

Kukui Cup Round Three Survey Results

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1 Summary

Overall, Kukui Cup participants were generally satisfied with the competition elements, and would change very little about the competition itself, or the website. More than half of respondents felt that the website was easy to use, and most felt that they understood how to play the game after logging into the website. Students were also highly motivated by the prizes available. Almost all participants would recommend playing the Kukui Cup to incoming first year students.

One important result of the survey is that respondents felt overwhelmingly that additional advertising should be done to raise awareness and participation levels of the Kukui Cup, for both online and real world activities.

2 Introduction

In October and November 2011, during round (week) three of the inaugural Kukui Cup competition, a survey activity was made available to Kukui Cup participants. The survey activity was part of the Smart Grid game, and was worth 40 points for participants (among the most points available for an action). The survey was administered via a link from the activity to the survey on SurveyGozmo (surveygizmo.com).

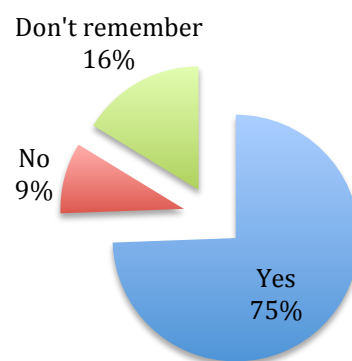
The survey was composed of questions designed to gather information about how students became aware of, and adopted the game, and also how they felt about various aspects of the facilitation of the Kukui Cup. In addition, questions were asked regarding satisfaction with the various Kukui Cup workshops and excursions, and prizes. (See excel spreadsheet for full survey). The survey launched at the beginning of the Overall Round on Oct 31, and there were 304

players with ≥ 25 points by the end of the day on Oct 31. The survey was active until the end of the competition on 11/6, and there were 401 players with ≥ 25 points at the end of the competition.

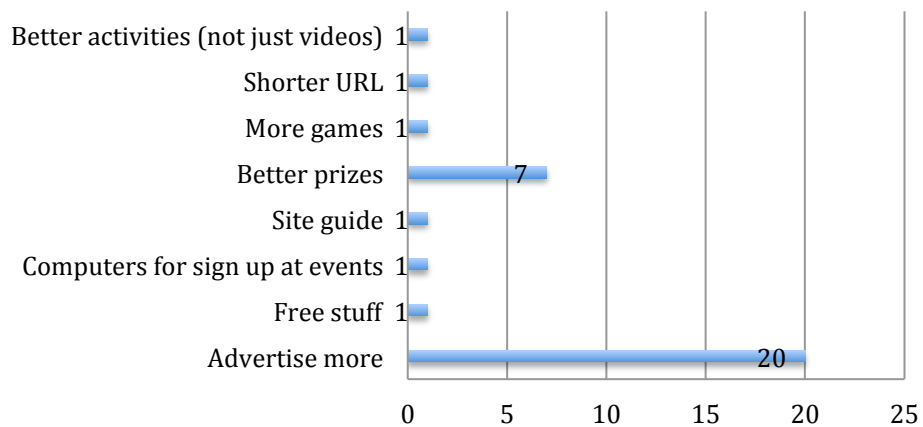
3 Results

3.1 Awareness, Adoption, Motivation

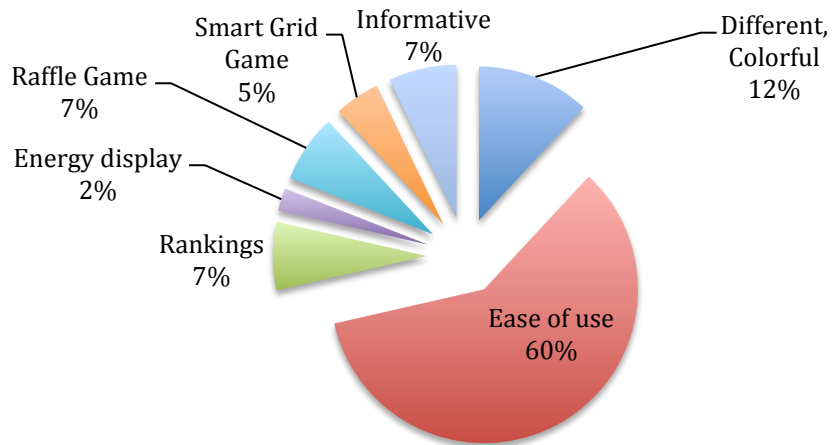
Were the tower lobby banners effective?



