

**Fall 2013 Student Government Association Survey Results
Addendum: Results Split by Survey Mode**

Data from Undergraduate Respondents



**INDIANA UNIVERSITY
SOUTHEAST**

**OFFICE OF INSTITUTIONAL
RESEARCH AND ASSESSMENT**

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PURPOSE

The Student Government Association (SGA) surveyed undergraduate respondents in Fall 2013 to ascertain their thoughts on a variety of topics: instructor use of Oncourse; student goals; preferred communication methods; course offering preferences; food court satisfaction; and various aspects of IU Southeast athletics. Their results are intended to drive decision-making within the SGA.

REPORT STRUCTURE

The SGA is also receiving a results report generated by Qualtrics, which is an online, survey delivery method containing full data summaries and respondent comments. This Addendum report is intended to aid in survey result context. The SGA allowed respondents to answer the survey via one of two delivery modes: through a direct link sent via email to students or via an anonymous survey link that was pre-loaded onto computers across campus at various times. (Note that the “anonymous” survey method does not imply that respondents who answered via their direct email link will be identified in this report, that their confidentiality is assured, and that their identity will not be linked to their responses.) The advantage of respondents taking the survey via their direct email link is that their student demographic information could be loaded into the results.

Via the direct email survey link, 681 (83%) undergraduates completed the survey, while 140 (17%) completed it anonymously. The Office of Institutional Research and Assessment (OIRA) ran parametric inferential statistical tests (an independent samples t-test) to determine if there were significant differences on item response between the group that took the survey via the direct link and the group that took the survey anonymously. Indeed, significant differences were found between the two groups on a number of items in the survey, meaning that there appears to be substantive differences between the types of student who took the survey via each method. Thus, results should be interpreted with caution. The split results presented in this addendum should help illustrate this fact.

For questions on survey procedure, assurances of data confidentiality, or to obtain a copy of the survey instrument, please contact Ron Severtis at rseverti@ius.edu.

RESULTS BY SURVEY MODE

Gender and Age

Students who took the survey via direct survey link were predominantly female, while respondents via anonymous link were more evenly distributed and better match Fall 2013 campus gender distribution.

A greater percentage of students thirty years of age and older took the survey via the direct survey link. Of those students who took the survey via direct link, just over 70% were between the ages of 18 to 23, while the same age cohort comprised over 80% of the students who took the anonymous link.

Table 1: Gender

Via Link	N	%	Anonymous	N	%
Female	507	74.4%	Female	74	52.9%
Male	174	25.6%	Male	66	47.1%

Table 2: Age

Via Link	N	%	Anonymous	N	%
18 to 20	300	44.1%	18 to 20	85	60.7%
21 to 23	179	26.3%	21 to 23	30	21.4%
24 to 26	55	8.1%	24 to 26	7	5.0%
27 to 29	43	6.3%	27 to 29	3	2.1%
30 or older	102	15.0%	30 or older	13	9.3%
Under 18	2	0.3%	Under 18	2	1.4%

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Class Standing, Course Load and Student School

Student distribution across class standing is rather unremarkable, other than the fact that a greater percentage of respondents via each method was skewed towards freshmen and sophomores, somewhat mirroring the overall undergraduate campus distribution.

Nearly 72% of the students who took the survey via direct survey link are full-time students this semester, compared to 87% of students via the anonymous link.

There is some obvious difference across student school for the survey methods, but no difference is greater than 9% (School of Business).

Table 3: Class Standing

Via Link	N	%	Anonymous	N	%
Freshman	216	31.7%	Freshman	50	35.7%
Sophomore	153	22.5%	Sophomore	32	22.9%
Junior	147	21.6%	Junior	28	20.0%
Senior	163	23.9%	Senior	29	20.7%
Other	2	0.3%	Other	1	0.7%

Table 4: Course Load

Via Link	N	%	Anonymous	N	%
Full-Time	487	71.7%	Full-time	120	87.0%
Part-time	192	28.3%	Part-time	18	13.0%

