

# **2004-05 UW-Madison Faculty/Staff Computing Survey**

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University of Wisconsin Survey Center

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## **Backgrounds and Objectives**

The 2004-05 UW-Madison Faculty/Staff Computing Survey was the latest in DoIT's annual efforts to gauge IT needs, concerns, and performance on the UW campus. Specific objectives of the survey were to:

- Continue to monitor faculty/staff awareness and use of computing services
- Obtain respondent perceptions of DoIT's performance in providing products/services in a competitive environment
- Record changing information technology behavior
- Determine relative importance of and preference for new product and service concepts
- Provide actionable research for training
- Compare and evaluate the difference between data collected via web survey versus data collected via mailed survey.

## **Methodology**

The 2004-05 Faculty/Staff Computing Survey used a mixed-mode strategy with half of the sample (1,200) receiving the survey via USPS mail and the other half (1,200) receiving the survey via e-mail. The mode assignment was selected randomly. The survey was mailed to 1,200 randomly selected UW-Madison faculty and staff on January 20, 2005. A postcard reminder and two full mailings (cover letter, postage-paid business reply return envelope and survey) were sent on January 26, February 10, and March 3, respectively. Returns were collected until March 31, 2005.

The Web version of the Faculty/Staff Computing Survey was sent via email to 1,200 randomly selected UW-Madison faculty and staff on February 3, 2005. After drawing the sample, bad/invalid email addresses were removed, resulting in 1,010 potential web respondents. Of those, 308 completed the survey, which corresponds to a 30.5% response rate. Another 125 faculty and staff started the web survey, but did not complete it. The partial responses are not calculated into the response rate. The email messages contained a unique URL for each respondent. Follow-up email messages, including the URLs, were sent on February 8 and February 25. Data was collected until March 31, 2005.

## **An Overview: Survey Highlights**

### **Computer use** (questions 1-3)

- Some information technology products have shown increased ownership over the past year while the ownership level of other products has remained constant.
  - 83% of faculty and staff mail respondents own a desktop computer; 70% of web respondents own a desktop computer.
  - 43% of faculty and staff mail respondents own laptop computers; 41% of web respondents own laptop computers.

- Cellular phone and personal digital assistant ownership is at 63% and 28%, respectively for mail respondents; 62% and 21% respectively for web respondents.
  - Portable storage device ownership increased overall in the past year.
  - There is relatively minimal use of tablet PCs (2% for mail and web) and wireless handheld email devices (1% - mail, 3% - web).
- 66% of mail responding laptop owners and 73% of web responding laptop owners report having a wireless card although just 43% of mail respondents and 47% of web respondents with this ability use the wireless network on campus.
  - About 31% of cellular phones on campus are web-enabled.
    - Very few faculty/staff (19% - mail, 18% - web) with a web-enabled phone actually use that feature.
  - Calendaring/scheduling and addresses/phone numbers were the most common reasons for Personal Digital Assistant usage among both mail and web respondents.
  - 26% of mail responding PDA owners and 31% of web responding PDA owners report that their device is web-enabled.
    - 40% of mail responding faculty and staff used the web-enabled feature on their personal digital assistant compared with 28% of web responding faculty and staff.
  - More than 60% of mail respondents and more than 52% of web respondents use Windows operating systems on their personal computers.

**Internet use** (questions 4-6)

- Mail respondents are most likely to use WiscWorld dial-in modem pool or DSL (digital subscriber line) to access the Internet from home or when they are off-campus.
- Web respondents are most likely to use cable modem or DSL (digital subscriber line) to access the Internet from home or when they are off-campus.
- Respondents were generally satisfied with the performance of their chosen mode of Internet access. Cable modem and DSL received the highest ratings from respondents while WiscWorld dial-in modem pool received the lowest ratings from respondents.
- Streaming media and other instant messaging (e.g., AOL, Yahoo, MSN, etc.) are the popular Internet applications used by both mail and web responding faculty and staff.

**Tech Store and DoIT Services** (questions 7-12)

- Faculty and staff think that desktop support at their own location and purchasing technology goods and services are very important resources for the campus. Product information, demonstrations, and recommendations are considered less valuable computing services.
- Respondents prefer department experts and the DoIT Tech store expertise for installation, repair, and tech support.

- Faculty and staff have the least amount of awareness concerning Digital Academic TV Network and Bucky Backup.
- WiscMail is the most often used service provided by DoIT. Respondents often use WiscMail multiple times daily. Other commonly used DoIT services include Tech Store sales, the Tech Store showroom, the Help Desk, and My UW-Madison.
- During their purchase, DoIT customers were most satisfied with the quality of the product and ease of purchase.
- After their purchase, DoIT customers generally felt satisfied regarding their purchase.

**WiscCal, WiscMail, MY UW Madison** (questions 9-11)

- 11% of faculty/staff mail respondents and 18% of web respondents use WiscCal on a daily basis.
- 71% of mail and 73% of web respondents report using WiscMail on a daily basis.
- 16% of mail respondents use My UW-Madison on a daily basis compared to 21% of web respondents.

**Wireless** (questions 13-15)

- Over 50% of faculty and staff mail respondents never use wireless computing. This compares to 38% of web respondents never use wireless computing.
- About 20% of all respondents currently use or have used wireless hot spots in the past.
- Around 45% of mail responding and 43% of web responding faculty and staff report that they are not likely to use or will definitely not use campus wireless hot spots in the next 12 months.
- Access to equipment is the primary barrier to more use of wireless hot spots among faculty and staff.

**Training** (questions 16, 17)

- About 16% of mail respondents and 12% of web respondents plan to receive computer skills training in the coming year.
- Commonly cited training topics included web page development and design, databases (Access), and spreadsheets (Excel).

**Research Channel** (question 18)

- Only about 7% of mail respondents and 6% of web respondents have heard of the Research Channel viewed programming, submitted content to it, or are planning to submit content within the next year.

**New Product/Service Suggestion for DoIT** (question 25)

- Many respondents chose not to make a new product or service suggestion. Of those offering suggestions, cheaper training, high speed Internet at home, and a preferred vendor system were mentioned.

**Area of Improvement for DoIT** (question 26)

- Respondents offered various areas for DoIT to improve. Among these areas were cheaper training, competitive pricing, and better quality customer service at the Help Desk, wireless connection, and better advertisement of services offered.

#### **Differences Between Mail vs. Web Respondents**

- Web survey respondents were less likely to complete the survey in general. The mail survey response rate was 53.87%, the web survey response rate was 30.5%.
- Web survey respondents were much more likely to start skipping questions toward the end of the survey. This was rarely an issue for mail survey respondents.
- Mail survey respondents were more likely to use a desktop at work (94% for mail and 81% for web) and own a desktop computer at home (83% for mail and 70% for web) than were web survey respondents.
- Mail survey respondents were more likely to express awareness of DoIT services. This was true for just about every item mentioned. On average, mail survey respondents mentioned awareness of an average of 9.70 items compared to 7.85 items for web survey respondents.
- Web survey respondents were much more likely to select DoIT as top or second choice provider for a variety of computing and technology needs. This was not the case for mail survey respondents.

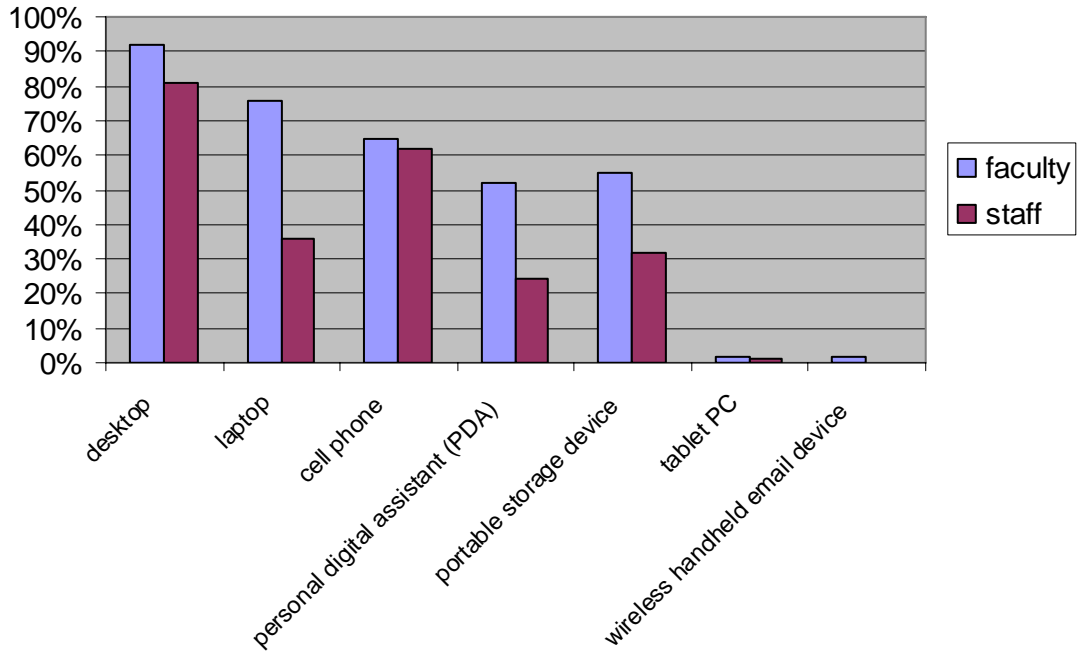
*Computer and Information Technology Products Ownership*

**1. Which of the following information technology products do you own?**

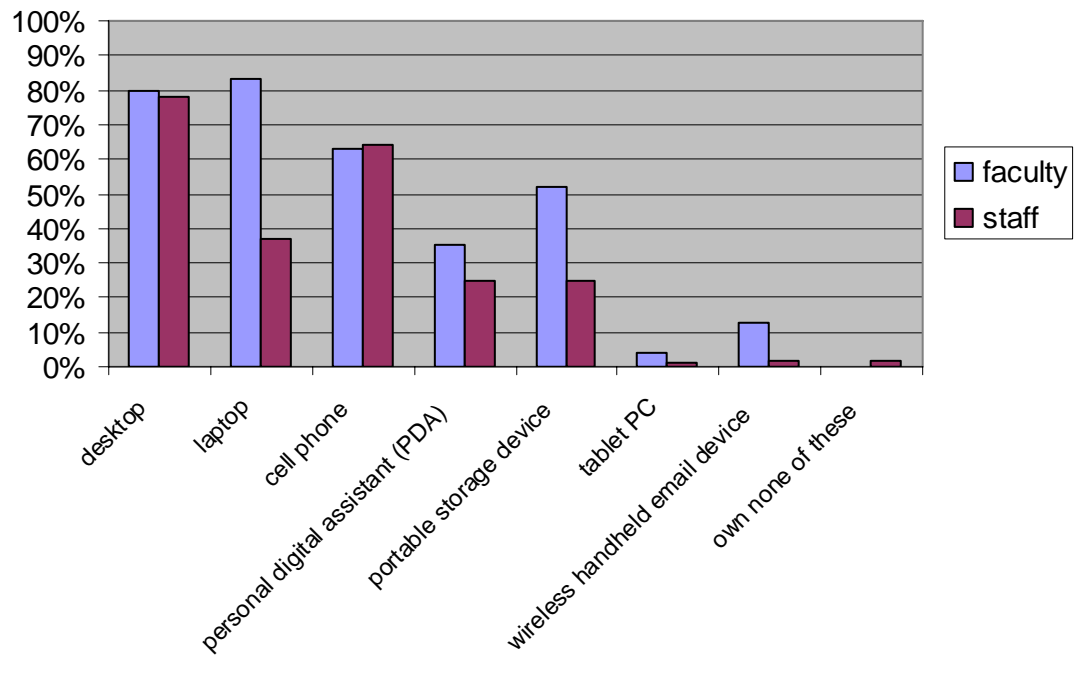
There was not much change in technology ownership. Looking at mail survey data, desktop computer ownership continues to rise, but web survey data suggests a dip. Laptop computer ownership and cellular/mobile phone ownership have both increased slightly in the past year. Mail survey respondents were almost 10% points more likely to report ownership of portable storage devices.

