

Device Agnostic Research Results

By Theresa Wilkinson



Study Purpose

Study Purpose

Background

- Currently, students take assessments on tablets or laptop computers
- With the current COVID restrictions, students may start taking assessments at home

Study Questions

- What were the primary devices currently used/owned by students?
- How many devices do students use?
- What are the students' one device?
- How many hand-me-down devices do students use?
- How does socio-economic status affect school work?
- How do students use their devices?
- What are the participating students' age?
- What is the device distribution by age?
- How many students use multiple devices?

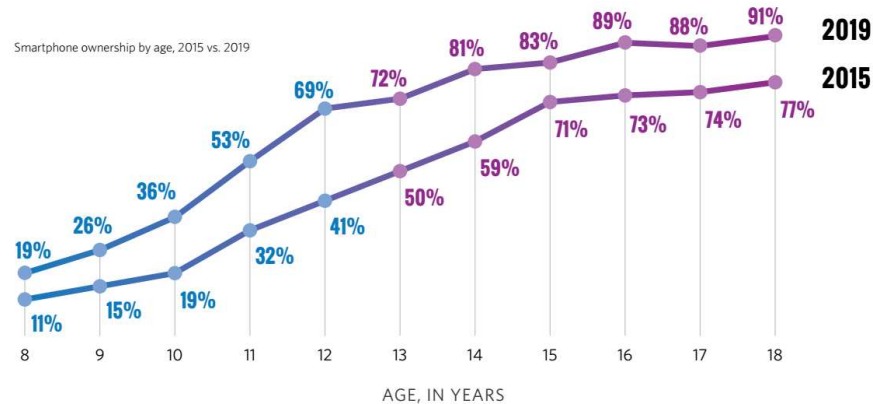


Prior Research Results

Prior Research

What were the primary devices currently used/owned by students?

- Interestingly, **daily tablet usage among younger kids is now on par with their smartphone usage** (52%, compared to 48% in 2016) — a sign that **smartphones will soon overtake tablets among early elementary kids, too** (1)
- Just over half of children in the United States — **53 percent** — now own a smartphone by the **age of 11**. And **84 percent of teenagers now have their own phones** (2)
- **Smartphone ownership has risen dramatically** even among the youngest tweens (3)



Tweens - 8-12; Teens – 13-18
Sources listed in Appendix

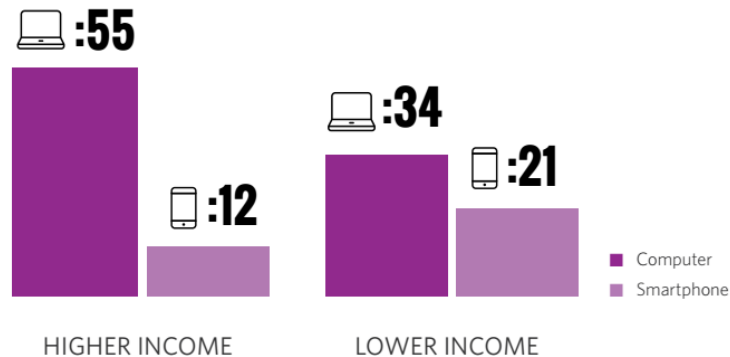
Prior Research

How many hand-me-down devices do students use?

- 61% of parents gave their kid a hand-me-down phone instead of a new one (955 of 1,565) (4)

How does socioeconomic status affect school work?

- **Teens in lower-income homes spend less time using computers and more time using their phones for homework** than their peers in higher-income homes
- Average minutes per day 13- to 18-year-olds spend using each device for homework, by income 2019 (3)



Tweens (8-12) Teens (13-18); Note: "Lower income" is <\$35,000; "higher income" is \$100,000+ per year
Sources listed in Appendix

Prior Research

How do students use their devices?

