



# Media and Online Usage Questionnaire 2015

## Brief Summary of Data Received and Response Plan Details

15<sup>th</sup> November 2015

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### Timeline

Wed 26 <sup>th</sup> May	Technology Advisory Group formed. Questionnaire discussed.
Monday 4 <sup>th</sup> Jun	Draft Questionnaire tabled at COM. Decision to issue a Questionnaire in 2015 taken.
Jun to Sep	Drafting, discussion, redrafting, alerting the members, printing, mail out, posting.
Tuesday 29 <sup>th</sup> Sep	Questionnaire posted.
Friday 23 <sup>rd</sup> Oct	Closing Date for Questionnaire returns.
Sunday 1 <sup>st</sup> Nov	Data entry of 209 returns completed.
Monday 2 <sup>nd</sup> Nov	Brief overview of results presented COM meeting. Decision to hold a meeting to analyse the results and begin planning a response.
Wed 4 <sup>th</sup> Nov	Notice of Analysis and Response Planning meeting and Preliminary Report and Data Set (23 pages) sent out.
Sunday 8 <sup>th</sup> Nov	Report and Data Set v3 (52 pages) sent out.
Tuesday 10 <sup>th</sup> Nov	Questionnaire Analysis and Response Planning Meeting.

### Returns Received

Four hundred copies were sent out—one to each household. Two hundred and twenty completed forms have been returned. The actual number of members that represents is uncertain, for only one form was sent to each household and some members have told us their completed return represents the views of two. We can say, with certainty that well over two hundred members have used the Questionnaire to express their views and detail the assistance with digital skills they would like to receive from U3A. One hundred and eighty forms were not returned. We can surmise about what those members would have told us, but all we can know is: we do not have that information. We may obtain information from some of those members as discussions continue.

## Summary of Responses by Statement Category

Data Set for 209 Returns

The Questionnaire contained 138 statements. Recipients were instructed to:  
*“Please tick every statement that applies to you.”*

The responses received to the nine categories of statement on the Questionnaire are detailed separately:

Media Use .....	2
Computer Use .....	2
Internet Use .....	3
Mobile Phone Use.....	3
Digital Photography .....	4
Games and Online Media .....	4
Online Security .....	5
U3A Facilities .....	5
Assistance Sought .....	5

### Media Usage

Statement	No.	%
1 I occasionally play LP records	57	27.3
2 I occasionally play Audio Cassette tapes	45	21.5
3 I occasionally play Video Cassette tapes	41	19.6
4 I occasionally play Audio CDs	129	61.7
5 I occasionally play DVDs	153	73.2
6 I occasionally play Blu Ray discs	18	8.6
7 I occasionally play Audio Files	39	18.7
8 I occasionally play Video Files	48	23.0
9 Media played - additional statement: _____	3	1.4
10 I have converted Tapes/LP tracks to media files	11	5.3
11 I have converted Audio CDs to media files	35	16.7
12 I have converted Media files to other formats	18	8.6
13 Media conversion - additional statement: _____	2	1.0

### Computer Use

Statement	No.	%
14 I use a desktop computer	121	57.9
15 I use a laptop/notebook computer	110	52.6
16 I use a tablet computer	87	41.6
17 I use a computer with assistance	40	19.1
18 I am a competent computer user	100	47.8
19 Computer Competence - additional statement: _____	13	6.2
20 I use a computer Regularly	156	74.6

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21	I use a computer Infrequently	28	13.4
22	Computer use frequency - additional statement: _____	3	1.4
23	I use a Windows Computer	158	75.6
24	I use a Macintosh Computer	35	16.7
25	I use a Linux Computer	3	1.4
26	Computer used - additional statement: _____	2	1.0
27	I have attended U3A Bendigo Computer courses	56	26.8
28	I have attended U3A Bendigo Computer User Group sessions	18	8.6
29	U3A Computer sessions - additional statement: _____	5	2.4

