

# STUDENTS AND TEACHERS LOOK TO DIGITAL TOOLS TO ADD “FLASH” TO SCHOOL WORK

*Strong Majorities Agree That Digital Tools Allow Students To  
Hand in Better Quality Work...And Have More Fun*



## Ipsos Reid

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## STUDENTS AND TEACHERS LOOK TO DIGITAL TOOLS TO ADD “FLASH” TO SCHOOL WORK

*Strong Majorities Agree That Digital Tools Allow Students To Hand in Better Quality Work...And Have More Fun*

**Toronto, ON** – According to a new survey conducted by Ipsos Reid, on behalf of Hewlett Packard, most Canadian students and teachers agree that using digital tools helps students set their school work apart from their classmates (76% of students, 77% of teachers) and nearly all believe they “help students to gain an advantage when it comes to school work” (89% teachers and 92% students). Furthermore, strong majorities of both teachers (85%) and students (92%) believe that using digital tools allows students to create and deliver a higher quality of work. These digital tools include colour printers, all-in-one printers, scanners and digital cameras.

So, why are Canadian students and teachers so keen on digital tools? The majority of both teachers and students agree that using digital tools in school work allows students:

- “to have more fun” (87% of students, 93% of teachers);
- to “be more creative with school projects” (91% of students and 90% of teachers);
- to create “more professional looking school work” (87% of teachers, 93% of students); and
- to put “more time and effort into projects” (77% of teachers, 83% of students)

In fact, the majority of students (71%) today, agree that using digital tools has become necessary for their school work.

