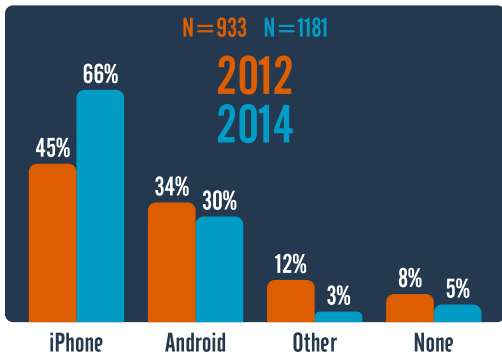
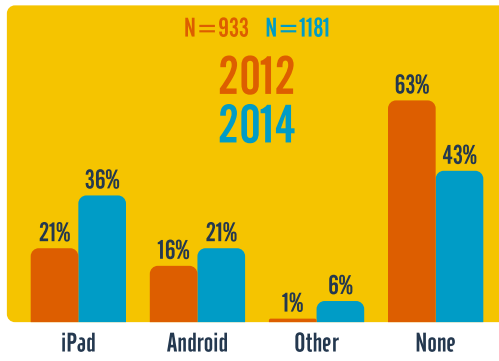


MOBILE LEARNING AND ETEXTBOOKS AT UCF 2012-2014

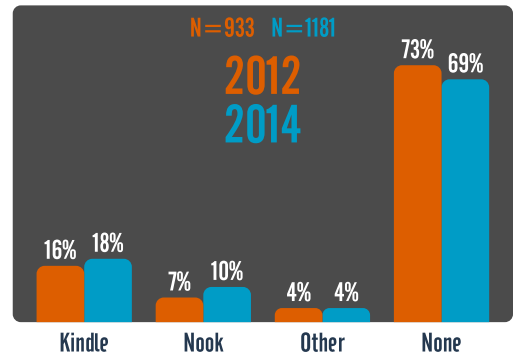
Which of the following **SMARTPHONE(S)** do you own?



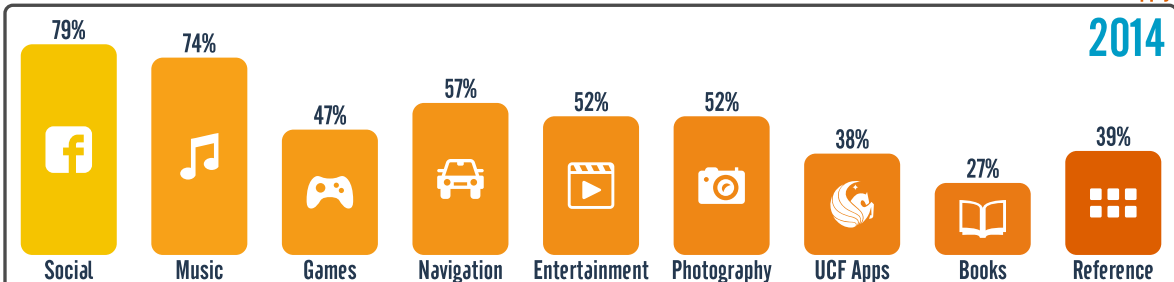
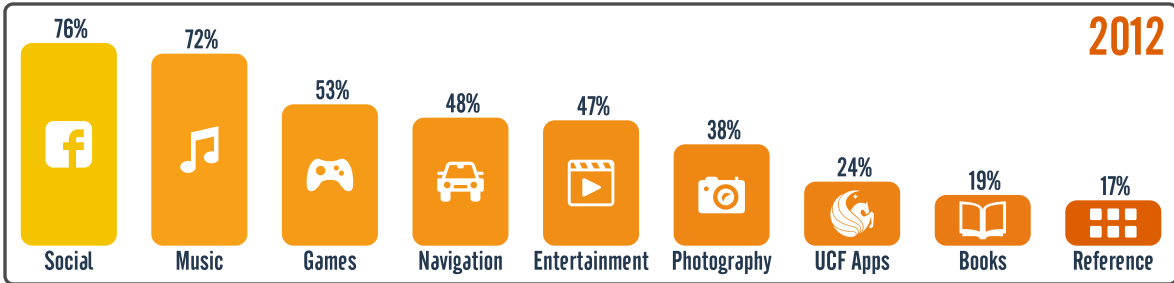
Which of the following **TABLET(S)** do you own?