### Internet Use

Statement	No.	%	
30	I browse the internet when searching for information	172	82.3
31	I use email	180	86.1
32	I pay bills and do banking online	94	45.0
33	I check manufacturers sites and product reviews when making purchasing decisions	100	47.8
34	I check the internet to compare prices prior to making purchases	88	42.1
35	I purchase items from online stores	83	39.7
36	I use the internet to book accommodation/airline flights/tickets to events.	108	51.7
37	I use Facebook	68	32.5
38	I use Twitter	9	4.3
39	I use Skype	62	29.7
40	Internet Use - additional statement: _____	6	2.9
41	I would like to access the internet but do not know how	14	6.7

### Mobile Phone Use

Statement	No.	%	
42	I use a mobile phone	181	86.6
43	I send and receive text messages on my phone	149	71.3
44	Mobile Phone Use - additional statement: _____	6	2.9
45	I send and receive emails on my phone	39	18.7
46	I listen to music files on my phone	22	10.5
47	I listen to radio stations on my phone	22	10.5
48	I take photos with my phone	86	41.1
49	I check the weather forecast on my phone	59	28.2
50	I check sports scores on my phone	20	9.6
51	I access street maps on my phone	52	24.9
52	Smart Phone Use - additional statement 1: _____	6	2.9
53	Smart Phone Use - additional statement 2: _____	1	0.5

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### Digital Photography

Statement	No.	%
54 I use a digital camera	152	72.7
55 I print selected photos at home	60	28.7
56 I get photos printed at a store	101	48.3
57 I create flip albums from photos	12	5.7
58 I display photos on a TV	54	25.8
59 I display photos on a computer	99	47.4
60 I display photos in a Digital Photo Frame	27	12.9
61 I burn photos to CD/DVD	35	16.7
62 I make short videos/films	14	6.7
63 Digital Camera Use - additional statement: _____	2	1.0
64 I have scanned photos and slides	80	38.3
65 I have scanned documents	105	50.2
66 Scanner Use - additional statement: _____	2	1.0

### Games and Online Media Use

Statement	No.	%
67 I use a video game console	1	0.5
68 I play computer games or simulations	57	27.3
69 Video Game Use - additional statement: _____	1	0.5
70 I have an ebook reader	34	16.3
71 I purchase ebooks	31	14.8
72 I borrow eBooks from a Library	20	9.6
73 Ebook Use - additional statement: _____	1	0.5
74 I purchase music online	23	11.0
75 I purchase videos online	12	5.7
76 I subscribe to an online newspaper	31	14.8
77 I subscribe to an online magazine	20	9.6
78 Online Purchases - additional statement: _____	1	0.5
79 I do not know what media streaming is	96	45.9
80 I use a computer to stream media	28	13.4
81 I use a smart phone/a tablet PC to stream media	23	11.0
82 I use a smart TV to stream media	14	6.7
83 I have accessed programs from ABC iView and/or SBS On Demand	82	39.2
84 Free Media Streaming - additional comment _____	0	0.0
85 I do not know what a Video-on-demand service is	90	43.1
86 I subscribe to an online Video-on-demand service	9	4.3
87 Video-on-demand Subscription - additional statement _____	1	0.5

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### Online Security

Statement	No.	%
88 I am aware of security issues and I feel that I am able to use the Internet safely	150	71.8
89 I am reluctant to go online because of security concerns	27	12.9
90 My computer has been/is compromised by a virus contracted while online	43	20.6
91 I have been compromised financially when my online information was obtained by others	11	5.3
92 I have never been compromised by online activity	97	46.4
93 Online Security - additional statement: _____	6	2.9

