

Promoting Double (Siding) Standards

Introduction

Santa Clara University is a campus that prides itself on becoming sustainable and actively seeks to minimize its environmental impact. The campus has taken an active role in providing as many opportunities to recycle and compost as possible, however, there is still significant waste of paper. One potential avenue for reducing waste would be to promote double sided copying and printing. While most university printers do provide an option to print papers in duplex most students do not know how to access the option. This lack of knowledge and lack of resources educating students prove to be a major obstacle in decreasing the amount of paper generated on SCU's campus.

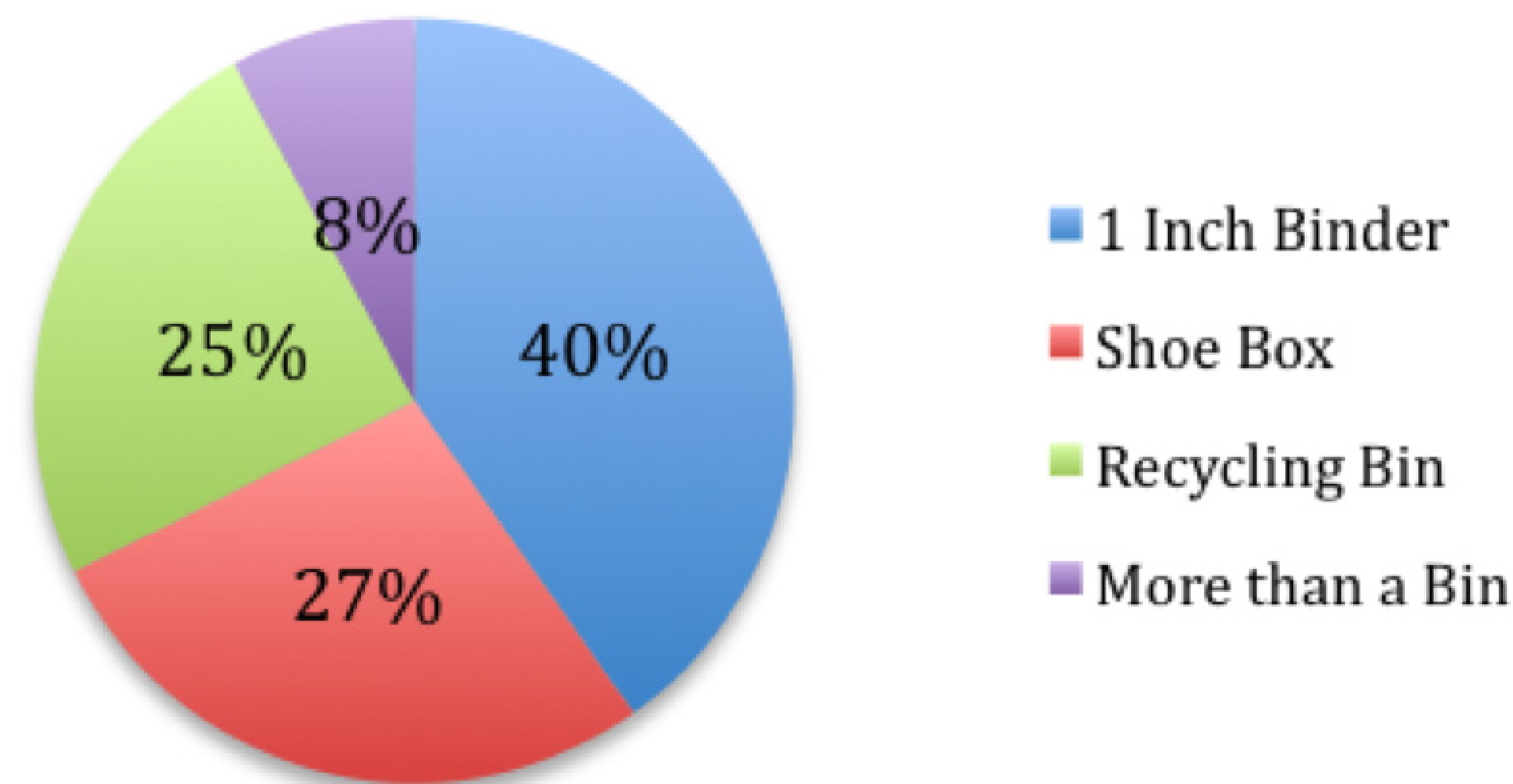
Methodology

This research project gathered data on the knowledge and habits of current Santa Clara University students in writing intensive courses. A survey was distributed in four writing intensive courses and students answered questions regarding how much paper they printed, if they double side printed any of their papers, and if they were knowledgeable on how to access the double siding option. It also explored student assumptions regarding professors accepting papers that were not single sided. The survey was restricted to classes that were reading and writing heavy, that could potentially have an impact on the amount of paper being used.

