



# Student Digital Lives Report

2018 Report – Main Findings

# The project

SECOND TIME SURVEY HAS BEEN DONE

CONDUCTED IN CONJUNCTION WITH ALTERLINE

6 INSTITUTIONS ACROSS THE UK AND USA

QUESTIONS ON A RANGE OF SUBJECTS

OVER 2400 STUDENTS COMPLETED SURVEY

# Main Findings

**72% UNABLE TO LIVE WITHOUT  
THEIR SMARTPHONE**

# Main Findings

**87%**  
**WOULD**  
**STRUGGLE TO**  
**COMPLETE THEIR**  
**STUDIES**  
**WITHOUT**  
**TECHNOLOGY**

**BUT**

**36%**  
**SAID THEIR**  
**SOCIAL LIVES**  
**WOULD BE**  
**RUINED**  
**WITHOUT**  
**TECHNOLOGY**

# Main Findings

88%  
USE THEIR  
SMARTPHONE  
FOR UNIVERSITY  
AT LEAST ONCE A  
DAY

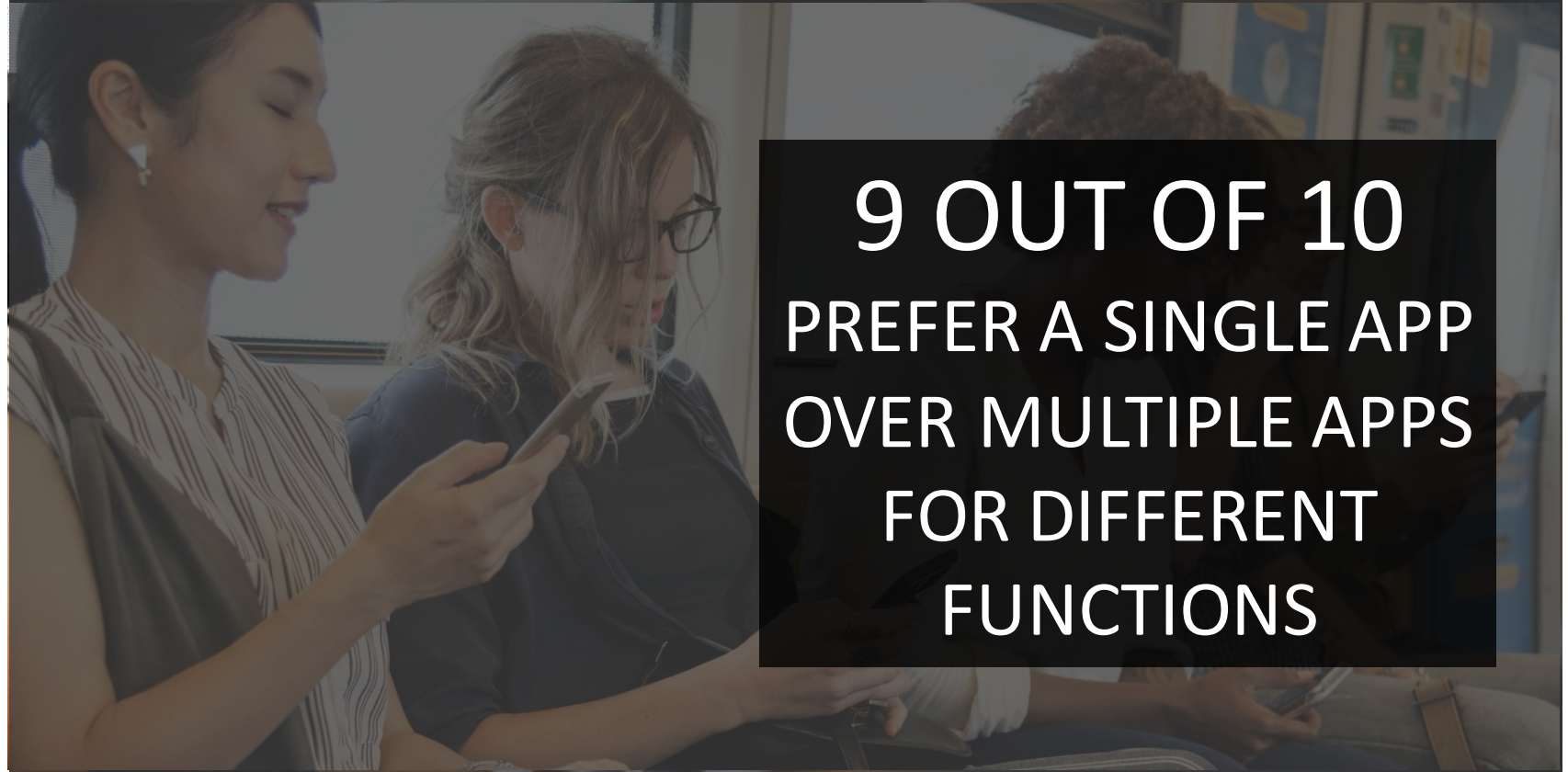
64%  
USE THEIR  
campusM APP  
FOR UNIVERSITY  
AT LEAST ONCE A  
DAY

# Main Findings

48%  
RANK THE MOBILE  
APP AS ONE OF THE  
TOP 3 MOST  
IMPORTANT DIGITAL  
SERVICES



# Main Findings



# Get involved

## Finalise questions for 2019

campusM will share the questions with partner institutions to finalise

## Analysis undertaken

Alterline analyze the survey responses. Institutions receive own reports and full raw data



## Recruit partner institutions

Contact Jackie Sherlock to get involved in the survey due to go live in February 2019

## Survey goes live

Survey is live via partner institution apps during February 2019 – publicized via institution comms channels

## Results published

Full public report is published and made available via campusM media channels





Thank you!

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