

How Virtual Campus is Impacting Our College Students

If you feel like you're sitting still, you're right

Since moving to Virtual Campus, the number of average steps per day have dropped 51% showing the impact staying inside more has on our overall movement.

12
hours/week

4
hours/week

Feb

Mar

5,786
steps/day

2,835
steps/day

Feb

Mar



300% jump in time spent on TikTok

TikTok is one of the most popular apps when it comes to social media. The data is dramatically skewed up with plenty of 4-6 hour days of app usage logged by students after the quarantine.



Are you talking more to each other?

Yes, mobile social time is up for our student population about 9 min/day. This brings the average weekly talk time to just about 2 hours/student — a significant jump, but not the surge we were expecting.

+9
min/day

