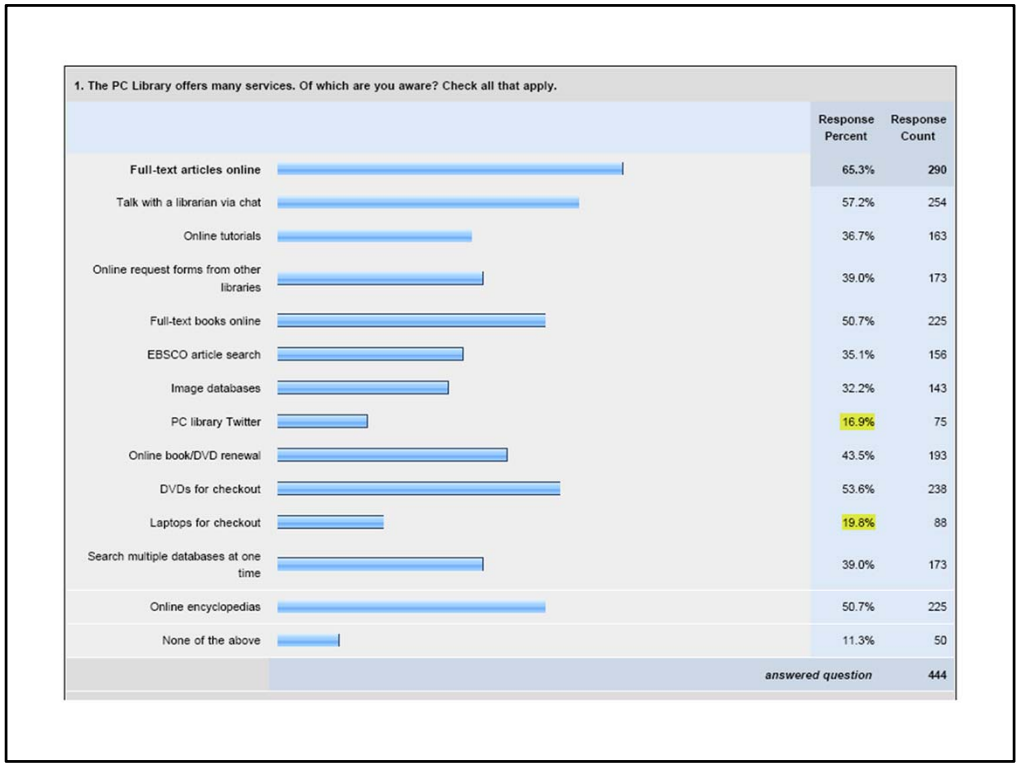
Sample Representativeness

	Library		PC	
	Count	Percent	Count	Percent
Gender				
Female	224	60%	7234	59%
Male	138	37%	4451	37%
Other & Undeclared	13	3%	479	4%
Ethnicity				
American Indian	33	9%	460	4%
Asian	8	2%	402	3%
Black	43	11%	1214	10%
Hispanic	145	39%	4037	33%
White	102	27%	4439	36%
Other & Undeclared	44	12%	1612	13%
Academic Load				
Less than Half Time	41	11%	4497	37%
Half Time	67	18%	3030	25%
3/4 Time	66	18%	1583	13%
Full Time	201	54%	3054	25%
Age Group				
14-17	15	4%	599	5%
18-22	186	50%	4385	36%
23-29	71	19%	2880	24%
30-39	58	15%	2051	17%
40-49	32	9%	1226	10%
50-59	12	3%	725	6%
60-85	1	0%	276	2%
Other & Undeclared	0	0%	22	0%
Median Age	22	n/a	25	n/a
Previous Educational Experience				
No college or university	157	42%	4094	34%
Some college or university, no degree	108	29%	3614	30%
Associates degree	11	3%	422	3%
Bachelors degree	10	3%	764	6%
Masters degree or higher	0	0%	300	2%
Other & Undeclared	89	24%	2970	24%
Total Students	375	100%	12164	100%

444 survey respondents. Identified demographic and academic characteristics of 375 of these respondents. Match well with gender, but our sample has higher representation of Hispanics and American Indians. Much higher representation of full-time students and 18-22 age bracket. Our sample is the traditional college student. Therefore, cannot generalize to the general population.
Needed to identify the students ahead of time (CCSSE & Noel-Levitz) and "force" 100% participation in select classes.

90% survey respondents were from within the library. Much lower response rate from random emails we sent out. Response rate much lower than average email response rates (research literature) that we wonder how many students check Gmail. Tells us something about the demographics/academic dimensions of our users in our building.

