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## Microsoft Office: Gaining Insight into the Life of a College Student (B)

As Kristena Louie grappled with the issue of increasing Microsoft's engagement with college students, she decided to hire a team of experts to study the situation and make recommendations. The team decided that in order to accomplish its goal, it had to go beyond identifying successful marketing techniques that other companies employed. The team wanted to start with an understanding of the mindset of the typical college student, the way students interacted with technology products, and the factors that ultimately contributed to the adoption decision. The group felt that it should also look into how the value propositions of Microsoft Office and other technology products were perceived by the target audience.

### Research Tactics

To gain insights into such a wide spectrum of questions, the group needed to employ a variety of research tactics. It decided to use ethnographic research to learn more about its subjects. Ethnography literally means "a portrait of people" and is the "art and science of describing a group or culture."<sup>1</sup> Typical research employs three kinds of data collection: interviews, observations, and documents, which together produce data that result in a narrative description. Ethnographies contain detailed evidence based on the observations of a researcher in the field.

After much thought, the team agreed on a primary research plan consisting of diaries, focus groups, and interviews.

#### *Day Diaries*

Subjects logged in their activities every 30 minutes on Twitter for a 24-hour period (class and sleep time were exceptions to the 30-minute rule). Day diaries were intended to provide an ethnographic view of how students spent their time and how they divided it among different activities. From this part of the research, the expert team hoped to gain some insights into the mindset of the typical undergraduate student, as well as into students' use of technology, particularly Twitter. (See collected data in **Exhibit 1A–Exhibit 1E**.)

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<sup>1</sup>David M. Fetterman, *Ethnography: Step-by-Step*, 3rd ed. (Los Angeles: SAGE Publications, 2010).

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### *Technology Diaries*

Subjects recorded any use of the Internet or phones (typically smartphones) over a 24-hour period. The phone time was subdivided into “Text,” “Call,” and “Other.” Online time was subdivided into “For School,” “Facebook,” “Google,” and “Other.” The team was especially interested in the students’ patterns of online behavior in real time—not self-estimated after the fact. Technology diaries were seen as the best available alternative to observational research. (See **Exhibit 2A–Exhibit 2E.**)

### *Focus Groups*

To collect information on the marketing tactics different companies used on campus, the team decided to conduct a focus group. The group dynamic was designed to elicit as many examples as possible while allowing experimentation with several exercises that, among other things, could help reveal students’ perceptions of the Microsoft Office value proposition compared to that of Google and other major technology players. (See collected data in **Exhibit 3.**)

### *One-on-One In-Depth Interviews*

The chance to spend a fair amount of time face to face with respondents was seen as a good way to look deeper into college students’ decisions whether or not to adopt MS Office. It would also allow the group to assess certain hypotheses that they had established based on the results of the diaries and the focus group. (See collected data in **Exhibit 4A** and **Exhibit 4B.**)

## ***Pros and Cons of Research Tools***

Ethnographic and observational research could provide unexpected insights into the research subjects’ psychology and behavioral patterns. For this reason, it was decided that online diaries would most closely resemble observational research without requiring researchers to follow each subject and observe his or her behavior. The focus group and one-on-one interviews were meant to verify the research revealed by the online diaries and also cover any angles and insights not revealed by the diaries. Even so, each research tool had advantages and limitations.

### *My Day Diary*

As noted, subjects were asked to Twitter about their activities every 30 minutes for a 24-hour period. This diary was expected to provide a view into the main themes of students’ lives, namely, personal/social, work, and class/homework. It was hoped that this tool would help determine how much time students spent on each major theme. Secondly, this tool would provide insight into students’ use of technology and their manners of interaction with the outside world. The diary form was deliberately open-ended, however, so that students could interpret it to document specific activities or Twitter about their emotions at any given time. Of course, students might under- or overestimate the amount of time spent on any particular activity, but the 30-minute update requirement probably limited that possibility.

### *Tech Diary*

This research tool was less open-ended; students were simply asked to indicate how much time they spent online and on the phone and how much they spent on personal needs and academic or work issues. This tool could reveal common patterns in website usage. Of course, students might list only those activities that were generally considered socially acceptable.

However, the tendency of students to talk willingly and frankly about personal issues made such inhibition somewhat unlikely.

### *Focus Group*

The primary benefit of the focus group was the group dynamic, which would trigger conversations and allow participants to bounce ideas off each other. In many cases, one member's experiences elicited responses that might have been missed in an individual setting. The group setting allowed researchers to observe students' interactions, the role of peer pressure or influence, and students' opinions about products, brands, technology gadgets, and other subjects of interest. The group dynamic could also be somewhat limiting if one leader took over the conversation and imposed his or her opinions on the rest of the group. An experienced moderator could get the conversation back on track, however, and ensure all participants contributed equally.

### *One-on-One In-Depth Interview*

This allowed researchers to verify the insights drawn from ethnographic research and the focus group and glean additional information missed by those methods. The limitation of this tactic was that some research subjects might not have been as forthcoming when they were subjected to a face-to-face interrogation. Individuals sometimes felt defensive and uncomfortable and became guarded in their responses in this setting.

## **Research Subject Selection**

The team planned to attract undergraduate research subjects by offering various financial incentives for the different studies, with any individual limited to participation in one study. They began the process of identifying potential research subjects by asking contacts at various undergraduate organizations (e.g., Women's Business Association, Institute for Student Business Education) to distribute an online survey to their members. The team received survey responses from fifty-seven students interested in participating, and was able to collect comprehensive personal information such as class year, expected major(s), GPA, smartphone ownership, and usage of various online sites and technology products. (See survey design in **Exhibit 5**.)

The team then moved on to the selection process. For the day diary study, subjects were required to be current Twitter users and to own a smartphone. A diverse group of individuals in terms of GPA, majors, and class year was contacted and signed up for the first study. For the technology diary study, the team made similar efforts to attract a diverse group of students, while targeting students whose survey responses indicated that they were fairly tech savvy. The team assessed students' level of technology usage based on whether they used products/websites such as Google Docs, wikis, blogs, Twitter, and smartphones (even though use of the last two items was not required for this study). Individuals were also screened based on the amount of time they spent online for nonacademic reasons; respondents indicating a below-average amount of time spent online were excluded from the technology diary study.

For the focus group study, the team's intent was to conduct two focus groups, one consisting entirely of underclassmen and the other of upperclassmen, so that they could assess whether there were divergent views between the two groups. Unfortunately, the team had very low response rates when reaching out via email to these individuals, and ended up conducting only one focus group of five freshmen and one senior. For the one-on-one interviews the selection process was

judged to be less important, and the team focused primarily on ensuring that the interviewees were as heterogeneous as possible. In the end, the team involved twenty-four undergraduate students in its four studies.

The expert team reviewed the results and considered recommendations and next steps for Microsoft Office.