### U3A Facilities

Statement	No.	%
94 I visit the U3A Bendigo Website	86	41.1
95 I access The BUZZ online	89	42.6
96 I have corresponded with U3A Bendigo via email	45	21.5
97 I have accessed U3A Bendigo's WiFi network at St Mary's	23	11.0
98 I have attended activities where U3A Bendigo's Video Projector is used	53	25.4
99 I have used U3A Bendigo's Video Projector to present information or play media to groups	8	3.8
100 I have used my computer to prepare course material for and/or to present media to U3A Bendigo groups	18	8.6
101 I have used my computer to prepare documents for U3A Bendigo	21	10.0
102 Involvement with Tech at U3A - additional statement 1 _____	1	0.5
103 Involvement with Tech at U3A - additional statement 2 _____	0	0.0

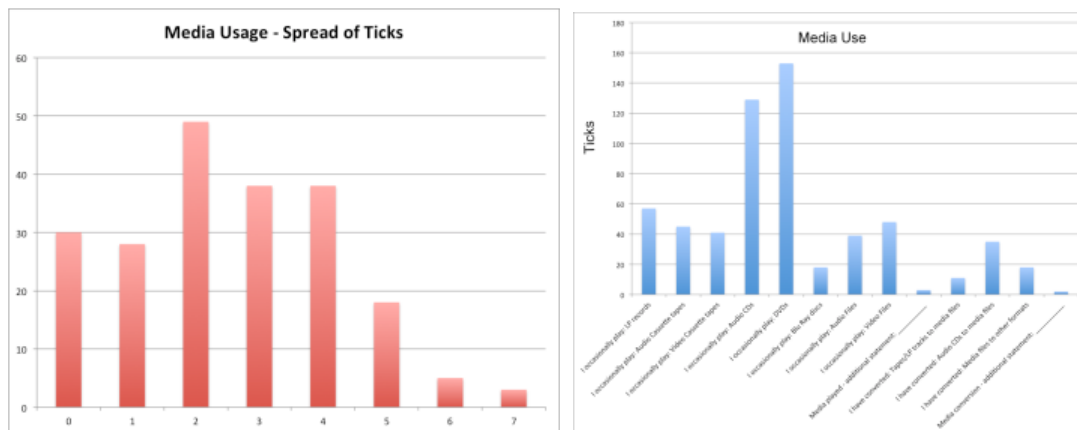
### Assistance Sought

Statement	No.	%
104 Operating a Windows computer	58	27.8
105 Operating a Macintosh computer	23	11.0
106 Operating a Linux computer	2	1.0
107 Operating a _____	3	1.4
108 Backing up the data on my computer	55	26.3
109 Establishing an internet connection	13	6.2
110 Setting up a WiFi Modem	25	12.0
111 Online security measures	36	17.2
112 Browsing and searching internet sites	18	8.6
113 Sending and receiving emails and attachments	24	11.5

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114 Using social media Facebook	31	14.8
115 Using social media Twitter	17	8.1
116 Using social media Skype	29	13.9
117 Using social media Additional statement: _____	1	0.5
118 Operating a Smart Phone Model: _____	37	17.7
119 Operating a Tablet PC Model: _____	25	12.0
120 Operating an eBook Reader	24	11.5
121 Operating a Smart TV	29	13.9
122 Operating a Media Player	16	7.7
123 Operating a Portable Music Player	12	5.7
124 Converting Tapes and CDs to audio files and accessing the files	34	16.3
125 Editing and displaying digital photos	45	21.5
126 Converting photos and slides to digital images	44	21.1
127 Scanning documents	32	15.3
128 Downloading content from internet sites	32	15.3
129 Accessing media streaming services such as ABC iView and SBS On Demand	34	16.3
130 Accessing Podcasts	29	13.9
131 Subscribing to a Video-on-demand service	19	9.1
132 Networking computers and Media Equipment	16	7.7
133 Storing and accessing media files from the home network	25	12.0

The tables above are extracted from: *Questionnaire 209 returns Report and Data Set v3.pdf* which also graphs the data:



The data is graphed two ways to show:

- 1) the spread of ticks placed by respondents in each category (left example above)  
These graphs also detail the number of respondents who did not place a tick against any item in the category.
- 2) the number of ticks placed against each statement in the category by respondents (right example, above).

