



# **The School of Computer Technology**

## **Naming Research Report**

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# Executive Summary





**This quantitative research aims to evaluate which of the three School name options perform best on the name selection criteria, based on the perspective of George Brown students who are already enrolled in the program; then develop recommendations according to the research result.**

**Based on the result of the survey, we found out that the name “School of Information Systems” had the highest appeal rating and preference ranking, while “School of Informatics and Computer Technology” received the lowest.**

# Research Objectives & Methodology





**To evaluate which of the three School name options performs the best, based on the response from prospective students already enrolled in programs within the School of Computer Technology.**

**To determine which School name applied best with the following criteria:**

- **Overall appeal**
- **Clarity and fit with purpose**
- **Understand how well the name options fit with internet search terms prospects are using**

# Sampling Plan

Target Population	Sampling Unit	Sampling Frame	Sampling Method	Sample Size
Prospective George Brown students who are already enrolled in a program in the School of Computer Technology as full-time students for the 2020-2021 school year.	Individual	A list of prospective applicants who are already enrolled in programs within the School of Computer Technology for the 2020-2021 school year, provided by the Faculty.	<i>Simple Random Sampling</i>  Get a list of students who are enrolled in programs within the School of Computer Technology for the 2020-2021 school year, then select 278 students from the list.	Suppose there are 1000 enrolled students for all programs within the School of Computer Technology for the 2020-2021 school year, with a confidence level of 95% and confidence interval of 5%, the sampling size will be 278.

A survey that consisted of 27 questions that included Likert scale, Ranking order, and multiple choice questions was sent out to prospective students in programs within the School of Computer Technology.

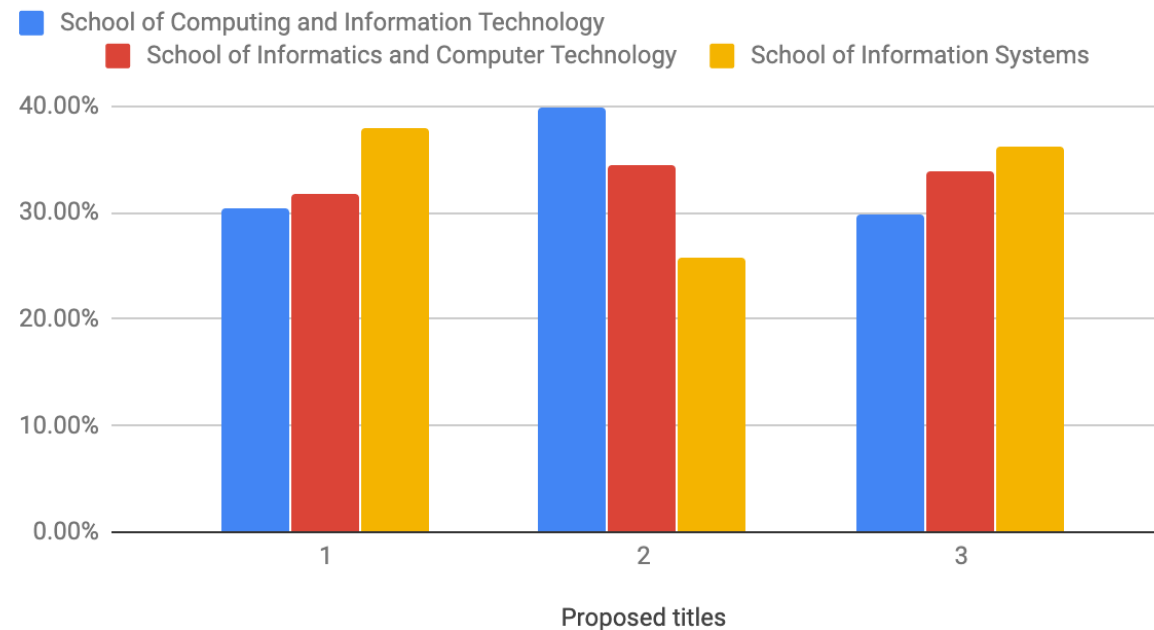
# Major Research Findings





**Based on the rankings, The name "School of Information Systems" was most highly ranked as the name respondents liked the most, with "School of Computing and Information Technology" being the most highly ranked as second choice.**

