

Q1. Evaluate student perceptions of some of the most widely used social media sites.

Which of the following phrases describes each of the social media sites listed below? Please check all that apply.

[illegible]

Q2. Identify the length of time that students have been using the most widely used social media sites

How long have you used each of the following social media sites?

[illegible]

Q3. Identify students' frequency of usage of the most widely used social media sites

How frequently do you visit each of the following social media sites?

[illegible]

Q4. Determine what sources students perceive as credible (in other words trustworthy) in influencing their opinions about companies/products/brands

How much trust do you place on each of the following sources in influencing your opinions about a company's products or brands?

	Trust Completely				Do Not Trust at All
	5	4	3	2	1
Recommendations from people I know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company/brand web sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumer opinions/reviews posted online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazine articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online discussion boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsored search results/search engine ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blog postings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional reviews of products/brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email I signed up for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand sponsorships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text ads on mobile devices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product placement in TV/movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ads on social media sites I visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product flyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ads on web sites I visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5. Assess student perceptions of companies' usage of social media for marketing their company/brands/products

Please indicate your level of agreement or disagreement with each of the following statements.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
	5	4	3	2	1
Social media is an effective way for companies to market their products/brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies who do not use social media to market their products/brands are behind the times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a smart practice for companies to analyze consumer comments and postings about their products/brands on social media sites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media provides a good way for companies to communicate with consumers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media helps establish a closer relationship between a company and its customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a good idea for companies to purchase ads on social media sites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies lose control of their message when they use social media sites to market their products/brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies benefit by using social media to create online communities where consumers can freely evaluate products/brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media is an effective way for a company to gain new customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies that use social media are more technologically advanced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies that use social media are more technologically advanced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media is helpful in improving a company's image.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies who use social media to promote their products/brands are more successful than those who do not.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies who use social media have an advantage over competitors who do not.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies who use social media have a better understanding of their customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media allows companies to reach a larger consumer base.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media creates awareness about a company's products/brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies have over-used social media in marketing products/brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6. Determine the likelihood of using social media for future purchase decisions.

How likely are you to use information obtained from a social media site in helping you make a decision about a future purchase?

I Definitely Will	I Probably Will	I Might or Might Not	I Probably Will Not	I Definitely Will Not
5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Why do you feel this way?

Q7. Determine students' engagement with social media marketing tactics.

Social media can be used by people in many ways. To what extent do you use or participate in each of the following social media activities?

[illegible]

Describe relevant student demographic data that may be used to make comparisons between groups

Q8. Gender

- ☐ Male
- ☐ Female

Q9. What is your current class standing?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate

Q10. My major is in the (if you have more than 1 major, choose the major you consider to be your primary major):

- ☐ College of Business & Economics
- ☐ College of Education & Human Development
- ☐ College of Humanities & Behavioral Sciences
- ☐ College of Science & Technology
- ☐ College of Visual & Performing Arts
- ☐ Waldron College of Health and Human Services
- ☐ I have not chosen a major

Q11. Do you have more than 1 major?

- ☐ Yes
- ☐ No

Q12. Which of the following statements best describes you?

- ☐ I started college at RU as a freshman
- ☐ I transferred to RU from a community college
- ☐ I transferred to RU from another 4-year college/university

Q13. What is your overall GPA?

- ☐ Less than 2.50
- ☐ 2.50 – 2.99
- ☐ 3.00 – 3.49
- ☐ 3.50 and higher

Q14. I currently am

- ☐ not employed
- ☐ working less than 10 hours per week
- ☐ working 10 – 19 hours per week
- ☐ working 20 or more hours per week

Q15. Do you currently own a phone that allows you to access the Internet?

- ☐ Yes
- ☐ No

Q16. I access social media sites most frequently on:

- ☐ a desktop/laptop computer
- ☐ an on-campus computer
- ☐ my phone
- ☐ a tablet computer (such as an iPad or Kindle)

Q17. How long ago did you register for your first account on a social media site?

- ☐ Less than 1 year ago
- ☐ 1 – 3 years ago
- ☐ 4 – 6 years ago
- ☐ 7 or more years ago
- ☐ Cannot recall