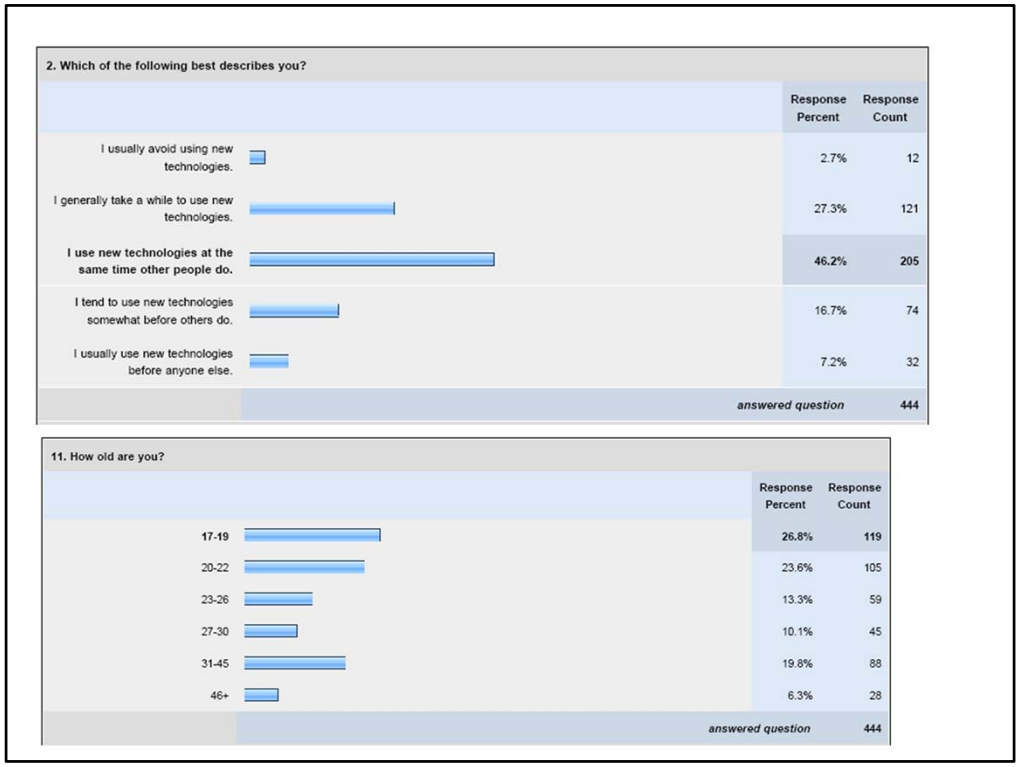
Must be cautious in how we use the results from the survey.



1. The PC Library offers many services. Of which are you aware? Check all that apply.

	Response Percent	Response Count
Full-text articles online	65.3%	290
Talk with a librarian via chat	57.2%	254
Online tutorials	36.7%	163
Online request forms from other libraries	39.0%	173
Full-text books online	50.7%	225
EBSCO article search	35.1%	156
Image databases	32.2%	143
PC library Twitter	16.9%	75
Online book/DVD renewal	43.5%	193
DVDs for checkout	53.6%	238
Laptops for checkout	19.8%	88
Search multiple databases at one time	39.0%	173
Online encyclopedias	50.7%	225
None of the above	11.3%	50
	answered question	444

Since majority of respondents are our library users (in building), lower awareness than I would have assumed. (Much lower than Ohio University %s.)
Is there anything on this list that we'd want to promote more?
Does this support student learning? How do we know that?



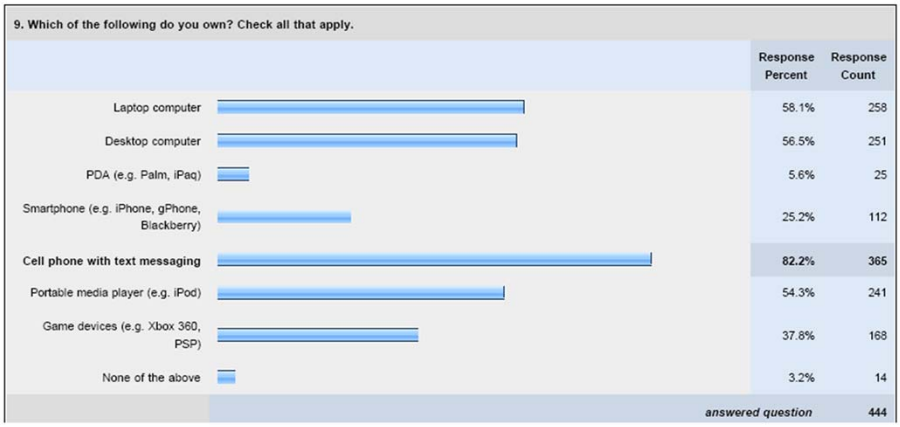
2. Which of the following best describes you?

	Response Percent	Response Count
I usually avoid using new technologies.	2.7%	12
I generally take a while to use new technologies.	27.3%	121
I use new technologies at the same time other people do.	**46.2%**	**205**
I tend to use new technologies somewhat before others do.	16.7%	74
I usually use new technologies before anyone else.	7.2%	32
	answered question	444

11. How old are you?

	Response Percent	Response Count
17-19	**26.8%**	**119**
20-22	23.6%	105
23-26	13.3%	59
27-30	10.1%	45
31-45	19.8%	88
46+	6.3%	28
	answered question	444

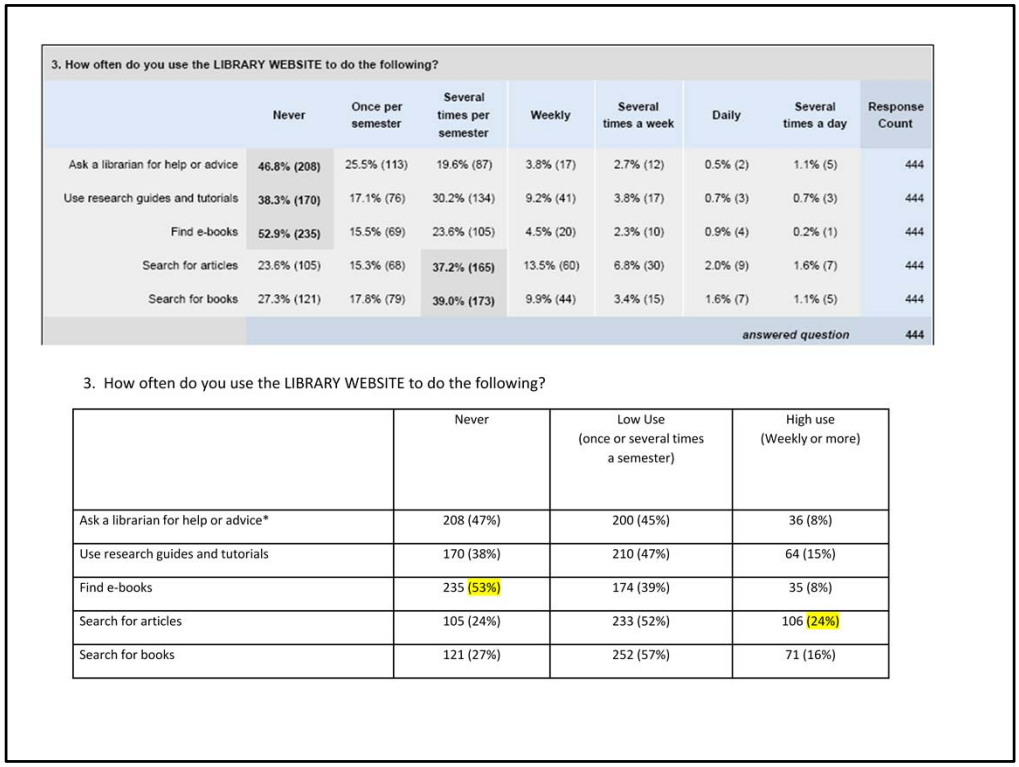
As would be expected, negative correlation between AGE and TECHNOLOGY ADOPTION. More older people avoiding technology and fewer younger people avoiding technology. Almost the exact same technology adoption when compared to Ohio University.



