

Pearson Student Mobile Device Survey 2014

National Report: College Students

Conducted by Harris Poll

Field dates: February 13 – March 12, 2014

Report date:

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Background & Objectives

Pearson seeks to better understand how college students use technology for learning. The market for tablets, smartphones, and other mobile devices has grown dramatically in the past few years. These mobile devices have the potential to transform learning and to impact the delivery of course materials.

The 2014 Student Mobile Device Survey covered:

- Current ownership and usage of mobile devices by college students;
- How college students currently use mobile devices for school work, and how they expect to use them for school work in the future;
- Students' attitudes towards mobile devices for learning, with a special focus on tablets; and
- Preferences for different types of digital devices when reading, studying, taking notes, and doing other school-related activities.

Research Methodology

This survey was conducted online within the United States by Harris Poll on behalf of Pearson between February 13 and March 12, 2014.

The survey was conducted among 1,228 college students. Qualified college students were U.S. residents between the ages of 18 – 30 who were enrolled in either a 2-year college, 4-year college or university, or graduate school.

Data were weighted to be representative of the college student population in the U.S. Figures for age, gender, full-time/part-time enrollment, school type, race/ethnicity, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. This survey was part of a larger study on students in the U.S. that also included 4th through 12th graders.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with non-response, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Research Methodology (continued)

Notes on reading this report

- Throughout this report, we mention various mobile devices. Below are the definitions and accompanying images that were provided in the survey.



Smartphone
(a cell phone
with internet
access)



Tablet




Hybrid or "2 in 1" computer
(a mobile device that has the
features of a tablet and a
laptop, such as a touch
screen and a keyboard)



Laptop, notebook
or Chromebook
computer

Research Methodology (continued)

Notes on reading this report

- At certain questions, trended data from the 2013, 2012 and 2011 *Students and Tablets* surveys are included where relevant.
 - The 2013 survey was conducted online from January 28 – February 24, 2013 among 1,206 college students.
 - The 2012 survey was conducted online from January 9 – January 27, 2012 among 1,206 college students
 - The 2011 survey was conducted online from March 8 – March 31 among 1,214 college students.
- This report also references data for regular tablet usage from the 2013 *Students and Tablets* survey. In the 2013 study, students were asked if they regularly used a *small or full-size tablet*, where the current study asks if they regularly use a *tablet* (without mention of size). In comparing results from the 2013 and 2014 studies, the percentage for tablet usage in 2013 is the combined result for full-size and small tablet usage.
- Significant differences between subgroups at the 95% confidence level are indicated by arrows  or capital letters (A, B, C).
- A dash represents a value of zero. An asterisk represents a value greater than zero but less than one.
- Numbers may not add up to 100% due to rounding.

EXECUTIVE SUMMARY

Executive Summary

- **College students have high interest in tablets for school work, but mixed feelings when it comes to the future use of mobile devices in the classroom.**
 - The vast majority of college students agree that tablets will transform the way college students learn in the future (81%) and that they make learning more fun (74%).
 - They are somewhat less positive when asked whether tablets help students learn more efficiently (66%) and whether tablets help students perform better in class (62%).
 - When asked about their future use of mobile devices in class, one in three (36%) students would like to use mobile technologies more often than they do now, one half (48%) say their usage is just right, while one in five (17%) would like to use mobile devices less often than they do now.
 - The percentage of students saying they would like to use mobile devices “more often” declined significantly, from 43% in 2013 to 36% in 2014.

Executive Summary

- **Usage of smartphones is still outpacing the usage of tablets.**
 - Eight in ten (83%) college students regularly use a smartphone, up significantly from 72% in 2013. Smartphones are now close to laptops (89%) as the mobile device students are most likely to use on a regular basis.
 - 45% of college students report that they regularly use a tablet, up from the 40% who reported using a tablet last year.
 - 84% of college students own a smartphone, up from 72% in 2013. 45% own a tablet, up from 38% a year ago. 8% own a hybrid or 2-in-1 computer.
 - Students who own a smartphone are most likely to own the standard size phone (95%), as opposed to the large phone or phablet (6%).
 - 29% of students who own a tablet have a separate keyboard they can use with that tablet.

Executive Summary

- **Laptops are still the most commonly used mobile device for school work. More students use smartphones regularly for school work than use tablets. Roughly one in five students use a hybrid laptop/tablet.**
 - Nine in ten (89%) college students use a laptop, notebook or Chromebook computer every week in order to do their school work. By comparison, 56% use a smartphone and 33% a tablet. 12% use a hybrid.
 - The standard size smartphone (95%) and large size tablet (45%) are the most commonly used of these two mobile devices.
- **College students typically use a single mobile device during an average school day. Nearly four in ten use two or more devices.**
 - The majority of college students (54%) use only one mobile device on a typical school day.
 - Four in ten (37%) use two or more devices.
 - During a typical school day, students are most likely to use a laptop (72%) or smartphone (37%), followed by a tablet (21%) or hybrid (7%).

Executive Summary

- **Which devices do students want to use next year?**
 - Currently, 12% of college students use a hybrid for school work on a weekly basis. 24% say they would like to use hybrids *a lot/a great deal* for school work during the 2015 school year.
 - One in three (33%) students currently use a tablet at least twice a week for school work. This percentage is similar to the 36% who say they want to use a tablet *a lot/a great deal* for school work next year.
 - 56% of students now use a smartphone at least twice a week for school work. This percentage drops to 34% when asked if they would like to use a smartphone *a lot/a great deal* for school work next year.

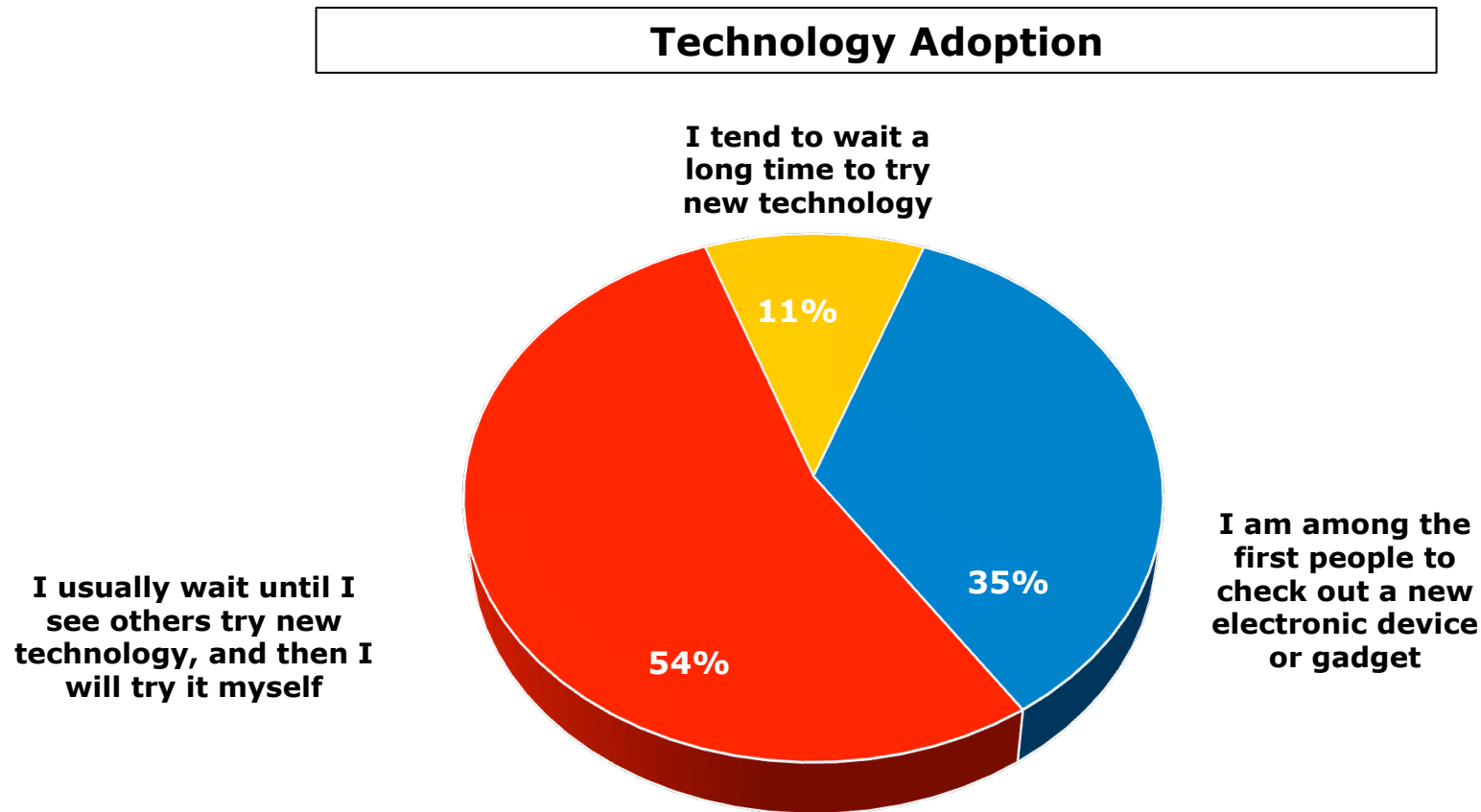
Executive Summary

- **For the most part, college students prefer not to switch to a smartphone or tablet that is larger or smaller than the one they now use.**
- Most college students (86%) continue to prefer the standard size tablet. However, there is a small – but noticeable – shift towards using the phablet next year (14% vs. 5% currently).
- The large 10” tablet remains the preferred tablet for school work (46% in 2015 vs. 45% currently).
- **Students are more interested in using a tablet with separate keyboard.**
- Despite their current lack of experience in using tablets with separate keyboards, two in five college students (44%) would like to use a tablet with a separate keyboard during the next school year.