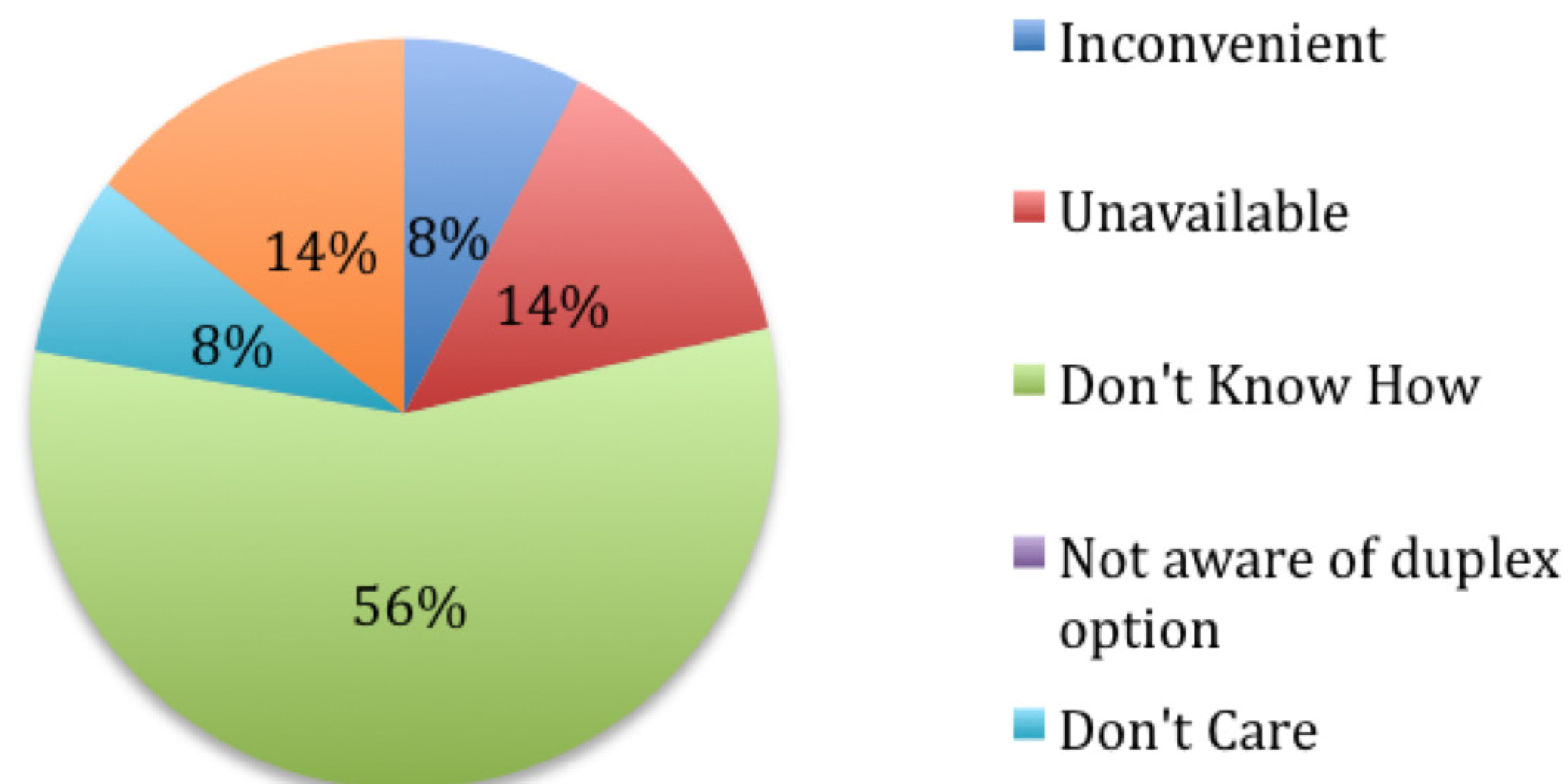
Results

Only 9 of 100 students answered that they double side printed their papers and readings. The overwhelming majority did not double side print because they did not know how to do so. Surprisingly, many did not double side print papers because of a fear that a professor would reject the paper. Yet many stated that they had never had a paper rejected for being double sided. An equal amount of students also found that double sided printing was unavailable to them, and a disturbing 8% answered they did not care. A similar 8% answered with "other" clarifying that they did not double side print because they thought it would be unacceptable to professors if a paper was sustainably printed.