9. Which of the following do you own? Check all that apply.

	Response Percent	Response Count
Laptop computer	58.1%	258
Desktop computer	56.5%	251
PDA (e.g. Palm, iPaq)	5.6%	25
Smartphone (e.g. iPhone, gPhone, Blackberry)	25.2%	112
Cell phone with text messaging	**82.2%**	**365**
Portable media player (e.g. iPod)	54.3%	241
Game devices (e.g. Xbox 360, PSP)	37.8%	168
None of the above	3.2%	14
answered question		444

Asked Kerry to run correlations with this, but I didn't give him detailed enough instructions, so I didn't get the data I wanted here.
25% smart phones! Hard to say much about this, since sample is not representative of general population.



3. How often do you use the LIBRARY WEBSITE to do the following?

	Never	Once per semester	Several times per semester	Weekly	Several times a week	Daily	Several times a day	Response Count
Ask a librarian for help or advice	46.8% (208)	25.5% (113)	19.6% (87)	3.8% (17)	2.7% (12)	0.5% (2)	1.1% (5)	444
Use research guides and tutorials	38.3% (170)	17.1% (76)	30.2% (134)	9.2% (41)	3.8% (17)	0.7% (3)	0.7% (3)	444
Find e-books	52.9% (235)	15.5% (69)	23.6% (105)	4.5% (20)	2.3% (10)	0.9% (4)	0.2% (1)	444
Search for articles	23.6% (105)	15.3% (68)	37.2% (165)	13.5% (60)	6.8% (30)	2.0% (9)	1.6% (7)	444
Search for books	27.3% (121)	17.8% (79)	39.0% (173)	9.9% (44)	3.4% (15)	1.6% (7)	1.1% (5)	444
							answered question	444

3. How often do you use the LIBRARY WEBSITE to do the following?

	Never	Low Use (once or several times a semester)	High use (Weekly or more)
Ask a librarian for help or advice*	208 (47%)	200 (45%)	36 (8%)
Use research guides and tutorials	170 (38%)	210 (47%)	64 (15%)
Find e-books	235 (53%)	174 (39%)	35 (8%)
Search for articles	105 (24%)	233 (52%)	106 (24%)
Search for books	121 (27%)	252 (57%)	71 (16%)

Ran correlation with age. Only statistically significant correlation was with Ask a librarian for help. Older respondents were more likely to do this.
"High use" is pretty low for all questions. "Search for articles" highest use matches 65% awareness.
Although 51% awareness of e-books, never/low use 92% of respondents. Use website more for locating "books" instead of "ebooks." Probably pulling up ebooks in Library Catalog.

Question of promotion?

4. When you use a LIBRARY COMPUTER, how often do you do the following? (If you do not use library computers, please skip to question #5.)

	Never	Once per semester	Several times per semester	Weekly	Several times a week	Daily	Several times a day	Response Count
Find books/articles	20.8% (85)	15.2% (62)	**40.8% (167)**	12.7% (52)	6.8% (28)	2.0% (8)	1.7% (7)	409
Use Blackboard	**29.5% (124)**	7.4% (31)	17.4% (73)	15.7% (66)	14.5% (61)	9.5% (40)	6.0% (25)	420
Check Facebook or MySpace	**26.4% (110)**	5.5% (23)	17.0% (71)	16.1% (67)	13.9% (58)	12.7% (53)	8.4% (35)	417
Use PowerPoint	**29.4% (121)**	20.6% (85)	29.1% (120)	12.1% (50)	5.8% (24)	1.7% (7)	1.2% (5)	412
Use Word	6.8% (29)	6.8% (29)	**30.1% (128)**	21.2% (90)	20.5% (87)	10.1% (43)	4.5% (19)	425
Use Excell	**43.6% (183)**	17.4% (73)	20.0% (84)	10.2% (43)	4.8% (20)	2.4% (10)	1.7% (7)	420
Use Access	**61.6% (255)**	15.2% (63)	13.0% (54)	4.8% (20)	2.9% (12)	1.0% (4)	1.4% (6)	414
Use Publisher	**69.3% (285)**	13.1% (54)	9.0% (37)	3.2% (13)	2.4% (10)	1.7% (7)	1.2% (5)	411
Use the library website	20.0% (84)	11.2% (47)	**35.8% (150)**	13.1% (55)	11.0% (46)	4.5% (19)	4.3% (18)	419
Check email	5.0% (21)	1.7% (7)	19.8% (83)	18.6% (78)	**21.7% (91)**	19.8% (83)	13.6% (57)	420
Use Instant Messaging (IM)	**63.3% (260)**	5.4% (22)	11.7% (48)	6.6% (27)	7.5% (31)	2.4% (10)	3.2% (13)	411
Play video games	**72.0% (296)**	8.0% (33)	8.3% (34)	5.4% (22)	2.9% (12)	1.7% (7)	1.7% (7)	411
Watch streaming videos or DVDs	**45.4% (186)**	9.8% (40)	20.0% (82)	8.0% (33)	11.0% (45)	3.2% (13)	2.7% (11)	410
							answered question	428
							skipped question	16

No surprise that only 16 skipped question. Only 42 respondents took survey from computer other than library computer.
Grouped the categories, never, low use, high use (next slide) to help analyze the data.