- Amount of daily screen use (not including for school or homework) (3)



Tweens:

4 hours, 44 minutes



Teens:

7 hours, 22 minutes

By socioeconomic status

- Young people in lower-income homes use nearly two more hours of screen media a day than their peers in higher-income homes (3)

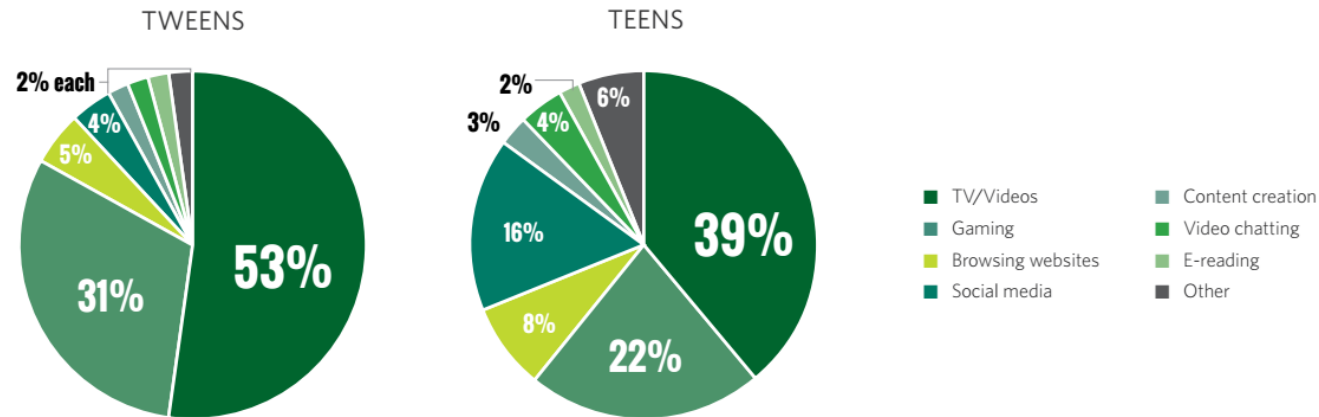
Tweens (8-12) Teens (13-18); Note: "Lower income" is <\$35,000; "higher income" is \$100,000+ per year
Sources listed in Appendix

Prior Research

How do students use their devices? (continued)

- Top screen media activities for tweens and teens
 1. Watching TV/videos
 2. Playing games

Proportion of screen time devoted to various media activities, 2019 (3)



Note: Content creation includes writing on digital devices, making art or creating digital music. "Other" includes using GPS or other functional apps, using email, shopping, and doing any other digital activities not specifically asked about in the survey. Sources listed in Appendix



Facebook Study Results

Facebook Study Summary

Facebook Post Response

- 63 students aged 10 – 18 with 98 total devices

What are the participating students' age?

- 18 years old - 8% (5 of 63)
- 17 years old - 10% (6 of 63)
- 16 years old - 8% (5 of 63)
- 15 years old - 10% (6 of 63)
- 14 years old - 14% (9 of 63)
- 13 years old - 7% (10 of 63)
- 12 years old - 11% (7 of 63)
- 11 years old - 6% (4 of 63)
- 10 years old - 16% (10 of 63)

Facebook Study Summary

What were the primary devices currently used/owned by students by age?

- Android phone 3% (3 of 98)
- Chromebook 1% (1 of 98)
- Desktop computer 7% (7 of 98)
- Samsung 1% (1 of 98)
- iPad 10% (10 of 98)
- iPad mini 1% (1 of 98)
- iPhone 50% (49 of 98)
- Kindle 1% (1 of 98)
- MacBook 3% (3 of 98)
- Microsoft Surface Pro 2% (2 of 98)
- Motorola 1% (1 of 98)
- School-supplied iPad 16% (16 of 98)
- Windows laptop 3% (3 of 98)

Facebook Study Summary

What were the primary devices currently used/owned by students by age?