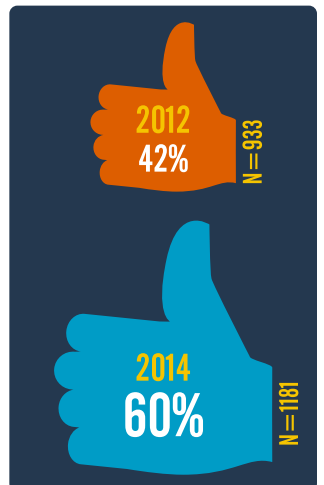
Which of the following **EBOOK READER(S)** do you own?



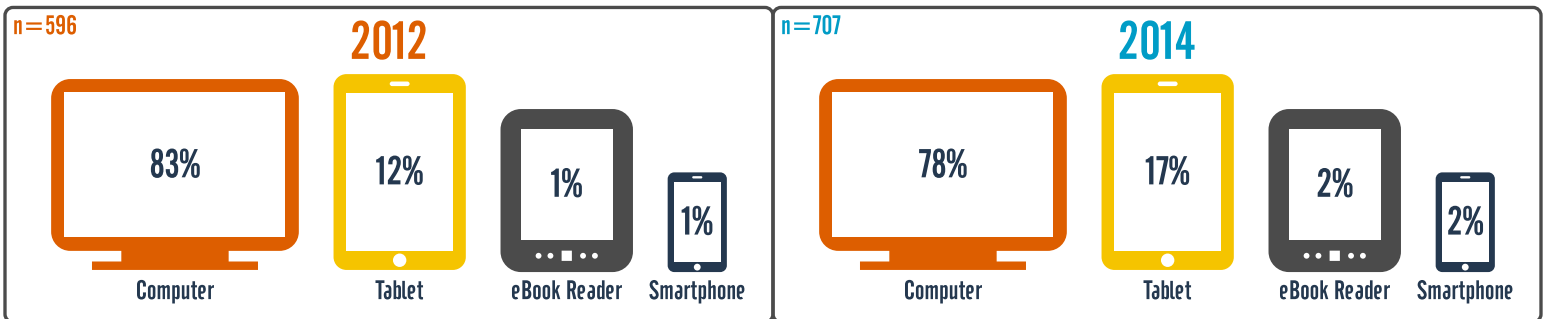
Which categories of apps do you use most frequently?*



Have you previously used or are currently using an eTextbook for any college coursework?



What device did students use the most to access the eTextbook?



How often do students use mobile apps to complete an assignment?

2012

32%

N=933

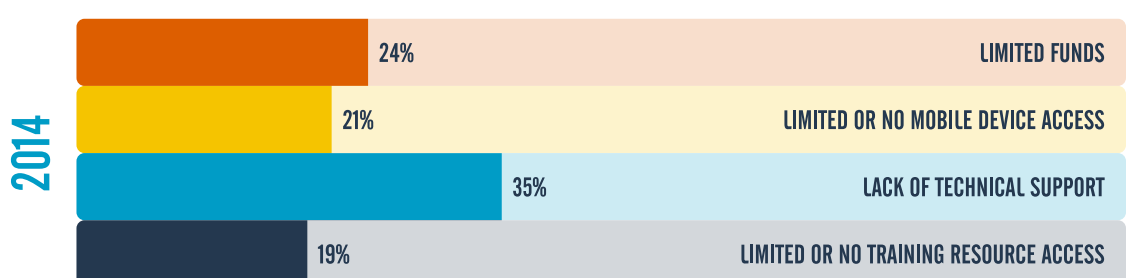
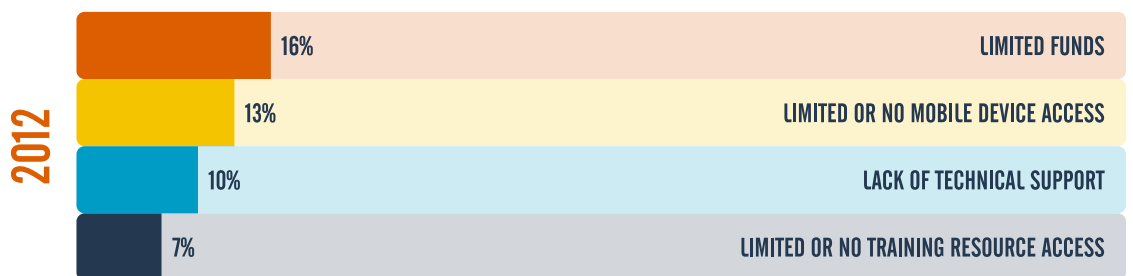
How often do students use mobile apps for learning?

2014

66%

N=1181

What are the top reasons students may NOT want their instructors to use more mobile apps or devices?



What are the top factors that would influence students to select an eTextbook rather than a print textbook?