## Exhibit 1A: Twitter Diary, Subject 1 of 5

Name:	Michelle
Gender:	F
Major:	Psychology
Year:	Sophomore

May 9, 2009 Saturday	6:00 PM	Starting the Kellogg Study now! I was watching TV around 6:00, and accidentally fell asleep until around 7:45..
	6:02 PM	I'm sitting at the dining table, emailing the boyfriend about a burrito place I saw on TV and waiting for the pizza my sister just ordered.
	6:26 PM	still sitting at the table waiting for pizza. looking at an application to be a freshman mentor for AASA.
	7:02 PM	eating pizza! <3 giodarnos :D
	7:32 PM	still hanging out in the living room with my pizza and Ace of Cakes on tv :D the window's open and my legs are cold... Lol
	8:01 PM	just watched "Chicken a la Carte," a short film about world hunger.. the realization is grim.. but stirring.
	8:31 PM	just finished talking on the phone with the boyfriend.. :) he's coming to visit in june!! looking up flights for him now on studentuniverse
	9:16 PM	still researching photography classes.. not much luck
	9:48 PM	just got off the phone with mom.. i'm about to call grandma in taiwan to wish her a happy mother's day! i should study tonight :P
May 10, 2009 Sunday	9:05 AM	fell asleep around 1, after reading a little for history.. i woke up at 10:30, washed up, cut some fruit and had breakfast with my sister
	9:06 AM	now i'm heading to the shower! :)
	9:21 AM	just got out, about to take my sister to ORD. she's flying to florida for another conference. my room is ridiculously messy on weekends!
	9:27 AM	headed to my sister's friend's apartment to pick her up first! we're such typical girls.. late as always. LOL headed to ORD!
	12:07 PM	(@ 11:30) still on the car, driving to ORD!
	12:08 PM	(@ 12:00) just dropped my sister and her friend off.. it turns out they're really flying to VA, not FL.. LOL on my way back to evanston
	12:08 PM	(@ 12:30) still driving...
	12:09 PM	(@ 1:00) decided to stop by Dominicks to buy the stuff for tomorrow. i'm making fried rice to sell as a fundraiser for Relay for Life!
	12:10 PM	(@ 1:30) Leo called and asked me to go to the MCC to pick up a costume for Unity Fashion Show tonight. I'm at the MCC now.
	12:11 PM	(now!) just got home, but i'm super hungry. Going to eat some macaroni salad i bought at Dominicks, and sitting down with my history book
	12:34 PM	putting groceries away, and making rice for the fried rice tomorrow.
	1:37 PM	(@ 3:00) still hungry, so i made some pasta.. :P
	1:38 PM	just got off the phone with vikki.. *sigh* i have no date for formal. i'll probably go alone. :(
	2:11 PM	have a headache atm.. resting on the couch, taking a break from reading.
	2:50 PM	looking up classes on casear.. still headache! Lol
	4:21 PM	(@ 4:30) talked to cecile on the phone, fell asleep because i have a headache/tummyache
	4:21 PM	(@ 5:00) sleeping
	4:22 PM	(@ 5:30) woke up, called cecile.. she's getting food and coming over
4:23 PM	(@ 6:00) cleaned up the kitchen/ bathroom because my house is a messss!	
4:23 PM	watching cecile eat food from whole foods.. about to leave for the unity fashion show soooooon..	
7:26 PM	Btw, I was at the unity fashion show until 9:30! :D	

**Exhibit 1B: Twitter Diary, Subject 2 of 5**

Name:	Greg
Gender:	M
Major:	Economics
Year:	Freshman

May 10, 2009 Sunday	12:10 PM	Just woke up from a great night and now am really hungry! Happy mother's day everyone
	12:31 PM	Time to make some annies
	1:04 PM	roar! hw time
	1:34 PM	i hate cleaning my room
	2:06 PM	white castle for dinner in 1 hour! Yessss
	2:34 PM	I wonder if the pork sliders will be at dinner?
	2:57 PM	off to the house to eat, won't post until 6:30ish
	3:39 PM	white castle stll isnt here yet...
	4:41 PM	just played mafia wars...awesome use of my time eh?
	5:46 PM	Just got out of my dorm exec meeting. now case work until 9
	5:49 PM	yeah celtics!
	6:29 PM	I really don't want to go to this meeting in the library..
	6:51 PM	apparently there is a beach party next weekend, awesome!
	7:05 PM	celtics up by 4! Yesss
	7:42 PM	I wish i didnt have all this work to do tonight...
	7:54 PM	CELTICS WIN WOOOOOO
	8:37 PM	Just had a great late nite chat with roommate. now onto maff hw
	9:13 PM	Line integrals are pretty straightforward..i think
	9:32 PM	I just figured out how to paramatize a curve, but I wish i remembered my exponent rules!
	10:59 PM	I ate at clarkes and Saw sherman of all people. Rando food trips are my fav. Now its sleep time. Yay!
May 11, 2009 Monday	7:34 AM	Time for class until 12:30..booo
	10:46 AM	class again until 2:30..yay mmss?

**Exhibit 1C: Twitter Diary, Subject 3 of 5**

Name:	Brooke
Gender:	F
Major:	Political Science, History
Year:	Junior

May 14, 2009 Thursday	10:00 AM	First twitter post for kellogg, writing from my iPhone through a twitter app I downloaded this morning. In political islam in Palestine.
	10:01 AM	Also on skype via iPhone waiting for my friend, a soldier in Iraq, to sign on.
	10:36 AM	Just got to roman civ. No laptops allowed, so ill be on my iPhone the entire time. Most people are on PDAs of some sort bc this class is dry
	11:01 AM	Reading an article in my ny times iphone app about water boarding. Eating a sandwich in roman civ lecture. Also on facebook chat.
	11:31 AM	Following cubs game cast on my MLB iPhone app in roman civ. Taking lots of notes. Watching the guy next to me play video games on his iPhone
	12:05 PM	Just got to gay and lesbian history - finally on a laptop! Watching cubs game cast on mlb.com, facebook chatting, skype, and gchatting.
	12:31 PM	Guest lecturer today. She's actually entertaining so I turned off game cast. Taking notes in Word, facebook and g chat. Searching for derm-
	12:32 PM	-atologists through blue cross blue shield. Updating my iCal. Now we're listening to lesbian folklore songs in iTunes.
	12:57 PM	Class is out early! Heading to the car dealership to get an oil change. Bringing my laptop to get some work done. Great weather!
	1:32 PM	Watching friends and doing my Spanish homework in the lobby of the dealership. Need to start my app for senior week social chair - due tmrw!
	1:59 PM	Trying to tackle this application but the essays are taking forever. Listening to my iPod to drown out the top 40s radio in the dealership.
	2:52 PM	Missed my last update because my phone died on the way home from the dealership. At home watching gossip girl on dvr now.
	4:10 PM	Missed another post bc I left my phone at home. :( went on an apartment showing with my brother. Watching American idol on dvr now with my
	4:11 PM	Roommate. Decided I don't want to finish that application Instead I'm going to finish my Spanish homework and go to dinner with some friends
	4:12 PM	Also realized that living in the city and commuting to NU is a double edged sword. Cubs games make my commute 3x longer. So frustrated
	4:25 PM	My workspace! The dining room table <a href="http://twitpic.com/56l6o">http://twitpic.com/56l6o</a>
	4:25 PM	My other work space - an office in the apartment I share with my roommate <a href="http://twitpic.com/56l8v">http://twitpic.com/56l8v</a>
	5:08 PM	Watching friends with my roommate. Doing reading for gay and lesbian history. Have to be in Lincoln park at 830pm for a going away dinner.
	5:38 PM	Just cleaned my room, now watching the colbert report on my bed and checking my email. Need to get dressed and be on the el around 810.
	6:02 PM	Getting dressed and watching cast away on FX. Can't wait to get home from dinner and watch greys anatomy two hour finale. I love tv.
6:33 PM	Sitting on my bed ready to go. Dinner is supposed to start now but my roommate isn't ready. We are so late. Hopefully leaving soon...	
7:27 PM	Finally at the restaurant! El took forever. About to eat lots of chicken parm. We are in Lincoln park, near depaul. Lots of brushetta too!	
7:55 PM	So much brushetta - so good! Wine, ceasar salad, and ny strip stake. Last hurrah before my friend amy moves to Rome to study abroad!	
8:34 PM	Oh my god So full! Ready to pay go home and watch greys anatomy. Maybe even the office if I can stay awake. Def didn't finish my Homework :(	

