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New Research Shows Younger College Students More Likely to Use Visual Media

Lori Wright
UNH Media Relations

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DURHAM, N.H. – A new study conducted by students at the University of New Hampshire shows that younger college students use visual media more than their older upper class peers.

The research was conducted by marketing students at the UNH Whittemore School of Business and Economics to determine the usage of visual media, which is defined as personal devices that receive information, such as PCs, televisions, and phones, among college students. The study also aimed to determine the amount of hours students used electronic screens during an average weekday. The marketing students surveyed 1,188 UNH students. The research found:

- 81 percent of students watched television for entertainment.
- 94 percent of students used their computers for educational purposes.
- 84 percent used their cell/smart phone for connecting with others.
- First-year students were the heaviest computer users at 86 percent.
- All students get the majority of their information/news from accessing websites via the computer.
- Older students were more likely to still use landline phones than their younger peers.

The UNH Whittemore School of Business and Economics offers a full complement of high-quality programs in business, economics, accounting, finance, marketing, and hospitality management. Programs are offered at the undergraduate, graduate, and executive development levels. The school is accredited by the Association to Advance Collegiate Schools of Business, the premier accrediting agency for business schools worldwide. For more information, visit http://wsbe.unh.edu/.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling more than 12,200 undergraduate and 2,200 graduate students.

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EDITORS AND REPORTERS: Chuck Martin, adjunct professor of marketing, is available to discuss the research. He can be reached at (603) 750-3020 and chuck.martin@unh.edu. The full study is available at http://www.unh.edu/news/docs/VisualMediaUsage.pdf.