Note: the interpretation of the ticks registered against Additional Statements (i.e. Questionnaire items which provided space for respondents to add their own statements) requires examination of the data in *All Written Responses*.

## What the Data is Telling Us

### Computer Use and Competency

Respondents supplied the following data on the computer types (Desktop, Laptop/Notebook, Tablet) used:

	<i>No.</i>	<i>%</i>
I do not use a computer	19	9.1
I use only one computer type	87	41.1
I use two computer types	78	37.3
I use all three computers	25	12.0
Total computer users	190	90.9

Respondents reported frequency of computer use as follows:

I use a computer regularly	156	74.6
I use a computer infrequently	28	13.4

Respondents reported their computer competency as follows:

I am a competent computer user	100	47.8
I use a computer with assistance	40	19.1
Computer users who did not rate competence	50	24.0

### Activity Requests Summary

Responses to items 104 through 138 on the Questionnaire allowed respondents to indicate assistance with digital technology matters.

The requests summary follows:

<i>ID</i>	<i>Statement</i>	<i>No</i>	<i>%</i>
I would like U3A Bendigo to offer activities where I could learn about:			
104	Operating a: Windows computer	58	27.8
105	Operating a: Macintosh computer	23	11.0
108	Backing up the data on my computer	55	26.3
109	Establishing an internet connection	13	6.2
110	Setting up a WiFi Modem	25	12.0
111	Online security measures	36	17.2
112	Browsing and searching internet sites	18	8.6
113	Sending and receiving emails and attachments	24	11.5
114	Using social media Facebook	31	14.8
115	Using social media Twitter	17	8.1
116	Using social media Skype	29	13.9
118	Operating a Smart Phone Model: _____	37	17.7
119	Operating a Tablet PC Model: _____	25	12.0
120	Operating an eBook Reader	24	11.5
121	Operating a Smart TV	29	13.9
122	Operating a Media Player	16	7.7
123	Operating a Portable Music Player	12	5.7
124	Converting Tapes and CDs to audio files and accessing the files	34	16.3

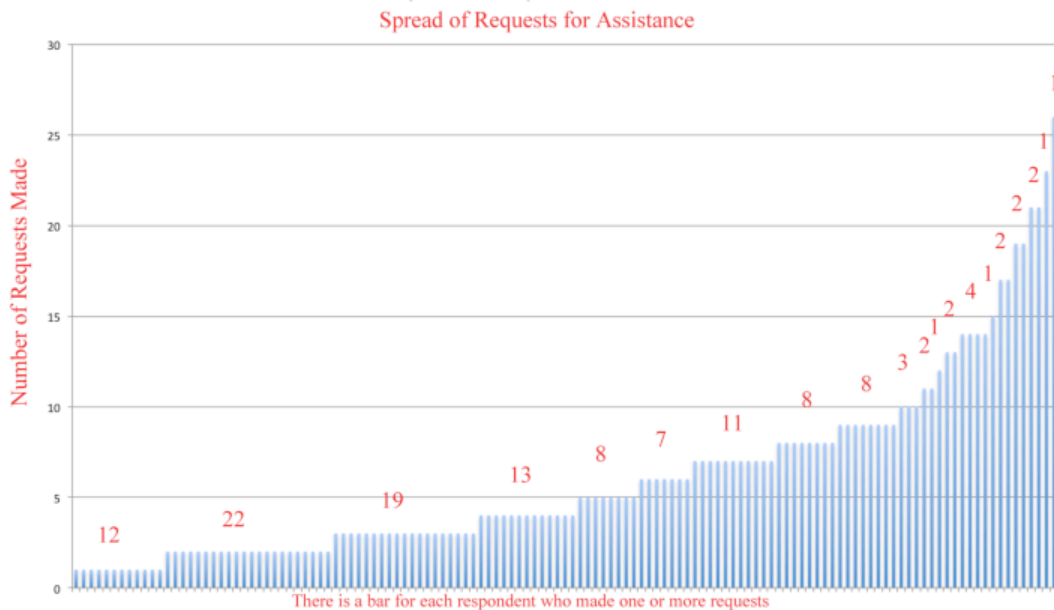
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125 Editing and displaying digital photos	45	21.5
126 Converting photos and slides to digital images	44	21.1
127 Scanning documents	32	15.3
128 Downloading content from internet sites	32	15.3
129 Accessing media streaming such as ABC iView and SBS On Demand	34	16.3
130 Accessing Podcasts	29	13.9
131 Subscribing to a Video-on-demand service	19	9.1
132 Networking computers and Media Equipment	16	7.7
133 Storing media files and accessing them from the home network	25	12.0