**Exhibit 1D: Twitter Diary, Subject 4 of 5**

Name:	Nancy
Gender:	F
Major:	International Studies, Political Science
Year:	Freshman

May 10, 2009	2:01 PM	can't wait for \$1 crepes/gelato and SUSHI!!! my favorites.
	2:46 PM	yumm sushi with kathy :)
	2:47 PM	uploaded all the pics from last night and thursday's deuce!! lodge monopoly was a shitshoww
	3:44 PM	procrastinating with miranda right now. more sushi is a possibility. i'm gross.
	3:51 PM	wants summer. NOW.
	4:33 PM	attempting to do work at norris.....not working!!
	5:19 PM	back in bobb. procrastinating some more.
	5:24 PM	i love college. <a href="http://bit.ly/3JZ9A">http://bit.ly/3JZ9A</a>
	5:29 PM	i spend way too much time on facebook..
	5:37 PM	folding laundryyy that i shouldve done 2 days ago..
	6:01 PM	just realized i have so much crap to do...need to pull an allnighter if im going to make it to the kappa crush party tomorrow :(
	6:16 PM	off to the gym! work off 3 rolls of sushi..
	7:24 PM	sweaty and gross. now watching 30rock with alexandra. BEST. SHOW. EVER.
	8:24 PM	showerrr yay
	9:21 PM	so exhausted...quick naptime!
11:31 PM	officially didn't accomplish anything productive this weekend.	
11:31 PM	attempting to do stats hw.	
May 11, 2009	12:20 AM	still working on hw and choosing what classes to take next fall!
	12:49 AM	[I hate] stats.
	1:19 AM	going to bed. classes are ruining my life.
	7:25 AM	off to class...
	9:23 AM	got a 40% on the last stat quiz. great. now at work in kellogg..
	10:19 AM	trying to start my 6 page global history paper that's due TOMORROWW
	12:10 PM	just had sushi and panera yay :) now back at work
	12:48 PM	falling asleep at work=not good. so tired :( still havent started my paper yet ahh!!
1:50 PM	reading about Hobsbawm's account of the "Thirty Glorious Years" for global history.	



## Exhibit 1E: Twitter Diary, Subject 5 of 5

Name:	Julie
Gender:	F
Major:	Economics, Mathematical Methods in the Social Sciences
Year:	Junior

May 11, 2009 Monday	4:02 PM	In kresge at a mandatory meeting to discuss requirements for my thesis next year.
	5:59 PM	just came back from working on econ of developing countries ps on kellogg fourth floor.
	6:00 PM	walking the 15 minute walk from campus to apartment in flip flops is not pleasant. bad life choices.
	6:30 PM	watching gossip girl, eating yogurt and semi-working on econ of developing countries ps.
	7:16 PM	sitting in front of the TV (One Tree Hill) and needing to complete 2 more problems on the same ps. still needing to eat and work out.
	7:49 PM	working in front of the tv is very unproductive.
	8:32 PM	finally done. cooking Hamburger Helper beef strogonaff (atrociously spelled) and about to head out to down a few.
	9:04 PM	taking a saferide to Hundo (without a workout) for a couple hours before bed and an early morning.
	10:26 PM	White boys rapping to eminem not pleasant
	May 12, 2009 Tuesday	7:44 AM
8:26 AM		in class searching idealist.org. jobs needed.
9:06 AM		Kellogg to get my petition to graduate form signed. I'm not prepared for the real world yet!
9:43 AM		MMSS lounge working on the computer reading some Post-Mao wounded literature.
10:18 AM		spending long hours writing essays and general work in the MMSS lounge while it's perfectly sunny outside. booo.
11:00 AM		stuck inside still. sneezed 6 times in a row. hoping to leave soon. some homeland immersion in Chinatown later?
12:07 PM		editing a friend's paper about cyberbullying and thinking about the potentiality of a thesis topic. hopefully leaving MMSS lounge soon.
12:56 PM		been in the lounge for long enough. finding sun and walking back. laundry and working out perhaps?
1:26 PM		sitting on my bed, laptop in lap, tv in front (turned off for a change), about to read Models of Conflict and War readings. stimulating.
2:57 PM		done reading takin short half hour nap.
4:10 PM	nap took longer than expected. to do list: Chinese essay, workout, laundry, econ of developing countries, job hunting, prof work. damn.	
6:02 PM	@xwiz89 apologies for my etiquette. was participating in a Kellogg Research experiment.	

**Exhibit 2A: Technology Diary, Subject 1 of 5**

Name: Lianna  
Class: 2012

Gender: Female  
Major: Journalism and International Studies

	Me on my phone			Me online for school	Me online other		
	text	call	other		Facebook	Google	other
Total Time (mins)	15	60	0	45	30	0	120
% of Time Occupied	6%	22%	0%	17%	11%	0%	44%