	<b>Web</b>	<b>Web</b>	<b>Web</b>	<b>Web</b>	<b>Mail</b>
	<b>Nov 2001</b>	<b>Nov 2002</b>	<b>Dec 2003</b>	<b>Jan 2005</b>	<b>Jan 2005</b>
	<b>(n=252)</b>	<b>(n=462)</b>	<b>(n=527)</b>	<b>(n=433)</b>	<b>(n=619)</b>
Desktop computer	85%	84%	81%	70%	83%
Laptop computer	25%	40%	39%	41%	43%
Cellular/mobile phone	44%	57%	58%	62%	63%
Personal digital assistant	15%	22%	26%	21%	28%
Portable storage device	--	--	19%	28%	37%
Tablet PC	--	--	2%	2%	2%
Wireless handheld email device	--	--	3%	3%	1%
None	--	--	6%	5%	--

**Faculty vs. Staff Personal IT Equipment Ownership - Mail  
(Jan 2005)**



**Faculty vs. Staff Personal IT Equipment Ownership - Web  
(Jan 2005)**



**1b. If you own a laptop, does it have a wireless card?**

Roughly two-thirds of laptop owners have wireless cards.

*Note: Only those respondents who indicated they own a laptop in Q.1 were asked this question.*

	<b>Web (n=178)</b>	<b>Mail (n=266)</b>
Yes	72.5%	66.4%
No	27.5%	33.6%

**1bb. Do you use the wireless network on campus with your laptop?**

Just under half of those with wireless cards use the wireless network on campus.

*Note: Only those respondents who indicated their laptop has a wireless card in Q.1b were asked this question.*

	<b>Web (n=129)</b>	<b>Mail (n=177)</b>
Yes	47.3%	43.3%
No	52.7%	56.7%

**1c. If you own a cellular or mobile phone, is it web-enabled?**

Three in ten cell/mobile phone users report their phones are web-enabled.

*Note: Only those respondents who indicated they own a cell/mobile phone in Q.1 were asked this question.*

	<b>Web (n=268)</b>	<b>Mail (n=390)</b>
Yes	31.1%	30.6%
No	68.9%	69.4%

**1cc. Do you use the web-enabled feature on your cellular or mobile phone?**

Of those with web-enabled cell/mobile phones, less than two in ten actually use the feature.

*Note: Only those respondents who indicated their cellular phone is web-enabled in Q.1c were asked this question.*

	<b>Web (n=83)</b>	<b>Mail (n=119)</b>
Yes	17.9%	19.3%
No	82.1%	80.7%

**1d. If you own a personal digital assistant, what do you use it for?**



The most common uses for PDA's were calendaring, and storing addresses and phone numbers. Listed among "other" uses for the personal digital assistant included "to do" lists, word processing, games, voice recording, calculating expenses, and for use with digital pictures. *Note: Only those respondents who indicated they own a personal digital assistant in Q.1 were asked this question.*

	<b>Web Jan 2005 (n=91)</b>	<b>Mail Jan 2005 (n=173)</b>
Calendaring/Scheduling	88.2%	90.2%
Addresses/Phone numbers	88.2%	90.2%
Contact information	75.5%	65.5%
Calculator	64.5%	64.9%
Quick note taking	50.0%	50.0%
Alarm feature for deadlines	44.1%	32.2%
Medical/drug reference	20.4%	24.7%
Data collection	23.7%	9.2%
Email	14.0%	6.9%
Other	10.8%	19.0%
Patient information	4.3%	2.9%

**1dd. Is your personal digital assistant web-enabled?**

Most PDA's were not web-enabled.

*Note: Only those respondents who indicated they own a personal digital assistant in Q.1 were asked this question.*

	<b>Web (n=91)</b>	<b>Mail (n=173)</b>
Yes	31.2%	25.9%
No	68.8%	74.1%

**1ddd. Do you use the web-enabled feature on your personal digital assistant?**

Of those that were web-enabled, less than half use the feature.

*Note: Only those respondents who indicated their personal digital assistant is web-enabled in Q.1dd were asked this question.*

	<b>Web (n=29)</b>	<b>Mail (n=45)</b>
Yes	27.6%	40%
No	72.4%	60%

## 2. Which operating systems do you use on the *computer(s) you own?*

Usage of Windows-based operating systems continues to remain popular on campus. Macintosh usage has declined from previous years although still maintains a campus following. Fewer numbers of faculty and staff are using older operating systems compared to previous years.

	Web Nov 2001 (n=244)	Web Nov 2002 (n=408)	Web Dec 2003 (n=470)	Web Jan 2005 (n=433)	Mail Jan 2005 (n=619)
Windows NT/2000/XP	21%	59%	59%	52%	59%
Windows 98/ME	60%	54%	--	18%	22%
Mac	23%	26% v.9< = 11% v.8> = 15%	25% OS X = 14% v.9.x = 11%	16% OS X = 11% v.9.x = 5%	22% OS X = 16% v.9.x = 6%
Linux	4%	6%	6%	3%	3%
Unix	1%	4%	2%	1%	1%
I don't know	--	--	--	1%	2%
Other	5%	3%	6%	2%	2%

### 2a. Which operating systems do you use on the *computer(s) you use at the UW?*

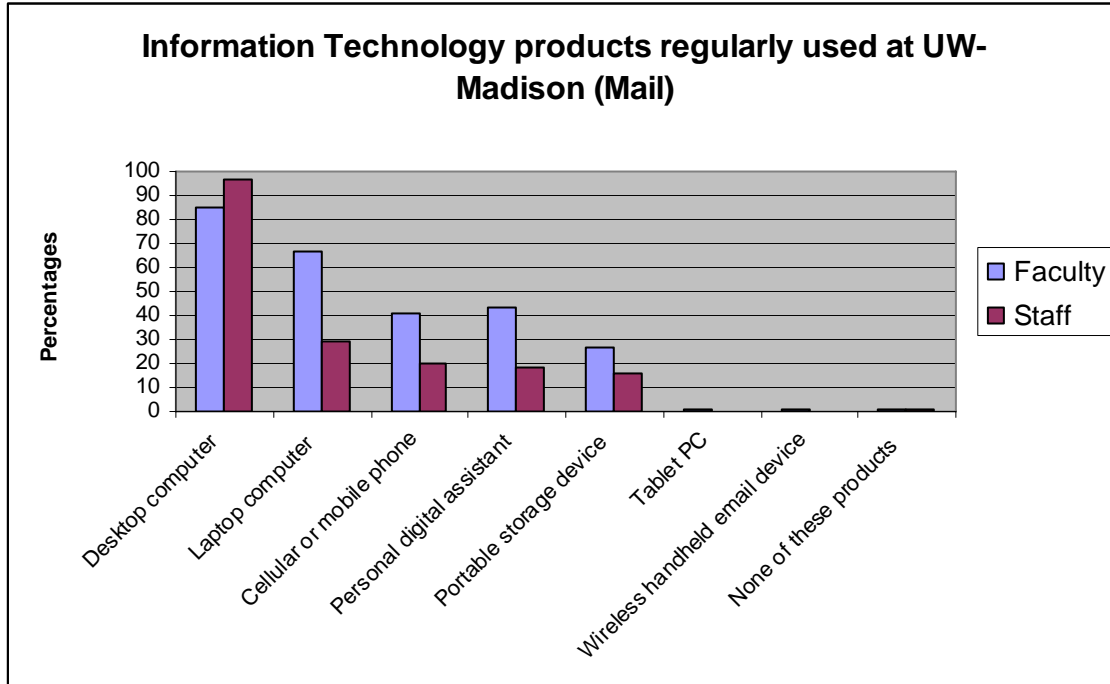
While fewer respondents reported using the newest version of Windows in Jan. 2005 compared to a year ago, Windows NT/2000/XP continues to be the most widely used software on campus.

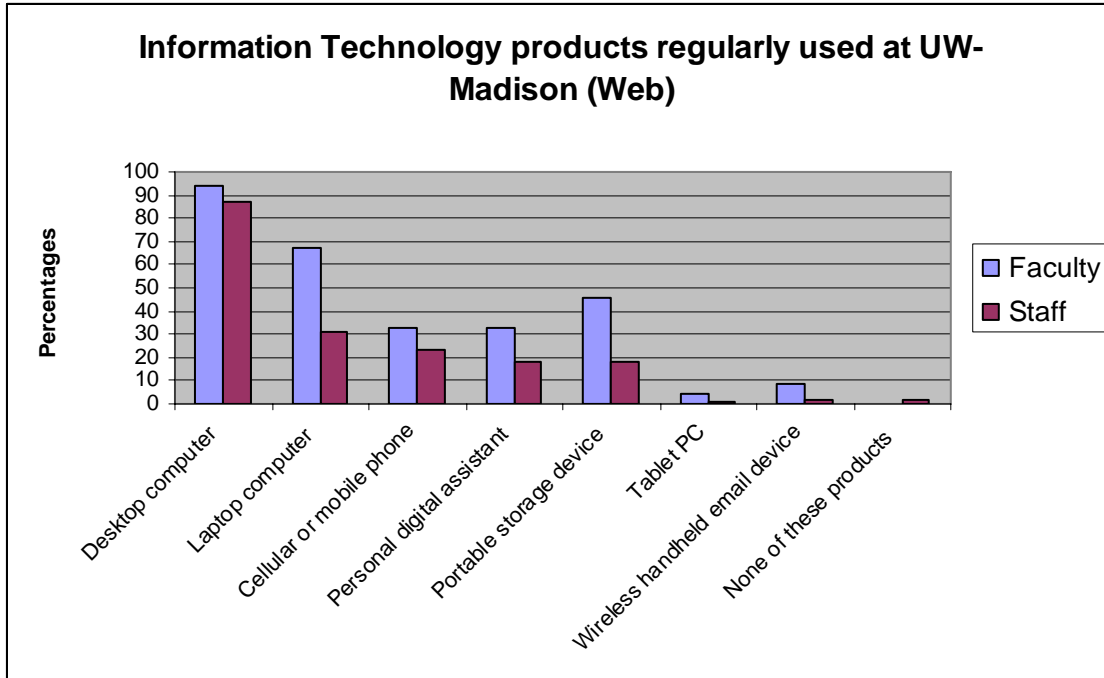
	Web Nov 2001 (n=244)	Web Nov 2002 (n=426)	Web Dec 2003 (n=524)	Web Jan 2005 (n=433)	Mail Jan 2005 (n=619)
Windows NT/2000/XP	53%	70%	76%	68%	75%
Windows 98/ME	--	37%	21%	7%	10%
Mac	26%	25% v.9< = 11% v.8> = 14%	27% OS X = 16% v.9.x = 12%	20% OS X = 16% v.9.x = 4%	20% OS X = 13% v.9.x = 7%
Linux	7%	6%	9%	5%	6%
Unix	9%	8%	8%	7%	6%
I don't know	--	--	--	2%	4%
Other	3.3%	2.6%	4%	0.4%	3.1%

## 3. Which of the following information technology products do you *regularly use at the UW?*

Most faculty and staff mail respondents regularly use desktop computers at the UW. Mail and Web survey data differed by 13% points on this item. Tablet PCs and wireless handheld email devices are infrequently used at the UW by faculty and staff. Only a small number of mail and web respondents reported regularly using none of the products.