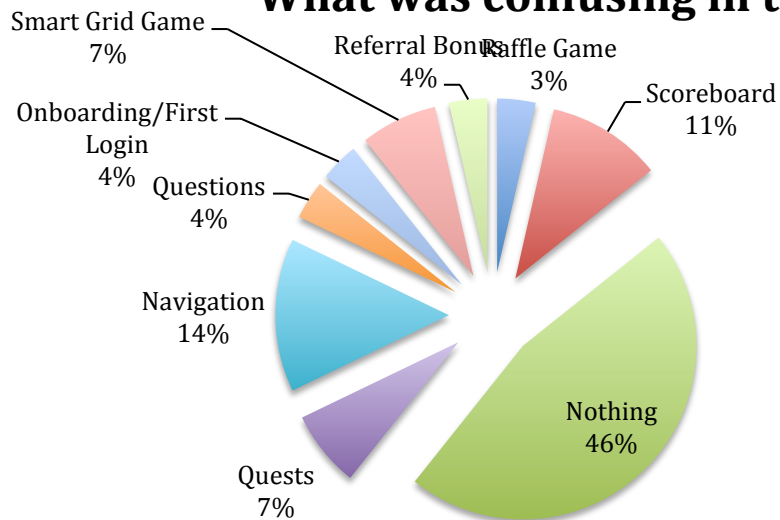
What can we do to improve participation in the Kukui Cup website?



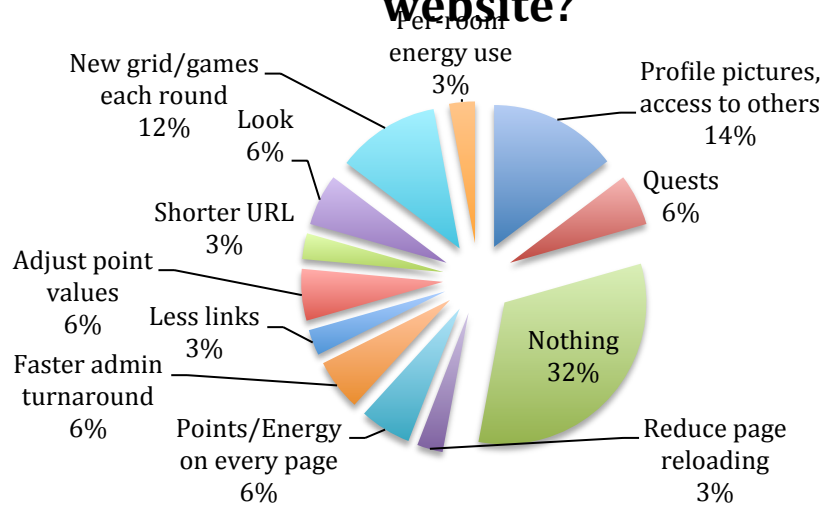
What did you like about the website?



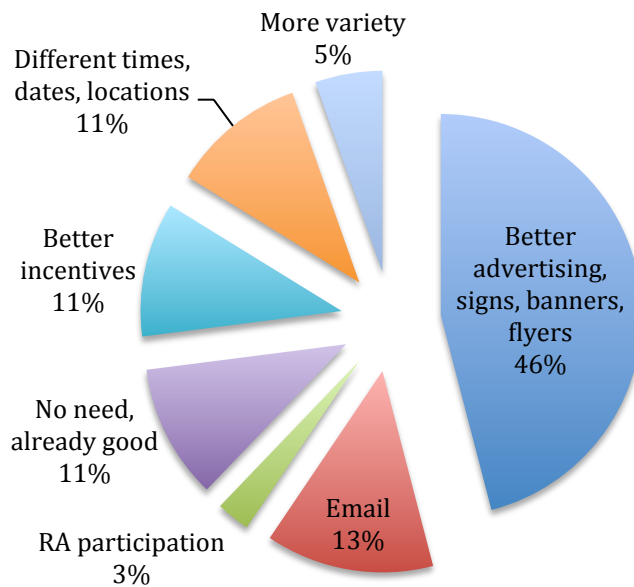
What was confusing in the website?



