



Survey Case Study: Internet Health

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The **focused topic** of this survey case study is **Web Literacy**.

The **research question** that we are answering by conducting this survey is,
‘How does web literacy affect how people feel about the future of technology?’



Data Collection Process

The **population** of this study is all college students in the United States.

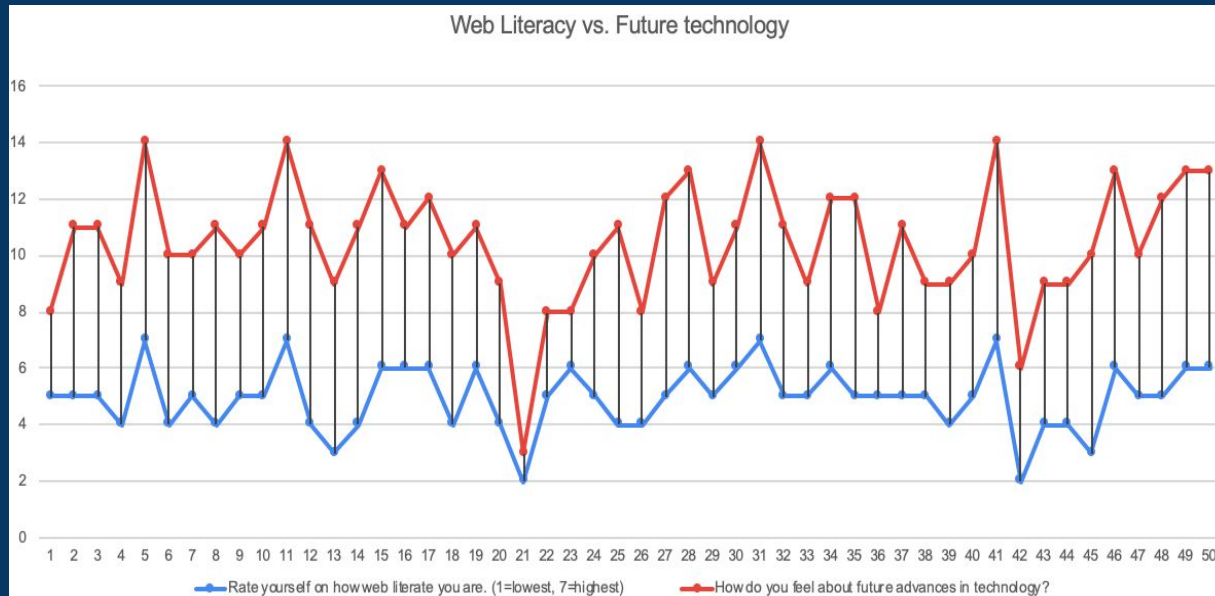
The **sample frame** of the population is CU college students.

Our **deployment strategy** for the survey was to send it to friends via text, post to social media such as Snapchat, and to post it in GroupMe group chats that we are involved with.