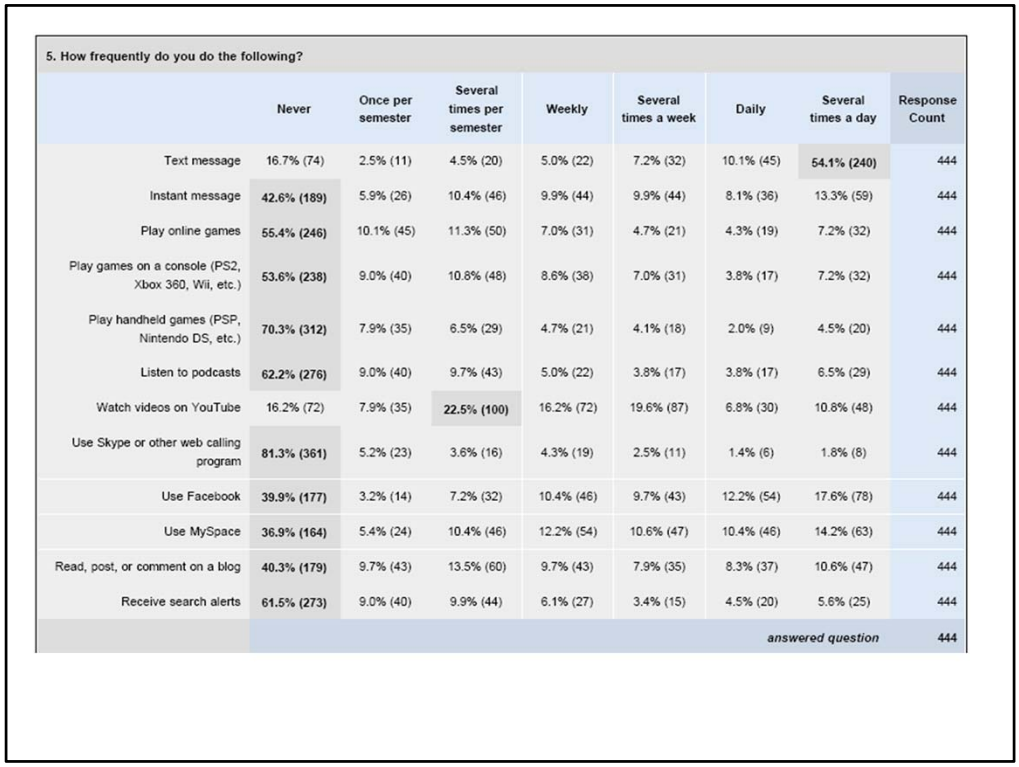
4. When you use a LIBRARY COMPUTER, how often do you do the following?

	Never	Low Use (1x or several times a semester)	High use (Weekly or more)	No answer
Find books/articles	85 (19%)	229 (52%)	95 (21%)	35 (8%)
Use Blackboard	124 (28%)	104 (23%)	192 (43%)	24 (6%)
Check Facebook or MySpace*	110 (25%)	94 (21%)	213 (48%)	27 (6%)
Use PowerPoint*	121 (27%)	205 (46%)	86 (19%)	32 (8%)
Use Word*	29 (7%)	157 (35%)	239 (54%)	19 (4%)
Use Excel	183 (41%)	157 (35%)	80 (18%)	24 (6%)
Use Access	255 (57%)	117 (26%)	42 (10%)	30 (7%)
Use Publisher	285 (64%)	91 (21%)	35 (8%)	33 (7%)
Use the library website	84 (19%)	197 (44%)	138 (31%)	25 (6%)
Check email*	21 (5%)	90 (20%)	309 (69%)	24 (6%)
Use Instant Messaging (IM)*	260 (59%)	70 (16%)	81 (18%)	33 (7%)
Watch streaming videos or DVDs*	186 (42%)	122 (27%)	102 (23%)	34 (8%)

Facebook/MySpace, Word, Email “high use.”

Do we want to create a guide for Word (FAQs)? Does this support student learning. How do we know? Number of handouts that get picked up.
Maybe no need for guide to Excel/Access/Publisher (never use %s high).
Email still being used. Blackboard use decent.

Ran correlation with age. 6 variables statistically significant. Younger people are more likely to Check Facebook/MySpace, Use Powerpoint, Use Word, Check email, IM, watch streaming videos.