DETAILED FINDINGS

COLLEGE STUDENTS' ATTITUDES TOWARDS TABLETS AND OTHER MOBILE DEVICES

One in three college students consider themselves an “early adopter” of electronic devices.

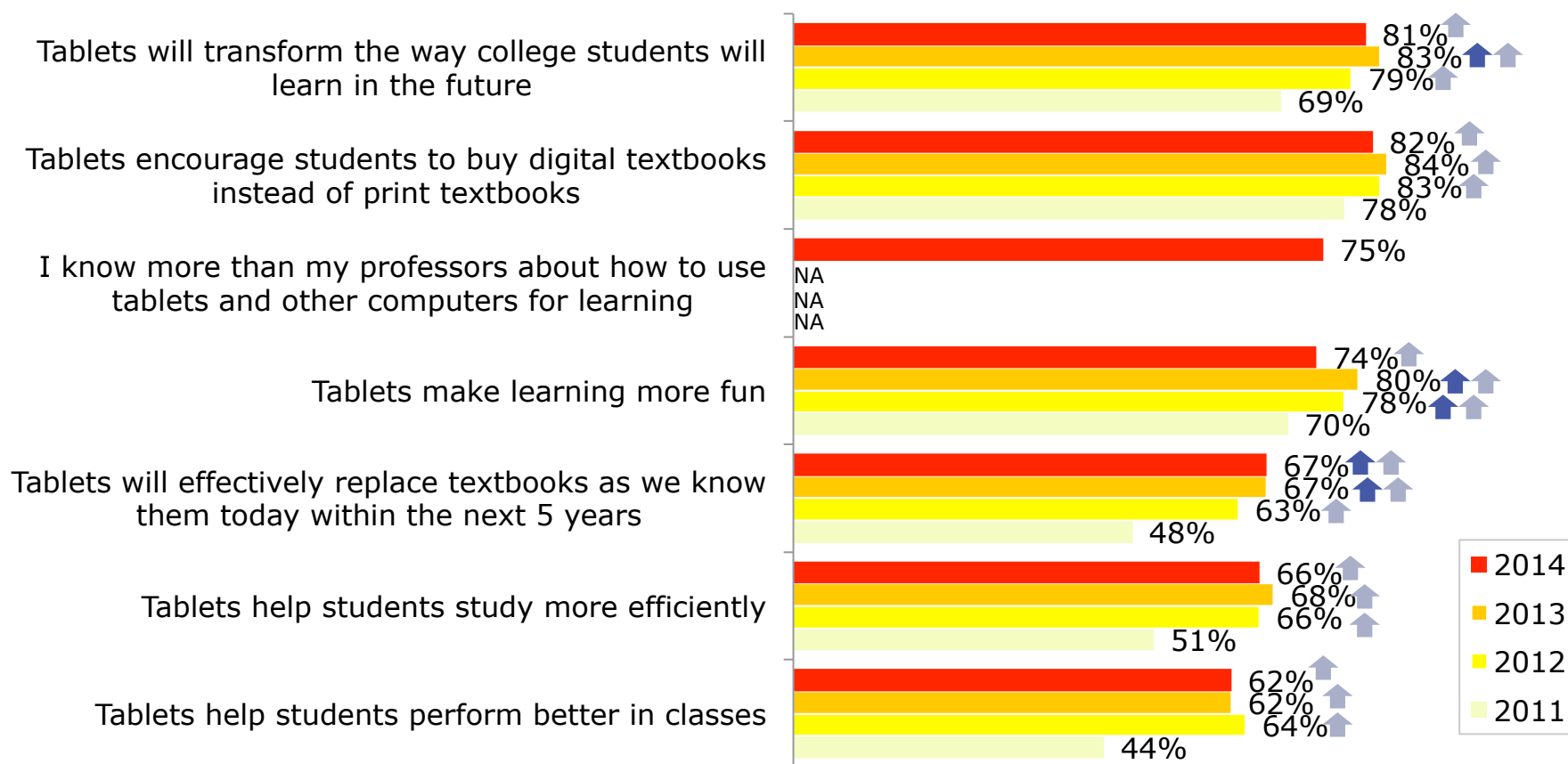


Base: College Students: n=1228
Q705. Which best describes you about electronic devices and technology?

College students' expectations for tablets remain high, especially tablets' role in transforming future learning and the use of digital textbooks. Three in four feel they know more about tablets than their professors.

College Students' Attitudes Towards Tablets

(% Strongly/Somewhat Agree)



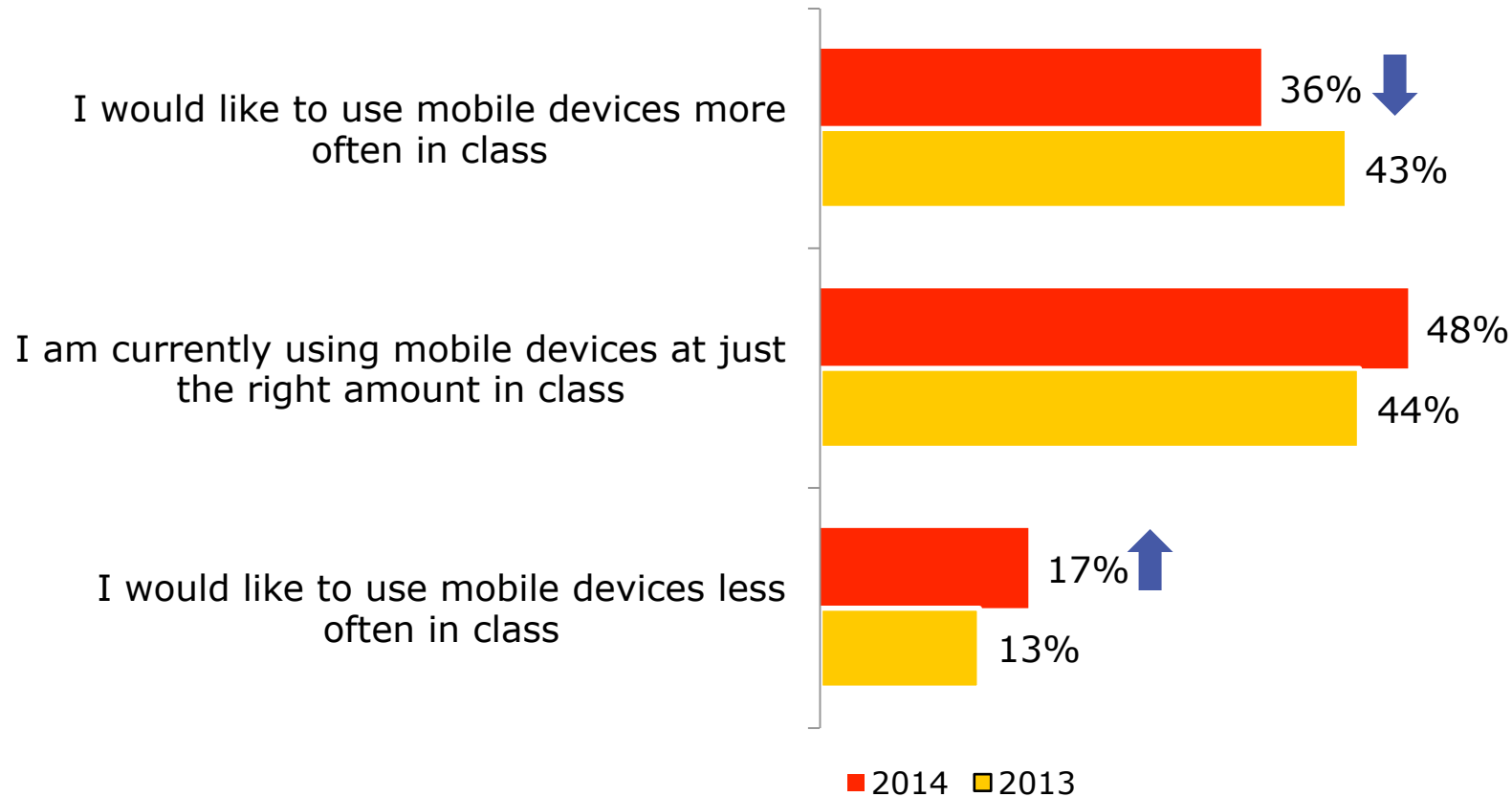
Arrows indicate significant differences at the 95% confidence level.