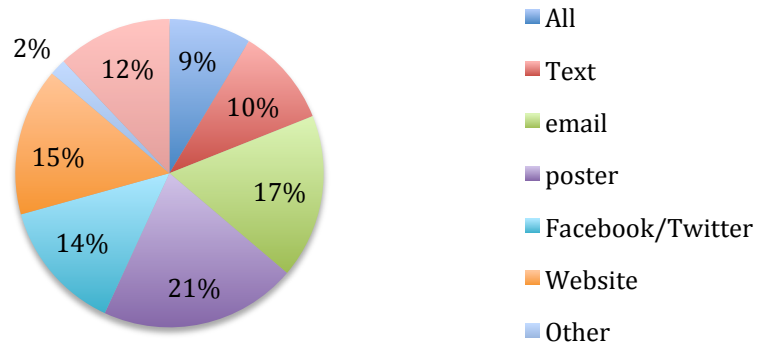
What would you change about the website?



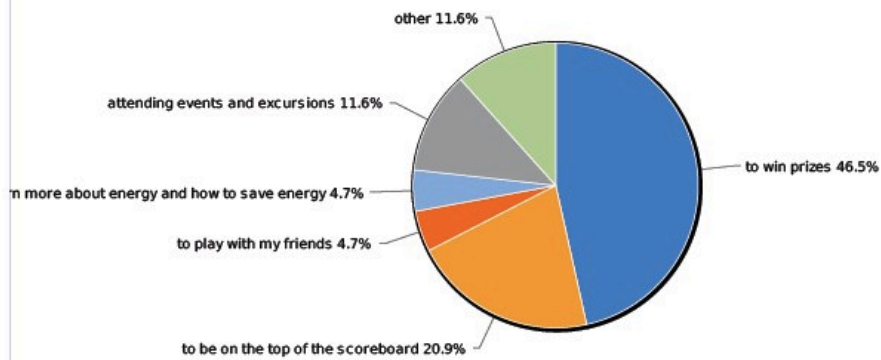
What can we do to improve attendance at workshops and excursions?



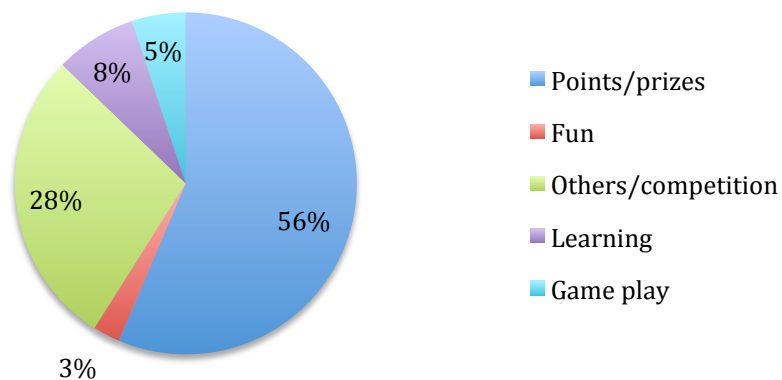
How would you like to hear about Kukui Cup events?