These items have been omitted from the table: 106, Operating a Linux computer (2 requests) and the open-ended responses 107, 117, 134-138. (Analysis of the written responses detailed in: *Questionnaire 209 returns Report and Data Set v3.pdf, page 32 ff, All Written Responses* is required).

### Spread of Requests

	No.	%
Respondent made no request for assistance	80	38.3
Respondent made 1 to 4 requests	66	31.6
Respondent made 5 to 9 requests	44	21.1
Respondent made 10 or more requests	21	10.0
 Number of respondents who requested assistance	 129	 61.7





## U3A Bendigo Media and Online Questionnaire – Brief Summary

There are many things buried in the data, but these five things stand out:

1. 19 respondents have indicated no use of digital devices and have made no requests re learning digital skills.
2. 71 computer user respondents have made no requests for assistance.
3. 100 respondents consider themselves to be competent computer users.
4. 129 respondents have requested assistance with digital skills development
5. Substantial groups of members have sought U3A assistance to develop competencies in the 27 skill areas listed on the previous pages.

## How We Intend to Respond

U3A Bendigo intends to do these things in response to the Questionnaire:

1. Support members who want U3A to provide activities that will assist them develop digital skills.
2. Support members who have no desire to attain digital competencies. U3A Bendigo will ensure they are always included in courses and activities, including those where digital technologies are used by participants to do course work.
3. Support members who may be at risk of isolation or exclusion from access to benefits and entitlements, whether it be due to lack of access to resources, reluctance or determination to avoid digital involvement.
4. Involve members who have achieved a level of digital competence in activities where they assist others who are seeking to develop skills.
5. Ensure the continued engagement in courses and activities of digitally competent members.
6. Ensure that office bearers and conveners are equipped to provide facilities and programs that meet the expectations of digitally competent members.

In the immediate future, U3A Bendigo will do these things:

### **Include a Digital Support Forum in the 2016 Prospectus**

DIGITAL SKILLS FORUM

Convener: Michael Gallagher

When: Weekly, 2 hours, day, time and room to be decided.

Where: U3A Bendigo

Starting Date: February 2016

Web page: <http://u3abendigo.com/dsf>

A weekly session to address the digital skills needs expressed in the *Media and Online Usage Questionnaire*: use of computers, tablets, phones, cameras, smart TVs, media players, interconnectivity, networking, data storage, downloading, streaming, updates, security, etc.... A flexible timetable will accommodate members' needs. Session topics will be published in advance in *The BUZZ* and on the Website. Specific sessions will address specific needs. Sessions for beginners and sessions for the advanced. Participants will bring their devices. Numbers will

be capped to ensure personal attention. One-to-one assistance at times when possible.

Members with expertise/experience will be sought as tutors, assistants, advisors and problem solvers. They will not be expected to “know everything”, but can expect to learn a lot by assisting others. Participants will learn general problem solving skills through discussion, Google searches, Internet support sites, testing and documentation procedures—some procedures, once worked out, will be put on the Digital Skills Forum web page.

