**Student Expo Survey**

**Executive Summary**

Students and faculty/staff who mentor students conducting research & creative works were surveyed about their preference for format for the 2021 Student Expo. Choices were:

* Option 1: social media only, as per 2020, where students post to their social media accounts and we repost to [.@bobcatsdiscover](mailto:.@bobcatsdiscover).
* Option 2: students upload videos and judges review videos asynchronously and then conduct a live 10-minute Q&A with students.

299 students, faculty and admin responded to the survey, with:

* Near equal representation of students and faculty/admin
* Participation across all colleges and 8 of 11 campuses
* Good representation across the major discipline areas: Arts and Humanities (AH) [19%]; Life and Biomedical Studies (LBS) [33%]; Physical Sciences and Engineering (PSE) [21%]; Social and Behavioral Sciences [21%]; and Other [6%].

Students and faculty/admin from AH, LBS and SBS do not have a strong preference for Option 1 or Option 2. PSE students and faculty/staff prefer Option 2. In addition, 16% of students are unsure if they will participate or do not plan to participate.

The majority of students and faculty have Twitter and/or Instagram accounts. Note, [.@bobcatsdiscover](mailto:.@bobcatsdiscover) [the account we use to repost for the Expo] does not have a Facebook (FB) account.

* 8% and 9% of students and faculty/admin, respectively, have FB only. Therefore, people with FB can create posts and people can view posts on their accounts, but we cannot repost these on the [.@bobcatsdiscover](mailto:.@bobcatsdiscover) account.
* 2% and 20% of students and faculty/admin, respectively, do not have any social media accounts and will not be able to participate in Option 1.

Almost 50% of faculty/admin are unsure or not willing/able to judge this year. Although PSE faculty/admin and students prefer Option 2, PSE faculty/admin are less able/willing to be judges, potentially leading to a shortage of judges for PSE sessions.

A significant number of both students and faculty would prefer to limit viewing of posted videos.

Respondents noted that the proposed live Q&A between judges and presenters in Option 2 may be difficult due to erratic internet connectivity.

**Conclusion:** From the data, it is clear that the majority of students and faculty/staff would like the university to host a Student Expo this year. But it is also clear that uncertainty and fatigue exist and may be worse in spring. Realistically, the enthusiasm for participate may actually be over-estimated, as the Expo is still several months away, and we anticipate that the COVID pandemic will still be a major factor throughout the spring semester. **Therefore**, we are definitely planning to move forward with Option 1 and are examining ways to employ Option 2 (but with asynchronous judging only, i.e., no live Q&A) and incorporating it with the Option 1.  Information will be shared with students and faculty at the beginning of the semester outlining the format(s) of the Expo

**DEMOGRAPHICS OF RESPONDENTS**

299 Responded:

157 Students: 68 UG, 89 G

142 Faculty/Admin: 125 Faculty; 17 Admin

All colleges across 8 of 11 campuses.

Athens: 291; 1 responded each from Chillicothe, Dublin, Eastern, Lancaster, Southern, and Zanesville; 2 from Cleveland

|  |  |
| --- | --- |
| **College** | **#**  **N=299** |
| Arts & Sciences | 101 |
| Business | 4 |
| Center for International Studies | 6 |
| Fine Arts | 14 |
| Graduate College | 12 |
| Health Sciences and Professions | 23 |
| Heritage College of Osteopathic Medicine | 24 |
| Honors Tutorial College | 21 |
| Patton College of Education | 12 |
| Russ College of Engineering and Technology | 35 |
| Scripps College of Communication | 37 |
| University College | 2 |
| Voinovich School of Leadership & Public Affairs | 8 |

Departments were assigned to Arts and Humanities (AH); Life and Biomedical Studies (LBS); Physical Sciences and Engineering (PSE); and Social and Behavioral Sciences (SBS); those who did not select a department (N=5) were assigned as OTHER)

|  |  |  |
| --- | --- | --- |
| **Area** | **#**  **N=299** | **%** |
| AH | 56 | 19% |
| LBS | 100 | 33% |
| PSE | 64 | 21% |
| SBS | 62 | 21% |
| OTHER | 17 | 6% |

***NOTE: Not all people responded to all questions, depending on logic of survey and attrition (people not answering all questions). Therefore, responses are reported as percentages.***

**FORMAT PREFERENCE:**

Option 1: social media only

Option 2: video upload & judging

Either Option

Both Options

Unsure

Do not plan to participate

|  |  |  |
| --- | --- | --- |
|  | **Students**  **N=145** | **Faculty/Admin**  **N=135** |
| Option 1 | 15% | 9% |
| Option 2 | 19% | 24% |
| Either | 18% | 31% |
| Both | 25% | 20% |
| Unsure | 8% | 6% |
| Neither | 15% | 10% |

Conclusions:

* Students do not appear to have a strong preference, and 77% want to participate in an Expo.
* Faculty appear to prefer Option 2, and the majority also want their students to participate.