Base: College Students (2014: n= 1228; 2013: n=1206, 2012: n=1206, 2011: n=1214)

Q945. How much do you agree or disagree with the following statements?

Fewer students than in 2013 want to use mobile devices more often in class.

**Attitudes Towards Mobile Device Usage in Class
2014 vs. 2013**



Arrows indicate significant differences at the 95% confidence level.

Base: College Students: 2014: n=1228; 2013: n=1206

Q935. Which of the following best describes how you would like to use mobile devices in class?

COLLEGE STUDENTS' ATTITUDES TOWARDS TABLETS AND OTHER MOBILE DEVICES

A Closer Look ...

More men than women see themselves as early adopters and want more technology in the classroom. By ethnicity, African Americans are the most likely to be early adopters. The willingness to adopt new technologies plays a key role in tablet ownership – with tablet owners nearly twice as likely as non-owners to be early adopters.

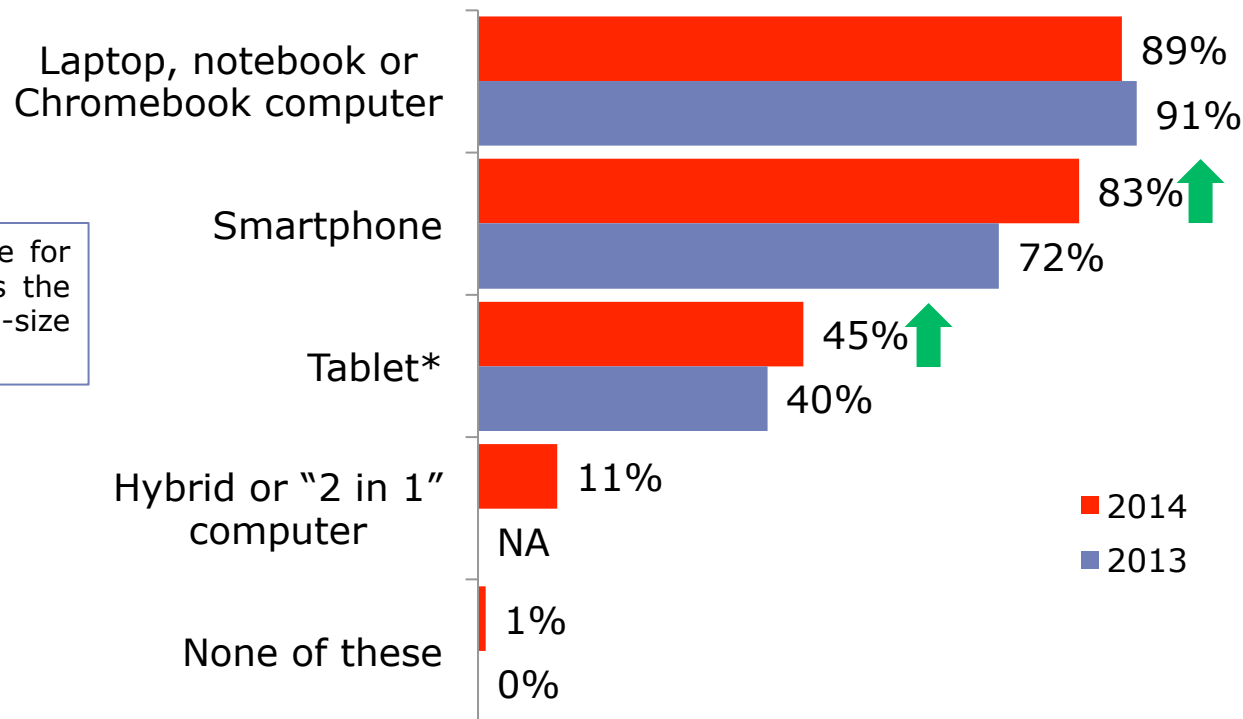
- **Men** are twice as likely as **women** to see themselves as early adopters of new technologies (48% vs. 24%).
- **Men** are also more likely than **women** to want to use mobile devices more often in class (43% vs. 30%). In contrast, **women** are more likely to say that their usage of mobile devices is just right (53% vs. 42%).
- **African American** students are more likely than either **White** or **Hispanic** students to consider themselves “early adopters” (52% vs. 32% vs. 37%).).
- **Tablet Owners** are nearly twice as likely as **Non-Owners** to consider themselves early adopters of new technologies (46% vs. 26%).

PERSONAL MOBILE DEVICE USAGE AND OWNERSHIP

Nine in ten college students use a laptop on a regular basis. Eight in ten use a smartphone. Just under half regularly use a tablet, while roughly one in ten regularly uses a hybrid. Smartphone and tablet usage are up significantly from last year.

Device Usage

Among College Students



*Note: The percentage for tablet usage in 2013 is the combined result for full-size and small tablet usage.

Arrows indicate significant differences at 95% confidence.

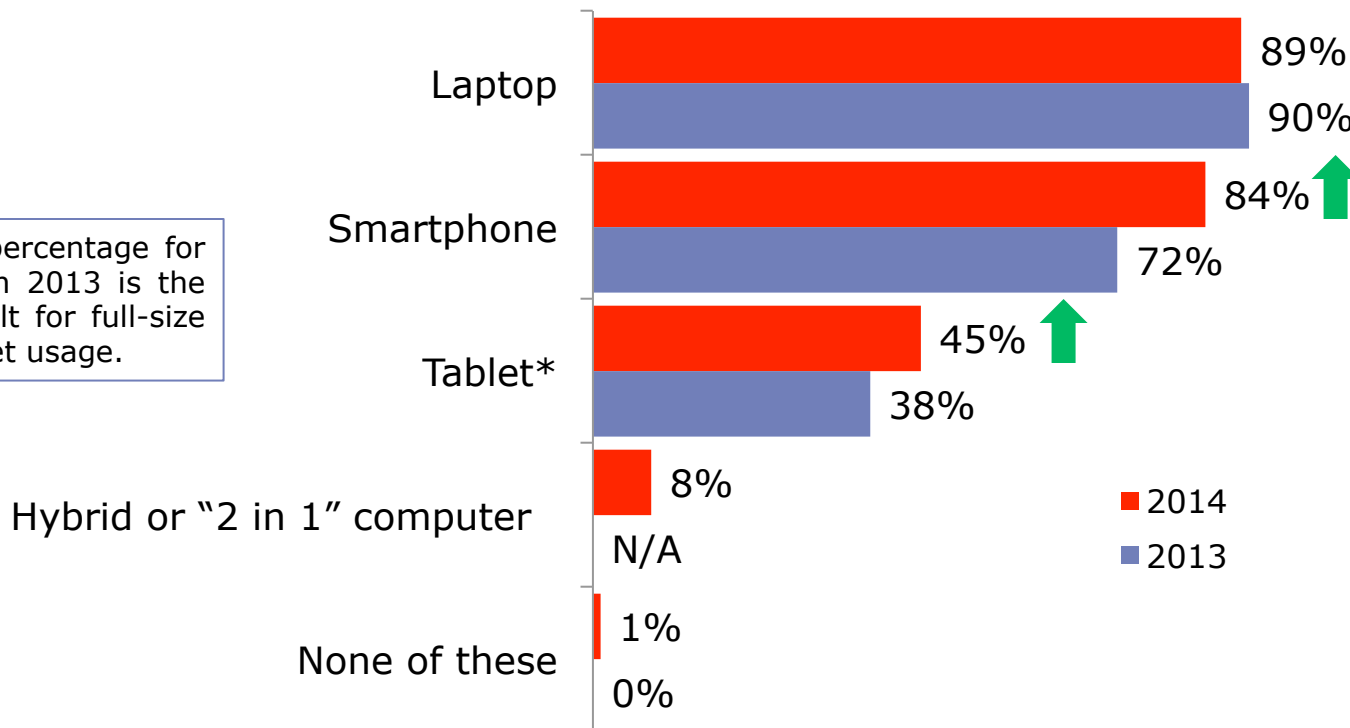
Base: College students: 2014: n=1228 2013: n=1206

Q708 Which of the following devices do you regularly use, either at home, at school or somewhere else?

