Social Media Attitude & Opinion Survey

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.

	Blogs	Facebook	Google †	Instagram	Linkedin	MySpace	Pinterest Pinterest	Twitter	YouTube
Allows me to stay connected with friends and family		0	٥			0		0	
Helps me stay informed on current news			۵						
Serves as a professional resource		۵	۵						
A source of personal entertainment	٥	٥	٥						
A site I want to visit daily									
A place where I can voice my opinions	۵	۵	۵						
Makes me concerned about my personal privacy	0	۵	۵						
Provides me information about products and brands	۵	۵	۵				۵		
Distracts me from things I need to get done	۵	۵	۵						
Is a waste of time	•								
Allows me to see what other people are thinking			۵						
Helps me make money									
Makes me feel like I am part of a community	٥	٥	٥						
Allows me to share my experiences	۵	۵	۵						
Keeps me up-to-date with current trends	0	۵	۵						
Allows me to easily search for information		۵	٥					0	
A place to share content with others			٥					0	

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?

	I Have Never Used It	Less than 6 Months	6 Months – Less than 1 Year	1 – 2 Years	3 – 4 Years	5 Years or More
Blogs						
Facebook						
Google +						
Instagram						
LinkedIn						
MySpace						
Pinterest						
Twitter						
YouTube						

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?

	More than Once Each Day	Once a Day	Several Times a Week	Once a Week	Several Times a Month	Once a Month	Less than Once a Month
Blogs							
Facebook							
Google +							
Instagram							
LinkedIn							
MySpace							
Pinterest							
Twitter							
YouTube							

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					
Newspaper stories					
Social media sites					
Company/brand web sites					
Consumer opinions/reviews posted online					
Advertisements					
Magazine articles					
Online discussion boards					
Sales personnel					
Sponsored search results/earch engine ads					
Blog postings					
Professional reviews of products/brands					
Email I signed up for					
Brand sponsorships					
Text ads on mobile devices					
Product placement in TV/movies					
Ads on social media sites I visit					
Product flyers					
Ads on web sites I visit					

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.					
Companies who do not use social media to market their products/brands are behind the times.					
It is a smart practice for companies to analyze consumer comments and postings about their products/brands on social media sites.					
Social media provides a good way for companies to communicate with consumers.					
Social media helps establish a closer relationship between a company and its customers.					
It is a good idea for companies to purchase ads on social media sites.					
Companies lose control of their message when they use social media sites to market their products/brands.		0			
Companies benefit by using social media to create online communities where consumers can freely evaluate products/brands.					
Social media is an effective way for a company to gain new customers.					۵
Companies that use social media are more technologically advanced.					
Companies that use social media are more technologically advanced.					
Social media is helpful in improving a company's image.					
Companies who use social media to promote their products/brands are more successful than those who do not.	0				
Companies who use social media have an advantage over competitors who do not.					
Companies who use social media have a better understanding of their customers.					
Social media allows companies to reach a larger consumer base.					
Social media creates awareness about a company's products/brands.					
Companies have over-used social media in marketing products/brands.					

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

How likely are you to u	se information obtaine	ed 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	1 Probably Will 4	3	2	1 Definitely Will No
Why do you feel this w	vay?			

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?

	I Do This Quite Frequently				I Never Do This	I Am Not Familiar with This Activity
	5	4	3	2	1	8
"Fan" companies/brands/products pages						
Follow companies/brands/products						
Join company/brand/product groups						
Read blogs about a company/brand/product						
Post comments to a company/brand/product blog						
Rate pages/photos/videos of a company's brands/products						
"Like" companies/brands/products on social media sites						
Share videos about a company's brands/products						
Add social bookmarks to information about a company/product/brand						
Retweet a company's tweets						
Sign up to receive email from a company based on information posted to a social media site						
Click on advertisements posted to a social media site						
Participate in online communities related to a company/brand/product						
Purchase products based on information posted to social media sites						
Create a group to support/promote a company/brand/product						
Refer a friend to a company/brand/product page on a social media site						
Use coupons/discounts offered from a company only available on a social media site						
Subscribe to a company's YouTube channel						
Comment on a company/brand/product video posted to a social media site						
Engage in conversations about a company/product/brand on social media sites						
Submit stories about a company/brand/product						
Vote on links about a company/brand/product						
Read news stories posted to a social media site about a company/brand/product						
Subscribe to an RSS/news feed to keep informed about companies/brands/products						
Participate in a social media event related to a company/brand/product						
Pin pictures of a company's products/brands						
Tweet information about a product brand						
Share photos about a company's brands/products						

Desc	cribe	relevant student demographic data that may be used to make comparisons between groups
Q8.	Gend	der
		Male Female
Q 9.	What	t is your current class standing?
		·
Q10.	My n	najor is in the (if you have more than 1 major, choose the major you consider to be your <u>primary</u> 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 y	ou have more than 1 major?
		Yes No
Q12.	Whic	ch 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.	Wha	t is your overall GPA?
		Less than 2.50 2.50 – 2.99 3.00 – 3.49 3.50 and higher
Q14.	I cur	rently 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 y	ou currently own a phone that allows you to access the Internet?
		Yes No

Q16. I acc	ess 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