***But let’s take a closer look.***

STUDENT PREFERENCE FOR FORMAT by AREA

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Preference** | **AH**  **N=38** | **LBS**  **N=39** | **OTHER**  **N=5** | **PSE**  **N=31** | **SBS**  **N=32** | **TOTAL**  **N=145** |
| Yes, option 1 (social media) only | 21% | 13% | 0% | 13% | 16% | 15% |
| Yes, option 2 (upload video and judging) only | 8% | 21% | 0% | 35% | 16% | 19% |
| Yes, either option | 21% | 18% | 20% | 10% | 22% | 18% |
| Yes, both options | 29% | 31% | 20% | 26% | 13% | 25% |
| Unsure | 8% | 8% | 0% | 6% | 13% | 8% |
| No, I do not plan to participate in either option | 13% | 10% | 60% | 10% | 22% | 15% |

Departments were assigned to Arts and Humanities (AH); Life and Biomedical Studies (LBS); Physical Sciences and Engineering (PSE); and Social and Behavioral Sciences (SBS); those who did not select a department were assigned as OTHER)

COMBINED STUDENT PREFERENCE FOR FORMAT by AREA

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Combined Preference** | **AH** | **LBS** | **OTHER** | **PSE** | **SBS** | **TOTAL** |
| Option 1 | 47% | 41% | 29% | 36% | 37% | 41% |
| Option 2 | 39% | 47% | 29% | 52% | 37% | 43% |
| Unsure/No | 14% | 12% | 43% | 12% | 26% | 16% |

Combined preference, e.g., Option 1 = option 1 only + either+ both options

Conclusions:

* Student preferences do vary a little by Area, with LBS and PSE students preferring Option 2 only versus Option 1 only; AH preferring Option 1 only and SBS not having a preference.
* However, if you look at the combined total, e.g., Option 1 = option 1 only + either+ both options), AH, LBS and SBS do not have a preference between Option 1 and Option 2; PSE students have a preference for Option 2.
* Note, 16% of students are unsure if they will participate or do not plan to participate.

FACULTY PREFERNCE FORMAT by AREA

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Preference** | **AH**  **N=15** | **LBS**  **N=58** | **OTHER**  **N=11** | **PSE**  **N=26** | **SBS**  **N=25** | **TOTAL**  **N=135** |
| Yes, option 1 (social media) only | 20% | 9% | 9% | 0% | 12% | 9% |
| Yes, option 2 (upload video and judging) only | 27% | 19% | 45% | 31% | 16% | 24% |
| Yes, either option | 27% | 29% | 27% | 35% | 36% | 31% |
| Yes, both options | 20% | 26% | 0% | 12% | 24% | 20% |
| Unsure | 7% | 3% | 18% | 8% | 4% | 6% |
| No, I do not plan to participate in either option | 0% | 14% | 0% | 15% | 8% | 10% |

Departments were assigned to Arts and Humanities (AH); Life and Biomedical Studies (LBS); Physical Sciences and Engineering (PSE); and Social and Behavioral Sciences (SBS); those who did not select a department were assigned as OTHER)

COMBINED FACULTY PREFERNCE FORMAT by AREA

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Combined Preference** | **AH** | **LBS** | **OTHER** | **PSE** | **SBS** | **TOTAL** |
| Option 1 | 45% | 41% | 29% | 32% | 45% | 40% |
| Option 2 | 50% | 48% | 57% | 53% | 48% | 50% |
| Unsure/No | 5% | 11% | 14% | 16% | 8% | 11% |

Combined preference, e.g., Option 1 = option 1 only + either+ both options

Conclusions:

* Faculty/admin preferences do vary by Area, with LBS and PSE preferring Option 2 versus Option 1; and AH and SBS not having a strong preference.
* However, if you look at the combined total, e.g., Option 1 = option 1 only + either+ both options), AH, LBS and SBS faculty/admin do not have a strong preference; PSE faculty/admin have a preference for Option 2.
* Note, 11% of faculty/admin are unsure or do not plan to have their students participate.