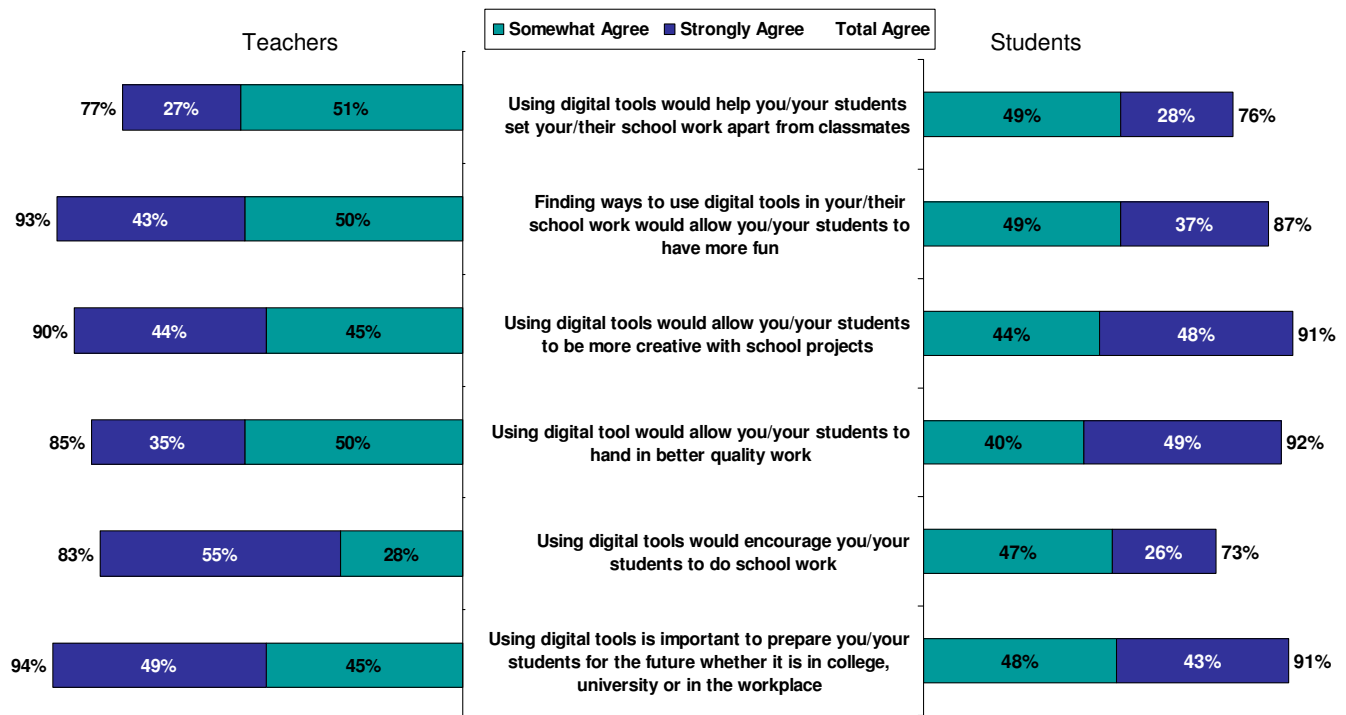


These are the findings of an Ipsos Reid poll conducted for Hewlett Packard and fielded from June 29<sup>th</sup> to July 5<sup>th</sup>, 2006. For the survey, a representative Canadian sample of 709 students from 11-17 and 848 teachers were interviewed via an on-line survey vehicle. The sample used in this study has been weighted according to Census data to accurately reflect the populations. With a sample of this size, the teachers' results are considered accurate to within  $\pm 3.4$  percentage points, 19 times out of 20, and the students' results are considered accurate to within  $\pm 3.7$  percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.

## Digital Tools Allow Students to Hand in Better Quality Work and Have More Fun...

### Benefits of Digital Tools

Now thinking about the new school year coming up in September, do you agree that :