Device **ownership** is nearly identical to device **usage**. Most college students own a laptop and a smartphone. Just about half own a tablet, while just under one in ten owns a hybrid. Smartphone and tablet ownership increased significantly over the past year.

Device Ownership

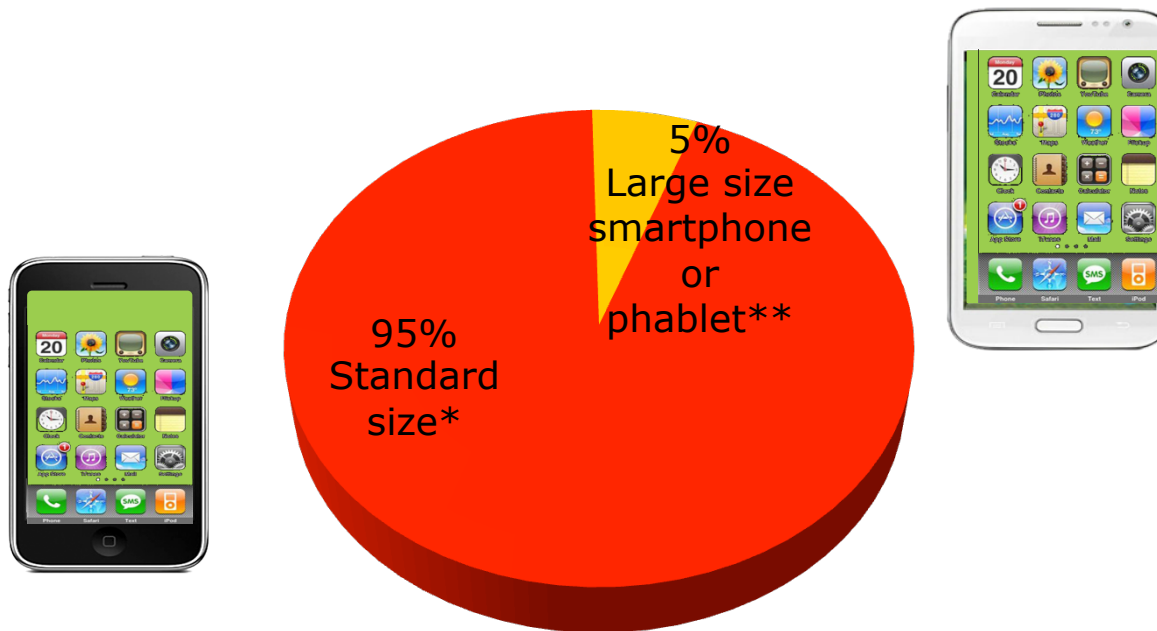
*Note: The percentage for tablet usage in 2013 is the combined result for full-size and small tablet usage.



Arrows indicate significant differences at 95% confidence
Base: College students: 2014: n=1228 2013: n=1206
Q710. Which of the following devices do you personally own?

Nearly all smartphone owners own the standard size smartphone. Very few own a large size smartphone or phablet.

Size of Smartphone Size Currently Owned
(Among smartphone owners)



*Such as the Apple iPhone, Samsung Galaxy S4, HTC One or Nokia Lumia

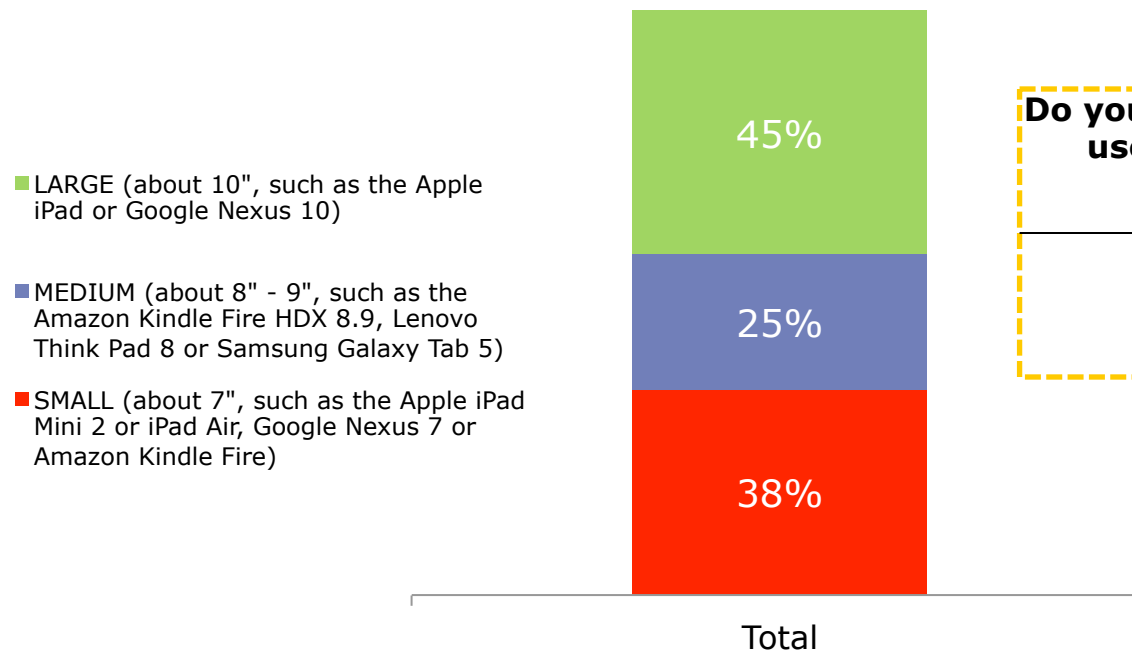
**Such as the Samsung Galaxy Note, the Nokia Lumia 1520 or the HTC One Max

Base: Owns smartphone; College students: n=1002
Q715. What size is the smartphone that you personally own? (Multiple response)

College students are most likely to own the large 10-inch tablet. Roughly one in three has a separate keyboard to use with the tablet they own.



Size of Tablet Currently Owned
(Among tablet owners)



Do you have a separate keyboard to use with the tablet you own?

% Yes

Total – 29%

Base: Owns tablet; College students: n=544

Q725. You said that you personally own a tablet. What size is the tablet(s) that you personally own? (Multiple response)

Q730. Do you have a separate keyboard to use with the tablet you own?

COLLEGE STUDENTS' MOBILE DEVICE OWNERSHIP AND USAGE

A Closer Look ...

Usage of tablets and, especially, smartphones is on the rise – with early adopters making the most of the mobile technologies available to them.

- More than four in ten (45%) college students report that they regularly use a tablet. In 2013, 40% of college students reported that they regularly used a small or full-sized tablet.
- Eight in ten (83%) college students now report regularly using smartphones – up significantly from the 72% who reported regularly using smartphones in 2013.
- Laptops and smartphones are the most commonly-used mobile devices. When compared with Middle and Late Adopters, Early Adopters show the widest usage of mobile technologies – including hybrids:

Regularly Uses	A. Early Adopter (n=424)	B. Middle Adopter (n=661)	C. Late Adopter (n=143)
Laptop/notebook/Chromebook	89%	88%	88%
Smartphone	91% BC	82% C	65%
Tablet	59% BC	41% C	19%
Hybrid	18% BC	7%	8%

- While the percentage is small, Early Adopters are the most likely to personally own a phablet (10% vs. 3% of Middle Adopters and 1% of Late Adopters).

Capital letters indicate significant differences at 95% confidence.

COLLEGE STUDENTS' MOBILE DEVICE OWNERSHIP AND USAGE

A Closer Look ...