5. How frequently do you do the following?

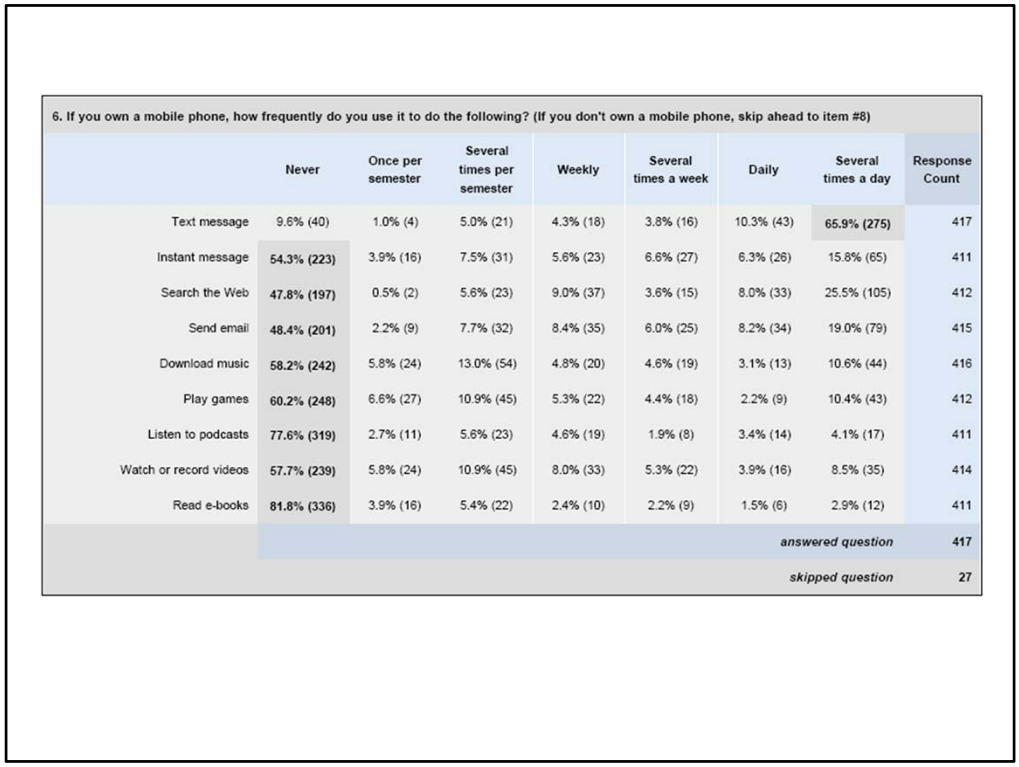
	Never	Once per semester	Several times per semester	Weekly	Several times a week	Daily	Several times a day	Response Count
Text message	16.7% (74)	2.5% (11)	4.5% (20)	5.0% (22)	7.2% (32)	10.1% (45)	**54.1% (240)**	444
Instant message	**42.6% (189)**	5.9% (26)	10.4% (46)	9.9% (44)	9.9% (44)	8.1% (36)	13.3% (59)	444
Play online games	**55.4% (246)**	10.1% (45)	11.3% (50)	7.0% (31)	4.7% (21)	4.3% (19)	7.2% (32)	444
Play games on a console (PS2, Xbox 360, Wii, etc.)	**53.6% (238)**	9.0% (40)	10.8% (48)	8.6% (38)	7.0% (31)	3.8% (17)	7.2% (32)	444
Play handheld games (PSP, Nintendo DS, etc.)	**70.3% (312)**	7.9% (35)	6.5% (29)	4.7% (21)	4.1% (18)	2.0% (9)	4.5% (20)	444
Listen to podcasts	**62.2% (276)**	9.0% (40)	9.7% (43)	5.0% (22)	3.8% (17)	3.8% (17)	6.5% (29)	444
Watch videos on YouTube	16.2% (72)	7.9% (35)	**22.5% (100)**	16.2% (72)	19.6% (87)	6.8% (30)	10.8% (48)	444
Use Skype or other web calling program	**81.3% (361)**	5.2% (23)	3.6% (16)	4.3% (19)	2.5% (11)	1.4% (6)	1.8% (8)	444
Use Facebook	**39.9% (177)**	3.2% (14)	7.2% (32)	10.4% (46)	9.7% (43)	12.2% (54)	17.6% (78)	444
Use MySpace	**36.9% (164)**	5.4% (24)	10.4% (46)	12.2% (54)	10.6% (47)	10.4% (46)	14.2% (63)	444
Read, post, or comment on a blog	**40.3% (179)**	9.7% (43)	13.5% (60)	9.7% (43)	7.9% (35)	8.3% (37)	10.6% (47)	444
Receive search alerts	**61.5% (273)**	9.0% (40)	9.9% (44)	6.1% (27)	3.4% (15)	4.5% (20)	5.6% (25)	444
							answered question	444

This table makes it look like students aren't doing much, except text messaging. Reran frequencies with never, low use, high use.

5. How frequently do you do the following?

	Never	Low Use (Once or several times a semester)	High use (Weekly or more)
Text message	74 (17%)	31 (7%)	339 (76%)
Instant message	189 (43%)	72 (16%)	183 (41%)
Play online games*	246 (56%)	95 (21%)	103 (23%)
Play games on a console	238 (54%)	88 (20%)	118 (26%)
Play handheld games	312 (70%)	64 (14%)	68 (16%)
Listen to podcasts	276 (62%)	83 (19%)	85 (19%)
Watch videos on YouTube	72 (16%)	135 (31%)	237 (53%)
Use Skype or other web calling	361 (81%)	39 (9%)	44 (10%)
Use Facebook	177 (40%)	46 (10%)	221 (50%)
Use MySpace	164 (37%)	70 (16%)	210 (47%)
Read, post, or comment on blog	179 (40%)	103 (23%)	162 (36%)
Receive search alerts	273 (61%)	84 (19%)	87 (20%)

Not significant difference between Facebook and MySpace.
Still use text messaging. 17% do not.
Only statistically significant correlation with age was “Play online games.” Younger people more likely to play online games.