Table 5: Student School

Via Link	N	%	Anonymous	N	%
Social Sciences	140	20.6%	Social Sciences	31	23.7%
Natural Sciences	114	16.7%	Business	29	22.1%
Education	109	16.0%	Natural Sciences	18	13.7%
Nursing	99	14.5%	Education	15	11.5%
Business	91	13.4%	Arts & Letters	14	10.7%
Arts & Letters	68	10.0%	Undecided or Special	13	9.9%
Undecided or Special	34	5.0%	Nursing	10	7.6%
General Studies	21	3.1%	General Studies	1	0.8%
Health, Phys Ed, Recreation	5	0.7%	Health, Phys Ed, Recreation	0	0.0%

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Student Organization Membership

A large difference can be found by student organization membership between the two groups. Just 30% of respondents to the direct survey link are student organization members compared to almost 50% of the anonymous survey respondents.

Table 6: Student Organization Membership

Via Link	N	%	Anonymous	N	%
No	474	70.2%	No	71	51.8%
Yes	201	29.8%	Yes	66	48.2%

Preferences

Respondents across survey mode generally prefer the same features to be used by instructors, as over 80% of each sample prefers instructors to use the Grade book feature.

Table 7: Oncourse Feature Preference

Via Link	N	%	Anonymous	N	%
Grade book	560	82.2%	Grade book	112	80.0%
Assignments	324	47.6%	Assignments	68	48.6%
Announcements	321	47.1%	Messages	62	44.3%
Resources	262	38.5%	Announcements	56	40.0%
Messages	255	37.4%	Resources	52	37.1%
Syllabus	186	27.3%	Syllabus	47	33.6%

** Note that respondents could check all that apply, so columns do not total to 100%*

A vast number of respondents via email link prefer campus email (70% compared to about 50%) and printed fliers (21% to 16%) as delivery methods to remain connected to the campus community compared to their anonymous counterparts. But a few other types of delivery method were preferred by anonymous respondents: text message (44% to 34%) and personal email (31% to 26%).

Table 8: Delivery Method Preferred for Connection with Campus Community

Via Link	N	%	Anonymous	N	%
Campus email	479	70.3%	Campus email	69	49.3%
Social Media	259	38.0%	Text Message	61	43.6%
Text Message	230	33.8%	Social Media	57	40.7%
Campus calendar	191	28.0%	Personal email	43	30.7%
Personal email	174	25.6%	Campus calendar	41	29.3%
Printed Fliers	141	20.7%	Printed Fliers	22	15.7%
Campus marquee	106	15.6%	The Horizon	20	14.3%
The Horizon	87	12.8%	Campus marquee	18	12.9%
Video bulletin boards	86	12.6%	Video bulletin boards	16	11.4%
Other	6	0.9%	Other	2	1.4%

** Note that respondents could check all that apply, so columns do not total to 100%*

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About 77% of respondents via direct survey link prefer classes on weekday afternoons (11:00 AM to 2:00 PM) and weekday mornings (8:00 AM to 11:00 AM) compared to over 88% of anonymous respondents. Additionally, direct link respondents rather equally prefer classes on weekday late afternoons (2:00 PM to 5:00 PM) and weekday evenings (after 5:00 PM) at 10% and 11%, respectively, while anonymous respondents much more prefer weekday late afternoon classes (10%) to weekday evening classes (2%). There was little support for weekend and Friday classes across both groups.

Table 9: Preferred Class Time

	Via Link		Anonymous	
	N	%	N	%
Afternoon (11:00 AM to 2:00 PM), weekdays	302	44.4%	73	53.3%
Morning (8:00 AM to 11:00 AM), weekdays	221	32.5%	48	35.0%
After 5:00 PM, weekdays	77	11.3%	2	1.5%
Late Afternoon (2:00 PM to 5:00 PM), weekdays	68	10.0%	13	9.5%
Weekends	8	1.2%	1	0.7%
Fridays	4	0.6%	0	0.0%

Four-Year Degree Completion

Sixty-five percent of both direct link respondents and anonymous respondents have set completing their degree in 4 years as a personal goal, with anonymous respondents a little more unsure.

