

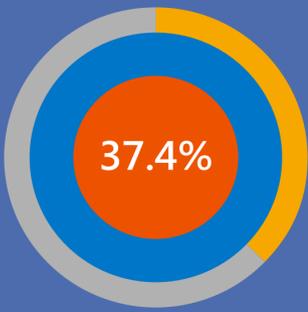
# THE DEVICE CONUNDRUM

## Parents conflicted when choosing devices for school to match their child's learning style

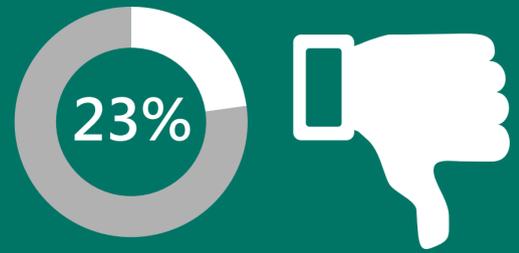
"The wrong device has the potential to hinder a student's growth and development. There is no 'one size fits all' school device as every individual has their own needs, and it's important to take this into account when shopping for a device."

*Pip Cleaves, parent, head teacher and Senior Education Consultant at Design, Learn, Empower*

Australian parents are getting little to no guidance regarding purchasing the correct device for their child's individual learning styles



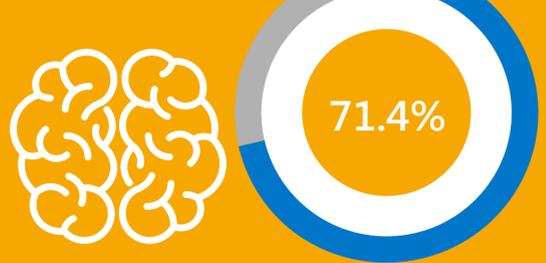
Nearly one quarter of parents admit to purchasing the wrong device in the past, or one that doesn't do what they need it to



Parents ranked price as the first priority when looking for a device

- 1 PRICE
- 2 PERFORMANCE + SPEED
- 3 LEARNING STYLE
- 4 BRAND + POPULARITY

Parents agree that technology has the potential to hinder learning if not used correctly



Microsoft and Intel have designed an interactive tool to help guide parents through the myriad of technology choices, by helping them to find an appropriate device suited to their child's individual learning style.

[devicesforschool.com.au](http://devicesforschool.com.au)



## How does your child learn?



**Analytical problem solver**  
likes maths and science. Likes to work through problems analytically, show the logical steps behind the answer



**Collaborative**  
likes to share and work with others on projects in class



**Literary**  
likes words, spelling, humanities, structuring narrative, comprehension and language construction



**Creative and visual**  
a brainstormer, likes to come up with ideas. Likes multimedia, design and tech subjects



**Gamer**  
motivated to learn using gaming, or loves to work on coding or IT subjects more than anything



## What are parents saying?



53.9% of parents know exactly what their child's learning style is  
While 40.6% know only a little about what type of learner they are



Nearly half (43.9%) of parents admit to being concerned about value for money and often feel 'in the dark' when it comes to the technology needs of their children



86.1% of parents are spending up to \$1,000 on a device for their child



With price high on the agenda, 28.8% are also feeling the pressure to keep up with other parents with what they buy their child

Nearly one in five parents believe the more expensive the device, the better it will be for their child



Nearly all parents agree that pen usage is important to their child's learning style



This research was conducted by Online Research Unit on behalf of Microsoft Australia, which surveyed 1,024 parents with school-aged children, evenly split across primary, middle and senior school in all states.

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