2014 STUDY OF STUDENTS & IT

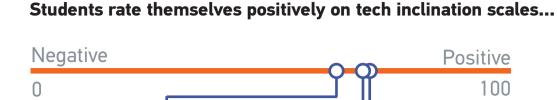**75,306** student respondents | from **213** campuses | in **45** U.S. STATES | and **15** COUNTRIES

EXPERIENCES

Technology is embedded into students' lives, and students are generally inclined to use technology.
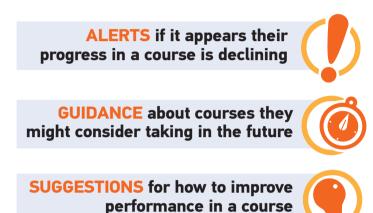
Students rate themselves positively on tech inclination scales...

Negative 0 — Positive 100

DISPOSITION, ATTITUDE, AND USAGE

...and **2 in 3** feel prepared to use technology needed in their courses

Technology makes me feel more connected to...

- OTHER STUDENTS — **51%** agree
- INSTRUCTORS — **54%** agree
- THE INSTITUTION — **65%** agree

ANALYTICS

9 in 10 students are at least moderately interested in learning analytics capabilities, such as

- **ALERTS** if it appears their progress in a course is declining
- **GUIDANCE** about courses they might consider taking in the future
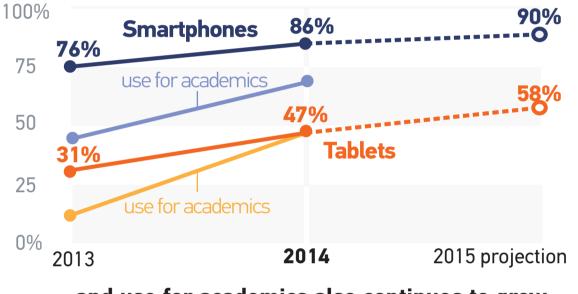- **SUGGESTIONS** for how to improve performance in a course

LEARNING ENVIRONMENTS

More students than ever have experienced a digital learning environment. The majority say they learn best with a blend of online and face-to-face work (up 6% since 2013)."

	No online components	Partially online	Completely online
18–24	**19%**	**75%**	**6%**
25+	**15%**	**66%**	**19%**

Students' learning environment preferences

DEVICES

Mobile device ownership continues to grow...

Smartphones: 76% (2013), 86% (2014), 90% (2015 projection)
use for academics
Tablets: 31% (2013), 47% (2014), 58% (2015 projection)
use for academics

2013 — 2014 — 2015 projection

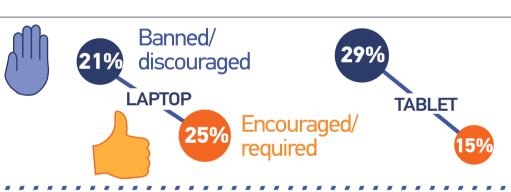**...and use for academics also continues to grow**

54% of students typically connect to the network with at least two devices at a time.

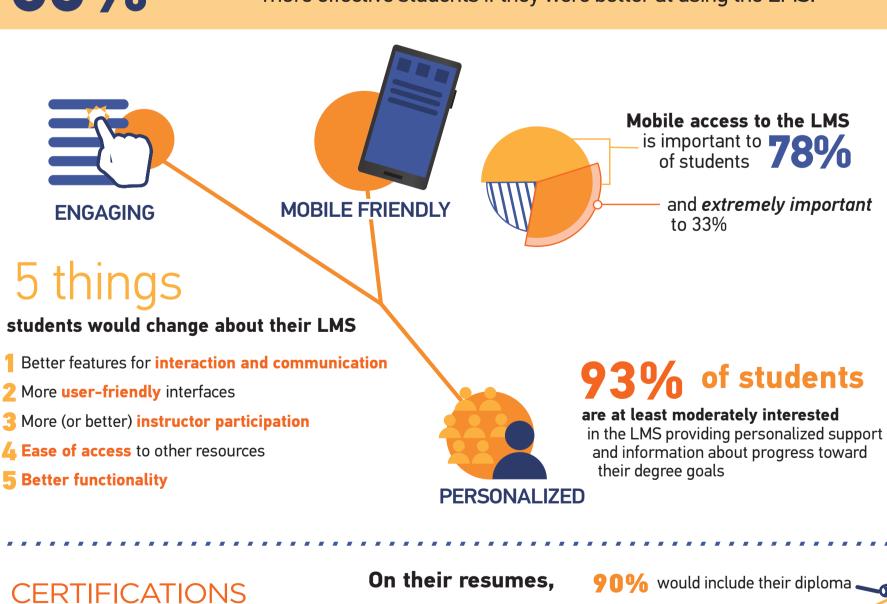Students say their mobile devices are more often discouraged than encouraged in the classroom

Banned/discouraged — LAPTOP **21%** — Encouraged/required **25%**
TABLET **29%** / **15%**
SMARTPHONE **69%** / **6%**

LEARNING MANAGEMENT SYSTEMS

STUDENTS WANT AN ENGAGING, PERSONALIZED, AND MOBILE LMS

83% of students used the LMS in at least one course, and 51% say they could be more effective students if they were better at using the LMS.

ENGAGING

MOBILE FRIENDLY

Mobile access to the LMS is important to **78%** of students
and *extremely important* to 33%

5 things
students would change about their LMS

1. Better features for **interaction and communication**
2. More **user-friendly** interfaces
3. More (or better) **instructor participation**
4. **Ease of access** to other resources
5. **Better functionality**

PERSONALIZED

93% of students are at least moderately interested in the LMS providing personalized support and information about progress toward their degree goals

CERTIFICATIONS

The undergraduate degree is still the gold standard certification for contemporary college students.

On their resumes,

- **90%** would include their diploma
- **53%** would include a college certificate
- **21%** would include a digital badge
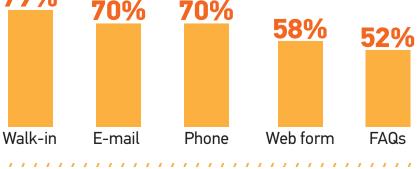- **18%** would include an e-portfolio

IT SUPPORT FOR STUDENTS

When they need tech support, most students look online or to friends and family first, but **1 in 5 use the college or university help desk.**

3 in 4 students who use the help desk rate the overall service as **good or excellent.** Service ratings differ by modality:

Walk-in	E-mail	Phone	Web form	FAQs
79%	**70%**	**70%**	**58%**	**52%**

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