Springer Publishing Company surveyed over 1,200 nurses to find out how nursing educators use tablets, eReaders, apps, and social media. (Over 75% of respondents work at a university.)

**SOCIAL MEDIA USE**

Facebook use (56.9%) is closely followed by YouTube (19.4%) and LinkedIn (14.2%). Of all social media platforms, YouTube enjoyed the highest jump in usage, with 34% more respondents than last year reporting using this platform.

**TABLETS & eREADERS VS**

Of those that own a tablet (21%), only one in five uses it at work. For the second year in a row, the e-reader win the most popular device.

In fact, 17% of nurses now own an e-reader, which is more than double the percentage of the general population (7%).

20% of those who participated in the survey own an e-reader, which is nearly twice the national ownership in the general population.**

**SMARTPHONE OWNERSHIP**

The iPhone is by far the most popular smartphone.

Interesting Fact!
In the past 6 months, 45% of survey participants have downloaded an app specifically for professional use.