Hireability and Educational Prestige

**Appendix A – Survey Questions**

Priming Message for Initial Survey Questions:

This survey asks questions about so-called alternative credentials. For the purposes of this survey, alternative credentials include certificates, documents, and other proof of receiving education, other than traditional credentials. Traditional credentials include a high school diploma or an undergraduate degree from an accredited university. Five specific examples of an alternative credential include a Certified Project Manager certification, a portfolio of work, a Khan Academy profile, or a Nanodegree from Udacity.

There are two sections. Both sections are intended to take less than 5 minutes.

Survey Questions:

1. Select “I agree” if you consent to your survey responses being used for academic study according to the informed consent document at: https://osf.io/hxz46/?view\_only=95b0c0b0c65e4b7983198cc87c2ab733
   1. I agree
   2. I do not agree\*
2. Do you contribute to hiring and firing decisions at your company?
   1. Yes
   2. No
   3. Unemployed
3. For many professions, alternative credentials can qualify a person for an entry-level position.
   1. Response on a scale from 1 to 10, where a higher score indicates stronger agreement.
4. It will soon become fairly conventional for high school graduates to obtain alternative credentials instead of going to college.
   1. Response on a scale from 1 to 10, where a higher score indicates stronger agreement.
5. When you add up the pros and cons for online education, it's probably a good thing for society overall.
   1. Response on a scale from 1 to 10, where a higher score indicates stronger agreement.
6. Which of these industries most closely matches your profession?
   1. Select one of the following:
      1. Agriculture
      2. Education
      3. Energy
      4. Finance, Investment, or Accounting
      5. Health
      6. Information Technology
      7. Law
      8. Manufacturing
      9. Military
      10. Other
      11. Retail
      12. Real Estate or Property Management
      13. Transportation
7. Gender
   1. Male
   2. Female
   3. Other
8. Household Income
   1. 0-9,999
   2. 10,000-24,999
   3. 25,000-49,999
   4. 50,000-74,999
   5. 75,000-99,999
   6. 100,000-124,999
   7. 125,000-149,999
   8. 150,000-174,999
   9. 175,000-199,999
   10. 200,000+
   11. Prefer not to answer
9. Age
   1. < 18
   2. 18 - 29
   3. 30 - 44
   4. 45 - 60
   5. > 60
10. What is the highest level of education you have completed?
    1. Did Not Graduate from High School
    2. GED
    3. High School Diploma
    4. Some College
    5. Obtained Undergraduate Degree
    6. Obtained Non-Doctoral Graduate Degree
    7. Obtained a Doctoral Degree
11. Which race/ethnicity best describes you?
    1. American Indian or Alaskan Native
    2. Asian / Pacific Islander
    3. Black or African American
    4. Hispanic
    5. White / Caucasian
    6. Other
12. What state do you reside in?
    1. Select among the 50 states or D.C.
13. What is the name of a reputable certification or credential in your profession? Use “n/a” if nothing comes to mind.
    1. Free text response
14. I would rather hire or work with someone with a reputable certification or credential instead of someone with a reputable university education.
    1. True or false

Priming Message for Prestige Rating Questions:

The next section of this survey is the final section. This section will ask about whether you are familiar with two universities and two coding bootcamps. You will also be asked to rate these learning providers for quality. \*

\*Half of survey takers will be randomly selected to view the following two paragraphs of additional information:

Specifically, you will be asked about eight learning providers based in the United States which include four universities and four coding bootcamps. California Institute of Technology (CIT) and the University of Chicago are Top 10 ranked universities for 2021 according to US News. CIT was less frequently reviewed by users compared to University of Chicago. Portland State University (PSU) and University of Nebraska Omaha (UNO) are two members of a 14-way tie for the lowest-ranked universities for 2021 according to US News. UNO was less frequently reviewed by users compared to PSU.

Coding bootcamp data is provided by Course Report as of December 1, 2020. According to this data, App Academy and General Assembly are two of the Top 10 coding bootcamps most frequently reviewed by users. General Assembly has a lower rating compared to App Academy. FVI School of Technology and Bov Academy are two minimally reviewed learning providers. Bov Academy has a lower rating compared to FVI School of Technology.

Matching Survey Questions :

1. Select all of the learning providers you have heard of before today
   1. California Institute of Technology
   2. University of Chicago
   3. Portland State University
   4. University of Nebraska Omaha
   5. App Academy
   6. General Assembly
   7. FVI School of Technology
   8. Bov Academy
   9. I have not heard of any of these learning providers before today
2. How would you rate the quality of education at California Institute of Technology?
   1. Response on a scale from 1 to 10, where a higher score indicates higher perceived quality.
3. How would you rate the quality of education at University of Chicago?
   1. Response on a scale from 1 to 10, where a higher score indicates higher perceived quality.
4. How would you rate the quality of education at Portland State University?
   1. Response on a scale from 1 to 10, where a higher score indicates higher perceived quality.
5. How would you rate the quality of education at University of Nebraska Omaha?
   1. Response on a scale from 1 to 10, where a higher score indicates higher perceived quality.
6. How would you rate the quality of education at App Academy?
   1. Response on a scale from 1 to 10, where a higher score indicates higher perceived quality.
7. How would you rate the quality of education at General Assembly?
   1. Response on a scale from 1 to 10, where a higher score indicates higher perceived quality.
8. How would you rate the quality of education at FVI School of Technology?
   1. Response on a scale from 1 to 10, where a higher score indicates higher perceived quality.
9. How would you rate the quality of education at Bov Academy?
   1. Response on a scale from 1 to 10, where a higher score indicates higher perceived quality.