**SOCIAL MEDIA PREFERENCE:**

Respondents were asked, “On which social media platform(s) would you post your project for the Expo (select all that apply).”

SOCIAL MEDIA ACCOUNTS ACROSS ALL RESPONDENTS

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Twitter only** | **Facebook only** | **Instagram only** | **Twitter & FB** | **Twitter & Insta** | **Insta & FB** | **All Three** | **No social media** |
| Students  N=83 | 12% | 8% | 33% | 6% | 8% | 12% | 18% | 2% |
| Fac/Admin  N=80 | 18% | 9% | 0% | 16% | 5% | 8% | 25% | 20% |

Conclusions

* More students have Instagram accounts (44%) than Twitter (28%) and Facebook (28%)
* More faculty have Twitter (64%) and Facebook (58%) accounts than Instagram (38%).
* However, only 8% and 9% of students and faculty/admin, respectively, have Facebook only. Note, [.@bobcatsdiscover](mailto:.@bobcatsdiscover) [the account we use to repost Expo posts] does not have a FB account. Therefore, people with FB can participate and people can view posts on their accounts, but we cannot repost on our [.@bobcatsdiscover](mailto:.@bobcatsdiscover) account.
* Note, 2% of students and 20% of faculty do not have social media accounts they would use for the Expo.

**WILLING TO PUBLICLY POST VIDEOS FOR OPTION 2:**

|  |  |  |
| --- | --- | --- |
| **Response** | **Students**  **N=88** | **Faculty/Admin**  **N=99** |
| Yes, I am happy to share with the public | 61% | 65% |
| Yes, I would be willing to share it for a limited time | 25% | 20% |
| No, video viewed by the judges only | 14% | 15% |

Conclusions

* A significant number of both students and faculty/admin would prefer to limit viewing of posted videos.

**ARE YOU WILLING/ABLE TO BE A JUDGE:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **RESPONSE** | **TOTAL N=133** | **AH**  **N=15** | **LBS**  **N=58** | **OTHER**  **N=9** | **PSE**  **N=26** | **SBS**  **N=25** |
| Yes | 52% | 40% | 59% | 67% | 38% | 52% |
| No | 18% | 13% | 17% | 22% | 12% | 28% |
| Unsure | 30% | 47% | 24% | 11% | 50% | 20% |

Conclusions

* Almost 50% of faculty/admin are unsure or not willing/able to judge this year.
* Although PSE faculty/admin and students prefer Option 2, PSE faculty/admin are less able/willing to be judges, potentially leading to a shortage of judges for PSE sessions.

**RESPONDENT COMMENTS [and some thoughts based on overall responses in red:**

* Not everyone has Twitter or Instagram***-*** Yes, but only 8% of student respondents have FB only.
* The proposed live Q&A with judges and presenters in Option 2 may be difficult due to erratic internet connectivity. - We agree and will likely have asynchronous judging only.
* Live judging would be the ideal experience for students - We agree but due to current and expected safety measures, this will not be feasible.
* Consider having the event over more than just one day. – If we have both options, they will likely occur on different days, but within a week of each other.
* Create a webpage for all the shared video. - We plan to do that if we proceed with Option 2.
* Allow people presenting in both formats to link their videos on their social media. -Definitely!
* Videos might be large and difficult to upload.**-**We are considering ways to facilitate this.
* Will there be workshops/help to make videos? -Yes, we plan to make a variety of resources available to teach students how to create videos.
* Could we have a live awards ceremony? – Pulling everyone together for live announcements is likely not feasible. We are considering a few options - posts throughout the day, etc.; taped video announcement- if we proceed with Option 2.
* Participation might be down due to other priorities and limitation***-*** We agree but would like to provide an opportunity for those who can/want to participate.
* Live interactions might be difficult but would be good***. -*** We agree and will encourage presenters who are interested to create a Teams/Zoom Live Chat to present/discuss their work.  This would not be a formal part of the Expo, but we would list all Live Chats on the Expo website and presenters could advertise on their social media.