Smartphones For Learning Infographic

Text Version

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 - Demographics

70% of respondents were 25 and under

56.2% were female

43.8% were male

90% are comfortable using their phones and related mobile technologies

80% would be comfortable using educational apps on their phones

Strong Attachment to Their Phones

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

10% spend 10 hours or more, each day, on their phones

20% spend over 5 hours

30% spend 2 – 4 hours

40% spend 2 hours or less

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:

- Dictionary
- Calendar/timetable
- Blackboard
- Calculator
- Email
- Google
- Texting
- YouTube
- Translation

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 or 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

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

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