7:00 AM				Google search			
7:05 AM				Google search			
7:10 AM				Google search			
7:15 AM					Looked at home page		
8:50 AM		Called person for journalism project					
8:55 AM	Texted friend						
10:00 AM							Check e-mail
10:05 AM							Check e-mail
10:10 AM							Check e-mail
10:50 AM							Check e-mail
10:55 AM							Check e-mail
11:10 AM							Write e-mail
11:15 AM				College Website			
11:20 AM				College Website			
11:25 AM	Texted friend			College Website			
11:45 AM							Write e-mail
11:50 AM							Write e-mail
12:05 PM							Watch video on Hulu
12:10 PM				Posted on Class Website			
12:25 PM							Write e-mail
12:35 PM	Texted friend						
12:45 PM		Listen to messages					
12:50 PM		Call mother					
12:55 PM		Call mother					
3:00 AM				E-mailed professor			
3:05 AM				E-mailed professor			
3:10 AM					Facebook chat		
3:15 AM					Facebook chat		
3:20 AM					Facebook chat		
3:25 AM					Facebook chat		
3:30 AM					Facebook chat		
6:30 AM		Call Father					
6:35 AM		Call Father					
6:40 AM		Call Father					
6:45 AM		Call Father					
7:00 AM		Call Mother					
7:05 AM		Call Mother					
7:10 AM		Call Mother					
7:15 AM		Call Mother					
7:20 AM							Check e-mail
9:00 AM							College TV Online
9:05 AM							College TV Online
9:10 AM							College TV Online
9:15 AM							College TV Online
9:20 AM							College TV Online
9:25 AM							College TV Online
9:30 AM							College TV Online
9:35 AM							College TV Online
9:40 AM							College TV Online
9:45 AM							College TV Online
9:50 AM							College TV Online
9:55 AM							College TV Online
10:00 AM							College TV Online

**Exhibit 2B: Technology Diary, Subject 2 of 5**

Name: Jennifer K  
Class: 2012

Gender: female  
Major: Economics

	Me on My Phone			Me Online for School	Me Online for Other Reasons		
	text	call	other		Facebook	Google	other
Total Time (mins)	20	5	75	5	35	40	150
% of Time Occupied	6%	2%	23%	2%	11%	12%	45%

10:00 AM			checked email				
10:05 AM							checked email,
10:10 AM							responded to
10:15 AM							emails, checked
10:20 AM							twitter, checked
10:55 AM			checked email on				
11:55 AM			phone				
12:10 PM			mom called				
12:15 PM			checked facebook				
12:20 PM			on phone				
1:00 AM			looked for an				
1:05 AM			important email				
			on phone				
4:15 AM		replied to message			replied to message		
4:20 AM	texted friend	on facebook on			on facebook on		
4:25 AM	received text, and	phone			phone		
4:35 AM	texted back						
4:40 AM					checked facebook		
4:45 AM							checked another
4:50 AM							daily blog
4:55 AM							sent out emails
5:00 AM							
5:05 AM						looked up info for	
5:10 AM						spreadsheet	
5:15 AM						used google docs	
5:20 AM						to compile	
5:25 AM						spreadsheet for	
5:30 AM						club	while checking
5:35 AM							email
5:40 AM					more facebook		organize inbox
5:45 AM							organize inbox
5:50 AM							organize inbox
5:55 AM							check email
6:00 AM					facebook		
6:05 AM							checked nytimes
6:10 AM			checked email			Checked nu gmail	
6:15 AM					Checked Facebook		
6:20 AM					left wall posts for		Checked flight
6:25 AM					friend		tickets
6:30 AM			checked email on				
6:35 AM			phone				
6:40 AM			responded to email				
6:45 AM				check blackboard			
6:50 AM				for hw			
6:55 AM							
7:00 AM					facebook		
7:05 AM							
7:10 AM	text friend						
7:15 AM							replied to an email
7:20 AM							sent an email
7:25 AM					facebook mail		
7:30 AM							watch tv show on
7:35 AM			checked email				sidereel
7:40 AM							
7:45 AM							AIM chat

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Exhibit 2B (continued)

Name: Jennifer K  
Class: 2012

Gender: female  
Major: Economics

	Me on My Phone			Me Online for School	Me Online for Other Reasons		
	text	call	other		Facebook	Google	other
Total Time (mins)	20	5	75	5	35	40	150
% of Time Occupied	6%	2%	23%	2%	11%	12%	45%

10:00 AM			checked email				
10:05 AM							checked email, responded to emails, checked twitter, checked
10:10 AM							
10:15 AM							
10:20 AM							
10:55 AM			checked email on phone				
11:55 AM			mom called				
12:10 PM			checked facebook on phone				
12:20 PM			looked for an important email on phone				
1:00 AM			googled something				
1:05 AM							
4:15 AM		replied to message on facebook on phone			replied to message on facebook on phone		
4:20 AM	texted friend						
4:25 AM	received text, and texted back						
4:35 AM					checked facebook		
4:40 AM							checked another daily blog
4:45 AM							sent out emails
4:50 AM							
4:55 AM						looked up info for spreadsheet	
5:00 AM							
5:05 AM						used google docs to compile spreadsheet for club	
5:10 AM							while checking email
5:15 AM							
5:20 AM							
5:25 AM					more facebook		organize inbox
5:30 AM							organize inbox
5:35 AM							organize inbox
6:55 AM							check email
7:00 AM					facebook		
7:40 AM							checked nytimes
8:00 AM			checked email			Checked nu gmail	
8:05 AM					Checked Facebook		
8:10 AM					left wall posts for friend		Checked flight tickets
8:20 AM			checked email on phone				
8:25 AM			responded to email				
8:30 AM				check blackboard for hw			
8:35 AM							
8:40 AM					facebook		
8:45 AM	text friend						
8:50 AM							replied to an email
8:55 AM							sent an email
9:00 AM					facebook mail		
9:20 AM							watch tv show on sidereel
9:30 AM			checked email				
10:20 AM							AIM chat

**Exhibit 2C: Technology Diary, Subject 3 of 5**

Name: Eddie Gender: Male  
 Class: 2011 Major: Economics and Legal Studies

	text	call	other		Facebook	Google	other
Total Time (mins)	55	25	0	0	30	80	215
% of Time Occupied	14%	6%	0%	0%	7%	20%	53%

12:10 PM					Checked Facebook		E-mail
12:15 PM							ESPN
1:20 AM	Text sent						Watched a movie downloaded from Netflix via an XBOX 360
1:25 AM	Text recieved						
1:30 AM	Text sent						
1:35 AM	Text recieved						
3:30 AM							Watch College TV
3:40 AM					Checked Facebook		Checked e-mail
3:45 AM							Registered for a conference
3:50 AM							Fantasy Baseball
3:55 AM		Call sent					Fantasy Baseball
4:00 AM		Call received					Fantasy Baseball
4:30 AM					Wall post	Gchatting	E-mail, ESPN
4:35 AM							Digg, watched YouTube video
4:40 AM					Put up a new Facebook status	Gchatting	NYTimes
4:45 AM							NYTimes
4:50 AM							NYTimes
4:55 AM							Digg
5:00 AM							Digg
5:05 AM							ESPN, did survey
5:10 AM							CollegeACB
6:00 AM					facebook	gchatting	
6:05 AM							Bought train ticket
6:10 AM							Browsed web
6:15 AM							Browsed web
6:20 AM							Browsed web
6:25 AM							Browsed web
6:30 AM							Browsed web
6:45 AM							Internet research for radio show
6:50 AM							
6:55 AM							
7:00 AM							
7:05 AM							
7:10 AM							
7:15 AM							
7:20 AM							
7:25 AM							
7:30 AM							
7:35 AM							
7:40 AM							
7:45 AM							
7:50 AM							
7:55 AM							

. . . . .

