Part 1 – Background or introduction

Part 2 – Research purpose

Part 3 – Methods

Part 4 – Results

Part 5 – Discussion

*In today’s university world, students and teachers alike depend on computers to an extent far beyond at any time in history. Even with computers being nearly ubiquitous, only two platforms dominate the market, Windows and Mac. The choice of which platform to acquire and use depends on several factors, of course, and in this study the reasons for people’s choice are investigated. Data were collected over a 3-month period from 200 people using a 25-item questionnaire; of those 200, 12 were also interviewed. The primary reasons cited for computer choice included personal needs, security, cost, ease of use, software availability, and opposition to the megalithic Microsoft empire. The first three reasons appeared to be nearly equal, but ease of use emerged as the largest discriminating aspect. Windows users generally opted for Windows because of the massive inventory of software available, whereas Mac users cited the user friendliness and smoothness of operation of Macs.*

(153 words)

Topic: Choice of computer type (PC vs. Mac)

Part 1 – Background or introduction 🡺 general statement about computer use, university students, etc.

*In today’s university world, students and teachers alike depend on computers to an extent far beyond at any time in history. Even with computers being nearly ubiquitous, only two platforms dominate the market, Windows and Mac.*

Part 2 – Research purpose 🡺 investigate the factors behind computer choice

*The choice of which platform to acquire and use depends on several factors, of course, and in this study the reasons for people’s choice are investigated.*

Part 3 – Methods 🡺 surveys (online) plus about a dozen interviews

*Data were collected over a 3-month period from 200 people using a 25-item questionnaire; of those 200, 12 were also interviewed.*

Part 4 – Results 🡺 no idea! Please check ☺

*The primary reasons cited for computer choice included personal needs, security, cost, ease of use, software availability, and opposition to the megalithic Microsoft empire. The first three reasons appeared to be nearly equal, but ease of use emerged as the largest discriminating aspect.*

Part 5 – Discussion 🡺 meaning, interpretation of your results ☺

*Windows users generally opted for Windows because of the massive inventory of software available, whereas Mac users cited the user friendliness and smoothness of operation of Macs.*

**Below is the color-coded abstract. 😊**

*In today’s university world, students and teachers alike depend on computers to an extent far beyond at any time in history. Even with computers being nearly ubiquitous, only two platforms dominate the market, Windows and Mac. The choice of which platform to acquire and use depends on several factors, of course, and in this study the reasons for people’s choice are investigated. Data were collected over a 3-month period from 200 people using a 25-item questionnaire; of those 200, 12 were also interviewed. The primary reasons cited for computer choice included personal needs, security, cost, ease of use, software availability, and opposition to the megalithic Microsoft empire. The first three reasons appeared to be nearly equal, but ease of use emerged as the largest discriminating aspect. Windows users generally opted for Windows because of the massive inventory of software available, whereas Mac users cited the user friendliness and smoothness of operation of Macs.*

*(153 words)*