	<b>Web</b> <b>Nov 2001</b> <b>(n=252)</b>	<b>Web</b> <b>Nov 2002</b> <b>(n=462)</b>	<b>Web</b> <b>Dec 2003</b> <b>(n=529)</b>	<b>Web</b> <b>Jan 2005</b> <b>(n=433)</b>	<b>Mail</b> <b>Jan 2005</b> <b>(n=619)</b>
Desktop computer	85%	88%	92%	81%	94%
Laptop computer	25%	29%	35%	33%	36%
Cellular/mobile phone	44%	23%	26%	21%	24%
Personal digital assistant	15%	20%	21%	17%	22%
Portable storage device	--	--	13%	19%	18%
Tablet PC	--	--	2%	1%	1%
Wireless handheld email device	--	--	3%	2%	0.3%
None	--	--	1%	2%	1%





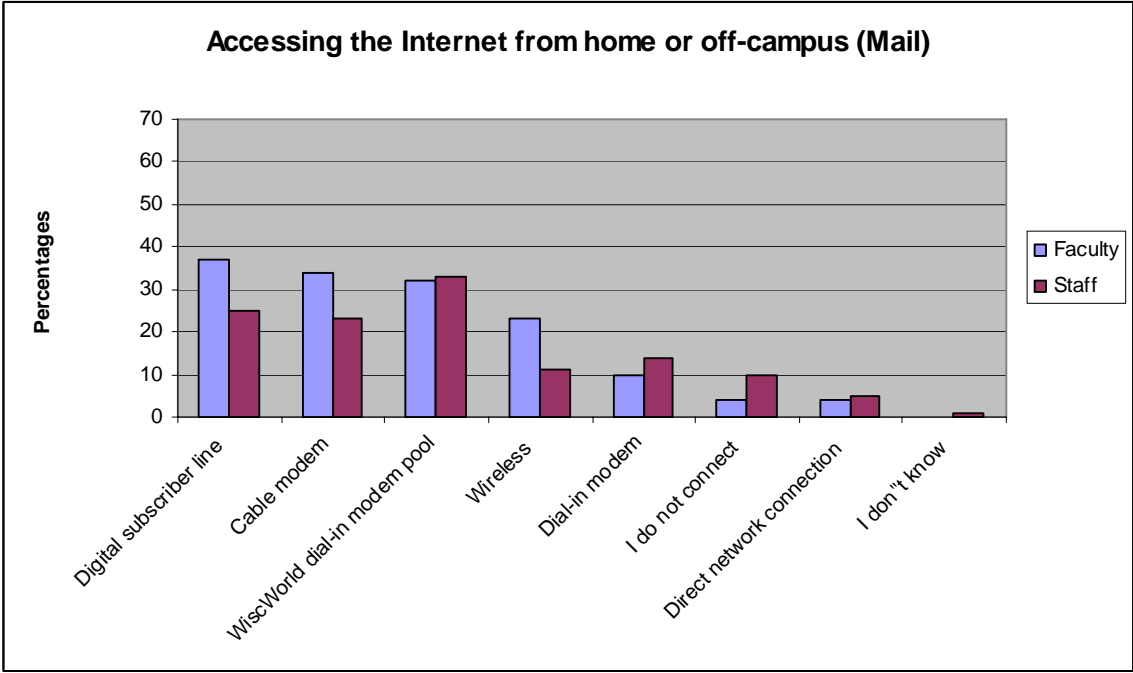
*Internet Use*

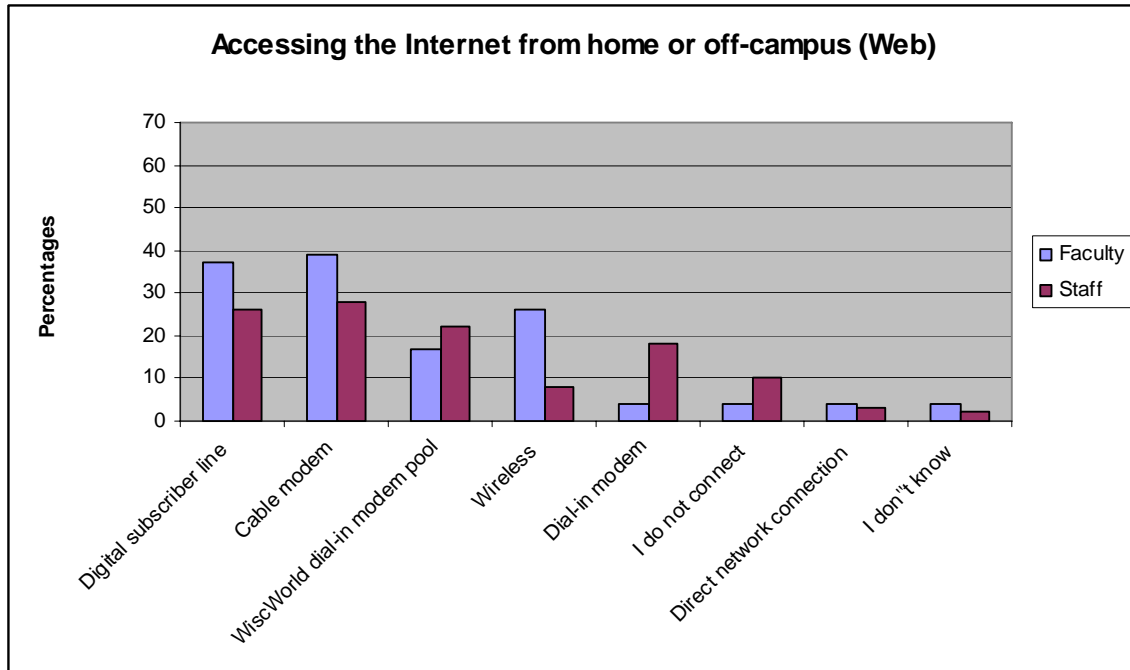
**4. When you are *at home or off-campus*, how do you access the Internet?**

Overall, WiscWorld dial-in modem pool, digital subscriber line, and cable modem are the most common ways for mail respondents and web respondents to access the Internet from home or off-campus. Faculty members are most likely to access the Internet using a digital subscriber line or cable modem. Staff prefer WiscWorld dial-in, digital subscriber line, and cable modem. Dial-in modem usage to access the Internet is more popular among staff than faculty. Mail survey respondents were more likely to use WiscWorld dial-in usage.

	<b>Web</b>	<b>Mail</b>
	<b>Jan 2005</b>	<b>Jan 2005</b>
	<b>(n=433)</b>	<b>(n=619)</b>
WiscWorld dial-in modem pool	20%	32%
DSL (digital subscriber line)	25%	27%
Cable modem	27%	25%
Wireless	13%	13%
Dial-in modem using a commercial Internet Service Provider	12%	14%
I do not connect to the Internet when at home or away from UW-Madison	8%	9%

Direct network connection to campus	4%	5%
Other	3%	3%
I don't know	1%	1%





**5. Overall, how satisfied are you with the performance of [insert each applicable Internet mode from q4]? (1 = Very dissatisfied, 5 = Very satisfied)**

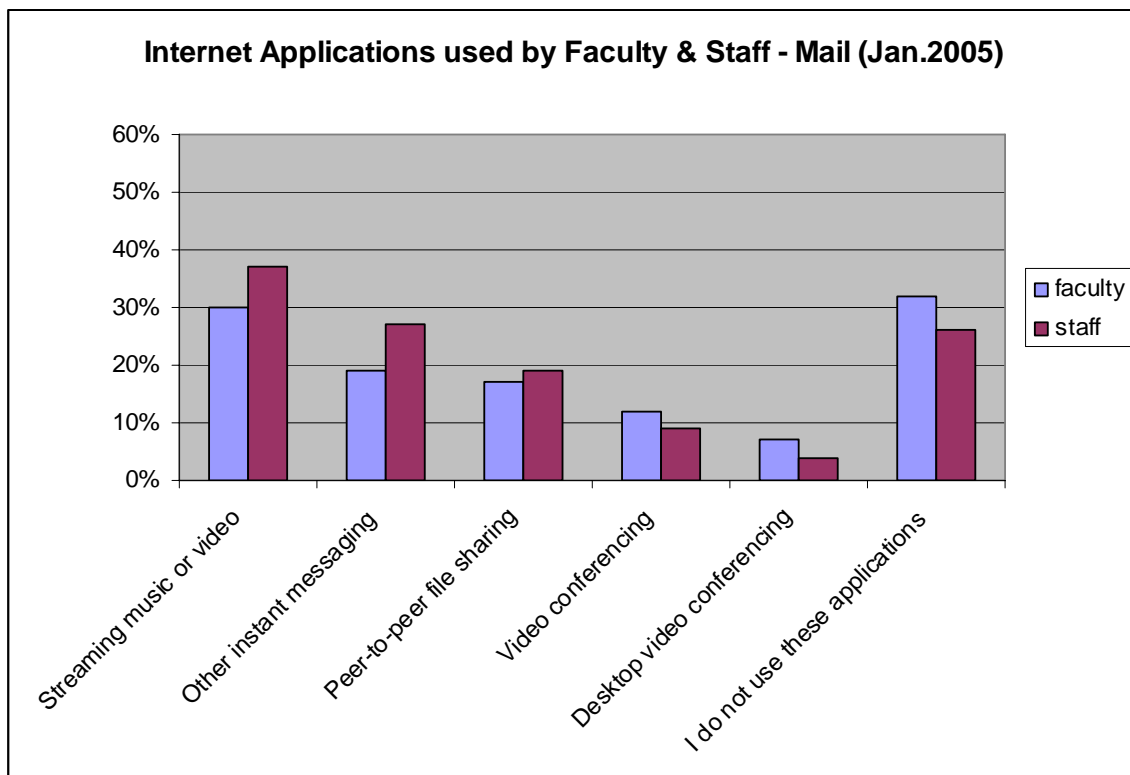
Generally, faculty and staff are satisfied with the performance of their Internet access mode. However, all modes of Internet access saw a decrease in satisfaction ratings from two years ago. Other modes for Internet access cited by respondents included department dial-in modem pool and the public library.

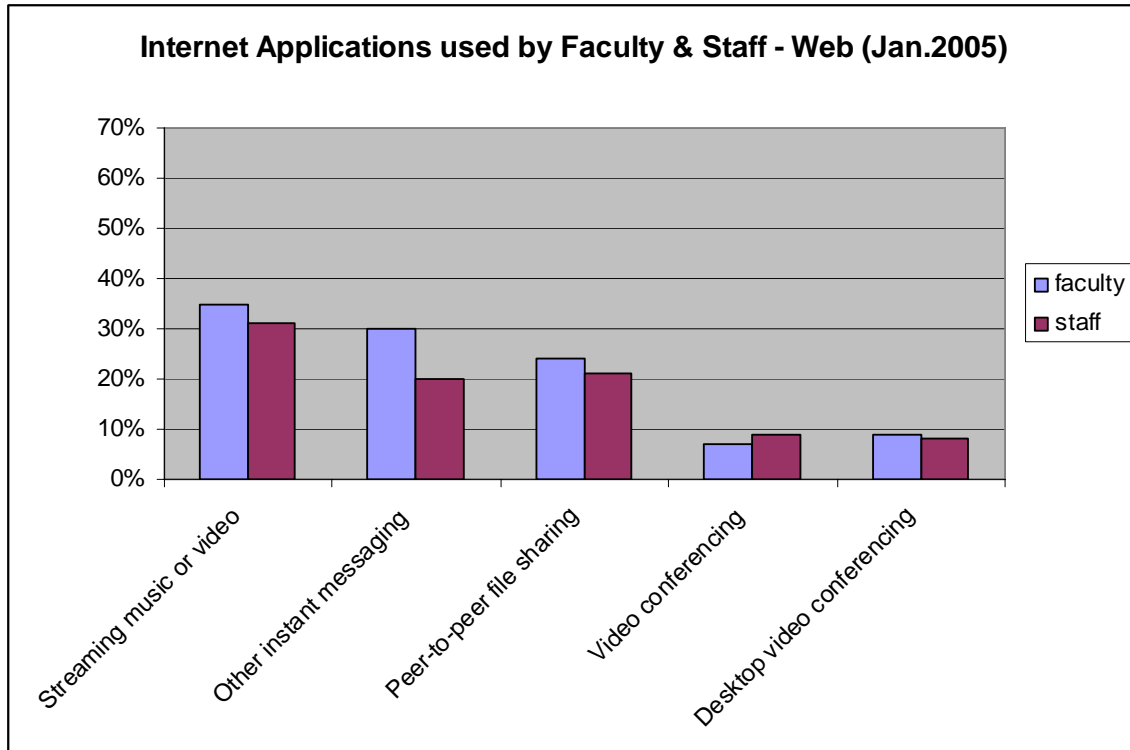
	<b>Web</b> <b>Nov 2002</b> <b>5-point scale</b>	<b>Web</b> <b>Dec 2003</b> <b>5-point scale</b>	<b>Web</b> <b>Jan 2005</b> <b>5-point scale</b>	<b>Mail</b> <b>Jan 2005</b> <b>5-point scale</b>
Cable modem	4.2	4.5 (n=139)	4.0 (n=135)	4.1 (n=167)
DSL (digital subscriber line)	4.0	4.5 (n=91)	4.1 (n=119)	3.9 (n=175)
Direct network connection to campus	3.6	4.5 (n=25)	3.9 (n=71)	3.9 (n=93)
Wireless	--	4.3 (n=24)	3.7 (n=105)	3.9 (n=95)
Other		--	4.0 (n=8)	3.4 (n=13)
WiscWorld dial-in modem pool	3.5	3.8 (n=213)	3.2 (n=131)	3.3 (n=242)
Dial-in modem using a commercial Internet Service Provider	3.3	3.4 (n=43)	2.8 (n=66)	3.0 (n=100)

## 6. Which of these Internet applications do you use?

The most popular Internet application used by both mail and web respondents is streaming of music and video. About a quarter of respondents indicate they use other instant messaging services.