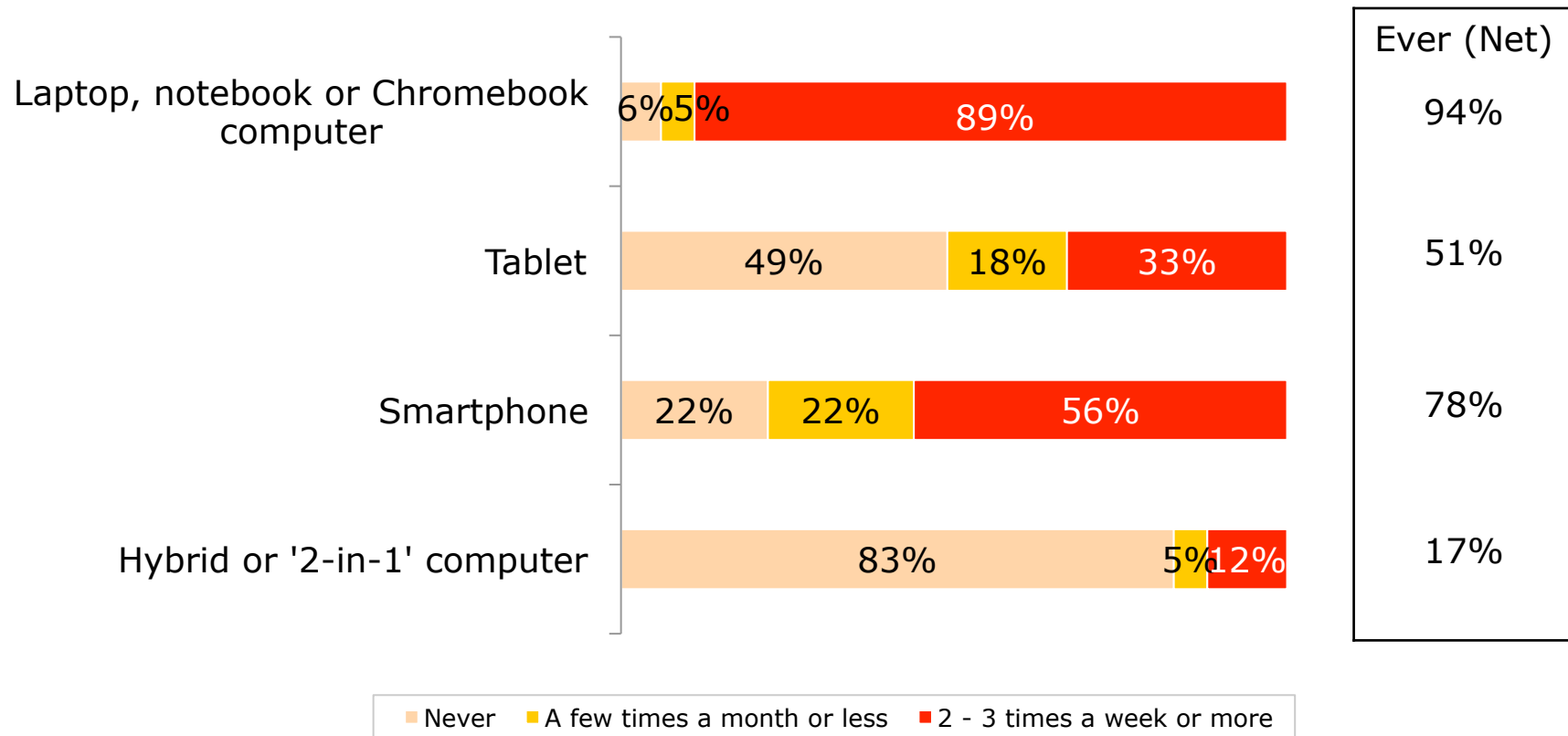
Consistent with their greater presence as early adopters, African American students are more likely than other ethnic groups to experiment with new technologies and special features, such as using a separate keyboard with their tablets or the use of hybrids.

- **African American** students are nearly twice as likely as **White** or **Hispanic** students to report having a separate keyboard that they can use with their tablets (48% vs. 27% vs. 25%).
- **African American** students are also twice as likely as **White** or **Hispanic** students to own a hybrid: 15% vs. 8% vs. 6%.

MOBILE DEVICE USAGE FOR COLLEGE WORK

Laptops, in particular, and smartphones are the mobile devices college students are most likely to use every week when doing school work. Roughly one in three uses a tablet for school work on a weekly basis.

Mobile Device Usage for College Work



Base: College students: n=1228

Q805. During this school year, how often do you use any of the following devices to do school work? (Never, a few times a year, a few times a month, 2-3 times a week, 4-5 times a week, every day)

MOBILE DEVICE USAGE FOR COLLEGE

A Closer Look ...

When it comes to school work, African American students are making greater use of the technologies available to them than either White or Hispanic students.

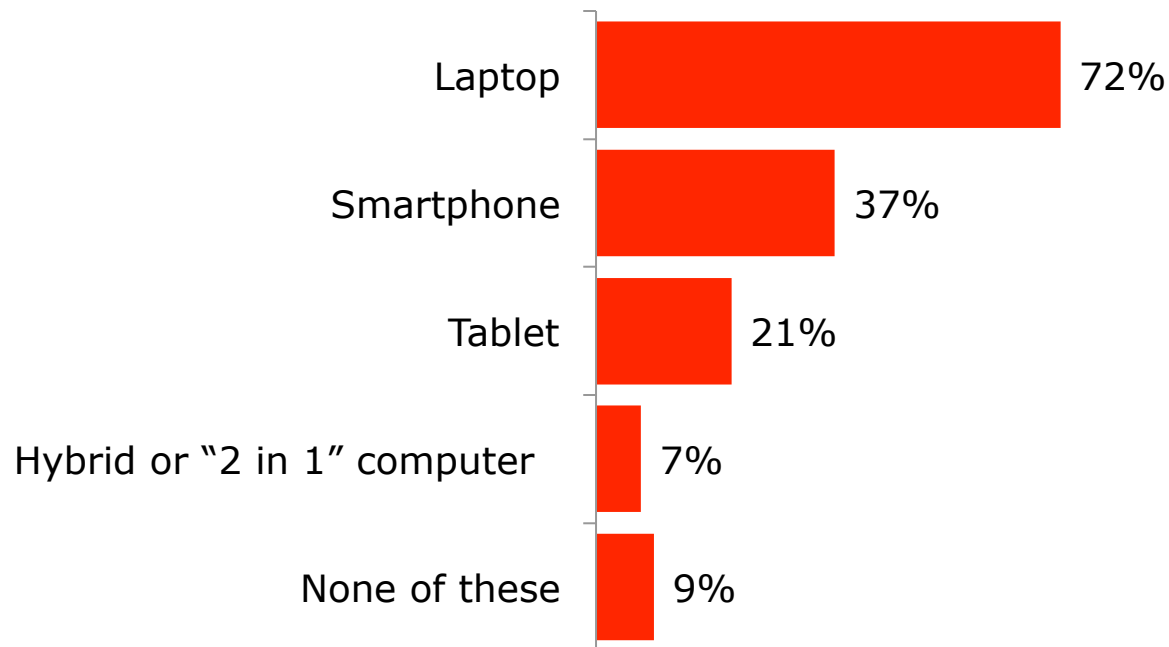
For example:

- **African American** and **Hispanic** students are more likely than **White** students to use a smartphone *every day* for school work: 36% vs. 35% vs. 25%.
- **African American** students are the most likely to use a hybrid on a *weekly basis* for school: 22% vs. 17% for **Hispanic** students and 10% for **White** students.
- Overall, college students prefer the large and small tablets for school. However, **African American** students are the most likely to use the medium tablet: 39% vs. 25% for **White** students vs. 17% for **Hispanic** students.
- Nearly half (47%) of **African American** students use a separate keyboard with the tablet they use most often for school. Roughly one in three **White** (30%) or **Hispanic** (32%) students use these separate keyboards.
- **African American** students are twice as likely as either **White** or **Hispanic** students to use a Chromebook for school: 19% vs. 8% vs. 9%.

MOBILE DEVICE USAGE **AT** COLLEGE

On a typical school day, three in four college students will use a laptop to do their school work. By contrast, one in three will use a smartphone, while one in five will use a tablet.

Daily Usage of Mobile Devices

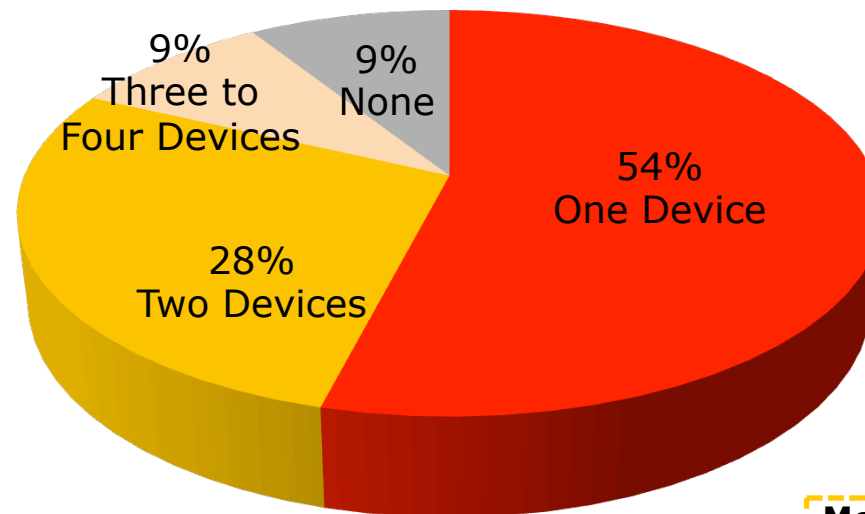


Base: College students: n=1228

Q897 On a typical school day, which of these do you use [at school](#) for school work? Please select all that apply.