### **Run a U3A Technology Day Program in January 2016**

The advertisement reads:

## **Summer Days with U3A Technology Day**

9:00 to 4:00 Friday 22nd January 2016

Join us for this day of short sessions where you can explore the digital world we now live in. The sessions cater for all skill levels from those wondering whether they should participate in the digital age or those seeking to enhance their digital skills.

- Venue: St Mary’s Anglican Church Hall, 195 High St Kangaroo Flat. Entrance at rear off Church Street.
- Admission: Non-members \$5, U3A Members FREE.
- Catering: tea coffee available throughout the day. Light Lunch, \$5.
- Computer, Camera and AV Media retailers will be invited to set up displays.

The program is aimed at a variety of people. From those who already have or are about to have a digital device: smart phones, tablets, PCs, smart TVs, etc. and want to be able to perform basic operations, to those who have some digital skills and want to learn more. We will do our best to answer all your queries and solve some of your problems.

We’re also hoping that you will be able to identify for us the sorts of digital media activities you would like to participate in during the year at U3A Bendigo.

### **Host and Participate in the Loddon Mallee Digital Day Out Program**

We will encourage U3A Bendigo members to actively participate and assist in hosting this event.

### **Publish the Questionnaire Results and Response Plan**

- The late returns to be entered into the data set.
- Summary reports and plans to be published in *The BUZZ* and discussed at Social Gatherings.
- The Final Report to be included in the Annual Report.

### **Prepare a U3A Bendigo Digital Inclusion Plan**

Discussion of the points listed below and more will continue at COM meetings and other forums in 2016 and a process for devising such a plan will be worked out.

1. Digital technologies are an ordinary and omnipresent aspect of life today that have rapidly risen to prominence because they promise significant social, financial and educational benefits.
2. Digital literacies are used as a matter of course at U3A Bendigo because they are useful for administration, because they provide conveners with more options for engaging their groups and because they provide members with more avenues for learning and participation.
3. Many of our members reached retiring age without encountering digital technologies in their schooling, in the workplace or in their personal lives. U3A Bendigo will assist those who seek it with “in-service” training that equips them to access the benefits of digital technologies.
4. Some of our members have no desire to attain digital competencies. U3A Bendigo will ensure they are always included in courses and activities, including those where digital technologies are used by participants to do course work.
5. U3A Bendigo will do all it can to support members at risk of isolation or exclusion from access to benefits and entitlements, whether it be from lack of access to resources, reluctance or a determination to avoid digital involvement.
6. Many of our members are have attained a wide range of digital competencies. U3A Bendigo will endeavour to offer facilities and activities that engage them.
7. We will actively seek to co-opt our digitally competent members to take on office bearer, convener and support roles and help with managing U3A Bendigo and assisting members who are seeking to develop their digital literacy skills.
8. U3A Bendigo will design and implement a rolling “Train The Trainer” program for Conveners and Office Bearers seeking to equip themselves to arrange facilities and implement programs and present courses and activities that engage members in the use of digital technologies.
9. U3A will continue to provide programs and activities that support the development of the digital literacy of its members until there is no further need.

## U3A Bendigo Media and Online Questionnaire – Brief Summary

The contents of this document were extracted from:

### ***Questionnaire 209 returns Report and Data Set v3.1.pdf (54 pp)***

- Introduction and Report
- Statements Ticked Summary
- Statements Ticked Graphs
- The Written Responses
- Written Responses – Tech Requests
- Data Processing Notes
- The Questionnaire

### ***Analysis and Response Planning Meeting Minutes.pdf***

#### ***Data Set***

The data set is available in FileMaker 14 or Excel workbook format.

For copies of these documents or more information contact Michael Gallagher.

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Michael Gallagher  
U3A Bendigo  
Technology Advisory Group Convener  
24<sup>th</sup> November 2015

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