Device	Age									Total	%
	10	11	12	13	14	15	16	17	18		
Android phone		1	1	1						3	3%
Chromebook	1									1	1%
Desktop computer	2					1	1	1	2	7	7%
Samsung			1							1	1%
iPad	3			2	1	1	2	1		10	10%
iPad mini	1									1	1%
iPhone	5	3	5	9	7	5	5	5	5	49	50%
Kindle	1									1	1%
Macbook					1		1	1		3	3%
Microsoft Surface Pro					1			1		2	2%
Motorola					1					1	1%
School-supplied iPad	3			2	3	3	1	4		16	16%
Windows laptop	1			1				1		3	3%
Total	17	4	7	15	14	10	10	14	7	98	

Facebook Study Summary

How many students use multiple devices?

- 55% (34 of 62) have 1 device
- 35% (22 of 62) have 2 devices
- 8% (5 of 62) have 3 devices
- 2% (1 of 62) have 4 devices

What are the students' one device?

- 71% (24 of 34) iPhone
- 15% (5 of 34) iPad – 2 of the iPads were school-supplied
- 9% (3 of 34) Androids
- 3% (1 of 34) Samsung
- 3% (1 of 34) Motorola

Facebook Study Summary

How many devices were previously owned?

12% of participants used a device previously used (hand-me-down) by parent (12 of 98)

- 58% (7 of 12) iPhone
- 17% (2 of 12) MacBook
- 8% (1 of 12) Android
- 8% (1 of 12) Chromebook
- 8% (1 of 12) Windows laptop

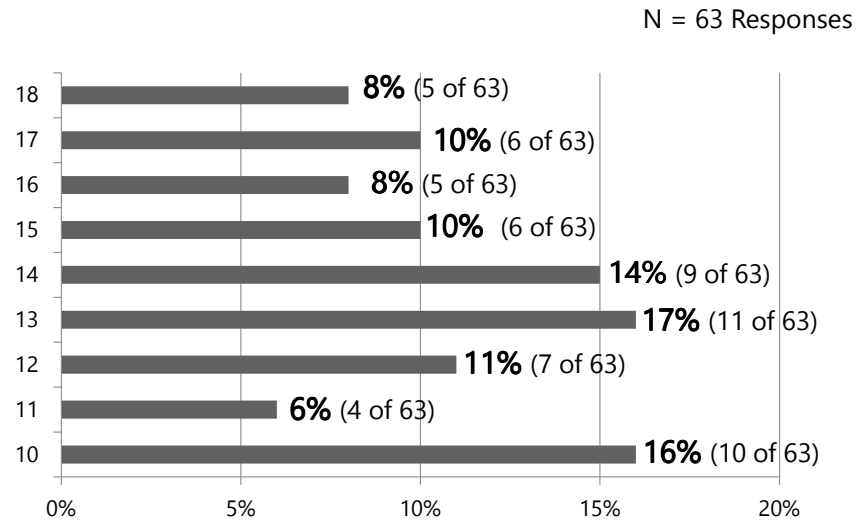


Results from Facebook Study

Data Collected

What are the participating students' age?