	<b>Web Dec. 2003</b>	<b>Web Jan. 2005</b>	<b>Mail Jan.2005</b>
Streaming music or video	25%	30.0%	34.6%
Other instant messaging (e.g., AOL, Yahoo, MSN, etc.)	27%	24.5%	25.8%
Peer-to-peer file sharing	17%	17.6%	18.4%
Video conferencing (scheduled event, larger audience)	4%	7.4%	9.0%
Desktop video conferencing (one-to-one with workstation camera)	2%	7.4%	4.4%





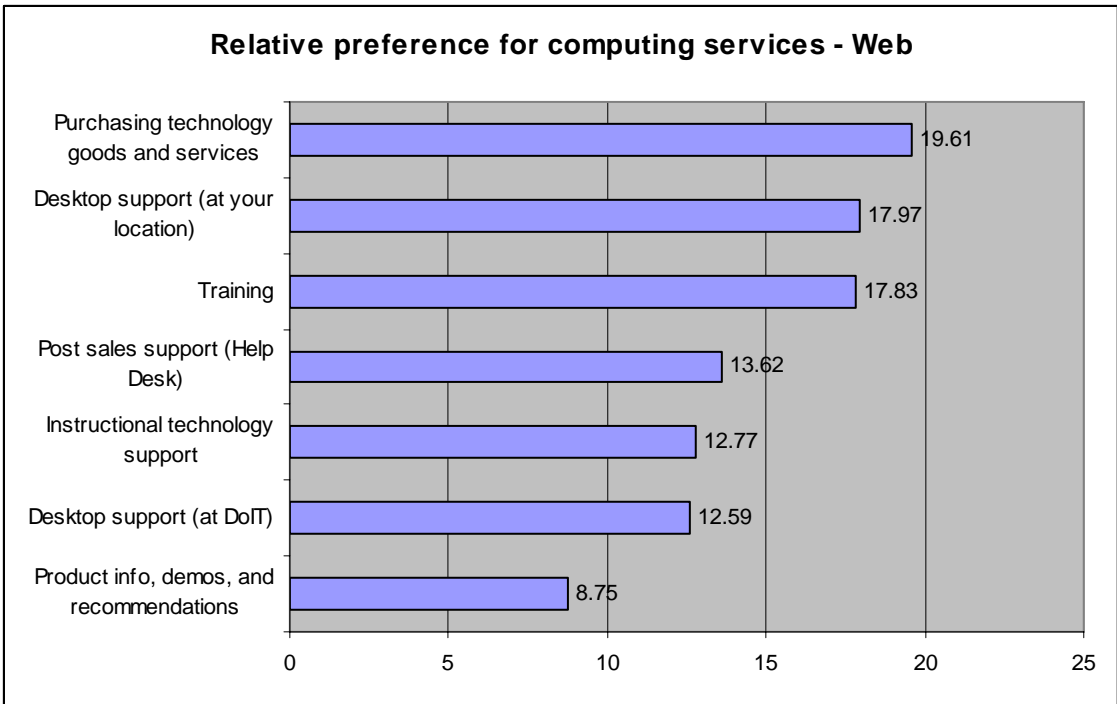
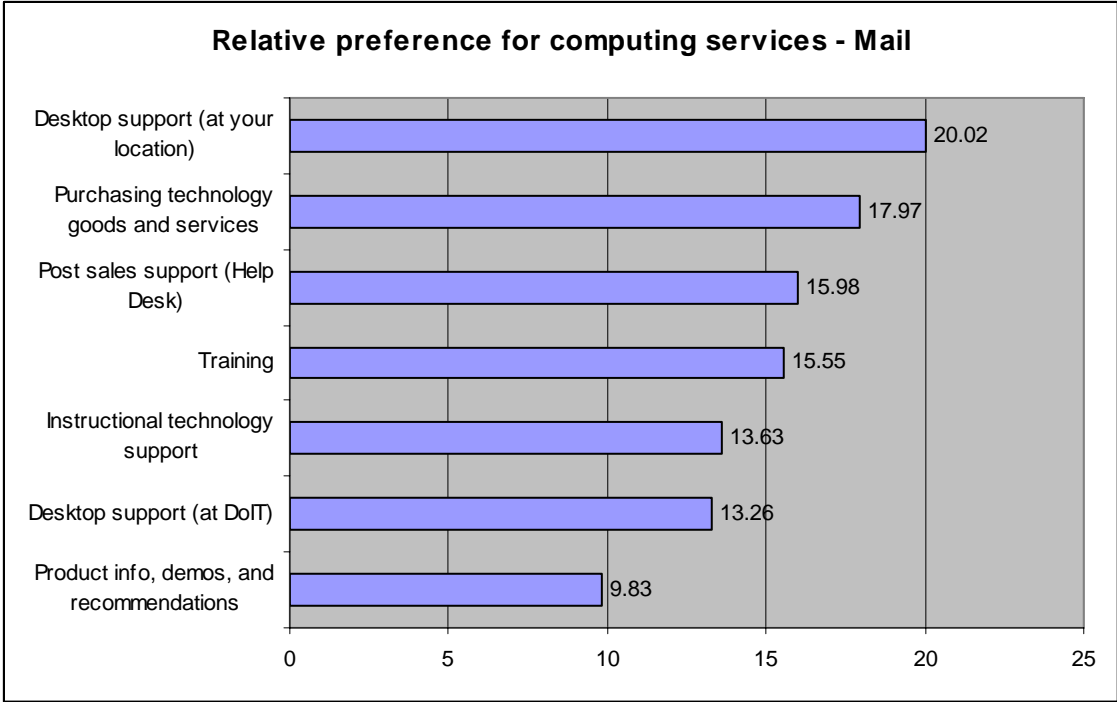
\* "I don't use these applications" option was only available on the mail version of the survey.

### ***Computing services and DoIT***

**7. Below is a list of factors that can describe the experience of owning or operating computers and other information technology. Assuming you were in charge of allocating resources for the campus, how would you distribute 100 points among the following services? If you don't want to allocate any points to an area, just write "0."**

Mail respondents allotted the highest number of points to desktop support at the buyer's location and purchasing technology goods and services. Web respondents allotted the highest number of points to purchasing technology goods and services and desktop support at the buyer's location. The secondary choices among respondents included training, post sales support, and instructional technology support. Finally, those services awarded the fewest points by both mail and web respondents were desktop support at DoIT and product information, demonstrations, and recommendations.





**8. Thinking about your computing and information technology needs, circle the number that corresponds to the one provider you are most likely to choose for each service using the scale below.**

**1 = Myself**

**2 = Friend/relative**

**3 = DoIT Tech Store Showroom**

**4 = Department or resident expert**

**5 = Large chain store or retailer (e.g., Best Buy, CompUSA, American TV, etc.)**

**6 = Web/mail order sources (e.g., Dell, Apple, Newegg.com, etc.)**

**7 = UW school or college support units**

**8 = None of the providers listed**

Respondents indicated repeatedly that departmental or resident experts are the providers they would rely on most heavily for their computing and information technology needs. Mail respondents chose the departmental or resident experts as the top choice for all computing service options. Web respondents chose DoIT Tech Store as their top choice for most services.

*Mail Respondents Provider Preference*

<b>Computing Service</b>	<b>Top Choice</b>	<b>Second Choice</b>
Product information, demos, and recommendations	Dept. or resident expert (26%)	Friend/relative (17%)

Purchasing technology goods and services	Dept. or resident expert (23%)	Tech Store & Web sources (16%)
Post sales support (Help Desk)	Dept. or resident expert (29%)	DoIT Tech Store (17%)
Desktop support (installations and repair)	Dept. or resident expert (33%)	UW school support units (17%)
Instructional technology support	Dept. or resident expert (28%)	UW school support units (21%)
Training	Dept. or resident expert (21%)	UW school support units (21%)

**Web Respondents Provider Preference**

Computing Service	Top Choice	Second Choice
Product information, demos, and recommendations	Dept. or resident expert (16%)	DoIT Tech Store (15%)
Purchasing technology goods and services	Dept. or resident expert (19%)	DoIT Tech Store (14%)
Post sales support (Help Desk)	DoIT Tech Store (26%)	Dept. or resident expert (17%)
Desktop support (installations and repair)	Dept. or resident expert (28%)	Myself (15%)
Instructional technology support	DoIT Tech Store (23%)	Dept. or resident expert (18%)
Training	DoIT Tech Store (21%)	Myself (19%)

**Tech Store**

**9. Which of the following DoIT-provided services are you aware of ? [Check all that apply]**

Awareness waned a little bit up and down depending upon the item without a clear pattern. Interestingly, this question demonstrated the greatest variation between web and mail respondents. Awareness was consistently lower among web respondents.

	Awareness of Service				
	Web Nov 2001 (n=275)	Web Nov 2002 (n=406)	Web Dec 2003 (n=521)	Web Jan 2005 (n=433)	Mail Jan 2005 (n=619)
<b>WiscMail</b> (University Email ending in @wisc.edu, @wiscmail.wisc.edu, @facstaff.wisc.edu, or @students.wisc.edu)	--	--	89%	64%	85%
<b>Tech Store Sales</b> (Walk-in)	85%*	87%*	82%	60%	79%
<b>My UW-Madison</b> (Web portal)	--	--	72%	63%	75%
<b>Tech Store Showroom</b> (Product info, demos, and recommendations)	*	*	40%	57%	79%

<b>Help Desk by phone</b> (264-HELP)	91%	90%	85%	60%	75%
<b>Tech Store Sales</b> (Online catalog)	--	--	--	53%	66%
<b>WiscCal</b> (Calendar and scheduling)	--	--	38%	48%	63%
<b>Help Desk by web</b> (Help Online)	56%	60%	47%	44%	61%
<b>Desktop Support</b> (Installation and repair)	71%	65%	48%	47%	54%
<b>Help Desk walk-in area at DoIT</b>	63%	61%	55%	43%	57%
<b>Tech Store Sales</b> (telephone)	--	--	62%	43%	55%
<b>Training</b>	--	--	--	43%	53%
<b>E-shelf/WiscWorld</b> (downloadable software)	--	--	55%	36%	40%
<b>Rentals</b> (equipment, workstations, laptops, zip drives, etc.)	35%	29%	29%	29%	33%
<b>My WebSpace</b>	--	--	--	29%	29%
<b>Learn @ UW</b>	--	--	--	29%	28%
<b>Bucky Backup</b> (data backup service)	--	--	26%	24%	25%
<b>Digital Academic TV Network</b>	--	--	--	13%	13%

\* Sales and product recommendations were bundled together in these surveys.

**9a. How many times have you used the following DoIT provided services in the past six months? [Check all that apply]**

The percentages listed for usage of the service in the past six months take into account respondents that wrote in an actual number. It is likely that the true usage for the following DoIT provided services is much higher than is shown in this table. WiscMail and WiscCal are the most frequently used DoIT provided services. Many respondents cited frequent daily use of these two services.