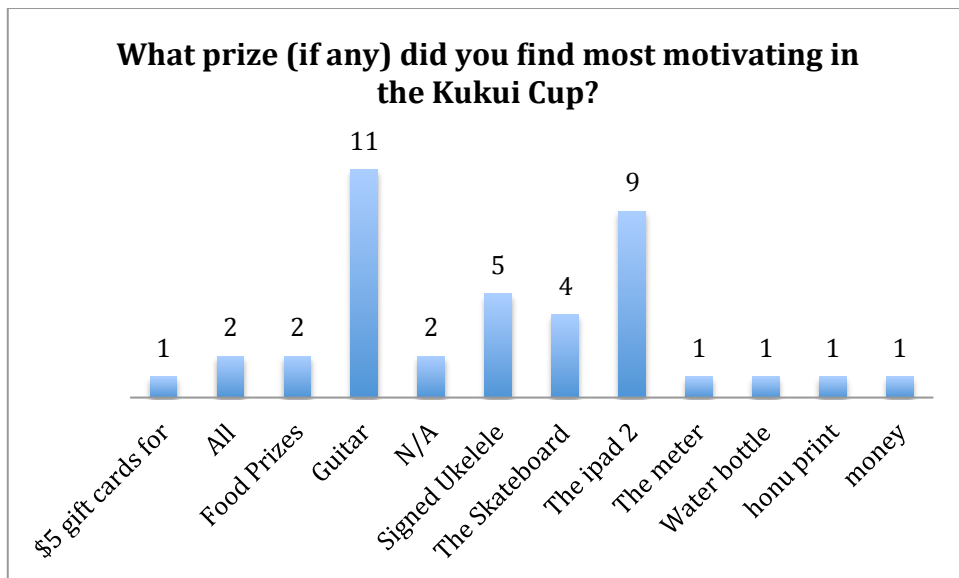
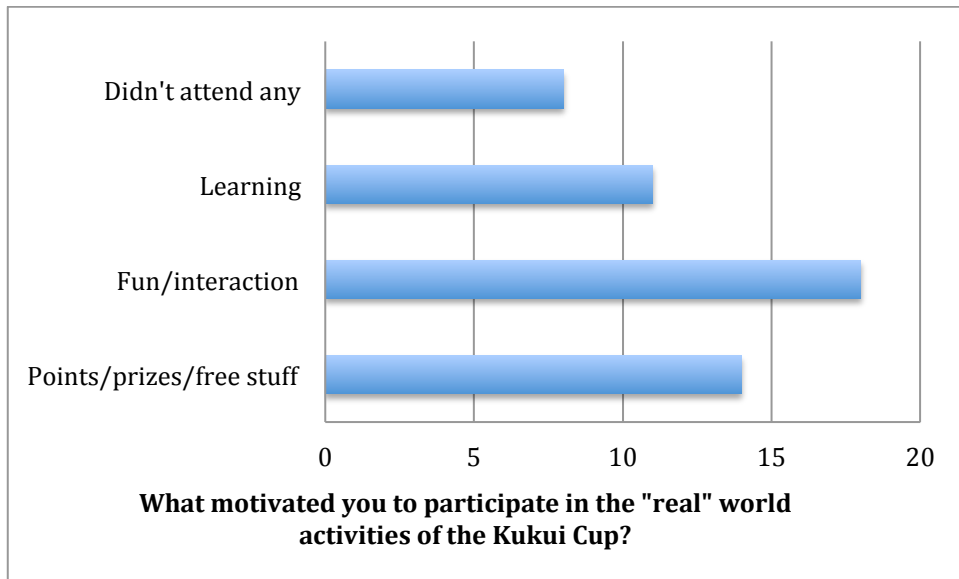


Which of the following motivated you the MOST to keep playing the Kukui Cup?