6. If you own a mobile phone, how frequently do you use it to do the following? (If you don't own a mobile phone, skip ahead to item #8)

	Never	Once per semester	Several times per semester	Weekly	Several times a week	Daily	Several times a day	Response Count
Text message	9.6% (40)	1.0% (4)	5.0% (21)	4.3% (18)	3.8% (16)	10.3% (43)	**65.9% (275)**	417
Instant message	**54.3% (223)**	3.9% (16)	7.5% (31)	5.6% (23)	6.6% (27)	6.3% (26)	15.8% (65)	411
Search the Web	**47.8% (197)**	0.5% (2)	5.6% (23)	9.0% (37)	3.6% (15)	8.0% (33)	25.5% (105)	412
Send email	**48.4% (201)**	2.2% (9)	7.7% (32)	8.4% (35)	6.0% (25)	8.2% (34)	19.0% (79)	415
Download music	**58.2% (242)**	5.8% (24)	13.0% (54)	4.8% (20)	4.6% (19)	3.1% (13)	10.6% (44)	416
Play games	**60.2% (248)**	6.6% (27)	10.9% (45)	5.3% (22)	4.4% (18)	2.2% (9)	10.4% (43)	412
Listen to podcasts	**77.6% (319)**	2.7% (11)	5.6% (23)	4.6% (19)	1.9% (8)	3.4% (14)	4.1% (17)	411
Watch or record videos	**57.7% (239)**	5.8% (24)	10.9% (45)	8.0% (33)	5.3% (22)	3.9% (16)	8.5% (35)	414
Read e-books	**81.8% (336)**	3.9% (16)	5.4% (22)	2.4% (10)	2.2% (9)	1.5% (6)	2.9% (12)	411
							answered question	417
							skipped question	27

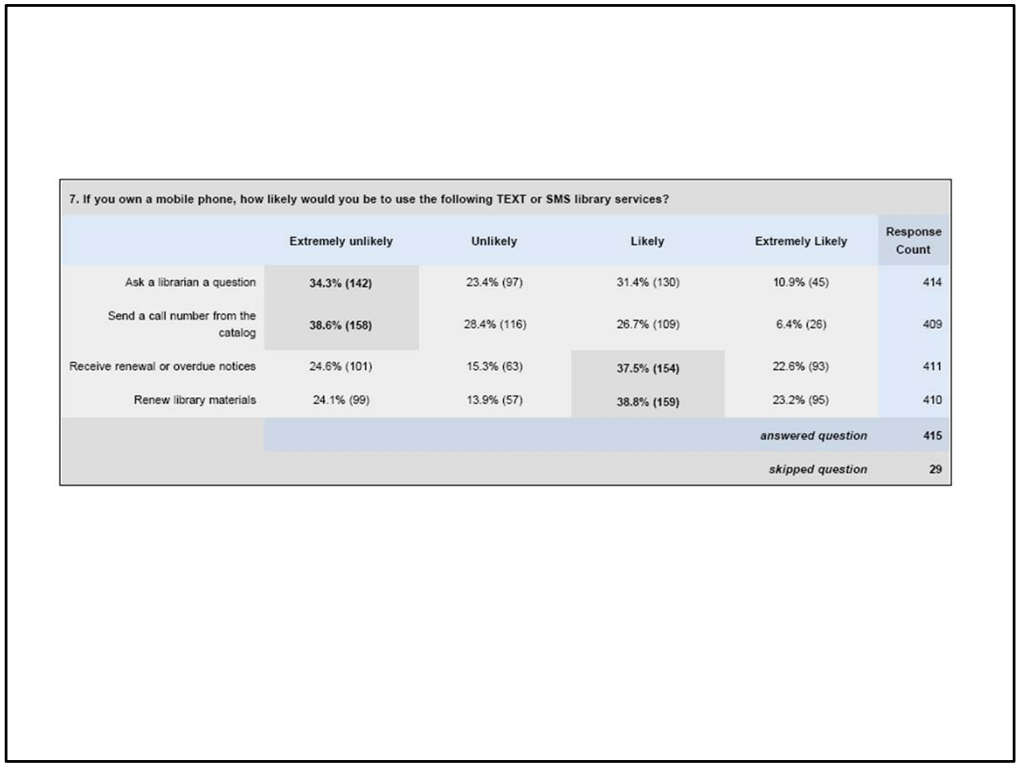
Only 27 (6%) do not own a mobile phone. Can't generalize to population. From this table, looks like respondents use mobile to text and not much more. Reran data.

6. If you own a mobile phone, how frequently do you use it to do the following (If you don't own a mobile phone, skip ahead to item #8)?

	Never	Low Use (1x or several times a semester)	High use (Weekly or more)	No answer
Text message*	40 (9%)	25 (6%)	350 (79%)	27 (6%)
Instant message	223 (50%)	47 (11%)	140 (32%)	33 (7%)
Search the Web*	197 (44%)	25 (56%)	189 (43%)	32 (7%)
Send email	201 (45%)	41 (9%)	172 (39%)	29 (7%)
Download music	242 (54%)	78 (18%)	96 (22%)	28 (6%)
Play games	248 (56%)	72 (16%)	91 (21%)	32 (7%)
Listen to podcasts	319 (72%)	34 (8%)	58 (13%)	33 (7%)
Watch or record videos*	239 (54%)	69 (15%)	106 (24%)	30 (7%)
Read e-books	336 (76%)	38 (9%)	37 (8%)	33 (7%)

Listen to podcasts (general frequency) 72% never. No use to library.
Accessing e-books, but not reading them on their mobile phones.

Age correlation (younger more like to) with texting, searching Web, and watch/record videos.



7. If you own a mobile phone, how likely would you be to use the following TEXT or SMS library services?

	Extremely unlikely	Unlikely	Likely	Extremely Likely	Response Count
Ask a librarian a question	**34.3% (142)**	23.4% (97)	31.4% (130)	10.9% (45)	414
Send a call number from the catalog	**38.6% (158)**	28.4% (116)	26.7% (109)	6.4% (26)	409
Receive renewal or overdue notices	24.6% (101)	15.3% (63)	**37.5% (154)**	22.6% (93)	411
Renew library materials	24.1% (99)	13.9% (57)	**38.8% (159)**	23.2% (95)	410
				answered question	415
				skipped question	29

Likelihood is higher than results from Ohio University.