Exhibit 2C (continued)

Name: Eddie  
Class: 2011

Gender: Male  
Major: Economics and Legal Studies

	Me on My Phone			Me Online for School	Me Online for Other Reasons		
	text	call	other		Facebook	Google	other
Total Time (mins)	55	25	0	0	30	80	215
% of Time Occupied	14%	6%	0%	0%	7%	20%	53%

8:00 AM							
8:05 AM							
8:10 AM							
8:15 AM							
8:20 AM							
8:25 AM							
8:30 AM							
8:35 AM							
8:40 AM							
8:45 AM							
8:50 AM							
8:55 AM							
9:00 AM							
9:40 AM		made phone call					
9:45 AM					logged in		E-mail, ESPN
9:50 AM							College Newspaper
9:55 AM							College Newspaper
10:05 AM	text received						
10:10 AM	text sent						
10:20 AM	text sent, recieved						
11:15 AM		called friend					
11:30 AM	text recieved						
11:40 AM		called 2 friends					
12:00 PM	text sent						
	text recieved, text sent						
12:05 PM							
1:15 AM	sent tesxt						Fantasy Baseball, E-mail

**Exhibit 2D: Technology Diary, Subject 4 of 5**

Name: Damien  
Class: 2011

Gender: Male  
Major: Economics

	Me on My Phone			Me Online for School	Me Online for Other Reasons		
	text	call	other		Facebook	Google	other
Total Time (mins)	65	45	55	130	100	50	265
% of Time Occupied	9%	6%	8%	18%	14%	7%	37%

10:00 AM		called girlfriend					
10:05 AM		called girlfriend					
10:10 AM		called girlfriend					
10:15 AM		called girlfriend					
10:20 AM			checked e-mail				
10:25 AM			checked e-mail				
10:30 AM				Wikipedia search			
10:35 AM				Wikipedia search			
10:40 AM				investopedia-ed			
10:45 AM							
10:50 AM							
10:55 AM							
11:00 AM				managed StockTrak portfolio			
11:05 AM							
11:10 AM							
11:15 AM							
11:20 AM							Checked e-mail
11:25 AM							checked e-mail
11:30 AM							
11:35 AM					responded to FB messages		
11:40 AM							
11:45 AM							
11:50 AM					Browsed FB	searched for info for school project	
11:55 AM					Browsed FB		
12:00 PM							Sent e-mail using Yahoo
12:05 PM							
12:10 PM	texted friend						
12:30 PM	texted friend						
1:00 AM							
1:05 AM							
1:10 AM				In class: browsing energy-related news articles			
1:15 AM							checked e-mail
1:20 AM							checked e-mail
1:25 AM							
1:30 AM							
1:35 AM					In class: Random Facebooking		Checked e-mail
1:40 AM							checked e-mail
1:45 AM							checked e-mail
1:50 AM							checked e-mail
1:55 AM							
2:00 AM							
2:05 AM					In class: Random FB'ing		In class: reading through ESPN
2:10 AM							
2:15 AM							
2:20 AM							
2:25 AM	texted GF						
2:30 AM	Texted friends-						
2:35 AM	made dinner plans						
2:45 AM			checked e-mail				

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Exhibit 2D (continued)

Name: Damien  
Class: 2011

Gender: Male  
Major: Economics

	Me on My Phone			Me Online for School	Me Online for Other Reasons		
	text	call	other		Facebook	Google	other
Total Time (mins)	65	45	55	130	100	50	265
% of Time Occupied	9%	6%	8%	18%	14%	7%	37%

3:20 AM							ESPN
3:25 AM							ESPN
3:30 AM				Looking up Chinese characters online		Youtubing more random videos	ESPN
3:35 AM							ESPN
3:40 AM							ESPN
4:00 AM		called friend					
4:10 AM			checked e-mail				
5:15 AM	received text						
5:20 AM	replied to text						
5:30 AM			checked e-mail				
5:35 AM			checked e-mail				
5:50 AM		dinner					
6:10 AM	aboutdinner						
6:55 AM			checked e-mail				
7:20 AM							
7:25 AM							
7:30 AM				Researched alternative energy solutions			
7:35 AM							
7:40 AM					FB'ed while researching	Googled Hype 2009	
7:45 AM						Googled Hype 2009	
7:50 AM						Googled Hype 2009	
7:55 AM						Googled Hype 2009	
8:05 AM	called GF						
8:10 AM	called GF						
8:15 AM	called GF						
8:20 AM	called GF						
8:25 AM							checked ESPN
8:30 AM			Checked e-mail				checked ESPN
8:35 AM							checked ESPN
8:40 AM							checked ESPN
9:10 AM	texted GF						
9:20 AM							Watched movie
9:25 AM							Watched movie
9:30 AM							Watched movie
9:35 AM							Watched movie
9:40 AM							Watched movie
9:45 AM							Watched movie
9:50 AM							Watched movie
9:55 AM							Watched movie
10:00 AM							Watched movie
10:05 AM							Watched movie
10:10 AM							Watched movie
10:15 AM							Watched movie
10:20 AM							Watched movie
10:25 AM							Watched movie
10:30 AM							Watched movie
10:40 AM			checked e-mail				
10:50 AM		called roommate					
10:55 AM		called roommate					
11:20 AM					FB messaged friend		
12:15 PM							Imeem- music



Exhibit 2E: Technology Diary, Subject 5 of 5

Name: Jenny L  
Class: 2012

Gender: female  
Major: Communication Studies & IMC

	Me on My Phone			Me Online for School	Me Online for Other Reasons		
	text	call	other		Facebook	Google	other
Total Time (mins)	30	45	10	125	40	25	80
% of Time Occupied	8%	13%	3%	35%	11%	7%	23%

9:00 AM			alarm				
9:15 AM						checked gmail. read 5 new emails.	
9:20 AM					Looked at profile		
9:30 AM							BibleGateway, look up a passage
11:10 AM	texting						
11:35 AM					checked facebook		E-mail (Gmail)
11:45 AM							LA Times
11:50 AM							LA Times
11:55 AM							LA Times
1:15 AM							youtube videos
1:20 AM							youtube videos
2:30 AM					facebook chat		
2:35 AM					facebook chat		
2:40 AM					facebook chat		
2:45 AM					facebook chat		
2:50 AM				Class Website			
2:55 AM				Class Website			
3:00 AM		brother called.					
3:05 AM		brother called					
3:30 AM				University Website:			
3:35 AM				researching classes			
5:00 AM							imeem: listening to music while studying
5:05 AM							
5:10 AM							
5:15 AM							
5:20 AM							
5:25 AM							
5:30 AM							
5:35 AM							
5:40 AM							
5:45 AM					wrote on friend's wall		
6:00 AM	friend texted						
6:05 AM	texted a friend						
6:15 AM				googledoc for group project			
7:25 AM		parents called					
7:30 AM		parents called					
7:35 AM		parents called					
7:50 AM		friend called					
7:55 AM		friend called					
8:00 AM	texted friend						
8:05 AM	friend texted						
8:30 AM						checked gmail	
8:35 AM					checked profile		
8:45 AM		called mom					
8:50 AM		called mom					
8:55 AM	friend texted						
9:50 AM				gmail/googledoc group for project			

. . . . .