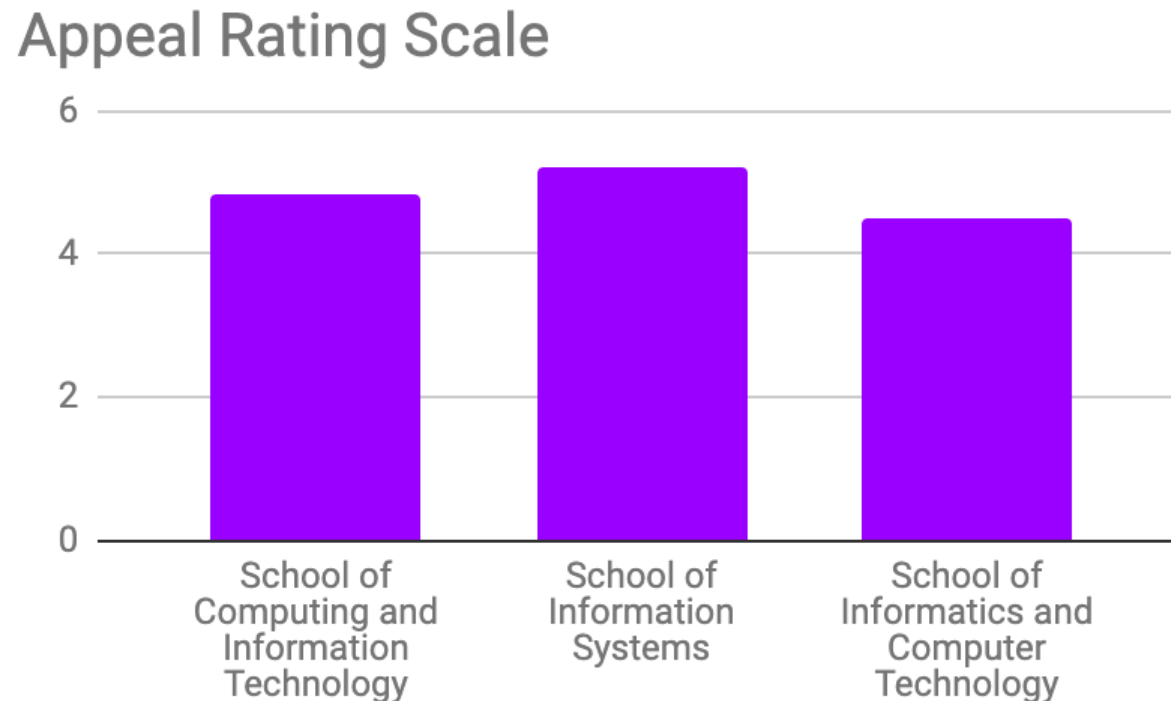
Ranking from 1 to 3



Q: Please rank the suggested names for the School in order of how much you like them personally, where 1 indicates the name that you like the most and 3 the name that you like the least.

n = 521

**“School of Information Systems” was the name with the highest appeal rating among respondents, with “School of Computing and Information Technology” coming in second.**