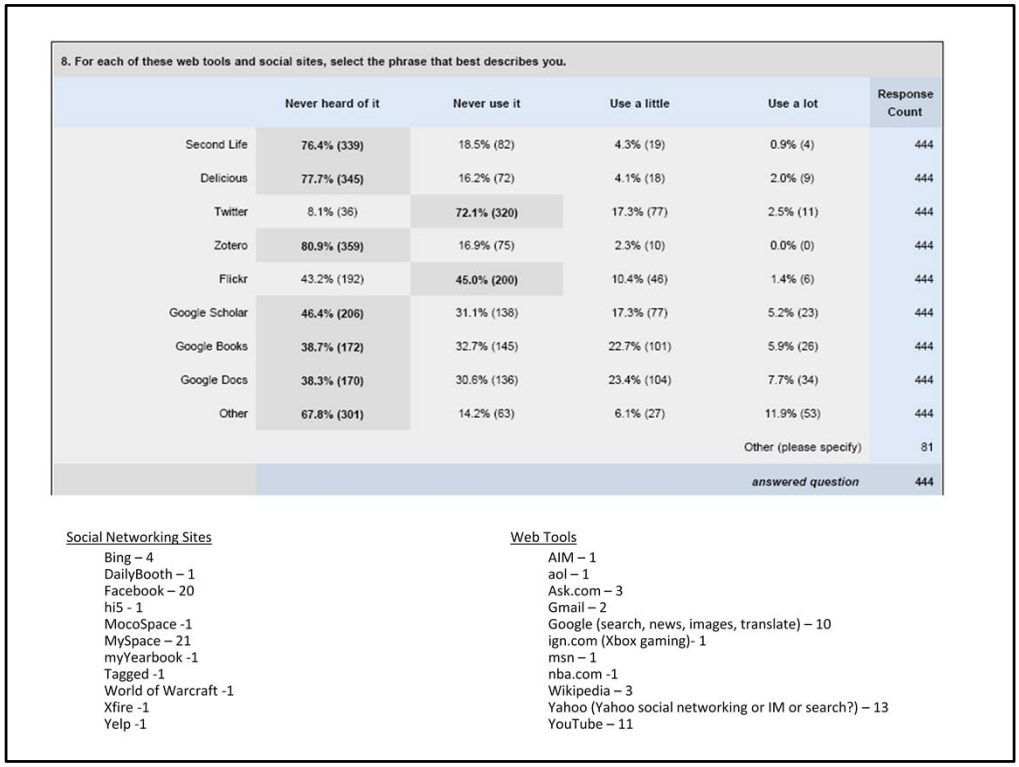
(27 vs. 29 skipped – don't own mobile phone).

7. If you own a mobile phone, how likely would you be to use the following TEXT or SMS library services?

	Likely	Unlikely
Ask a library a question	42%	58%
Send a call number from the catalog	33%	67%
Receive renewal or overdue notices	60%	40%
Renew library materials	62%	38%

	Age of Respondent					
Likely/Very likely	17-19	20-22	23-26	27-30	31-45	46+
Ask a librarian a question						
Number of students	46	49	24	19	34	3
% within age group	37%	47%	41%	42%	39%	11%
Send a call number from the catalog	28	36	25	17	26	3
	24%	34%	42%	37%	30%	11%
Receive renewal or overdue notices	59	66	36	31	48	7
	50%	63%	61%	69%	55%	25%
Renew library materials	63	67	36	30	49	9
	53%	64%	61%	67%	56%	32%

Two areas 60% likelihood. Do we want to explore SMS for renewal/overdue notices and make mobile device app for renewing library materials?
Age breakdown – youngest (17-19) least interested in any of these services. 20-30 yr. olds most interested.



8. For each of these web tools and social sites, select the phrase that best describes you.

	Never heard of it	Never use it	Use a little	Use a lot	Response Count
Second Life	**76.4% (339)**	18.5% (82)	4.3% (19)	0.9% (4)	444
Delicious	**77.7% (345)**	16.2% (72)	4.1% (18)	2.0% (9)	444
Twitter	8.1% (36)	**72.1% (320)**	17.3% (77)	2.5% (11)	444
Zotero	**80.9% (359)**	16.9% (75)	2.3% (10)	0.0% (0)	444
Flickr	43.2% (192)	**45.0% (200)**	10.4% (46)	1.4% (6)	444
Google Scholar	**46.4% (206)**	31.1% (138)	17.3% (77)	5.2% (23)	444
Google Books	**38.7% (172)**	32.7% (145)	22.7% (101)	5.9% (26)	444
Google Docs	**38.3% (170)**	30.6% (136)	23.4% (104)	7.7% (34)	444
Other	**67.8% (301)**	14.2% (63)	6.1% (27)	11.9% (53)	444
				Other (please specify)	81
				answered question	**444**

Social Networking Sites

- Bing – 4
- DailyBooth – 1
- Facebook – 20
- hi5 - 1
- MocoSpace -1
- MySpace – 21
- myYearbook -1
- Tagged -1
- World of Warcraft -1
- Xfire -1
- Yelp -1