	<b>Used Fall 2003</b>	<b>Mean frequency Fall 2003</b>	<b>Mail Used Jan 2005</b>	<b>Mail Mean frequency Jan 2005</b>
<b>My UW-Madison</b> (Web portal)	46%	--	38%	31.3
<b>Help Desk by phone</b> (264-HELP)	63%	2.3	38%	3.7
<b>Tech Store Sales</b> (Walk-in)	49%	1.5	29%	3.5
<b>Tech Store Showroom</b> (Product info, demos, and recommendations)	46%	1.4	28%	2.4
<b>Tech Store Sales</b> (Online catalog)	56%	3.6	27%	6.7

<b>WiscMail</b> (University Email ending in @wisc.edu, @wiscmail.wisc.edu, @facstaff.wisc.edu, or @students.wisc.edu)	75%	--	24%	113.4
<b>Help Desk by web</b> (Help Online)	38%	1.7	19%	4.6
<b>E-shelf/WiscWorld</b> (downloadable software)	41%	4.2	19%	10.5
<b>WiscCal</b> (Calendar and scheduling)	41%	--	13%	52.1
<b>Desktop Support</b> (Installation and repair)	29%	0.7	11%	4.4
<b>Tech Store Sales</b> (telephone)	32%	0.8	10%	2.7
<b>Help Desk walk-in area at DoIT</b>	30%	0.6	9%	1.9
<b>My WebSpace</b>	--	--	7%	10.7
<b>Training</b>	--	--	7%	2.0
<b>Learn @ UW</b>	--	--	6%	23.5
<b>Digital Academic TV Network</b>	--	--	3%	8.5
<b>Rentals</b> (equipment, workstations, laptops, zip drives, etc.)	7%	0.1	2%	12.3
<b>Bucky Backup</b> (data backup service)	21%	10.7	2%	38.5

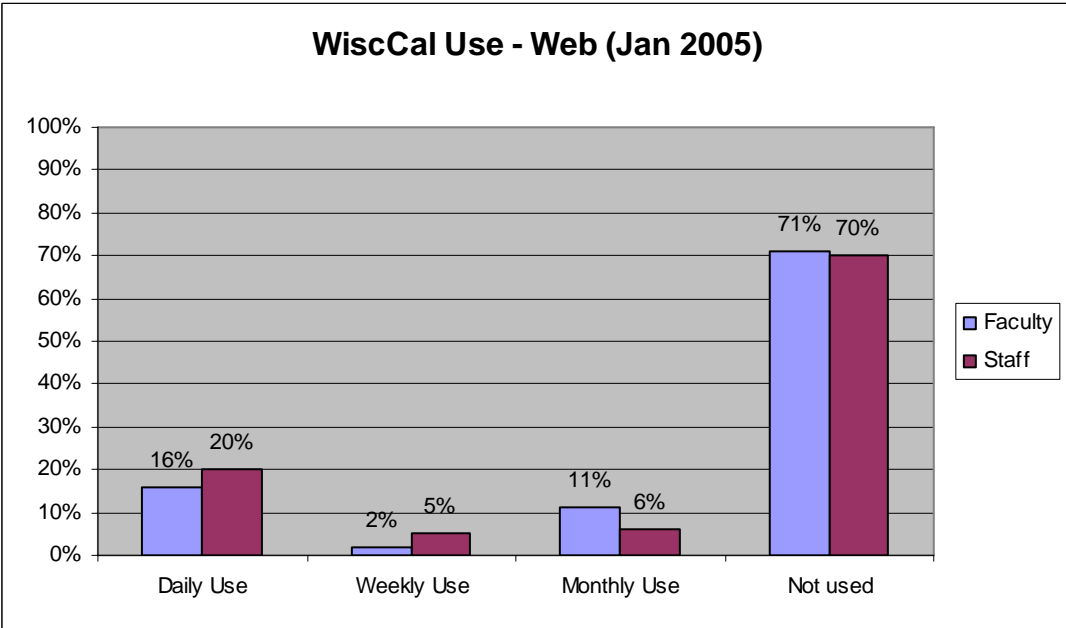
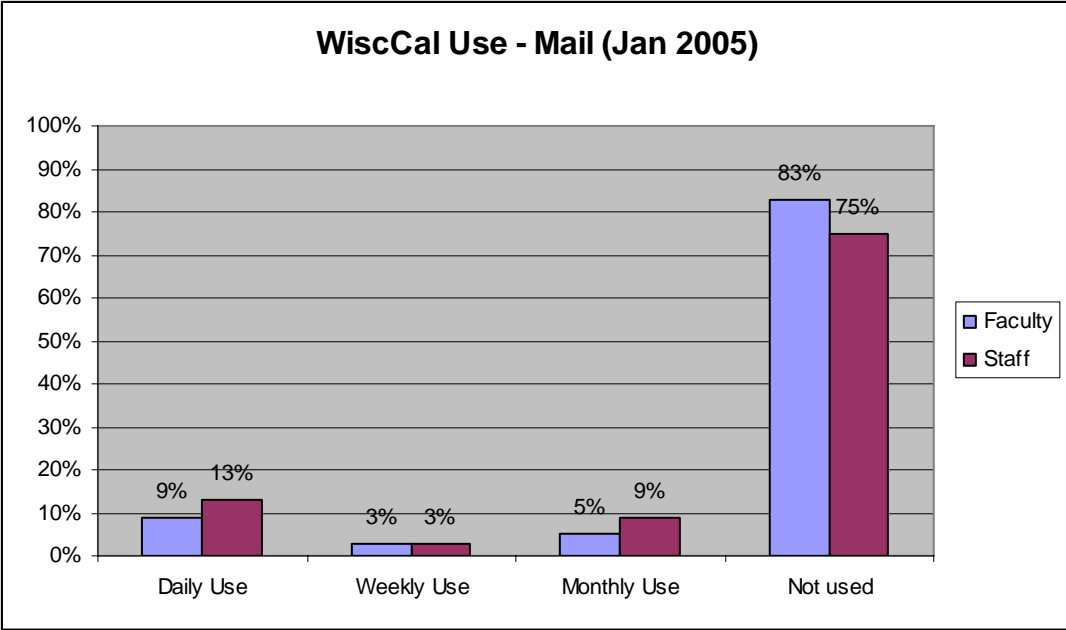
The percentages listed for usage of the service in the past six months take into account respondents that wrote in an actual number.

	<b>Used Fall 2003</b>	<b>Mean frequency Fall 2003</b>	<b>Web Used Jan 2005</b>	<b>Web Mean frequency Jan 2005</b>
<b>My UW-Madison</b> (Web portal)	46%	--	45%	131
<b>WiscMail</b> (University Email ending in @wisc.edu, @wiscmail.wisc.edu, @facstaff.wisc.edu, or @students.wisc.edu)	75%	--	43%	399.6
<b>Help Desk by phone</b> (264-HELP)	63%	2.3	35%	3.4
<b>Tech Store Sales</b> (Walk-in)	49%	1.5	25%	2.9
<b>Tech Store Sales</b> (Online catalog)	56%	3.6	24%	4.3
<b>Tech Store Showroom</b> (Product info, demos, and recommendations)	46%	1.4	18%	2.4
<b>WiscCal</b> (Calendar and scheduling)	41%	--	16%	99.9
<b>E-shelf/WiscWorld</b> (downloadable software)	41%	4.2	16%	7.9
<b>Help Desk by web</b> (Help Online)	38%	1.7	13%	3.7

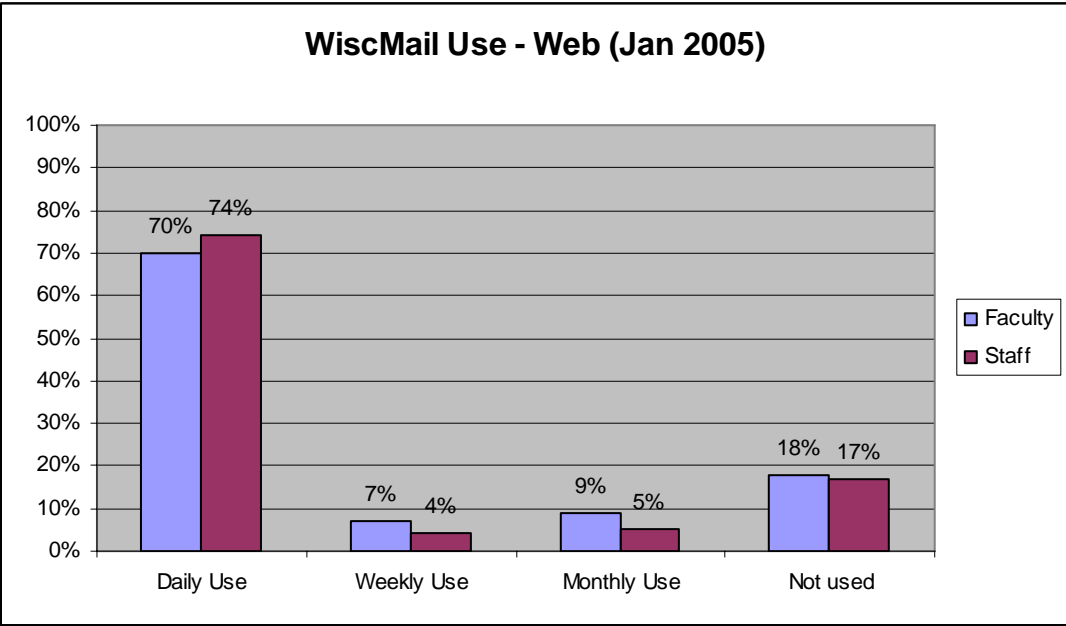
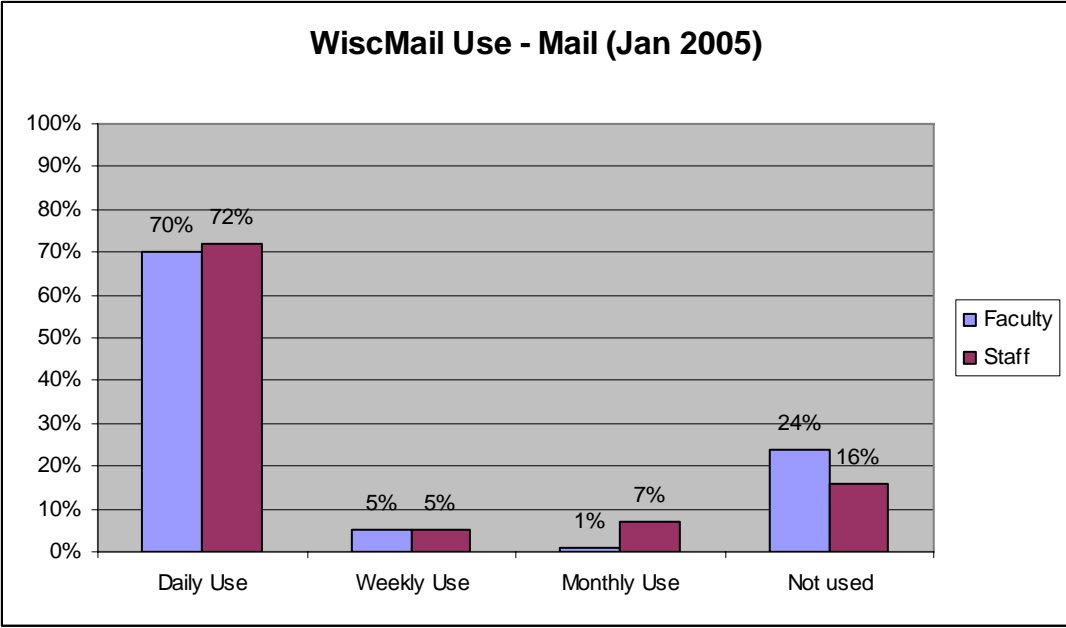
<b>Learn @ UW</b>	--	--	8%	111.2
<b>Desktop Support</b> (Installation and repair)	29%	0.7	7%	2.8
<b>Tech Store Sales</b> (telephone)	32%	0.8	6%	1.5
<b>Training</b>	--	--	6%	6.2
<b>My WebSpace</b>	--	--	6%	10.6
<b>Help Desk walk-in area at DoIT</b>	30%	0.6	4%	1.9
<b>Bucky Backup</b> (data backup service)	21%	10.7	3%	96.9
<b>Digital Academic TV Network</b>	--	--	3%	3.3
<b>Rentals</b> (equipment, workstations, laptops, zip drives, etc.)	7%	0.1	1%	1.0

**10. Using the scale provided, how often do you typically use the following? If you have not used a service, circle 4 = Not used.**

Web respondents seemed slightly more likely than mail respondents to use WiscCal on a daily basis, but the majority of mail and web respondents never use this service.