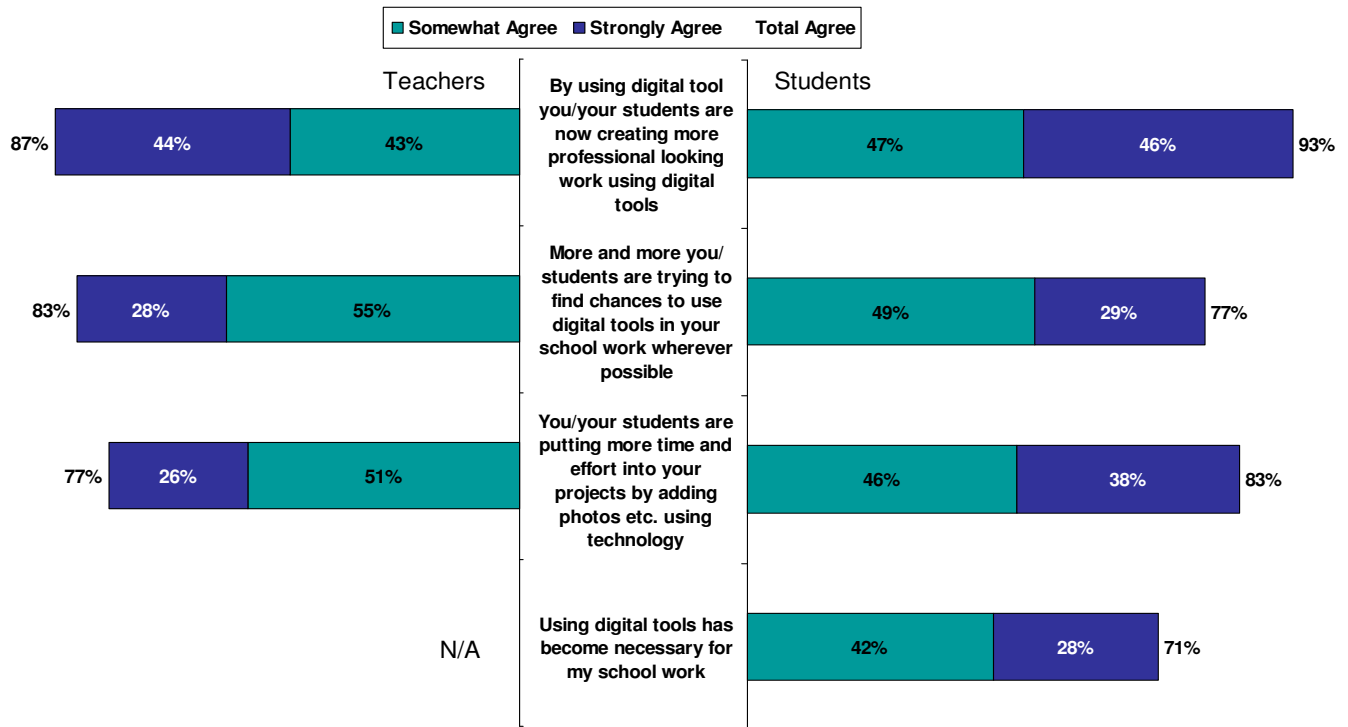


- Ontario students (78%) are more likely than Quebec students (69%) to agree that using digital tools would help the students to set “school work apart from classmates.”
- Students (92%) are significantly more likely than teachers (85%) to agree that using digital tools would allow them to “hand in better quality work,” while Ontario (93%) and BC (98%) students are more likely to agree with this statement than Quebec students (86%).
- Canadian teachers (83%) are much more likely than students (73%) to agree that digital tools would “encourage students to do school work.” Teachers from the Atlantic Provinces (98%) are more likely to agree with this statement than their colleagues from any of the other provinces.

### ***Why Are Students and Teachers So Keen?...*** **Students and Technology**

*When it comes to your school work/ students and technology, do you agree that:*

- Canadian students (93%) are much more likely than teachers (87%) to believe that students are now “creating more professional looking school work” using digital tools and that they are “putting more time and effort into their projects by adding photos etc.” (83% and 77% respectively).
- Teachers (83%) are much more inclined than the students (77%) to agree that students are “trying to find chances to use digital tools in their school work wherever possible.”



## *Nine In Ten Teachers And Students Agree That Digital Tools Give Students “An Edge”*

...Nine in ten teachers and students feel that digital tools help students gain an advantage when it comes to school work (teachers 89%, students 92%).

- Students in grades 10 and 11 (96%) are significantly more likely to agree that digital tools provide this advantage than students in grade 12 (86%)

## *The Majority of Students Report Currently Using Digital Tools but Would Use Them More Often If They Had Better Access...*

A strong majority of students state that they use digital tools for their school work (84%).

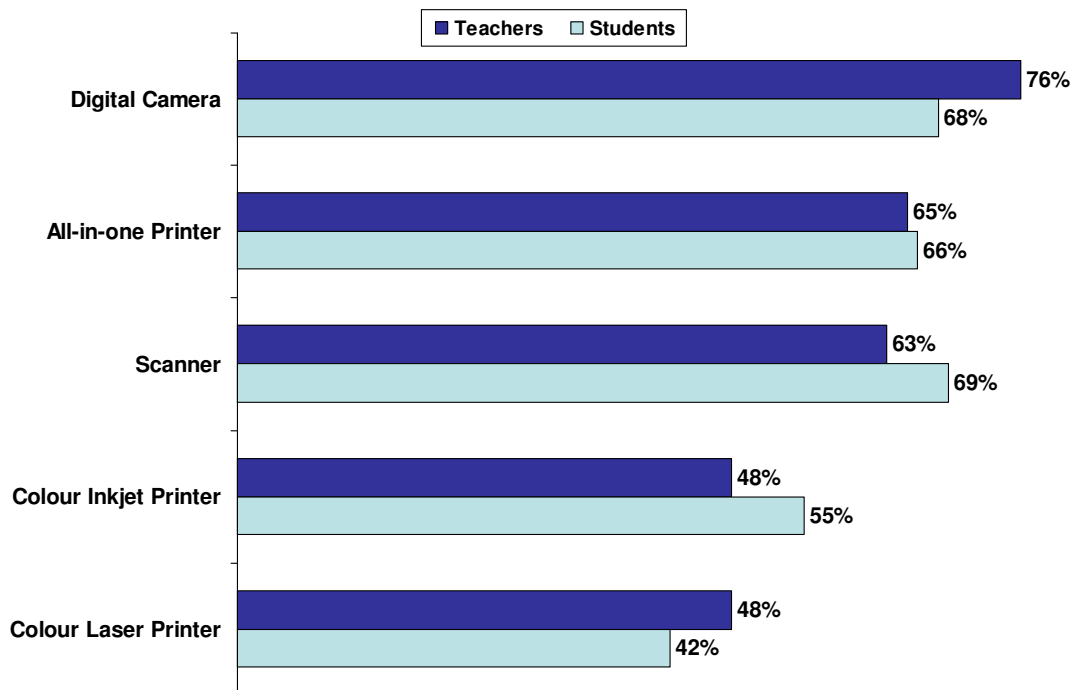
Later, when asked, two in ten (22%) students say that if they had more access to digital tools to use for their school work they would always use them, while the large majority (68%) said they would often use them.

