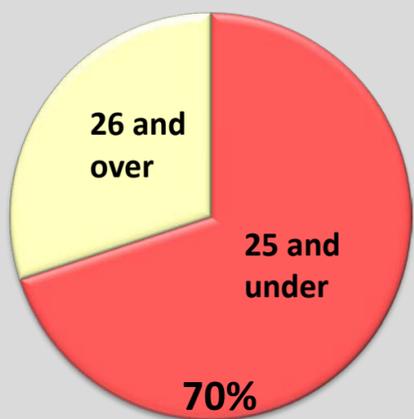


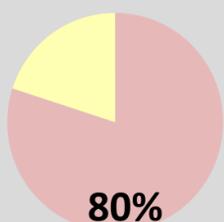
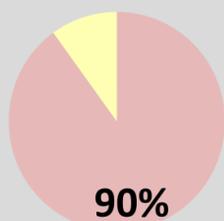
SMARTPHONES FOR LEARNING

3056 Seneca College students responded to a survey during the Fall of 2011 as part of a research study that explored the use of Smartphones for educational purposes. The surveys were conducted by students in the Advanced Advertising Research course, in the Diploma in Creative Advertising Program.

Students

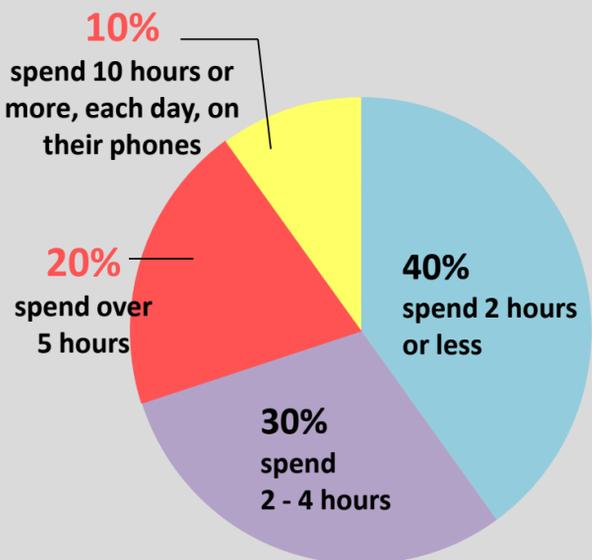


of respondents were 25 and under



Strong Attachment to Their Phones

50% said that if they forgot their phone at home, they would go back and get it



60% check their phones at least once every 30 minutes

25% check every five minutes

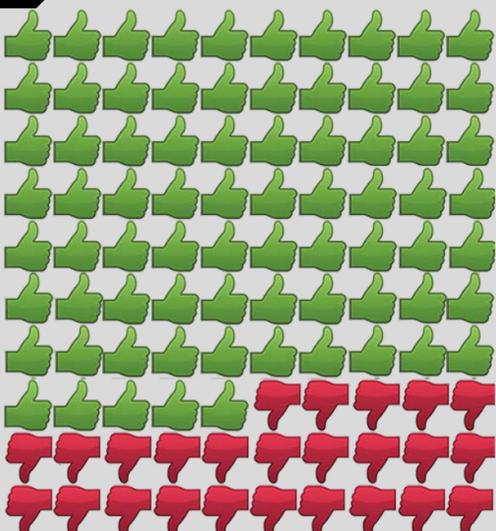
Females spend more time on their phones than males and check their phones more often

There is a strong relationship with and attachment to their phones.

- 65% - friendship of all kinds
- 25% - romantic relationship, including marriage
- 5% - secretary/butler
- 4% - parent or sibling
- only 1% said none

Use of Phones

75% believe that if they were using educational apps, that would help them to learn



80% believe that if the college "worked" like a social media platform, by pushing school-related information to their phones, that would help them to learn

But 70% said they are NOT currently using any apps for learning

Smartphones and Learning

30% of students use their phone for access to



70% see the potential of using them for:

- Reminders
- Schedules
- eBooks
- Interactive Campus Map
- Seneca-specific information
- Direct communication between teachers and students
- Class-specific information
- Access to course documents

Barriers to Smartphone use on Campus

70% said yes

- Wi-Fi signal on campus is too weak
- Smartphone use during class is a distraction
- Teachers would resist using them
- Smartphone screens are too small
- Data plans are expensive
- Smartphones encourage cheating
- Not everyone has one



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The effective integration of mobile technology on campus (virtual or physical) is an essential step in the use of technology tools to facilitate learning – how to do so depends on what you want to achieve