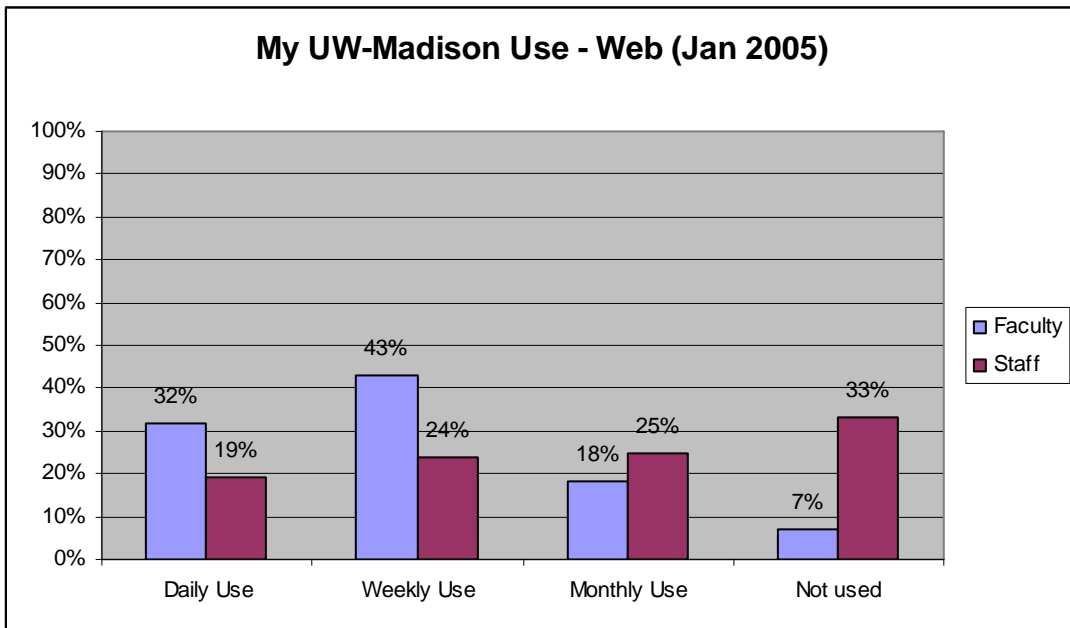
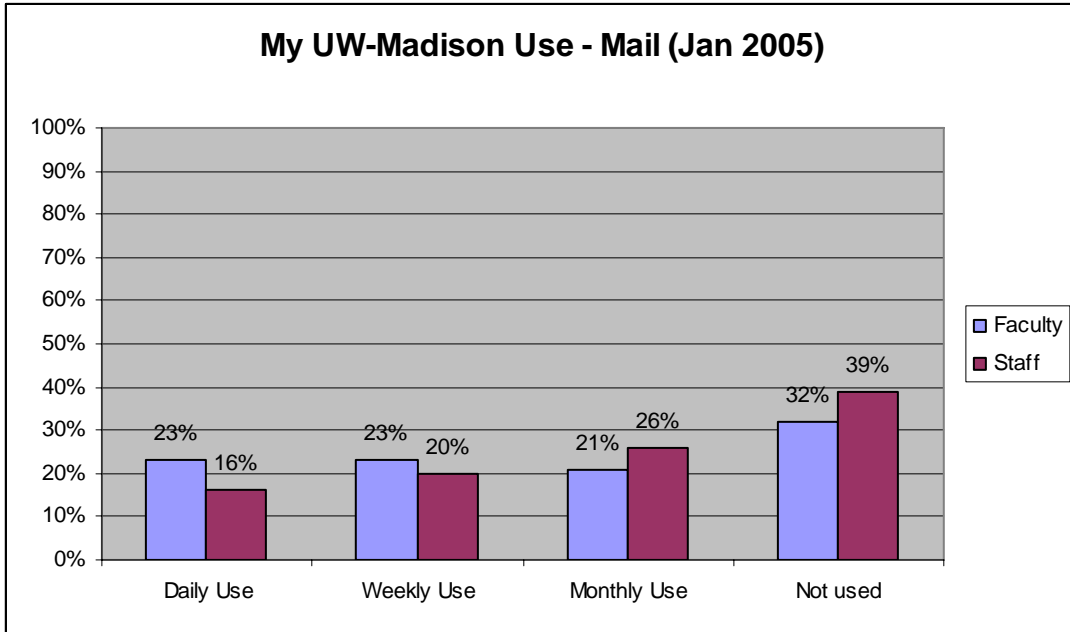


Mail and web respondents reported similar figures for WiscMail usage on a daily basis. A significant portion of faculty and staff do not use this service.



Faculty web respondents were much more likely to use My UW-Madison than were mail survey respondents.





Learn @ UW, My WebSpace, and Digital Academic TV Network all showed rather minimal use among faculty and staff mail and web respondents.

Note: the following tables include only those respondents who circled an answer category for each item in Q.10.

*Learn @ UW usage*

	<i>Mail</i> Faculty (N=99)	<i>Mail</i> Staff (N=464)	<i>Web</i> Faculty (N=44)	<i>Web</i> Staff (N=150)
Daily	3%	2%	11%	5%
Weekly	2%	4%	9%	3%
Monthly	9%	4%	11%	9%
Not used	86%	91%	68%	83%

*My WebSpace usage*

	<i>Mail</i> Faculty (N=99)	<i>Mail</i> Staff (N=464)	<i>Web</i> Faculty (N=45)	<i>Web</i> Staff (N=148)
Daily	0	1%	4%	2%
Weekly	2%	3%	7%	2%
Monthly	9%	7%	7%	7%
Not used	89%	89%	82%	89%

*Digital Academic TV Network usage*

	<i>Mail</i> Faculty (N=99)	<i>Mail</i> Staff (N=464)	<i>Web</i> Faculty (N=45)	<i>Web</i> Staff (N=148)
Daily	0	.2%	0	0
Weekly	0	.6%	0	0
Monthly	0	3%	0	3%
Not used	100%	96%	100%	97%

**11. Using the scale provided, please rate your satisfaction with these DoIT services. If you have not had experience with a particular area, circle N = Not applicable.**

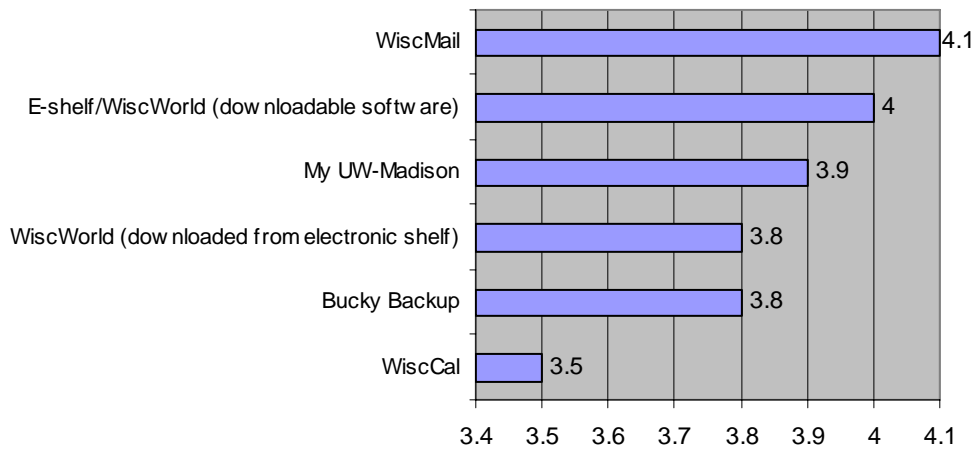
A review of satisfaction ratings seems to show a very small decrease in satisfaction since December 2003.

- 1 = *Very dissatisfied*
- 2 = *Somewhat dissatisfied*
- 3 = *Neither satisfied nor dissatisfied*
- 4 = *Somewhat satisfied*
- 5 = *Very satisfied*

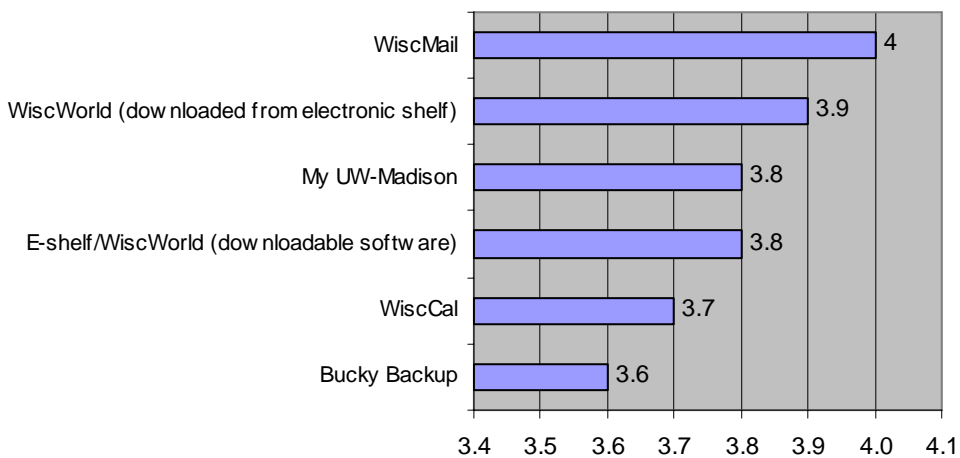
*Mean Satisfaction Ratings*

	<i>Web</i>	<i>Web</i>	<i>Web</i>	<i>Mail</i>
	<b>Nov 2002</b>	<b>Dec 2003</b>	<b>Jan 2005</b>	<b>Jan 2005</b>
	<b>(5-point scale)</b>	<b>(5-point scale)</b>	<b>(5-point scale)</b>	<b>(5-point scale)</b>
<b>WiscMail</b> (University email ending in @wisc.edu, etc.)	--	4.2	4.0 (n=260)	4.1 (n=492)
<b>My UW-Madison</b> (Web Portal)	--	3.6	3.8 (n=213)	3.9 (n=361)
<b>Tech Store sales</b> (walk-in)	3.8	4.2 (n=180)	3.9 (n=148)	3.9 (n=307)
<b>E-shelf/WiscWorld</b> (downloadable software)	--	4.2	3.8 (n=106)	4.0 (n=150)
<b>WiscWorld</b> (downloaded from electronic shelf)	--	4.3	3.9 (n=107)	3.8 (n=132)
<b>Help Desk by phone</b> (264-HELP)	3.9	4.1 (n=239)	3.7 (n=203)	3.9 (n=367)
<b>Tech Store Showroom</b> (Product info, demos, and recommendations)	3.8	4.0 (n=83)	3.8 (n=121)	3.8 (n=291)
<b>Tech Store sales</b> (Online catalog)	3.7	3.9(n=159)	3.8 (n=141)	3.9 (n=135)
<b>Help Desk walk-in area at DoIT</b>	3.9	4.1 (n=66)	3.7 (n=59)	3.8 (n=122)
<b>Bucky Backup</b> (data backup service)	--	4.5	3.6 (n=32)	3.8 (n=51)
<b>Help Desk by web</b> (Help Online)	3.8	4.0 (n=80)	3.6 (n=95)	3.7 (n=186)
<b>Desktop Support</b> (Installation and repair)	3.9	4.2 (n=64)	3.7 (n=93)	3.7 (n=151)
<b>Tech store sales</b> (telephone)	--	3.8 (n=79)	3.4 (n=56)	3.9 (n=135)
<b>WiscCal</b> (Calendar and scheduling)	--	3.5	3.7 (n=99)	3.5 (n=156)
<b>Rentals</b> (equipment, workstations, laptops, zip drives, etc.)	4.5	4.2 (n=11)	3.3 (n=16)	3.7 (n=35)

**Mean Satisfaction Ratings - Mail (Jan 2005)**  
**(scale: 1=very dissatisfied, 5=very satisfied)**



**Mean Satisfaction Ratings - Web (Jan 2005)**  
**(scale: 1=very dissatisfied, 5=very satisfied)**



**12. Thinking about your most recent DoIT purchase, please rate your satisfaction with each of the following areas:**

About 35% of respondents indicated that they made a recent purchase from DoIT compared to about 20% of respondents from last year's survey. Average satisfaction ratings among Tech Store customers were similar to scores from previous years. Tech Store customers were most satisfied with the quality of product and ease of purchase.

Average satisfaction ratings among Tech Store customers *during their purchase*

	<i>Web</i>	<i>Web</i>	<i>Web</i>	<i>Web</i>	<i>Mail</i>
	<b>Nov 2001</b>	<b>Nov 2002</b>	<b>Dec 2003</b>	<b>Jan 2005</b>	<b>Jan 2005</b>
	<b>(5-point scale)</b>	<b>(5-point scale)</b>	<b>(5-point scale)</b>	<b>(5-point scale)</b>	<b>(5-point scale)</b>
Quality of product	4.3	4.1	4.4	4.3	4.3
Ease of purchase	4.2	4.0	4.2	4.2	4.2
Professionalism of DoIT staff	4.2	3.9	4.2	4.1	4.1
Accuracy of information obtained from DoIT staff	4.1	3.9	4.3	4.1	4.0
Responsiveness of DoIT staff	4.1	3.8	4.1	4.0	4.0
Knowledge of DoIT staff	4.0	3.9	4.2	4.1	4.0
Pricing of product	3.9	3.7	3.9	3.9	3.9
Helpfulness of online catalog	3.9	3.8	3.9	3.8	3.9

Post-purchase satisfaction marks were generally consistent with past surveys. Customers were most satisfied with delivery of product and phone response to questions after purchase.

