

Request #: 533 - Other - Dissertation

Does fashion sustainability instruction influence student intention to make sustainable apparel choices?

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Background

Participants take a pre-assessment followed with 20 minutes of participating in an online module. A week later, they participate in another online module for 20 minutes and take a quiz related to the online content. 2 weeks after the second encounter with the online module, participants take a post-assessment.

Sample

3 surveys (pre-assessment, knowledge quiz, post-assessment) currently collecting this data

250 sample size minimum sample size of 87 participants for t-test and 41 for regression, with the following sampling parameters; $r = .3$, $\alpha < .05$, $B = .80$, 3 predictors. If the effect size is changed to $r = .5$, the suggested minimum sample is 63 for t-test and 26 for regression (Cohen, 1988)

Hypothesis

Purpose The purpose of this study is to examine the effect of an educational experience on an intention to make sustainable apparel choices by college students at Utah State University (USU). This research will help fill the dearth in sustainable apparel education and consumerism fields of study while potentially providing a positive impact on the environment for current and future generations (Armstrong & LeHew, 2013; Connell & Kozar, 2012; Joshi & Rahman, 2017; Lundblad & Davies, 2016; Thompson et al., 2012). **Research Objectives** The following research objectives direct the focus and methods of this study: 1. Identify the effects of fashion sustainability instruction on college students' attitudes towards sustainable apparel choice. 2. Identify the effects of fashion sustainability instruction on college students' subjective norms related to sustainable apparel choices. 3. Identify the effects of fashion sustainability instruction on college students' knowledge of sustainable apparel choices. 4. Identify the effects of fashion sustainability instruction on college students' intentions to make sustainable apparel choices. 5. Examine if relationships exist between college students' intentions to make sustainable apparel choices and attitudes, subjective norms, and knowledge.

Progress

The surveys have been created, uploaded to Qualtrics, and participants are signing up during Spring Semester to participate in the study.

Request

I would like to visit with someone who can give me tips on the best way to organize all the data that will be coming in from the surveys. My biggest concern is being able to compare each participant response against survey 2 and survey 3. I have an idea in my head of where I should go with this, but it may be the most complicated way

At the beginning of each Qualtrics survey participants have been asked to use a alpha-numeric code that they generate with mothers maiden name and the last four digits of their phone number

Timeline

My plan is to collect data through the end of April. I want to organize and analyze the data in May and June, write chapter 4 and 5 July and August.