



# Undergraduates & Technology Fact Sheet 2006

Office of Student Research  
Division of Student Affairs

## Hardware

### Ownership of telecommunications devices *(revised)*

Cal undergraduates are substantially more likely to own a laptop computer and less likely to own a desktop computer than undergraduates at other colleges, and 99% report owning a computer. Men are more likely to own desktop computers and women are more likely to own laptops. Overall 94% of Cal students own some type of cell phone, but only 40% have a working regular telephone in their residence, which could hinder communication with students after an earthquake or other natural disaster.

	Undergraduates at Cal			Undergraduates nationwide		
	Women	Men	Total	Women	Men	Total
Desktop computer	33	52	41	68	77	62
Laptop computer	84	77	81	67	66	56
Desktop or laptop computer	99	98	99	--	--	--
Cell (mobile) phone	95	92	94	--	--	90
Regular telephone (land line)	45	32	40	--	--	--
MP3 player	70	61	66	57	62	38

Note: Entries are percentages of category reporting ownership of technology. Excludes UCUES cases with over 50% of items in module missing.

### Type of Internet connection at home

Most undergraduates use a high-speed Internet connection at their residence. Oddly, students living on campus, all of whom have high speed Ethernet access, are more likely to report using a dial-up modem.

	Type of housing		
	Off campus	On campus*	Total
High speed wired (Ethernet, DSL, cable modem, other)	87	79	85
Dial-up modem	3	9	5
Wireless connection to AirBears	3	4	3
Other	3	4	3
Don't know	2	4	4
Do not connect to Internet from home	2	1	2
Total	100	100	100

Note: Entries are percentage of category using specified method. \*Includes International House.

### Participation in computer-based activities during 2005-6 academic year

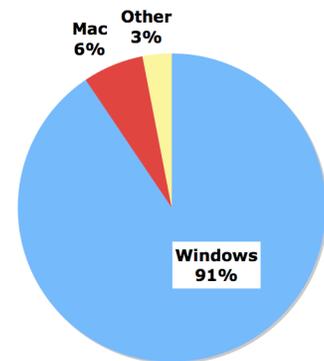
Less than half of undergraduates use the Internet for creating or sharing art, although students in the College of Environmental Design are substantially more likely and men are somewhat more likely to do so. Most students use the Internet to connect with other students. When searching for information on other students, they are twice as likely to use a social networking site like Facebook as to use a traditional search engine like Google.

	Sex		College						Total
	Women	Men	Chem.	Engin.	Env. Des.	L&S	Nat. Res.	Bus.	
Created art, music or video using a computer	36	44	34	41	87	38	32	41	40
Shared your own art, music, or video on the Internet	30	35	32	36	49	30	32	38	32
Advertised or invited other students to an event/meeting	53	50	47	50	54	52	42	65	52
Searched for personal information about another student using search engine	44	44	44	49	45	43	38	62	44
Searched for personal information about another student using a site like Facebook	83	80	89	81	82	82	76	84	82

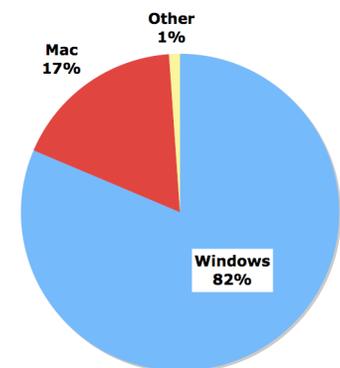
Note: Entries are percentage of category participating in activity.

### Computer operating systems

#### Desktop computer



#### Laptop computer



## Facebook

Four-fifths of Cal undergraduates use Facebook, and nearly half use it daily, but usage and importance are strongly and inversely related to class level. Women are more likely to post photos but otherwise differ little from men. A number of users have received unwanted attention from others (see below). The majority of users post their current class schedules, making them potentially vulnerable to harassment in person as well as online.

### Frequency of use of Facebook (revised)

	Year in school						
	First-time freshmen				Transfers		Total
	1st	2nd	3rd	4th+	1st	2nd+	
Once a day or more	64	50	46	40	26	17	45
Once a week or more	21	28	23	25	25	25	25
Less than once a week	7	13	16	12	15	14	12
Stopped using it	4	4	3	4	4	8	4
Never used it	4	5	12	18	30	36	14
Total	100	100	100	100	100	100	100

Note: Some categories collapsed.