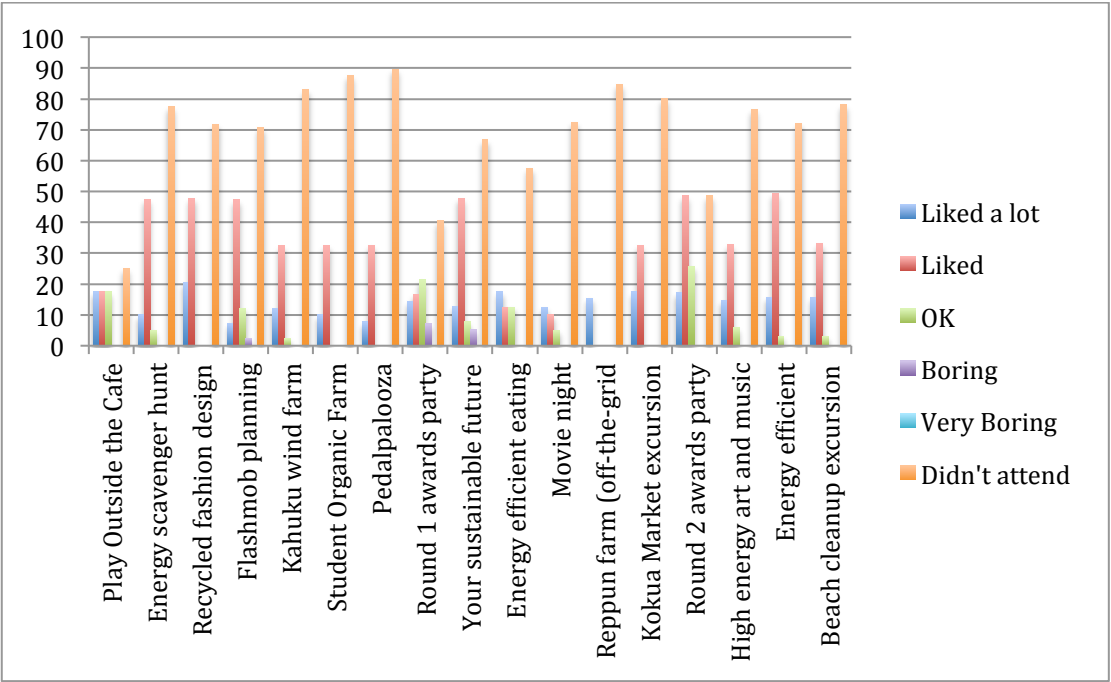
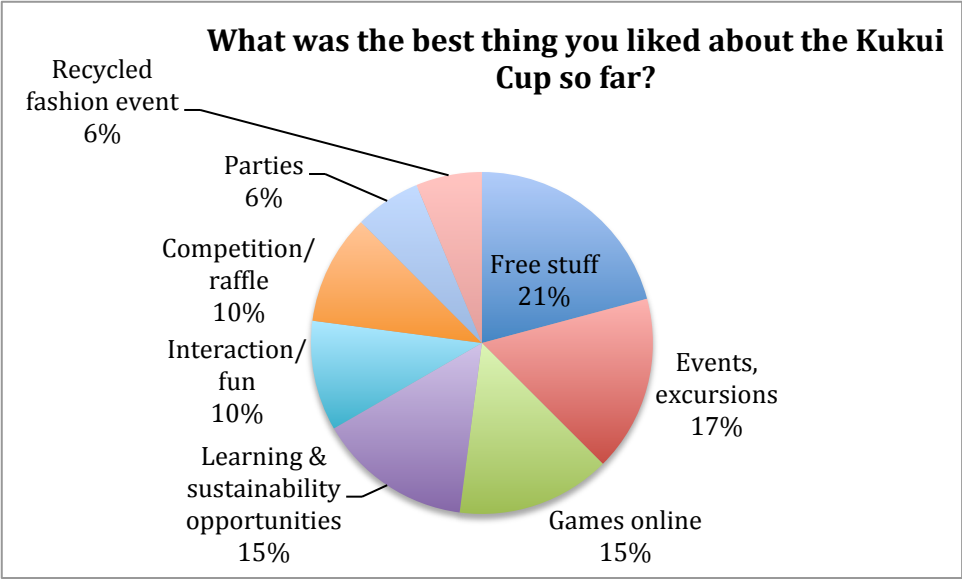
What motivated you to participate in the online portion of the Kukui Cup?





3.1.1 Commitments/Perception

3.2 Game Satisfaction



How much time do you usually spend on the following activities?