63 students with 98 devices



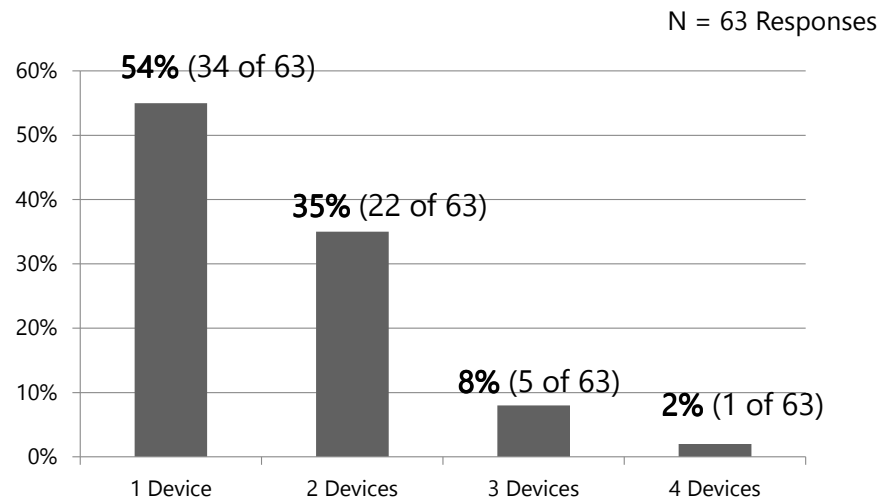
Data Collected

What were the primary devices currently used/owned by students by age?

Row Labels	10	11	12	13	14	15	16	17	18	(blank)	Grand Total	%
Android		1	1	1							3	3%
Chromebook	1										1	1%
Desktop	2					1	1	1	2		7	7%
Samsung			1								1	1%
iPad	3			2	1	1	2	1			10	10%
iPad mini	1										1	1%
iPhone	5	3	5	9	7	5	5	5	5		49	50%
Kindle	1										1	1%
Macbook					1		1	1			3	3%
Microsoft surface pro					1			1			2	2%
Motorola phone					1						1	1%
School supplied iPad	3			2	3	3	1	4			16	16%
Windows laptop	1		1					1			3	3%
(blank)												
Grand Total	17	4	7	15	14	10	10	14	7		98	

Information Collected

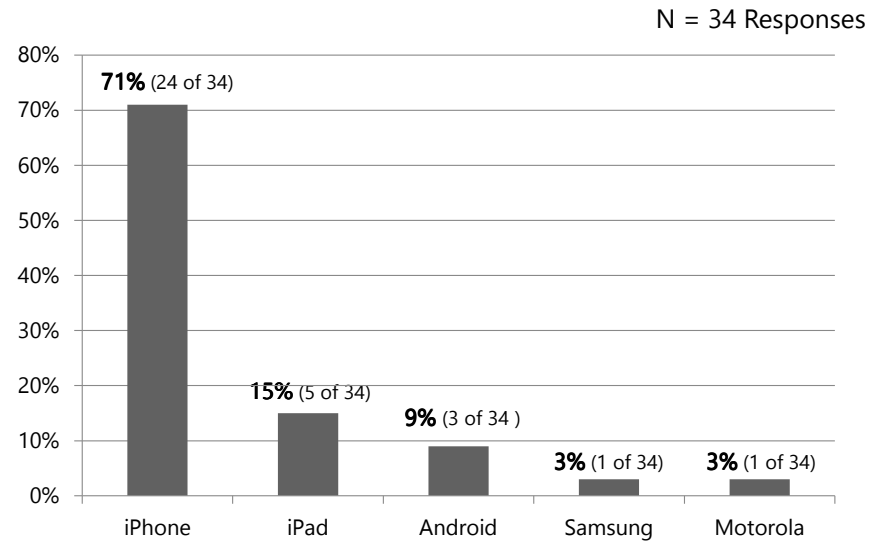
How many students use multiple devices?