A majority of college students use a single mobile device during a typical school day. Only one in ten use three or more devices during a typical school day.

Number of Mobile Devices Used Daily



Mean Number of Devices Used

Total – 1.5

Base: College students: n=1228

Q897 On a typical school day, which of these do you use [at school](#) for school work? Please select all that apply.

MOBILE DEVICE USAGE AT COLLEGE

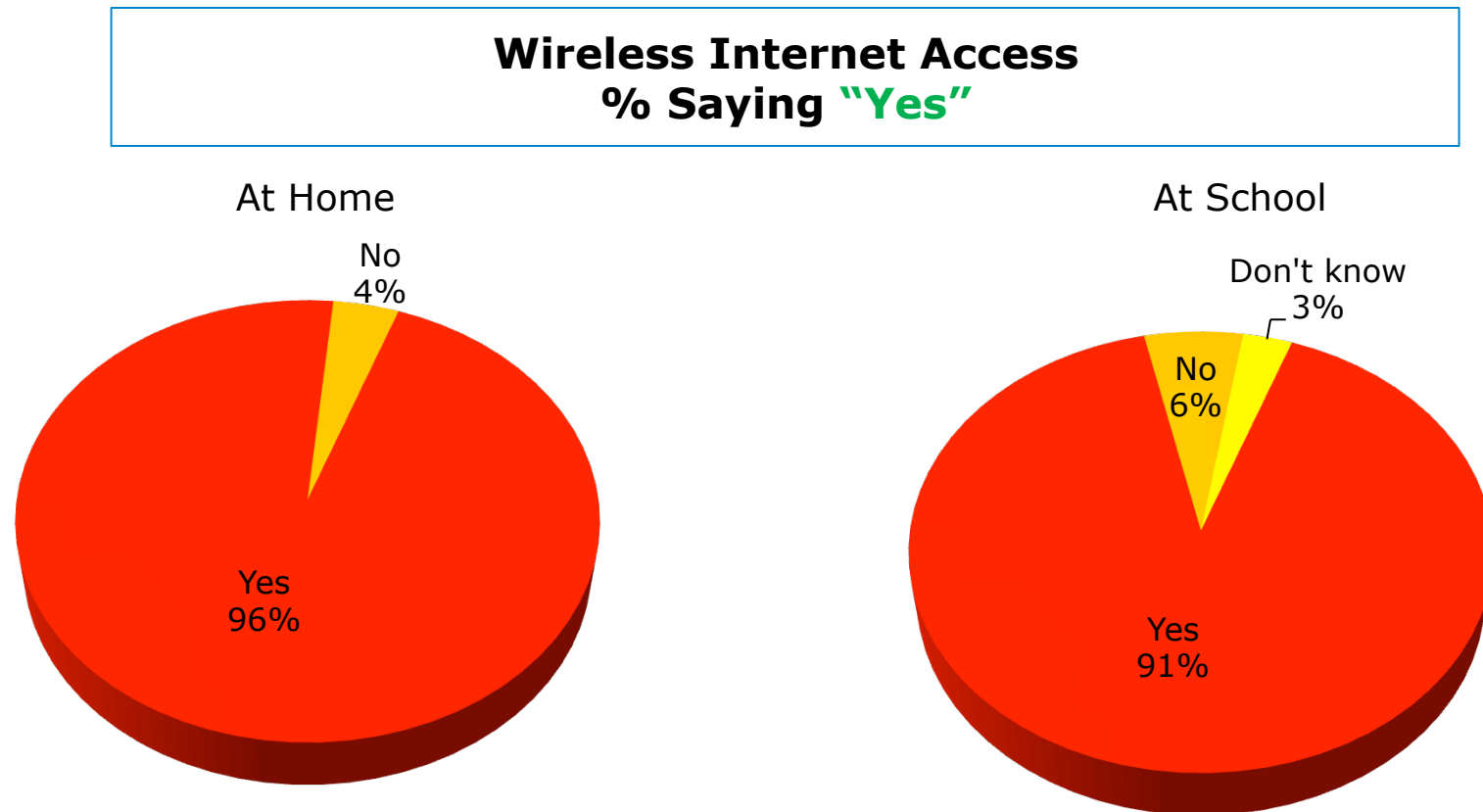
A Closer Look ...

Students using 3 or more mobile devices during a typical school day are hungry to make even greater use of these technologies. However, a small percentage of students may be experiencing technology overload when it comes to their use of mobile devices.

- Students who use **3 – 4 mobile devices** during a typical school day are more likely than those who use **1 – 2 devices** or **0 devices** to consider themselves early adopters of new technologies (62% vs. 34% vs. 21%).
- They are also more likely to say that they want to use mobile technologies *even more* in the classroom (51% vs. 35% vs. 24%).
- **Women** are more likely than **men** to use one mobile device on a typical school day: 59% vs. 49%. By contrast, **men** are nearly three times as likely to use three or more devices: 13% vs. 5%.
- Some students who use **1 -2 mobile devices** during a typical school day may be experiencing “technology overload” – with one in five (17%) saying they would like to use mobile technologies less often in the classroom. Only 2% of those who use **3 – 4 devices** feel this way.
 - By way of contrast, students using **1 – 2 mobile devices** are far more likely than those using **3 – 4 devices** to consider themselves middle adopters of new technologies (57% vs. 33%).

USING THE INTERNET AT COLLEGE

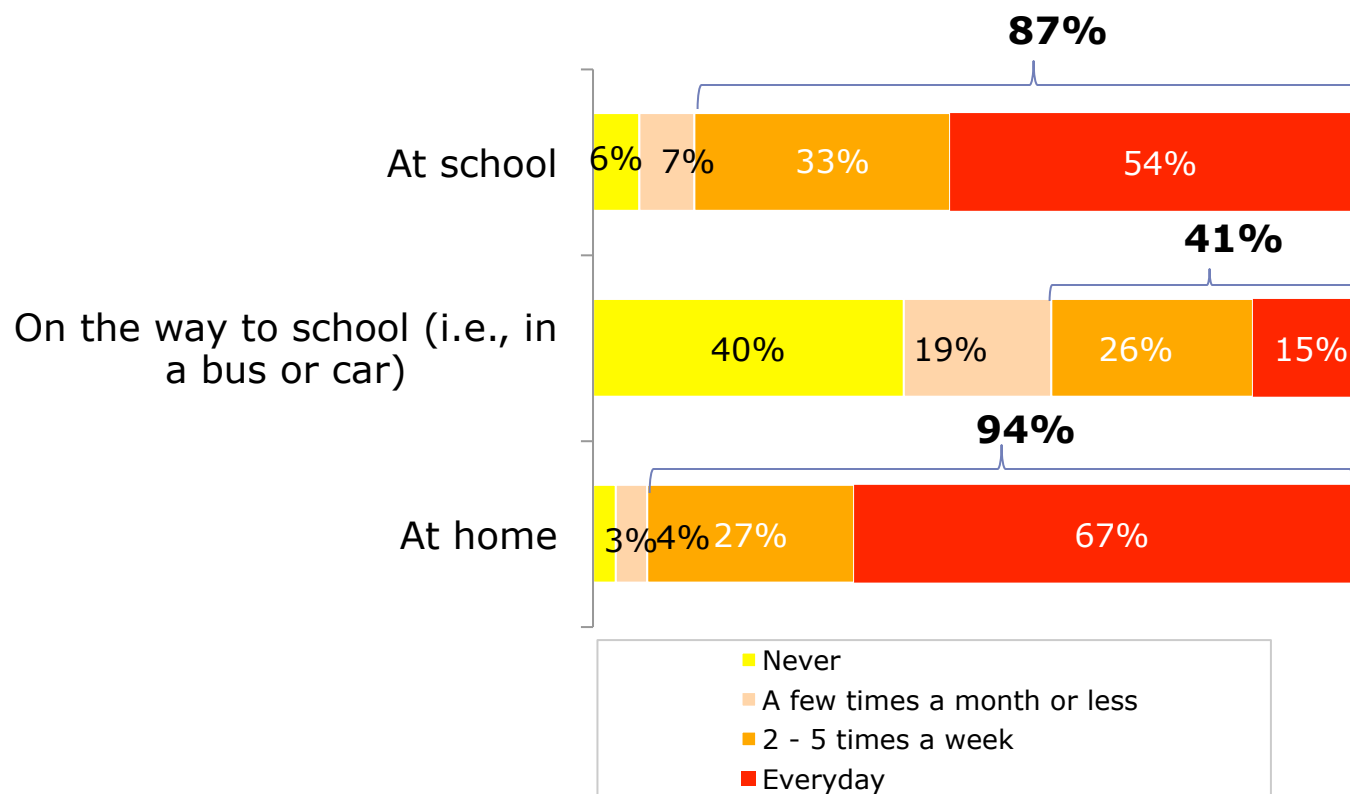
Whether at home or at college, nearly all college students have access to Wi-Fi.