Average satisfaction ratings among Tech Store customers *after their purchase*

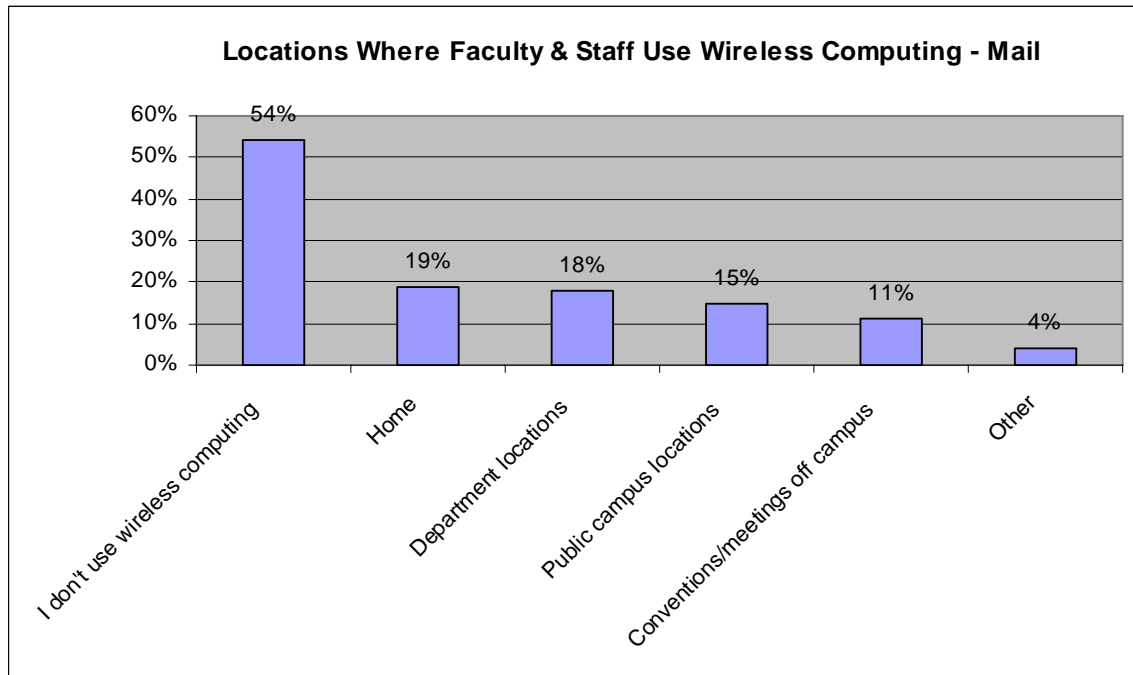
	<i>Web</i>	<i>Web</i>	<i>Web</i>	<i>Web</i>	<i>Mail</i>
	<b>Nov 2001</b>	<b>Nov 2002</b>	<b>Dec 2003</b>	<b>Jan 2005</b>	<b>Jan 2005</b>
	<b>(5-point scale)</b>	<b>(5-point scale)</b>	<b>(5-point scale)</b>	<b>(5-point scale)</b>	<b>(5-point scale)</b>
Delivery of product	4.2	4.2	4.3	4.2	4.2
Phone response to questions after purchase	3.8	3.9	4.2	4.0	4.0
Resolution of any problems	3.8	4.0	4.1	4.0	3.9
Desktop support (installation/repair)	--	--	4.0	3.9	3.9
<b>Overall experience</b>	<b>4.0</b>	<b>3.9</b>	<b>4.3</b> <b>(n=103)</b>	<b>4.1</b> <b>(n=154)</b>	<b>4.1</b> <b>(n=279)</b>

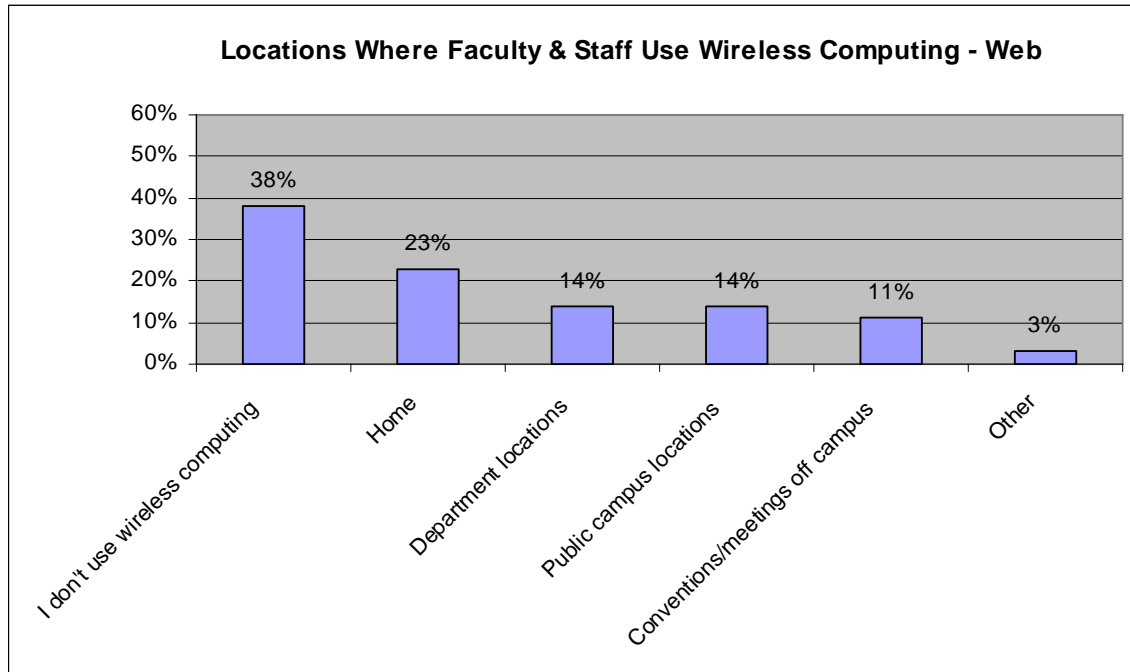
*Wireless*

**Wireless “hot spots,” where Internet access is available to laptops and other devices, allow users to check email at speeds similar to a direct network connection. UW-Madison has installed a wireless network with access points at over 30 public locations.**

**13. Where have you used wireless computing?**

Over half of faculty and staff mail respondents never use wireless computing. Only 38% of faculty and staff web respondents never use wireless computing. Home continues to be the most popular place (19% - mail, 23% - web) for faculty and staff mail respondents to use wireless computing. Repeating the 2003 findings, department locations and public campus locations were ranked second and third, respectively.





**14. How likely will you be to use campus wireless hot spots in the next 12 months?**

The likelihood of faculty and staff using a wireless hot spot either now or in the future has increased slightly from two years ago.

	Web	Web	Web	Mail
	Nov 2002 (n=405)	Dec 2003 (n=528)	Jan 2005 (n=433)	Jan 2005 (n=619)
Very likely, I have used hot spots in the past	12%	13%	21%	18%
I've been thinking about it, and hope to	9%	20%	18%	22%
Not very likely	15%	35%	33%	28%
I am not going to use wireless in the next 12 months	50%	17%	10%	17%
I am unsure	14%	15%	18%	15%

### 15. What would increase your likelihood of using wireless hot spots?

Lacking the necessary equipment continues to be the primary barrier to using wireless hot spots. More mail respondents than web respondents report that they would be more likely to use wireless hot spots if they owned a laptop or other portable device.

	<b>Web</b>	<b>Web</b>	<b>Mail</b>
	<b>Dec 2003</b>	<b>Jan 2005</b>	<b>Jan 2005</b>
	<b>(n=402)</b>	<b>(n=433)</b>	<b>(n=619)</b>
A laptop or other portable device	53%	25%	36%
A location in my building	26%	12%	17%
A wireless card	25%	11%	15%
More campus locations	20%	9%	11%
Easier to use	17%	7%	8%
Other	21%	8%	12%

### *Training*

### 16. Do you plan to take any computing skills training courses in the next year?

16% of mail respondents plan to take computing skills training courses in the coming year and another 35% are undecided. Slightly fewer web respondents are interested in taking a computing skills training course in the next year. Compared with previous years, these figures indicate a slight decline in the number of faculty and staff planning to receive training.

	<b>Web</b>	<b>Mail</b>
	<b>Jan 2005</b>	<b>Jan 2005</b>
	<b>(n=433)</b>	<b>(n=619)</b>
Yes	12.2%	15.8%
No	58.7%	46.2%
Undecided	27.7%	35.4%
No response given	1.4%	2.6%



**17. In what computing areas would you like to have training? [open ended]**

Common cited areas of training for web respondents included web page development and design, Access and other databases, Excel and other spreadsheets. Mail respondents mentioned UW-Madison Firewall, SPSS, and Illustrator training. (See Appendix for full text of open ended-items.)

*Research Channel*

**18. Which of the following apply to you regarding the Research Channel?**

This is the first year that faculty and staff have been questioned regarding the Research Channel. Results seem to indicate that web survey respondents were prone to leave this item blank when they have never heard of the Research Channel.

	<b>Web</b>	<b>Mail</b>
	<b>Jan 2005</b>	<b>Jan 2005</b>
	<b>(n=433)</b>	<b>(n=619)</b>
I have viewed programming	1.4%	1.1%
I have submitted content to it	0.2%	0.2%
I am planning to submit content within the next 12 months	0.2%	0.3%
I have heard of the Research Channel, but I have not submitted content and do not plan to	4.2%	5.2%
I have never heard of the Research Channel	64.4%	87.9%
No response given	29.6%	5.3%

### ***Demographics***

The background questions were much more likely to be skipped by web respondents, making it difficult to interpret these data and draw conclusive evidence of campus computing practices.

#### **19. What is your primary role at the University?**

The strong showing in the “Other” category typically included respondents whose role fell into more than 1 category. For example, many faculty members are instructors as well as researchers.

	<b>Web Dec 2003</b>	<b>Web Jan 2005 (n=433)</b>	<b>Mail Jan 2005 (n=619)</b>
Teaching or instruction	11%	8.5%	14.5%
Support for teaching or instruction	4%	2.8%	6.1%
Research	24%	10.2%	20.2%
Support for research	7%	3.5%	7.8%
Administration	12%	6.9%	13.9%
Support for administration	24%	7.9%	14.7%
Other	17%	11.3%	21.3%
No response given	--	49%	1.5%

#### **20. What is your classification?**

	<b>Web Jan 2005 (n=433)</b>	<b>Mail Jan 2005 (n=619)</b>
Tenured faculty	6.5%	8.5%
Non-tenured faculty	4.2%	7.7%
Instructional academic staff	3.9%	7.8%
Non-instructional academic staff	15.5%	37.1%
Classified staff	16.2%	30.9%
Limited	0.2%	1.1%
Other	2.3%	6.9%
No response given	51.3%	0

**21. What is your department or unit?**

	Web Nov 2002 (n=462)	Web Dec 2003 (n=533)	Web Jan 2005 (n=433)	Mail Jan 2005 (n=619)
Medical School	20.6%	22.1%	16.4%	27.3%
College of Letters & Sciences	15.1%	15.0%	14.5%	16.2%
Non-academic (Administrative Offices)	14.8%	13.9%	8.3%	12.4%
College of Ag/Life Sciences	8.6%	11.8%	6.5%	10.8%
Graduate School	5.4%	7.7%	6.7%	6.3%
School of Education	4.2%	4.7%	4.8%	4.7%
School of Engineering	5.3%	6.0%	3.7%	5.3%
DoIT	4.5%	5.8%	4.8%	3.2%
School of Veterinary Medicine	2.7%	3.4%	1.8%	2.4%
School of Business	2.3%	2.4%	1.4%	1.5%
Law School	1.1%	0.9%	0.5%	1.6%
School of Human Ecology	0.9%	0.6%	1.6%	0.6%
School of Nursing	1.1%	0.6%	0.5%	1.3%
School of Pharmacy	1.1%	1.7%	0.2%	0.8%
Division of Continuing Studies	1.2%	0.2%	--	0.5%
School of Library & Information Sciences	--	--	0.5%	0.2%
International Studies	0.7%	0.8%	0.2%	0.3%
Military	1.0%	0%	0.2%	0.2%
No response given			32.1%	7.9%

**22. Where are you completing this survey?** *Note: this item was included in the mail version of the survey only.*

	Faculty/Staff (n=619)
At home	12%
At work	84.8%
Other	1.6%
No response given	1.6%

**23. What computer did you use to fill out this survey?** *Note: this item was included in the web version of the survey only.*

	<b>Faculty/Staff (n=433)</b>
My own computer at home	7.9%
My own computer not at home (e.g., laptop on campus)	3.9%
A computer at work	58.2%
A friend, roommate, or classmate's computer	--
A public-use computer (e., in an info lab or kiosk on campus, etc.)	.5%
No response given	29.6%

**24. What type of internet connection are you using to fill out this survey?** *Note: this item was included in the web version of the survey only.*

	<b>Faculty/Staff (n=433)</b>
Dial-up/modem	1.6%
High-speed (e.g., Ethernet, cable modem, DSL, etc.)	68.4%
No response given	30%

*New Product/Service for DoIT*

**25. What new product or service would you like offered through the DoIT Tech Store?**

Of 619 mail respondents that completed the survey, 96 faculty/staff members offered suggestions for a new product or service they would like offered through the DoIT Tech Store. Many answers were one-of-a-kind but those listed by multiple respondents are included in the table below.