Table 10: Four-Year Degree Completion as a Personal Goal

Via Link	N	%	Anonymous	N	%
Yes	441	64.9%	Yes	91	65.0%
No	195	28.7%	No	36	25.7%
I don't know	43	6.3%	I don't know	13	9.3%

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Food Court Usage

Both direct survey link (61%) and anonymous (56%) respondents overwhelmingly agree that they would increase their usage of the Commons Food Court if debit or credit cards were accepted. Different food or food quality, lower prices, and extended operating hours were also popular choices among both groups.

Table 11: Four-Year Degree Completion as a Personal Goal

Via Link	N	%	Anonymous	N	%
Taking debit or credit cards	416	61.1%	Taking debit or credit cards	79	56.4%
Lower prices	265	38.9%	Better or different food	61	43.6%
Better or different food	235	34.5%	Lower prices	42	30.0%
Extended operating hours	191	28.0%	Extended operating hours	40	28.6%
I am not interested	122	17.9%	Local ingredients	23	16.4%
Local ingredients	75	11.0%	I am not interested	9	6.4%
Other	38	5.6%	Other	6	4.3%

** Note that respondents could check all that apply, so columns do not total to 100%*

IU Southeast Athletics

Respondents via direct survey link declare being uninformed of upcoming athletic events at a much larger percentage compared to anonymous respondents (43% to 21%). Anonymous respondents note that they are informed of upcoming athletic events via campus email (26% to 14%), personal email (11% to 4%), text message (11% to 4%), and the campus calendar (31% to 26%).

Table 12: Informed of Upcoming Athletic Events

Via Link	N	%	Anonymous	N	%
I am not informed	293	43.0%	Campus calendar	44	31.4%
Word of mouth	190	27.9%	Word of mouth	43	30.7%
Campus calendar	174	25.6%	Campus email	37	26.4%
Campus email	97	14.2%	I am not informed	30	21.4%
Printed fliers	72	10.6%	Social media	18	12.9%
Social media	61	9.0%	Personal email	15	10.7%
The Horizon	57	8.4%	Text message	14	10.0%
Campus marquee	40	5.9%	The Horizon	13	9.3%
Video bulletin boards	29	4.3%	Printed fliers	11	7.9%
Personal email	24	3.5%	Campus marquee	11	7.9%
Text message	22	3.2%	Video bulletin boards	9	6.4%
Other	22	3.2%	Other	0	0.0%

** Note that respondents could check all that apply, so columns do not total to 100%*

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When asked how often they attend IU Southeast athletic events, nearly 3 of 4 direct link respondents and almost half of anonymous respondents answered that they never attend. However, 21% of anonymous respondents regularly attend, compared to 7% of direct link respondents.

Table 13: Athletic Event Attendance

Via Link	N	%	Anonymous	N	%
Never	447	66.1%	Never	61	44.2%
Once a year	64	9.5%	Regularly	29	21.0%
Once a semester	59	8.7%	Once a month	19	13.8%
Once a month	58	8.6%	Once a semester	15	10.9%
Regularly	48	7.1%	Once a year	14	10.1%

When asked if meeting an IU Southeast student-athlete would increase event attendance, 41% of direct link respondents answered that it would not, while 47% of direct link respondents believe that it would somewhat increase their attendance.

Table 14: Athletic Event Attendance Impact by Meeting Student-Athlete

Via Link	N	%	Anonymous	N	%
Not at all	280	41.2%	Somewhat	64	46.7%
Somewhat	210	30.9%	Not at all	31	22.6%
I don't know	116	17.1%	Very much so	22	16.1%
Very much so	73	10.8%	I don't know	20	14.6%

BRIEF CONCLUSIONS

As illustrated, survey responses differ, sometimes substantially and certainly significantly, whether respondents took the survey via their direct email link or through an anonymous link and that certain characteristics of students (demographics) could have influenced that choice.

While the full Qualtrics report that accompanies this Addendum combines all respondents into one voice, the SGA and the campus community would best keep in mind a brief caveat. A much greater number of respondents took the survey via the direct link, and we have illustrated that those students are somewhat different than the smaller percentage of students who took the survey anonymously. Thus, the direct link students will be more represented in the overall results as their voice will be heard much louder due simply to their much larger numbers.