income before taxes? If you are not sure, please take your best guess.

- 1. Less than \$50,000
- 2. Between \$50,000–\$100,000
- 3. Above \$100,000
- 4. Don't know