Base: College students: n=1228
Q746. Do you have wireless internet access (Wi-Fi)...

College students feel a strong need to be connected to the internet to do school work in a variety of locations – with most feeling they need to be connected at least twice a week when at school (87%) or at home (94%). Two in five (41%) feel they need weekly connection even while on the way to school.

How Often Need to be Connected to Internet
(In order to do school work)

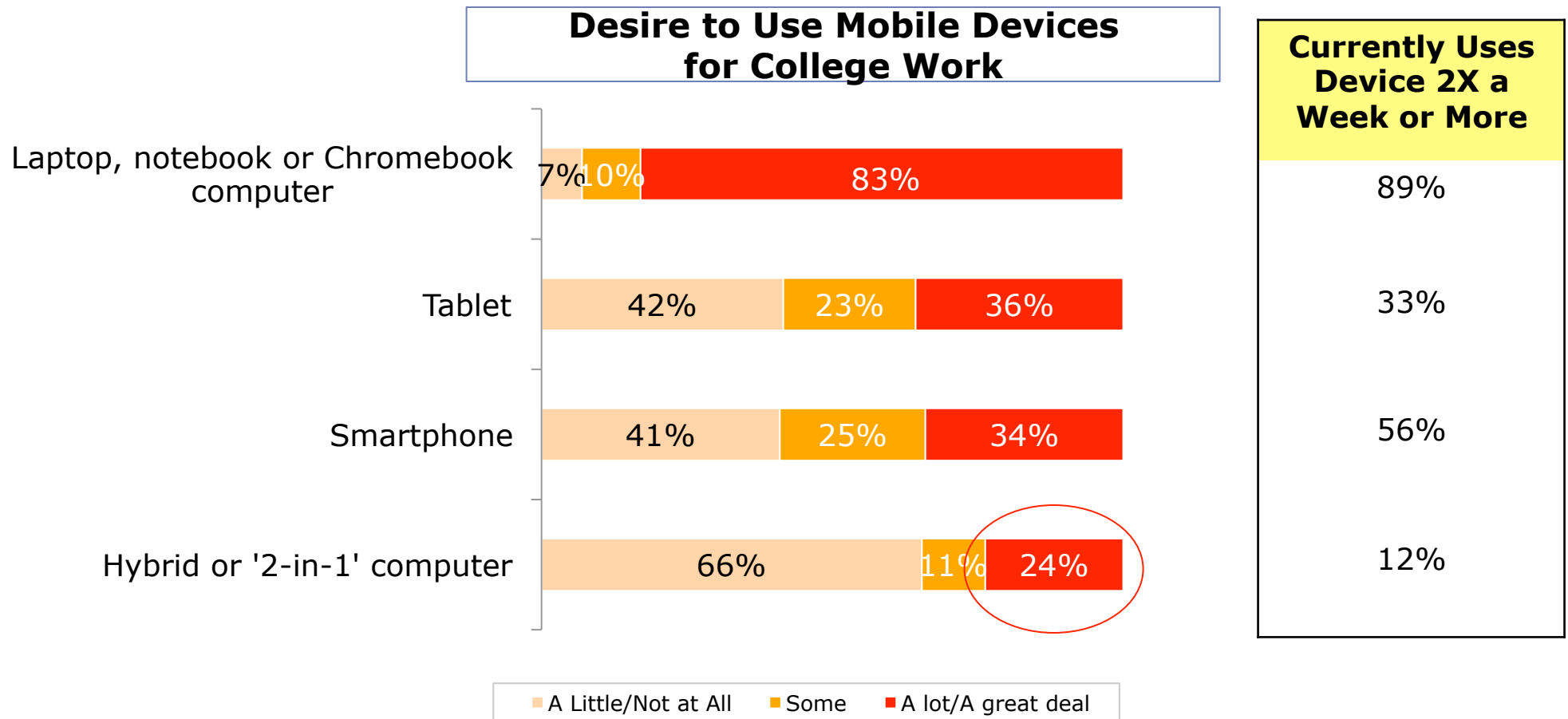


Base: College students: n=1228

Q875. How often do you need to be connected to the Internet to do your schoolwork when you are in the following places?

USING MOBILE DEVICES IN THE FUTURE

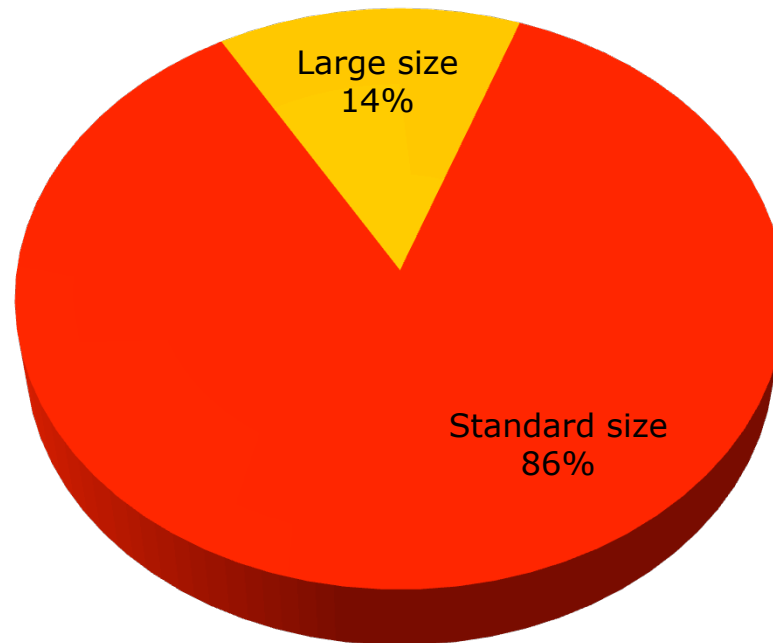
When compared with current usage, college students show an increased interest in using hybrids when it comes to their future use of mobile devices for school work.



Base: College students: n=1228
 Q900. Next school year, how much do you want to use each of the following devices to do school work?

When it comes to their future usage of smartphones for school work, college students show a small – but noticeable – shift towards using the phablet.

What Size Smartphone to Use?
(Among those who want to use a smartphone next year)



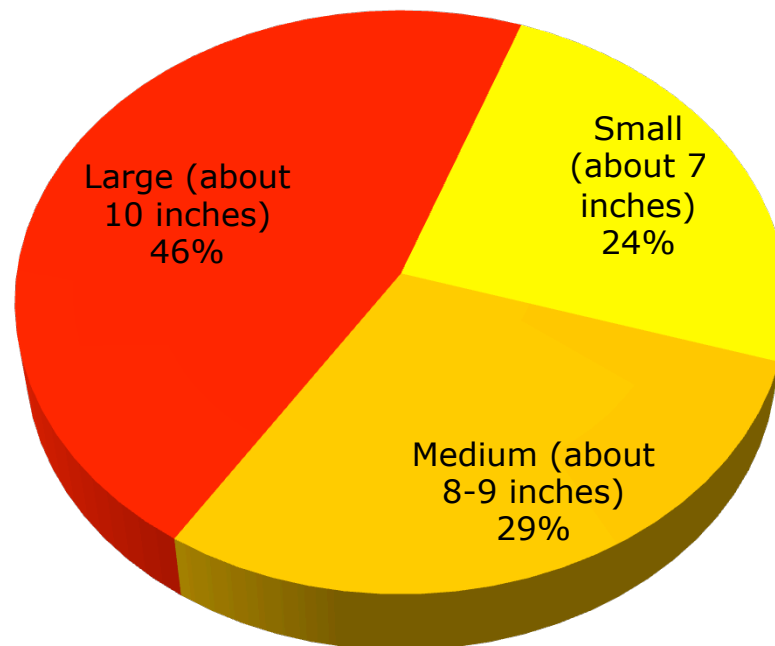
Current Usage
Smartphones for College
Standard Size – 95%
Large Size – 5%

Base: Want to use a smartphone for schoolwork at least a little; College students: n=939

Q922.You said that you are interested in using a smartphone for schoolwork next year. What size is the smartphone that you are interested in using for schoolwork?