Web Tools

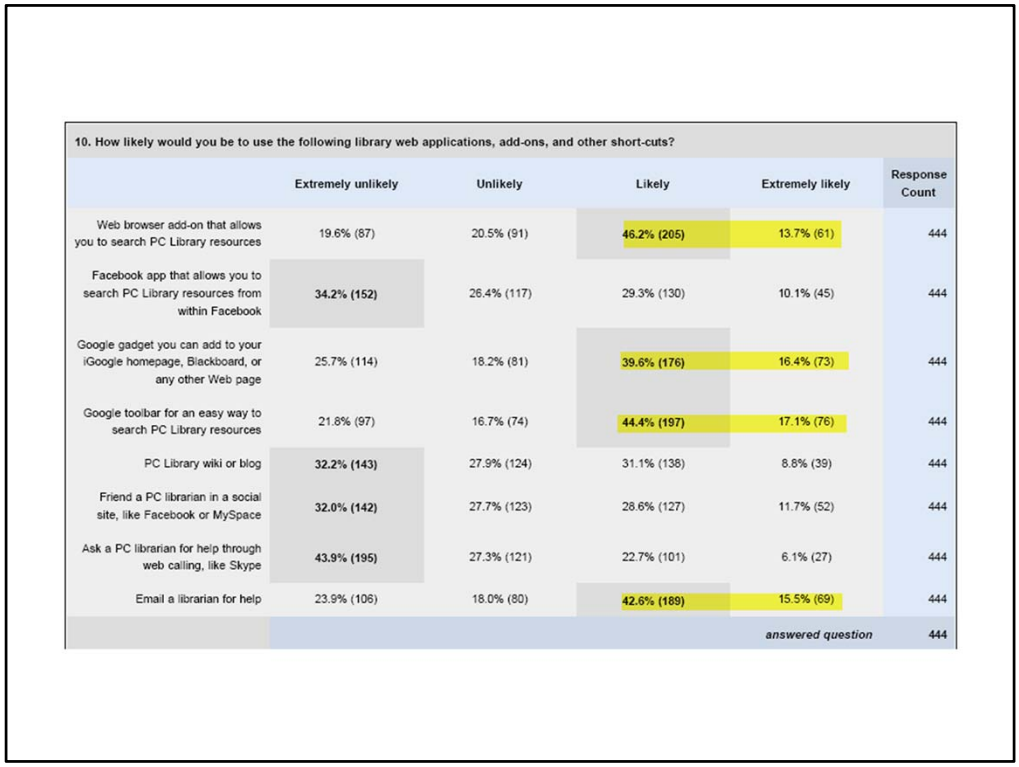
- AIM – 1
- aol – 1
- Ask.com – 3
- Gmail – 2
- Google (search, news, images, translate) – 10
- ign.com (Xbox gaming)- 1
- msn – 1
- nba.com -1
- Wikipedia – 3
- Yahoo (Yahoo social networking or IM or search?) – 13
- YouTube – 11

From this chart, looks like no one has ever heard of nor uses social sites/web tools. So reran with Never Heard of It, Never use, Use it.

8. For each of these web tools and social sites, select the phrase that best describes you.

	Never heard of it	Never use it	Use it
Second Life	339 (76%)	82 (18%)	23 (6%)
Delicious	345 (77%)	72 (16%)	27 (7%)
Twitter	36 (8%)	320 (72%)	88 (20%)
Zotero	359 (81%)	75 (17%)	10 (2%)
Flickr	192 (43%)	200 (45%)	52 (12%)
Google Scholar	206 (46%)	138 (31%)	100 (23%)
Google Books	172 (39%)	145 (33%)	127 (28%)
Google Docs	170 (38%)	136 (31%)	138 (31%)

34% technology adoption before others. But, not reflected in this question.
What are implications for us? Don't assume students know about Scholar? Or Books? To what extent do we want to connect with Google products? (see last question)
20% use Twitter. How does this improve student learning? How do we know that?



10. How likely would you be to use the following library web applications, add-ons, and other short-cuts?

	Extremely unlikely	Unlikely	Likely	Extremely likely	Response Count
Web browser add-on that allows you to search PC Library resources	19.6% (87)	20.5% (91)	**46.2% (205)**	13.7% (61)	444
Facebook app that allows you to search PC Library resources from within Facebook	**34.2% (152)**	26.4% (117)	29.3% (130)	10.1% (45)	444
Google gadget you can add to your iGoogle homepage, Blackboard, or any other Web page	25.7% (114)	18.2% (81)	**39.6% (176)**	16.4% (73)	444
Google toolbar for an easy way to search PC Library resources	21.8% (97)	16.7% (74)	**44.4% (197)**	17.1% (76)	444
PC Library wiki or blog	**32.2% (143)**	27.9% (124)	31.1% (138)	8.8% (39)	444
Friend a PC librarian in a social site, like Facebook or MySpace	**32.0% (142)**	27.7% (123)	28.6% (127)	11.7% (52)	444
Ask a PC librarian for help through web calling, like Skype	**43.9% (195)**	27.3% (121)	22.7% (101)	6.1% (27)	444
Email a librarian for help	23.9% (106)	18.0% (80)	**42.6% (189)**	15.5% (69)	444
				answered question	444

Google toolbar: 61% receptive
Web browser add-on: 60% receptive (LibX browser plug-in is open source)
Email librarian: 58% (email reference service)
Google gadget: 56% receptive (create our own)

Library wiki/blog: 40%
Friend a PC Librarian: 40%
Skype/web calling: 39%
Facebook app: 39%

Do we want to implement any of the top 4? Do they improve student learning? How will we know that?

Student Receptivity

Key	Application, add-on, etc.	A	B	C	D	E	F	G
A	Web browser add-on that allows you to search PC Library resources							
B	Facebook app that allows you to search PC Library resources from within Facebook	0.35						
C	Google gadget you can add to your iGoogle homepage, Blackboard, or any other Web page	0.48	0.35					
D	Google toolbar for an easy way to search PC Library resources	0.50	0.38	0.69				
E	PC Library wiki or blog	0.40	0.40	0.46	0.47			
F	Friend a PC librarian in a social site, like Facebook or MySpace	0.34	0.55	0.37	0.29	0.47		
G	Ask a PC librarian for help through web calling, like Skype	0.34	0.34	0.42	0.34	0.50	0.51	
H	Email a librarian for help	0.46	0.36	0.42	0.40	0.37	0.43	0.41

Student receptivity to one app was positively correlated with receptivity to other apps. All statistically significant (1.0).