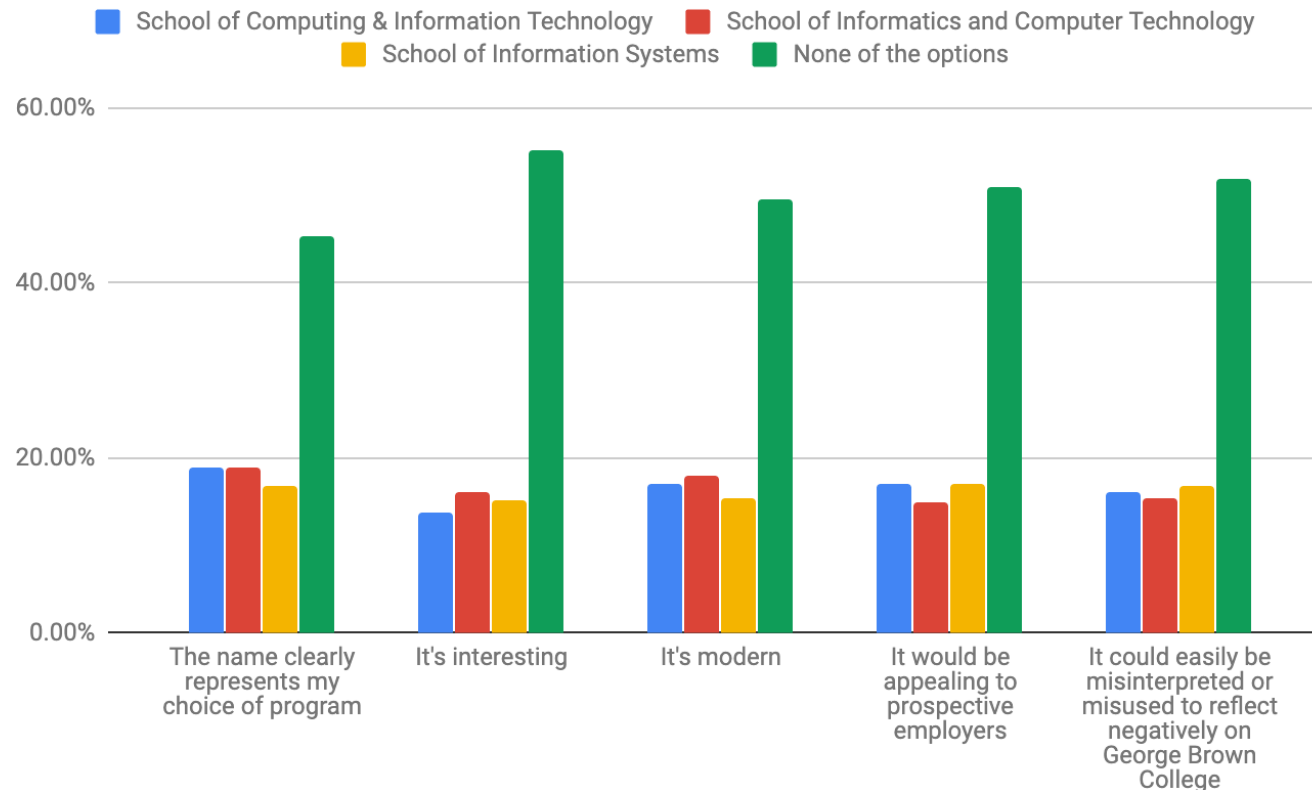


Q: One of the names being considered is "School of Computing and Information Technology.", "School of Information Systems.", "School of Informatics and Computer Technology. "

How would you rate the appeal of this name overall, on a scale of 1 to 10 where 10 is “very appealing” and 1 is “not at all appealing”?

n = 521

**The highest number of respondents found the name "School of Informatics and Computer Technology" to be modern and interesting, but had the lowest number of respondents who found it appealing to prospective employers.**