Exhibit 2E (continued)

Name: Jenny L  
Class: 2012

Gender: female  
Major: Communication Studies & IMC

	Me on My Phone			Me Online for School	Me Online for Other Reasons		
	text	call	other		Facebook	Google	other
Total Time (mins)	30	45	10	125	40	25	80
% of Time Occupied	8%	13%	3%	35%	11%	7%	23%

10:00 AM						gchat	
10:05 AM						gchat	
10:10 AM						gchat	
11:00 AM							
11:05 AM				research on google			
11:10 AM				books			
11:15 AM							
11:20 AM				research on google			
11:25 AM				research on google			
11:30 AM				research on google			
11:35 AM				research on google			
11:40 AM				research on google			
11:45 AM				research on google			
11:50 AM				research on google			
11:55 AM				research on google			
12:00 PM				research on google			
12:05 PM				research on google			
12:10 PM				research on google			
12:15 PM				research on google			
12:20 PM				research on google			
12:25 PM				research on google			
12:50 PM			checked voicemail				
2:00 AM				project			

**Exhibit 3: Focus Group, Transcript Excerpts**

*Participants: Sarah (S); Karen (K1); Travis (T); Mary (M1); Ken (K2); Marion (M2)* (NU undergrads; different intended majors and GPA; all but one are freshmen; 4 females and 2 males)

TOP- OF-MIND FAVORITE BRANDS:

- S:* Puma, Neutrogena, iPod
- K1:* Apple, Au Bon Café, Mizuno shoes
- T:* Reebok, Microsoft, Wilson (footballs)
- M1:* Kleenex, Apple, AT&T
- K2:* Honda, Old Navy, Verizon
- M2:* Jessica McClintock, Odwalla, Apple

PLANET EXERCISE

*Moderator:* Imagine a Microsoft planet and a Google planet. Describe these planets to me—people who live there, landscape, and whether you would want to go there.

*Group Answer:*

	Microsoft Planet	Google Planet
Planet, climate, landscape	Big and flat. Everything is familiar, just like here. Climate mild, even.	Pretty big and crowded. Landscape and climate—anything is possible on this planet. It's a really big planet.
People	They don't like change. Old people. Public school teachers.	Anyone lives there, people from all walks of life.
Would you live there/go on vacation?	No. It's familiar but also boring. Would not vacation there. Maybe go on business. Would online shop from this planet. Would explore Microsoft Office part maybe, but would not want to travel elsewhere on this planet.	Yeah, why not. It's like Earth, pretty much.

*Moderator:* Now you are a travel agency selling vacation packages to the Microsoft and Google planets. How would you advertise them to people? How would you get people to come to visit the planets—what's your pitch?

*Group Answer:*

Microsoft Planet	Google Planet
"Everyone comes here."	"You can do whatever you want."
"You will never get lost."	"Everything is there."
"It's a good old place you can always go back to."	"Everyone will love/enjoy it."
"Here is more convenient."	

**Exhibit 3** (continued)

DISCUSSION OF BIG TECHNOLOGY NAMES IDENTIFIED BY STUDENTS: MICROSOFT, APPLE, GOOGLE

*T:* [I would rank them as] Microsoft, Google, Apple.

*Moderator:* Why did you rank them the way you did?

*T:* That's because [the first] two are the ones I use the most out of the three. And I don't have an Apple computer. I just never had any motivation to switch. Apple is kind of picking it up lately. I'd say [the number of people using Macs and PCs is] like even now.

*M1:* I feel like people who use Apple feel that the only thing they would use from Microsoft is Microsoft Office, whereas the other way around I feel that people who use MS would like to use more products from Apple.

*Moderator:* And why do you think Apple people use MS Office?

*M1:* I just think Apple people would download the Mac version of Office just because that's what you grew up with and it's easy to use.

*M2:* The reason that people a lot of time stay with Microsoft is because they are used to it. That was true with me too. But Apple, they help you a lot through that process. They understand. Also, a lot of their products work together. I use Google a lot. Microsoft Office is the only thing I use from Microsoft, basically. Google just brings a lot of new things in there. They are very simple to use. I feel like both Apple and Google go for the more simple way of doing things. I think they make the things easier. It does not hurt your eyes unlike [Microsoft Office], when it's like too much stuff. It's just easy.

*S:* Reputation-wise [I would rank them as] Apple, Microsoft, Google. Apple is just a new, cool brand to use and I heard so many good things about it, for example, like, you don't get any viruses, and I always crash my MS computers. I chose Microsoft over Google because I feel like MS offers more stuff. Everything that was mentioned here [for Google] was always programs and services, it's not like . . . Well, you can buy services of course too . . . but . . . I feel like MS is still bigger than Google . . . I don't know It's like in a different category.

DISCUSSION OF MICROSOFT, APPLE, GOOGLE ADVERTISING ON CAMPUS

*Moderator:* Does Apple advertise on campus?

*M1:* Just in that store, I guess. When that first came out, they had more advertising.

*Moderator:* And does Google advertise on campus?

*M1:* Yes—they actually had a tent, maybe like in the beginning of the year, and they were giving out free stuff.

*K2:* T-shirts and whiteboards and freebies. Weird combination. I have a Google whiteboard on my door right now. They wanted to know which applications we were using outside of school.

They wanted to know how often we used them. They were asking people while you were in line for the free stuff.

*M1:* I don't think MS advertises at all on campus.

*All:* Yes.

*M2:* I don't think we get any recurring advertisements [from the same company] here.

*All:* Yes. Google just did that one thing.