Data Analysis

Web Literacy compared to feelings of future technology

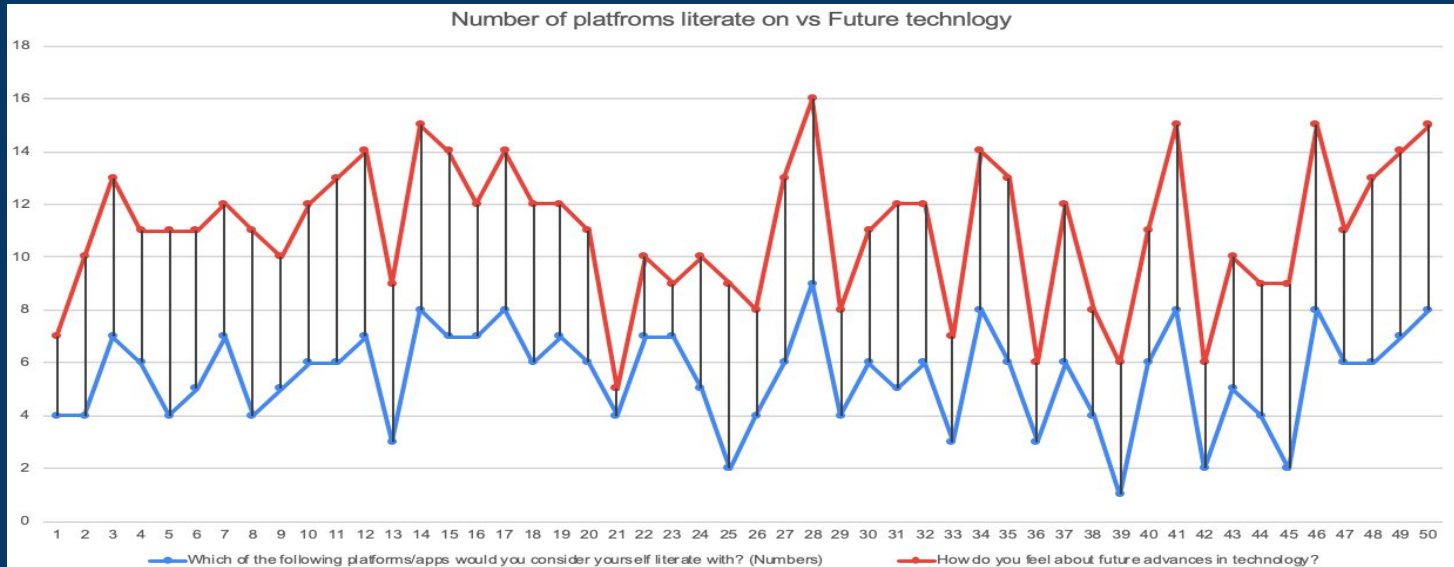
- Positive correlation
- Higher web literacy results in more excitement for future advances in technology
- True for almost every response
- Respondents rated themselves on web literacy (1=lowest, 7=highest)
- Respondents indicated how scared or excited they were for future advancements in technology (1=scared, 7=very excited)



Data Analysis Cont.

Web Literacy compared to amount of platforms participant considers themselves literate with

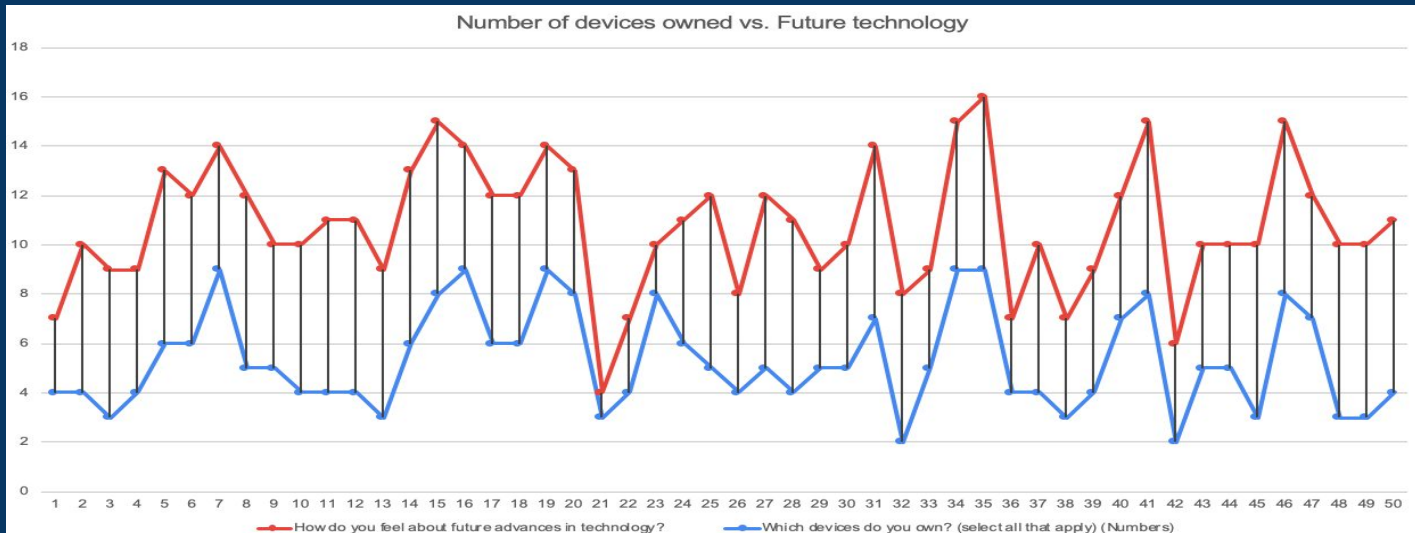
- Positive correlation
- More platforms literate with results in more excitement for future advances in technology
- True for almost every respondent
- Respondents marked how many platforms they are literate on from a list of 9 platforms plus one open response