There is little change in the relative size of the tablets students want to use, with the large tablet remaining the preferred tablet.

What Size Tablet to Use?
(Among those who want to use a tablet next year)

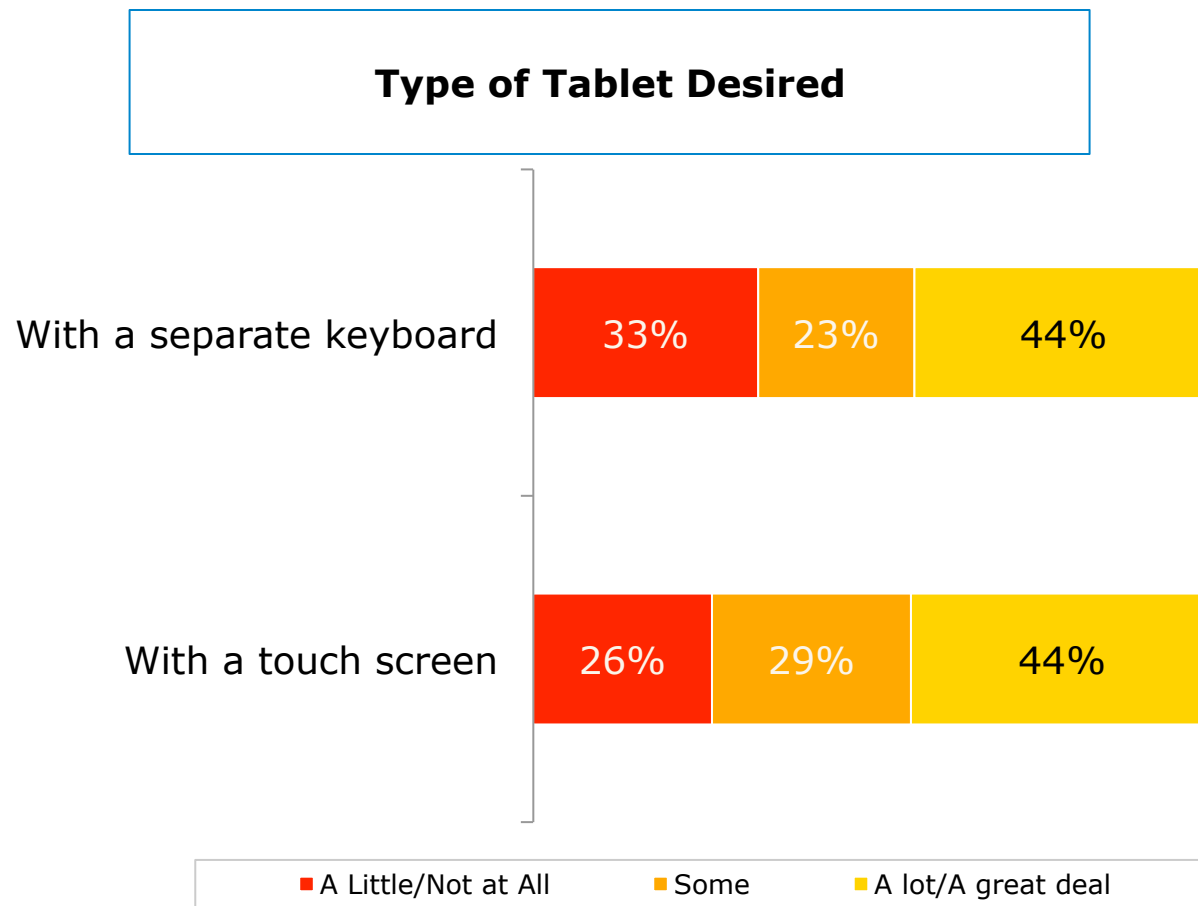


Current Usage
Tablets for College
Large– 45%
Medium – 26%
Small – 30%

Base: Wants to use tablet for school work at least a little; College students: n=871

Q907. You said that you are interested in using a tablet for schoolwork next year. What size is the tablet that you are interested in using for school work?

However, despite their overall lack of experience in using tablets with separate keyboards, two in five college students say they would like to use a tablet with a separate keyboard *a lot* or *a great deal*.



Base: College students: n=1228

Q938. How much would you like to use the following types of tablets for your schoolwork?

COLLEGE STUDENTS' USE OF MOBILE DEVICES IN THE FUTURE

A Closer Look ...

•The following chart shows the breakdown, by gender and ethnicity, of college students' desire to use the following types of tablets – **with Men and African American students the most likely to use new technologies.**

Would like to use a great deal/a lot	A. Men	B. Women	C. White	D. African American	E. Hispanic
	Base: 554	674	944	147	137
Laptop, notebook or Chromebook computer	79%	87% A	84%	77%	86%
Smartphone	42% B	28%	31%	43% C	44% C
- Standard Size	86%	85%	88%	79%	82%
- Large size or phablet	14%	15%	12%	21%	18%
Tablet	41% B	31%	33%	49% C	37%
- Small (7")	27%	22%	23%	28%	26%
- Medium (8" – 9")	28%	30%	30%	32%	19%
- Large (10")	45%	48%	46%	39%	55%
A tablet with a touch screen	51% B	39%	41%	64% C	48%
A tablet with a separate keyboard	42%	45%	43%	46%	48%
Hybrid	27%	21%	21%	36% C	35% C

Capital letters indicate significant differences at 95% confidence.

DEMOGRAPHIC PROFILE

Student Profile

Demographic	Total
<i>Base:</i>	1228
Gender	
Male	45%
Female	55%
Age	
18-19	27%
20-24	53%
25-29	11%
30-34	9%
Mean:	22.1
Race/Ethnicity	
White	68%
Black/African American	12%
Hispanic	11%
Asian or Pacific Islander	5%
Student Status	
Full-time	79%
Part-time	21%

Student Profile

	Total
<i>Base:</i>	1228
School Type	
2-year college	25%
4-year college or university	60%
Graduate or professional school	15%
Type of Classes this Term	
All online	13%
Some online/some in-person	33%
All in-person	54%
Technology Adoption	
Early Adopter	35%
Middle Adopter	54%
Late Adopter	11%
Household Income	
Less than \$35,000	36%
\$35,000 to \$49,999	11%
\$50,000 to \$74,999	16%
\$75,000 to \$124,999	19%
\$125,000 or greater	8%

Tech Users and Tablet Owners Profile

Demographic	Uses 3 – 4 Devices (A)	Uses 1-2 Device (B)	Uses 0 Devices (C)	Owns Tablet (D)	Does Not Own Tablet (E)
<i>Base:</i>	94	1021	113	544	684
Gender					
Male	66% BC	43%	42%	47%	42%
Female	34%	57% A	58% A	53%	58%
Age					
18-19	25%	27%	23%	23%	30%
20-24	52%	54%	45%	55%	52%
25-29	13%	10%	17%	13%	9%
30-34	10%	8%	15%	9%	9%
Mean:	22.3	21.9	23.1 B	22.4 E	21.8
Race/Ethnicity					
White	59%	67%	78% A	69%	66%
Black/African American	10%	12%	14%	10%	14%
Hispanic	9%	12% C	2%	12%	9%
Asian or Pacific Islander	7%	5%	5%	5%	5%
Student Status					
Full-time	85%	79%	70%	76%	81%
Part-time	15%	21%	30%	24%	19%

Letters indicate significant differences at the 95% confidence level.

Tech Users and Tablet Owners Profile

Demographic	Uses 3 – 4 Devices (A)	Uses 1-2 Device (B)	Uses 0 Devices (C)	Owns Tablet (D)	Does Not Own Tablet (E)
<i>Base:</i>	94	1021	113	544	684
School Type					
2-year college	23%	25%	32%	26%	24%
4-year college or university	58%	61%	52%	55%	64% D
Graduate or professional school	20%	14%	16%	18% E	12%
Type of Classes this Term					
All online	14%	12%	20%	15%	11%
Some online/some in-person	49% BC	32%	27%	37%	30%
All in-person	37%	56% A	53%	48%	59% D
Technology Adoption					
Early Adopter	62% BC	34%	21%	46% E	26%
Middle Adopter	33%	57% A	48%	50%	58% D
Late Adopter	5%	9%	30% AB	4%	16% D
Household Income					
Less than \$35,000	18%	35% A	44% A	30%	39% D
\$35,000 to \$49,999	13%	11%	13%	9%	13%
\$50,000 to \$74,999	13%	17%	15%	17%	16%
\$75,000 to \$124,999	35% BC	17%	18%	24% E	15%
\$125,000 or greater	9%	9%	5%	12% E	6%

Letters indicate significant differences at the 95% confidence level.

ALWAYS
LEARNING