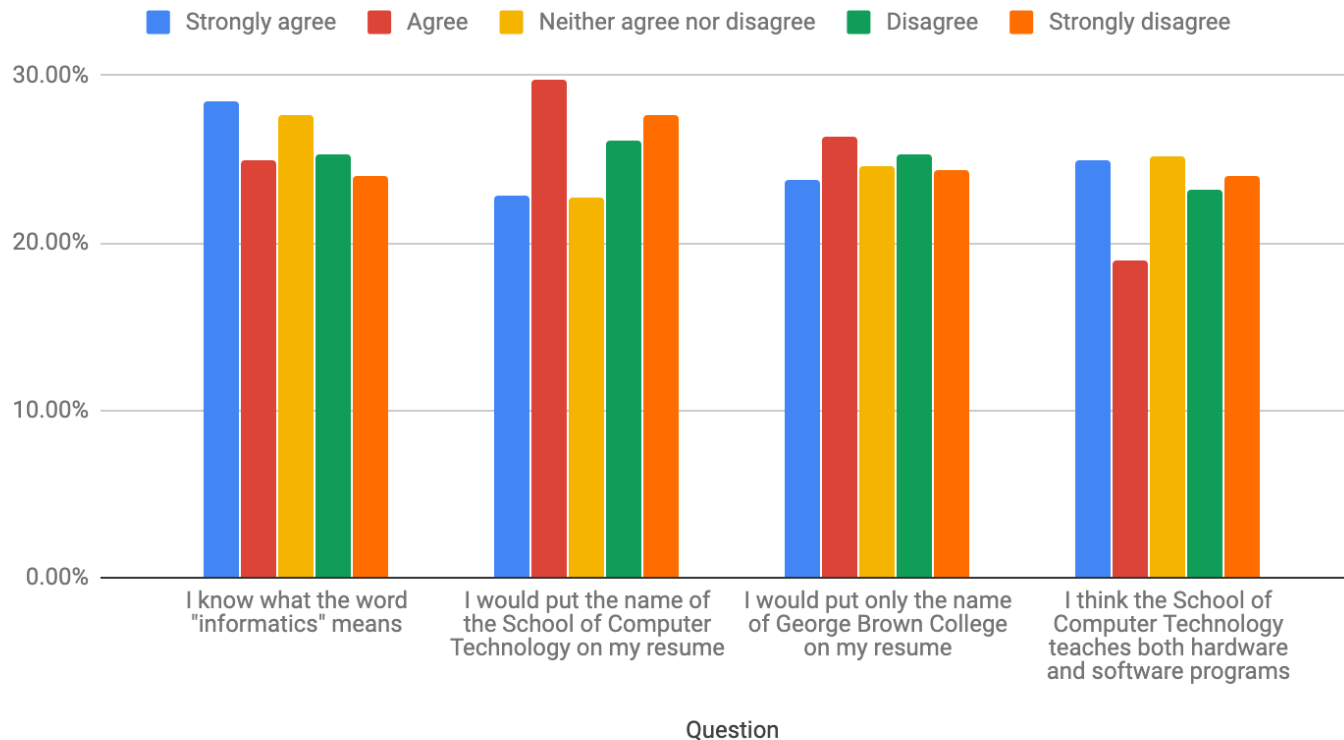


Q: Which of the suggested names do you think best fits each statement?  
n= 521

**The lowest number of respondents found the name "School of Information Systems" to be modern and clearly represents their choice of program.**

**More than half of the respondents are either unsure or disagree that they know the meaning of the word "informatics".**

Level of Agreement with Statements





Q: How much do you agree or disagree with the following statements?  
n= 521

**Almost a quarter of respondents are unsure of whether the School of Computer Technology teaches both hardware and software programs.**


# Recommendations



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1. ***“School of Information Systems”*** is recommended as the school’s first choice for a new name as it had the highest appeal rating and was the most highly ranked among the three proposed options.

A vertical bar on the left side of the slide, composed of ten horizontal segments of different colors: orange, yellow-orange, light purple, dark purple, light blue, medium blue, yellow, light green, and dark green.

**2. “*School of Computing and Information Technology*” is recommended as a runner up as it came in second in rating appeal and ranking.**




3. *“School of Informatics and Computer Technology”* is not recommended because although the highest number of respondents found it to be modern and interesting, more than half of the respondents expressed that they did not know the meaning of the word “informatics”, or were unsure.



# Conclusion





**The name of a particular school within George Brown College is very important for students and therefore should be chosen carefully based on the responses from prospective students.**

**It is important to select a school name that is: modern, interesting, appealing to potential employers, represents both hardware and software programs, and cannot easily be misinterpreted or misused to reflect negatively on George Brown College.**

**We hope the findings and recommendations from this research will be helpful in selecting the best new name for the School of Computer Technology.**

# Link to Qualtrics Survey:

[https://gbcstudentresearch.ca1.qualtrics.com/jfe/form/SV\\_2ICFOYLbLgBjlzL](https://gbcstudentresearch.ca1.qualtrics.com/jfe/form/SV_2ICFOYLbLgBjlzL)

**Thank you!**