Data Analysis Cont.

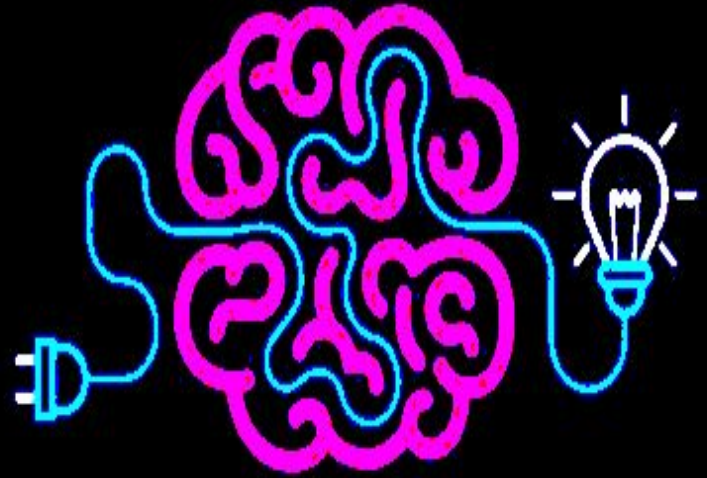
Web Literacy compared to number of devices owned

- Positive correlation
- More connected devices owned results in more excitement for future advances in technology
- True for almost every response
- Respondents marked how many devices they own from a list of 10 devices plus one open response
- Respondents indicated how scared or excited for future advancements in technology (1=scared, 7=very excited)



Conclusions from Data

- Higher rating in web literacy almost always resulted in increased excitement levels for future advancements in technology.
- Generally an increase in web literacy also resulted in increased number of platforms respondents are literate with, and number of devices owned.
- These two statistics shows a positive correlation between usage, literacy, and excitement.
- Taking this we can answer our research question:
 - Increased web literacy tends to make people more excited about future advancements in technology.



Impacts from Conclusions

- Increased web literacy = better feelings towards future technology
 - Can lead to more people involved in design/creation of future technology
- Increased device ownership = more web literacy
 - Likely because it requires more knowledge to operate multiple devices
- Increased platform knowledge = increased web literacy

We found that there was a positive correlation triangle between all three of our main variables. This means that if one of them increased, it was likely that the other two would also increase. In other words, if someone owned more devices, it was likely that they had more web literacy, were proficient in other platforms, and had higher hopes for the internet.

Potential New Questions

Having completed our study, two other research questions we could ask to get more from the data are:

- How does taking different sample frames change the responses, data we collect, and the conclusions drawn from the data?
- How does an increase in education level affect how web literate people are and how they feel about the future of technology?

Having completed our study, some other questions that would give us further insight into the data are:

- How does the web literacy of Computer Science majors compare to students who are in majors that do not rely on computers/programs to teach?
- Does being more proficient in web literacy affect how people feel about their privacy online?
- Do web literate students care more about their online privacy or being able to have newer technology?
- Is there a connection between web literacy and believing everything on the internet?



Future Research

Future research possibilities:

- **More specific sampling**
 - After analyzing our data we realized that in order to understand our data further we need a more specific sample frame. Our population is college students, but asking everyone at CU to take our survey doesn't help us analyze any group in particular.
- **Focus on more connections between Web Literacy and specific topics**
 - It would be interesting to analyze the relationship between web literacy and other topics like privacy concerns and interpretation of online media sources.