	<b>Mail Faculty/Staff (n=619)</b>
DSL for home use	0.5%
Cheaper training/prices at Tech Store	0.3%
Better software training classes or materials	3%
Better/more product selection	2%
Other	6%
Don't know or currently satisfied	5%
No response given	84%

Of 433 web respondents that completed the survey, 66 faculty/staff members offered suggestions for a new product or service they would like offered through the DoIT Tech Store. Many answers were one-of-a-kind but those listed by multiple respondents are included in the table below.

	<b>Web Faculty/Staff (n=433)</b>
DSL for home use	1%
Cheaper training/prices at Tech Store	1%
Better software training classes or materials	1%
Use of a preferred vendor system	1%
Wireless	1%
Other	3%
Don't know	7%
No response given	85%

*Area of Improvement for DoIT*

**26. What one area would you recommend DoIT improve?**

Of 619 mail respondents that completed the survey, 191 respondents offered suggestions for an area of improvement. Many recommendations were one-of-a-kind but those listed by multiple respondents are included in the table below.

	<b>Mail Faculty/Staff (n=619)</b>
Help Desk, better tech support	6%
Cheaper prices needed	4%
Tech Store – general	3%
E-mail	1%
Training	2%
Better service advertisement by DoIT	1%
Wireless	2%
Other	9%
Don't know	3%
No response given	69%

Of 433 web respondents that completed the survey, 101 respondents offered suggestions for an area of improvement. Many recommendations were one-of-a-kind but those listed by multiple respondents are included in the table below.

	<b>Web Faculty/Staff (n=433)</b>
Help Desk, tech support	4%
Cheaper prices/training needed	3%
Tech Store – general	2%
E-mail	2%
Better service advertisement by DoIT	1%
Wireless	1%
Don't know	3%
Other	6%
No response given	78%

## APPENDIX I: Differences Between Mail vs. Web Respondents

There were very few substantive differences between mail and web survey respondents. However, web survey respondents were less likely to complete the survey in general. The mail survey response rate was 53.9%, the web survey response rate was 30.5%. The most serious difference was that web survey respondents may be rushing through the survey and not filling it out as carefully and thoroughly as are mail survey respondents. Web respondents also appear to be skipping questions without answering them with a higher frequency than mail respondents.

**Difference #1:** Mail survey respondents were more likely to own a desktop computer at home (83% for mail and 70% for web) than were web survey respondents. The mail survey estimate seems more in line with recent years' figures, yet there could be a rise in laptop-only use. Mail survey respondents were also almost 10% points more likely to report ownership of portable storage devices.

### Question 1. Which of the following information technology products do you own?

	Web Nov 2001 (n=252)	Web Nov 2002 (n=462)	Web Dec 2003 (n=527)	Web Jan 2005 (n=433)	Mail Jan 2005 (n=619)
Desktop computer	85%	84%	81%	70%	83%
Laptop computer	25%	40%	39%	41%	43%
Cellular/mobile phone	44%	57%	58%	62%	63%
Personal digital assistant	15%	22%	26%	21%	28%
Portable storage device	--	--	19%	28%	37%
Tablet PC	--	--	2%	2%	2%
Wireless handheld email device	--	--	3%	3%	1%
None	--	--	6%	5%	--

**Difference #2:** Mail survey respondents were more likely to use a desktop at work (94% for mail and 81% for web) than were web survey respondents. Again, the mail survey estimate seems more in line with recent years' figures, yet there could be a rise in laptop-only use.

**Question 3. Which of the following information technology products do you regularly use at the UW?**

	Web Nov 2001 (n=252)	Web Nov 2002 (n=462)	Web Dec 2003 (n=529)	Web Jan 2005 (n=433)	Mail Jan 2005 (n=619)
Desktop computer	85%	88%	92%	81%	94%
Laptop computer	25%	29%	35%	33%	36%
Cellular/mobile phone	44%	23%	26%	21%	24%
Personal digital assistant	15%	20%	21%	17%	22%
Portable storage device	--	--	13%	19%	18%
Tablet PC	--	--	2%	1%	1%
Wireless handheld email device	--	--	3%	2%	0.3%
None	--	--	1%	2%	1%

**Difference #3:** Mail survey respondents were more likely to use WiscWorld dial-in (32% for mail and 20% for web) than were web survey respondents.

**Question 4. When you are *at home or off-campus*, how do you access the Internet?**

	Web Jan 2005 (n=433)	Mail Jan 2005 (n=619)
WiscWorld dial-in modem pool	20%	32%
DSL (digital subscriber line)	25%	27%
Cable modem	27%	25%
Wireless	13%	13%
Dial-in modem using a commercial Internet Service Provider	12%	14%
I do not connect to the Internet when at home or away from UW-Madison	8%	9%
Direct network connection to campus	4%	5%
Other	3%	3%
I don't know	1%	1%



**Difference #4:** Mail survey respondents were more likely to express awareness of DoIT services. This was true for just about every item mentioned. On average, mail survey respondents mentioned awareness of an average of 9.70 items compared to 7.85 items for web survey respondents.

**Item for discussion: Why is this?**

**Theory 1:** Does this suggest a selection bias? Are people who are better acquainted with DoIT more likely to take the time to do a mail survey, and yet this is not as true for a web survey?

**Theory 2:** Acquiescence is higher for mail surveys than web surveys. This would predict that satisfaction ratings would also be higher for the mail survey than the web survey.

**Theory 3:** People fill out the web survey more quickly and less carefully than they do a mail survey.

**Question 9. Which of the following DoIT-provided services are you aware of ?**  
**[Check all that apply]**

	<i>Awareness of Service</i>				
	<b>Web</b>	<b>Web</b>	<b>Web</b>	<b>Web</b>	<b>Mail</b>
	<b>Nov 2001 (n=275)</b>	<b>Nov 2002 (n=406)</b>	<b>Dec 2003 (n=521)</b>	<b>Jan 2005 (n=433)</b>	<b>Jan 2005 (n=619)</b>
<b>WiscMail</b> (University Email ending in @wisc.edu, @wiscmail.wisc.edu, @facstaff.wisc.edu, or @students.wisc.edu)	--	--	89%	64%	85%
<b>Tech Store Sales</b> (Walk-in)	85%*	87%*	82%	60%	79%
<b>My UW-Madison</b> (Web portal)	--	--	72%	63%	75%
<b>Tech Store Showroom</b> (Product info, demos, and recommendations)	*	*	40%	57%	79%
<b>Help Desk by phone</b> (264-HELP)	91%	90%	85%	60%	75%
<b>Tech Store Sales</b> (Online catalog)	--	--	--	53%	66%
<b>WiscCal</b> (Calendar and scheduling)	--	--	38%	48%	63%
<b>Help Desk by web</b> (Help Online)	56%	60%	47%	44%	61%
<b>Desktop Support</b> (Installation and repair)	71%	65%	48%	47%	54%
<b>Help Desk walk-in area at DoIT</b>	63%	61%	55%	43%	57%
<b>Tech Store Sales</b> (telephone)	--	--	62%	43%	55%
<b>Training</b>	--	--	--	43%	53%
<b>E-shelf/WiscWorld</b> (downloadable software)	--	--	55%	36%	40%
<b>Rentals</b> (equipment, workstations, laptops, zip drives, etc.)	35%	29%	29%	29%	33%
<b>My WebSpace</b>	--	--	--	29%	29%
<b>Learn @ UW</b>	--	--	--	29%	28%
<b>Bucky Backup</b> (data backup service)	--	--	26%	24%	25%
<b>Digital Academic TV Network</b>	--	--	--	13%	13%

\*Sales and product recommendations were bundled together in these surveys.

**Difference #5:** Web survey respondents were much more likely to select DoIT as top or second choice provider for a variety of computing and technology needs. This was not the case for mail survey respondents.

**Item for discussion: Why is this?**

**Theory 1:** Does this suggest a selection bias? Is it that the web survey will more likely elicit a response from respondents who are more positively predisposed to DoIT?

**Theory 2:** The mail survey has a higher overall response rate and might be more representative of faculty and staff.

**Theory 3:** Acquiescence is higher for web surveys than mail surveys. This would predict that satisfaction ratings would also be higher for the web survey than the mail survey.

**Question 8. Thinking about your computing and information technology needs, circle the number that corresponds to the one provider you are most likely to choose for each service using the scale below.**

*Mail Respondents Provider Preference*

Computing Service	Top Choice	Second Choice
Product information, demos, and recommendations	Dept. or resident expert (26%)	Friend/relative (17%)
Purchasing technology goods and services	Dept. or resident expert (23%)	Tech Store & Web sources (16%)
Post sales support (Help Desk)	Dept. or resident expert (29%)	DoIT Tech Store (17%)
Desktop support (installations and repair)	Dept. or resident expert (33%)	UW school support units (17%)
Instructional technology support	Dept. or resident expert (28%)	UW school support units (21%)
Training	Dept. or resident expert (21%)	UW school support units (21%)

*Web Respondents Provider Preference*

Computing Service	Top Choice	Second Choice
Product information, demos, and recommendations	Dept. or resident expert (16%)	DoIT Tech Store (15%)
Purchasing technology goods and services	Dept. or resident expert (19%)	DoIT Tech Store (14%)
Post sales support (Help Desk)	DoIT Tech Store (26%)	Dept. or resident expert (17%)
Desktop support (installations and repair)	Dept. or resident expert (28%)	Myself (15%)
Instructional technology support	DoIT Tech Store (23%)	Dept. or resident expert (18%)
Training	DoIT Tech Store (21%)	Myself (19%)

**Difference #6:** Web survey respondents were much more likely to start skipping questions toward the end of the survey. This was rarely an issue for mail survey respondents.

This is a very disappointing finding. First, it makes it impossible to investigate response patterns in a meaningful way. Secondly, it seems to support the theory that web survey respondents are not providing as thorough a response as we would like.

**Percent No Response Given For Items Near End of Survey**

<b>Item</b>	<b>Web (n=433)</b>	<b>Mail (n=619)</b>
18. Which of the following apply to you regarding the Research Channel?	29.6%	5.3%
19. What is your primary role at the University?	49.0%	1.5%
20. What is your classification?	51.3%	0
21. What is your department or unit?	32.1%	7.9%
22. Where are you completing this survey?	Mail Only	1.6%
23. What computer did you use to fill out this survey?	29.6%	Web Only
24. What type of internet connection are you using to fill out this survey?	30.0%	Web Only
25. What new product or service would you like offered through the DoIT Tech Store?	85%	84%
26. What one area would you recommend DoIT improve?	78%	69%

### **Concluding Items for Discussion: What suggestions can we make?**

- When conducting web surveys, we may want to experiment with forcing or strongly encouraging respondents to select answers. This could at least reduce item non-response. The risk is that frustration with being forced to answer may also increase total non-response.
- Long lists in web surveys may under report knowledge and use. It may be helpful; to ask these items as single questions or to break items up into small groups.
- Trying to analyze needs by subgroups will be problematic with web survey data. There is simply too much missing data. Perhaps instructions preceding these items could strengthen the case for filling them out. E.g. “It is very important that you answer the demographic items to help us target training, outreach and other programs to where they are most needed.”
- While overall the response rate and completeness of surveys favor a mail survey, does it make enough of a difference to justify the additional expense? Are any of these differences meaningful for DoIT policy makers?