Information Collected

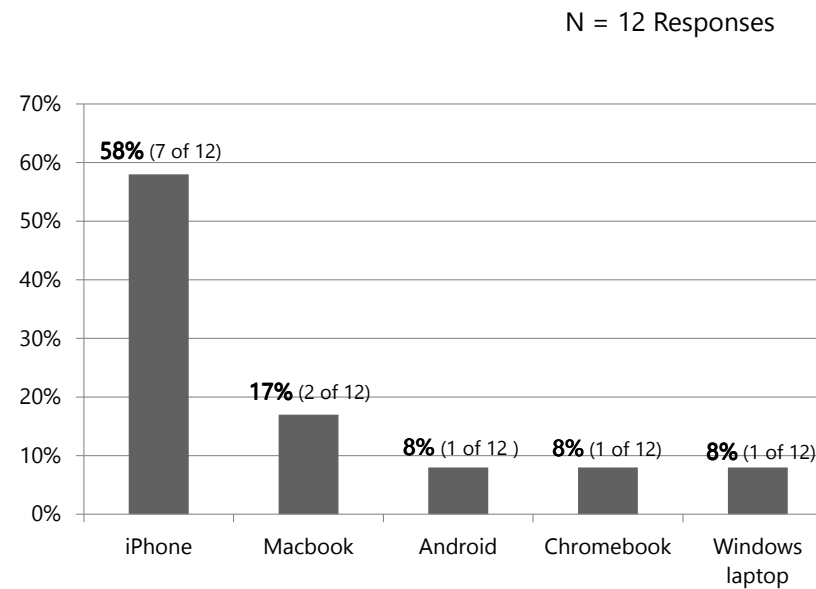
What are the students' one device?

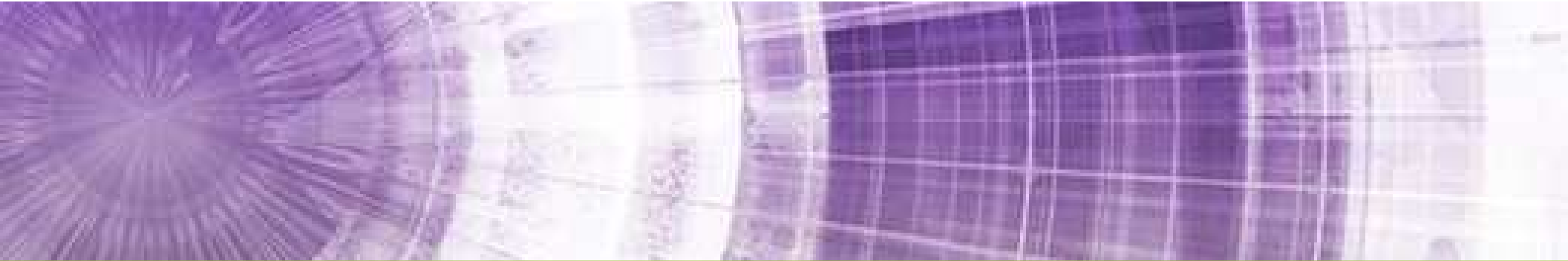
2 of the 5 iPads were school-supplied



Information Collected

How many devices were previously owned?





Appendix

Facebook Post Text

Hilliard OH Census Information

List of Sources



Facebook Post Text

Hi - I am doing a UX research study for a Federal assessment redesign. One of our research questions is: What are the primary devices used by 10 - 18-year-olds? This information will be used to design prototypes for benchmarking (the process of evaluating a product's user experience by using metrics to gauge its relative performance against a meaningful standard) and usability testing (can a user complete a task). The ONLY information I need is your child's (or children's) age and primary device used. (Thank you for your participation.) ALSO, did any devices formerly belong to a parent?

This text was posted on personal Facebook page and two Hilliard, Ohio Facebook groups

Hilliard, OH Census Information

In 2018, Hilliard, OH had a population of 35.7k people with a median age of 36.7 and a median household income of **\$95,831**. Between 2017 and 2018 the population of Hilliard, OH grew from 34,386 to 35,665, a 3.72% increase and its median household income grew from **\$95,742** to **\$95,831**, a 0.093% increase.

Population	35,665
Poverty rate	4.42%
Medium property value	\$238,600

List of Sources

List of cited sources:

1. [Kidscreen » Archive » How kids are using devices now](#) February 2020
2. [New Survey Examines Phone, Media Use Among U.S. Teens And Children : NPR](#) October 2019
3. [The Common Sense Census: Media Use by Tweens and Teens \(commonsensemedia.org\)](#) 2019
4. [Are phones for kids? Find out why are parents so conflicted. \(ting.com\)](#) March 2020