### How important is Facebook to you? (revised)

	First-time freshmen				Transfers		Total
	1st	2nd	3rd	4th+	1st	2nd+	
Not important	11	14	15	19	23	31	16
Not very important	22	28	33	31	33	31	28
Somewhat important	36	38	30	32	25	21	33
Important	19	13	14	13	14	8	14
Very important	8	4	5	4	4	6	5
Essential	5	4	4	2	2	2	3
Total	100	100	100	100	100	100	100

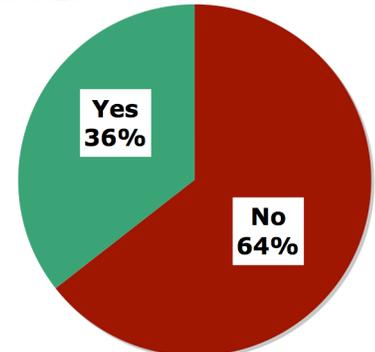
Note: Entries are for Facebook users only.

### Items uploaded to Facebook (users only) (revised)

	Year in school				Gender		Total
	First-time freshmen				Transfers		
	1st	2nd	3rd	4th+	1st	2nd+	
Photo of self	82	82	75	67	54	48	72
Photos of friends	58	47	43	34	30	28	43
Email address	85	85	76	71	59	53	75
List of current classes	69	75	61	58	49	56	63
Lists of favorite items	78	77	66	61	42	39	65
Relationship status	55	58	48	49	38	32	50

Note: Excludes cases with over 50% of items missing.

“Have you ever decided not to post photos or other information about yourself because it might be read by current or future employers, Cal administrators, or other non-students?”



### “What is the best thing that has happened to you as a result of using Facebook?”

I met my future husband.

I got an contract job offer.

I met my best friend John through Facebook.

I know when my friends' birthdays are.

I found out my cousin was attending Berkeley through Facebook.

People in my lab groups can find me in case they forgot my phone number or email address.

I found my preschool best friend on Facebook. We lost contact after kindergarten, and she still remembers me!!  
[I] got a hold of a person with a reader for a class because they had run out at the store and the assignment was due the next day.

My cousin in Texas added me as a friend. I hardly see him and didn't know how to get in touch with him and other members of his family until he contacted me on Facebook.

I met a great friend on Facebook. Someone that is like me and understands the freshmen experiences. Has been very helpful in this transition.

I was able to keep in touch with lots of people while I was abroad for a semester and I could post my pictures to share with them.

### “What is the worst thing that has happened to you as a result of using Facebook?”

Had someone create a fake Facebook profile about me.

I found out that my ex-boyfriend was cheating on me.

Angry ex-girlfriends mad after finding out I was with someone else.

Compromising photos of myself.

Contacted by a creepy stalker-ish person via instant messenger. The person was asking inappropriate questions of a highly sexual nature.

Harassing phone calls when I idiotically posted my cell number so people in my classes could contact me with homework questions.

Such an effective tool for procrastination that I have turned papers in late because of spending so much time on Facebook.

Some people can see some very bad pictures of me that I can't necessarily get rid of.

My coach (and all the other NCAA coaches on campus) got Facebook accounts and checked all college athletes' profiles. We had 24 hours to clean up our profiles without repercussion.

People have begun to rely more heavily on technology to communicate rather than actually speaking with each other.

One of my family friends showing my mother my photo album on Facebook, thinking that would be harmless. This is why I no longer include many photos.

SOURCES: 2006 UC Undergraduate Experience Survey and campus records. For UCUES technology module, N = 2,087 students, response rate=46.3%, margin of error = ±2.1%. Data for national sample of undergraduates from Educause, *ECAR Study of Students and Information Technology 2006*, vol. 7. For national sample, N=28,724, response rate=10.4%, M.E. = ±.7%. Contact David Radwin for more information (radwin at berkeley.edu) or visit OSR's website: <http://osr.berkeley.edu>. Version 2 updated April 19, 2007.