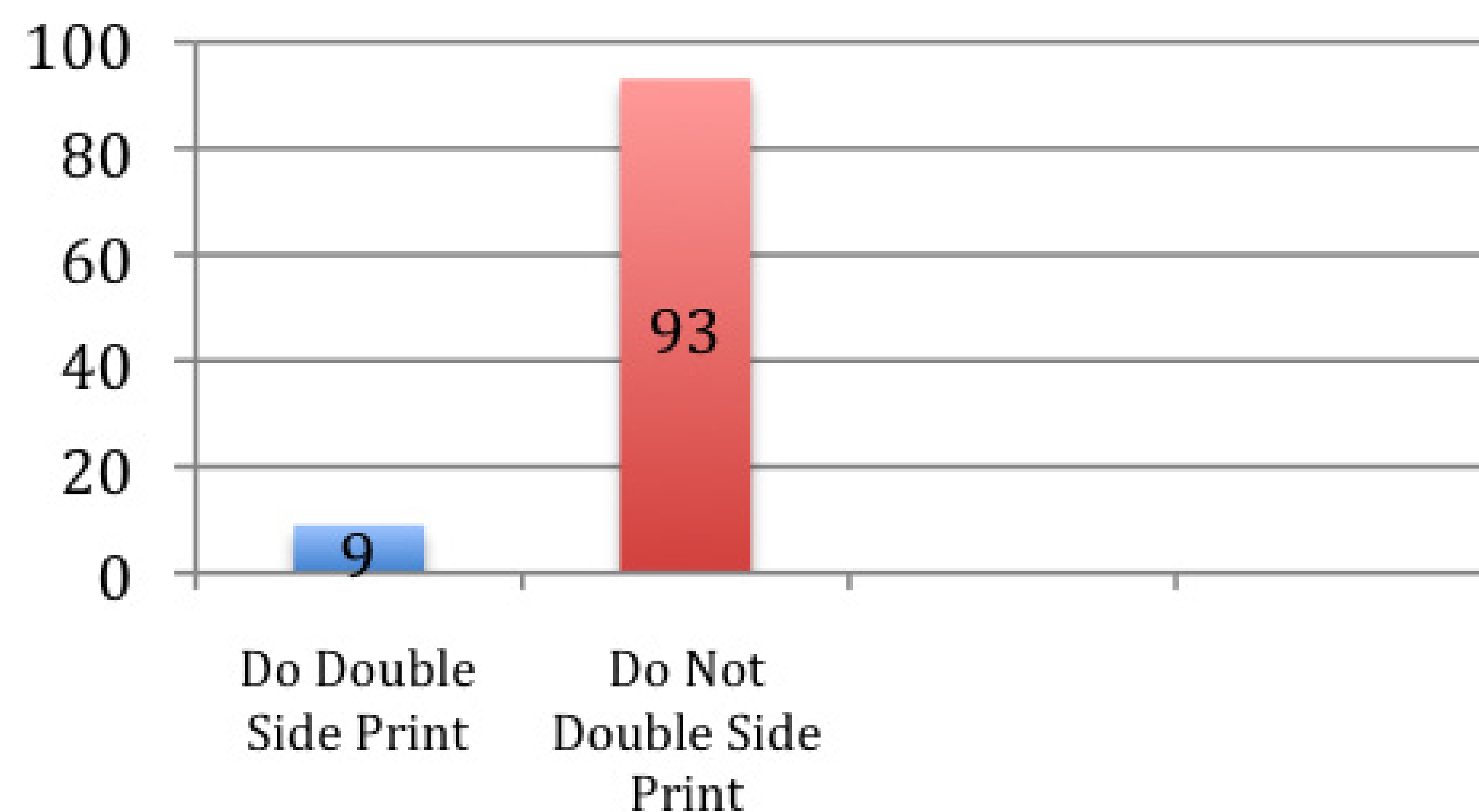
Amount of Paper Used Winter 2011



Reason for not doublesiding



How many double side print:



Barriers

- Lack of knowledge
 - Students do not know how to access print menu options on campus or personal computers
 - Do not know which printers and copiers have duplex option
- Inconvenient
 - Printers are inconveniently located
 - Printers and copiers take too long to print double-sided copies
- Unavailable
 - Not available to off campus students
 - Dorm printers lack duplex option
- Misconceptions and assumptions
 - Assume professor will not accept double-sided papers
 - Misconception that double-sided copies take longer to print
 - Misconception that double-sided copies cost the same as single-sided printing
- Don't care
 - Double-siding and saving paper and cash is unimportant

Recommendations

- Increase the knowledge and availability of the duplex feature on campus printers
- Advertising that the duplex option is cheaper is a great way to get students interested in double siding their readings and papers for classes
- Provide easy instruction on how to access the double sided option on students' laptops
 - Color printers in the library, as well as those found in library computer labs have the capability to double side print, though the option must be chosen manually. Printers and copiers in departmental offices should be defaulted to duplex mode to save on paper waste when syllabi and other bulletins are printed.
- Default duplex printing on campus printers that have the capability
- Professors noting on their syllabi next to formatting requirements that double-sided papers are preferred