## *Digital Cameras and Scanners Top The List Of Most Useful Digital Tool For School Work*

### **Most Useful Digital Tool**

*Of the following, which would you rank as the most useful digital tool for you/your students school work? Which devices would you rank as the second and third most useful?*

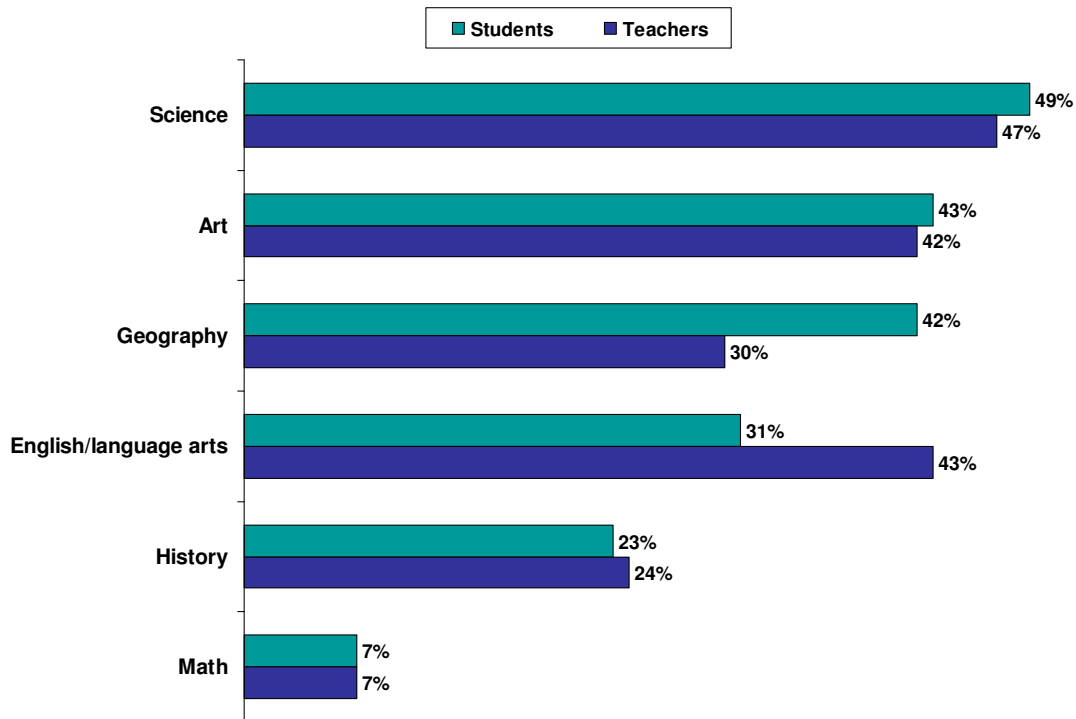
Digital cameras (76% teachers, 68% students), scanners (63% teachers, 69% students) and all-in-one printers (65% teachers, 66% students) are thought to be the most useful by the largest portions of students and teachers. Colour inkjet printers (48% teachers and 55% students) and colour laser printers (48% teachers and 42% students) are to be as useful by a smaller portion of teachers and students.



## *What Subjects Provide The Best Fit For Digital Tools?*

### **The Two Best Subjects For Using Digital Tools**

*What two subjects do you think provide the best fit for digital tools?*



- Ontario teachers (52%) are significantly more likely than Quebec teachers (35%) to say that science is one of the best subjects for using digital tools.

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