Exhibit 4A: One-on-One Interviews, Respondents Set 1

Respondent	Shalini	Mengyi	Natalie	Stephanie
Gender	F	F	F	F
Year	freshman	Sophomore	freshman	Junior
Major	Economics, Mathematical Methods & Social Sciences	Economics, Math, Math in Social Sciences	Materials Science and Engineering	Journalism
Advertising an promotions on campus - UNPROMPTED	USBank (free flash drives); DURING NEW STUDENT WEEK: STA Travel; Rockstar; Starbucks; Apple. Also, Chipotle gives coupons at sporting events, and US Cellular gives free towels and hats at games	Starbucks - in School Newspaper, Local restaurants; remarked about storage company advertising - they have to reach out in person to get people signed up so they are everywhere. Noted the tent in front of the Arch. Clicks ads on Facebook but not Google. Never noticed Apple or Google.	Kaplan - raffle off free courses at Society for Women Engineers meetings; give candy to take fliers Deloitte - recruiting fliers CampusSolutions - fliers, set up booth on campus; spoke at a dorm event; hire student ambassadors to go door to door in dorms UPS - set up stands in front of Tech building, fliers	Norris - promoting Norris services to students: flyers, tv screens, table tents, posters in elevators; painting the Rock; flyers on the ground; free handouts; newspaper ads // PROMPTED: handouts at the Rock, ifrequent (Pepsi or Coke giveaways)
What are the main websites used most often?	Northwestern website; Google.com; YouTube; CNN.com; Nytimes; MSN India	Facebook; Google; NWU email; NULink; News - CNN, NYTimes, Chines news sites	NU gmail Washington Capitals' (hockey team) blog Facebook fmylife.com Yahoo sports hockey blog	Google (Gmail), Facebook, Pandora, News (Boston.com, Chicago Tribune, Daily Northwestern), Weather, Huddle, Woot, fmylife, textsfromlastnight
What are the software packages that you use?	Firefox; iTunes; MSOffice (NON-PROMPTED)	Mac, Office (unprompted), Firefox, Googledocs (prompted)	Office, Matlab	MS Office, Adobe suite, Firefox, iTunes
MS Office functions Usage	Word, Powerpoint, Excel (occasionally uses Access, Outlook Express)	Word, excel, ppt	excel, powerpoint, word	Word, Excel
Proficiency	Word: 9/10; Powerpoint: 7/10; Excel: 8/10	N/A	6 for all	Word: 8, Excel: 4
Best things	Word: Undo feature, 2007 has nice layout; Powerpoint: Very flexible; Excel: Likes functionality	Everyone uses it so you're forced to use it, easy to share work because standardized, can make job easier because of standardization	excel - powerful/useful once you figure it out powerpoint - easy to use; templates are convenient to make things look nice word - writing basics are straightforward	Word: spell check, easier than handwriting, lists (bullets, numbered list); Excel: organized, auto-calculations, graphs
Worst things	Word and Powerpoint: Difficult to figure out at first; Excel: features could be enhanced	Doesn't like new version. Confusing. Knows it's powerful but functions not "approachable". Features are hard to find/learn	excel - high learning curve; had to ask others to learn (went to friends) powerpoint - navigation in Vista is difficult, formatting is a pain word - inserting figures is difficult, formatting is hard, drawing is impossible and not intuitive	Word: autocorrect, inflexibility of tables and lists, grammar check; Excel: autocorrect in formatting, complex features that she doesn't know how to use

. . . . .

Exhibit 4A (continued)

Respondent	Shalini	Mengyi	Natalie	Stephanie
Gender	F	F	F	F
Year	freshman	Sophomore	freshman	Junior
Major	Economics, Mathematical Methods & Social Sciences	Economics, Math, Math in Social Sciences	Materials Science and Engineering	Journalism
<b>Learning process</b>	Learned all 3 programs in elementary school or junior high; learned basic features in classes, and then self-taught herself additional features over time.	N/A	<b>excel</b> - middle school tech class taught by a teacher <b>word/powerpoint</b> - self taught (basics were easy (75% of use), other stuff was difficult (25% of use))  also noted after being asked that she would not take a formal class to learn more about office or google apps	<b>Word</b> : can't remember when she learned, has used it for a long time, used to like Word Perfect better; <b>Excel</b> : learned during, her father taught her
<b>Parents influencing</b>	Laptop (her father talked her out of getting an Apple)	Last summer on a suitcase. She wanted another one but they suggested one that was more functional, better quality, and better price	Clothes - went shopping with her mom. Recommended not to buy because of quality issues and pricing. (H&M) Parents influenced on price ceiling she should keep in mind	"Always". Spring Coat, her parents discouraged her to purchase it b/c she didn't need it. Last cell phone (Jan 2009) talked to her about price and features
<b>Friends influencing</b>	A little; she recently bought a pair of pants as a result of a friend's advice	Clothes and restaurants	CVS - her friend persuaded her to buy makeup because there was a 2 for 1 deal	Clothes shopping, last week, offer opinions on clothing and encourage her to buy things if she's worried about the price
<b>Professors influencing</b>	Stata (statistical software). She asked her prof for a recommendation of a statistical software package--which was not required for her class--and he recommended STATA)	Textbooks because they are required	None	audio-visual equipment, advise on prices, needed features, and what others in the industry/school are using

Exhibit 4B: One-on-One Interviews, Respondents Set 2

Respondent	Courtney	Rafal	Hallie	Megan
Gender	F	M	F	F
Year	senior	junior	freshman	senior
Major	intl studies	mech engineering/business	journalism	Industrial Engineering & Economics
Advertising an promotions on campus - UNPROMPTED	Monster energy drink(free product); chicken wings, not sure about the company name (glass cup and T-shirts at the Rock); Domino's pizza (free of charge pizza for student events): used to do it A LOT, not any more. GRE/GMAT/LSAT free classes and discounts	Mainly gets his info from student-run publications. From ads in these, recalls BCG; Campbell Soup; Travel services (i.e. American Airlines). AVOIDS promotions, giveaways. SEMI - PROMPTED on other technology: MS or Dell, not sure, had a representative in Norris.	Coke (promotion at the Rock) - free Coke Zero give aways; Ben & Jerry (but not sure)	Google bus (although she didn't go); Vitamin Water; UPS/summer storage companies (although this was less like advertising and more that they are selling services)
What are the main websites used most often?	Facebook, Gmail, Last.FM (music community), member since 09/2007. (Note: actively volunteers a lot (!) of information on how the Last.FM site works, how interesting it is. Uses free version; aware of subscription option but feels fee "not really worth it").	College website for students: tech support, academic, student life; food; email/class websites. Apple - because interested in the product. "Cool, nice design, considered buying but thinks it's overpriced". cnet.com; ESPN; sites related to bicycling.	Facebook; Northwestern sites; CNN; Fox; newsblogs	Facebook; Google; Hulu; New York Times
What are the software packages that you use?	SIMS; MS Office (UNPROMPTED); Last.FM; Picasa; VLC; i-Tunes; Google Notifier (wonders if it's a software)	MS Office (TOP OF MIND, UNPROMPTED); Ultima; Adobe Creative Suite (interested in Photoshop/Flash); Stata; MatLab (engineering software). Google docs (UNPROMPTED) Huddle.com ("Good collaborative site")	Adobe Creative Suite (video editing) - need for journalism classes; MS Office Professional (UNPROMPTED)	MS Office Professional (UNPROMPTED); specific engineering applications
MS Office functions Usage	Word, Excel (not for math functions, but like Word, for text tables), Powerpoint. Experimented with Entourage, but found Google easier to use.	Word, Excel, Powerpoint; to lesser extent: OneNote; used Outlook because had to for work, but does not prefer it.	Word, Excel, Powerpoint; Picture Manager; Outlook; Flash	Word, Excel, Powerpoint (also *aware* of Publisher, Access, Outlook, and Frontpage, but does not use)
Proficiency	Word 7/10 ("there are many tips that I don't really know how to use". Excel 5/10 (basic skills only -i.e. for her it's word-like tables). Powerpoint 3/10 ("Can I make the presentation? Yes! Do I know how to make it special? No!)	Disclaimer: "Whatever I use, I know 100%, but I know I don't know a lot of what is there and I don't know how much I am missing of what's available". Thus, guessing: Word 6/10; Excel 4/10 ("there must be so much more power in there!"); Powerpoint 5-6/10.	Word 8-9/10; Excel: 3/10; Powerpoint 8-9/10;	Word: 9/10; Powerpoint: 8/10; Excel: 9/10

. . . . .



