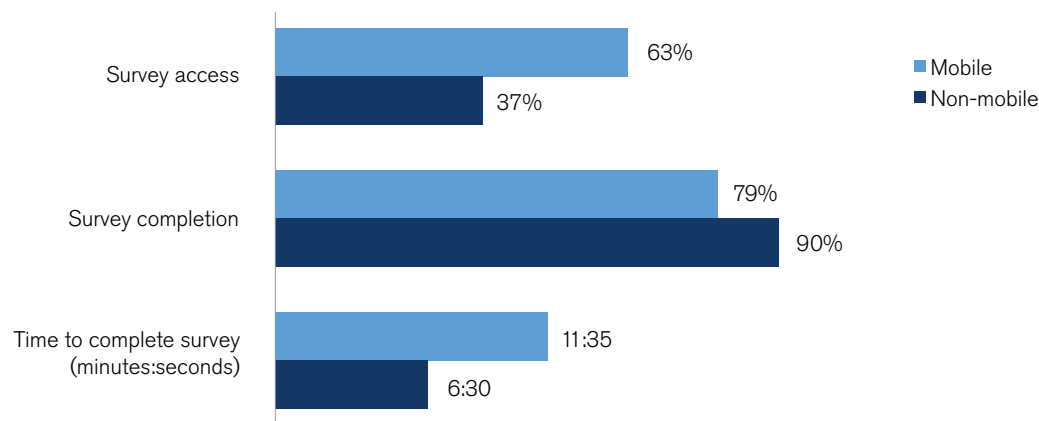


Students' Online Survey Behavior: Types of Devices Students Use and How This Relates to the Time They Take to Complete a Survey

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Survey Access, Completion, and Time to Completion, by Device Type



When we asked a sample of students who took the ACT® test in December 2014 to complete an online survey about their attitudes toward mathematics, we also collected data on whether a mobile device, such as a smartphone or tablet, or a non-mobile device, such as a desktop or laptop computer, was used when responding to the survey.

The figures above illustrate several findings:

Mobile devices are popular for taking surveys. Sixty-three percent of students accessed the survey using a mobile device; 37% used a non-mobile device.

Surveys started on a mobile device are less likely to be completed. Of those students who accessed the survey on a non-mobile device, 90% completed it relative to 79% of those who accessed it on a mobile device.

It takes longer to complete a survey on a mobile device. Non-mobile device users took an average of 6 minutes and 30 seconds to complete the survey, whereas mobile device users took 11 minutes and 35 seconds. ■

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