Exhibit 4B (continued)

Respondent Gender Year Major	Courtney F senior intl studies	Rafal M junior mech engineering/business	Hallie F freshman journalism	Megan F senior Industrial Eng & Economics
Best things	Everyone uses	Like 2007 layout. Like that it's on your computer, not on the browser. <b>Google docs</b> collaborative tool used before but found trickier and sometimes slow b/c it is not on the computer. MS is universal, everyone uses. Powerpoint is really powerful if know how to use properly. Excel is something "one just must know".	Everybody uses; easy to save; compatible.	Word: easy to use; Excel: convenient and easy to use--uses macros and add-ons.
Worst things	1. "Vista makes me crazy" Don't know what to look for, not streamlined. Need to save files as docx, problems with people who had older versions. "Why did they do that? It's like they did not want it to be compatible with itself". Many problems, especially in the beginning, people asked to resend documents many times. Poor planning. 2. "I feel it's all there [in the MS Office] I just don't know how to use it".	<b>Price.</b> For me was affordable because I got at student price at \$70 (UNPROMPTED MENTION of student discount). I know a lot of people transition and experiment with the Open Office. Compatiubility issue.	<b>Word:</b> spelling bothers ("Can it not highlight my name as wrong every single time?") <b>Excel:</b> could be more explicit, especially for the first-time users. I use it for charts mainly.	<b>Word:</b> formatting can be difficult (but is improved in new version), the docx extension is annoying because not everyone can read those files if they're operating an older version; Powerpoint: feels limited by the color schemes offered; Excel: powerful program, but many of its secrets are hidden
Learning process	<b>Word</b> "kind of happened", middle school projects, no learning apart from typing exercises in school. <b>Excel</b> - 7th grade - basic spreadsheet in the computer class, and then "kind of asked people"; <b>Powerpoint</b> - use least, only learned in college, by myself. <i>INTERESTING: 'Just yesterday went on Microsoft Help and got to the site with Tutorial, was kind of useful, never did that before'.</i>	<b>Word</b> "no one helped, kind of was there". Word of mouth. <b>Excel</b> - totally word of mouth, some friends started saying "it's an awesome calculator". In college sophomore-junior year in chemistry and other classes showed some trivial stuff, like basic spreadsheets. I needed to learn for my internship (sophomore year, mech engineering). <b>Powerpoint:</b> much earlier, high school for presentations.	<b>Excel:</b> Dad helped. He uses math functions a lot. Had a computer class in freshman year of high school, but forgot most of it now. <b>Powerpoint:</b> middle school. Used to be big in journalism classes, now phased out by video editing assignments. <b>Word</b> - don't remember, "kind of happened". You start with educational games and then you kind of transition to typing.	Laptops were required in high school, so she learned to use the 3 programs. <b>Excel:</b> really became proficient in college through finance and engineering classes. Word of mouth teaching (e.g. re: cool functions) and being taught by her boss at her internship
Parents influencing	No unless pay for stuff (i.e. plane tickets home)	Car. Wanted to get used, Dad insisted to add money and get brand new.	Camera. Dad suggested better/more expensive one because (Nikon); was higher quality. In general, consults Dad on tech supplies.	Not really. Laptop purchase (due to budget she was given)
Friends influencing	Definitely more so than anyone else. Recently needed external Hard Drive, went around and asked.	Friends recommend products, but always do own research on web. Last influenced: this fall, road bike. On everything that has technical variables, always try to find who owns similar stuff and ask.	We talk about stuff, but in general I am very independent in my decisions also because I shop very cheap.	Clothing and food products
Professors influencing	Not really. But some of them "rave about" Macs, but I have a Mac already.	School stuff mainly. Books. Bought one non-mandatory book after prof recommended because interested in the subject a lot.	In journalism classes, professors often recommend computers. Some rave about Macs, some say they like PC more.	Simulation software (she sought a professor's advice); mentioned a case study on a clothing company in class, she later went to the company's website and purchased clothing

**Exhibit 5: Student Survey**

First Name
<input type="text"/>

Last Name
<input type="text"/>

Preferred Nickname (Optional)
<input type="text"/>

E-Mail Address
<input type="text"/>

Undergraduate Expected Graduation Year				
2009	2010	2011	2012	2013
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is/are your expected majors?
<input type="text"/>

On an average weekday, how much time do you spend online for THINGS NOT DIRECTLY RELATED WITH ACADEMIC WORK?
<input type="radio"/> Under 1 hour
<input type="radio"/> 1-2 hours
<input type="radio"/> 2-3 hours
<input type="radio"/> 3-5 hours
<input type="radio"/> 6+ hours

.....

**Exhibit 5 (continued)**

What clubs and extracurricular activities do you participate in?
<input type="text"/>

Your current GPA (please note we will NOT be preselecting the highest or lowest GPA, we ask this question to ensure a diverse respondent group)
<input type="radio"/> Above 3.70 <input type="radio"/> 3.70 - 3.50 <input type="radio"/> 3.49 - 3.00 <input type="radio"/> 2.99 - 2.50 <input type="radio"/> Under 2.49

Do you own any of the following phones?
<input type="checkbox"/> iPhone <input type="checkbox"/> Palm Trio <input type="checkbox"/> Blackberry <input type="checkbox"/> Other Smartphones (Please Specify) <input type="text"/>

% of online messages (non-instant messaging) you send to friends through social networking sites like Facebook/MySpace instead of traditional e-mail
<input type="radio"/> Never <input type="radio"/> 1% - 25% <input type="radio"/> 26% - 50% <input type="radio"/> 51% - 75% <input type="radio"/> 76% - 100%

What tools do you use to collaborate for group projects?
<input type="checkbox"/> E-Mail <input type="checkbox"/> Google Docs <input type="checkbox"/> Wikis <input type="checkbox"/> Blogs <input type="checkbox"/> Other tools <input type="text"/> <input type="checkbox"/> Microsoft Office

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**Exhibit 5** (continued)

Do you have a Twitter account? If yes, please describe how often you post tweets.		
Yes, I tweet often <input type="radio"/>	Yes, I tweet infrequently <input type="radio"/>	No <input type="radio"/>

Are you a U.S. citizen?	
Yes <input type="radio"/>	No <input type="radio"/>

Please re-type your e-mail address (to ensure correctness)
<input type="text"/>