

DataLife 2021 Survey Report - NYU Responses Only

Survey description

The shortage of blood is a significant problem aggravated by the ongoing pandemic. Donation trends show there is a shortage of donors between the ages of 18 and 25, who are also the most suitable and least at-risk subjects for donating blood.

As part of a joint project between students of the Center of Urban Science and Progress at New York University and the Politecnico di Milano called DATA-LIFE, we are investigating the habits and behaviors of donors, non-donors, and potential blood donors through their use of social media and other means of communication.

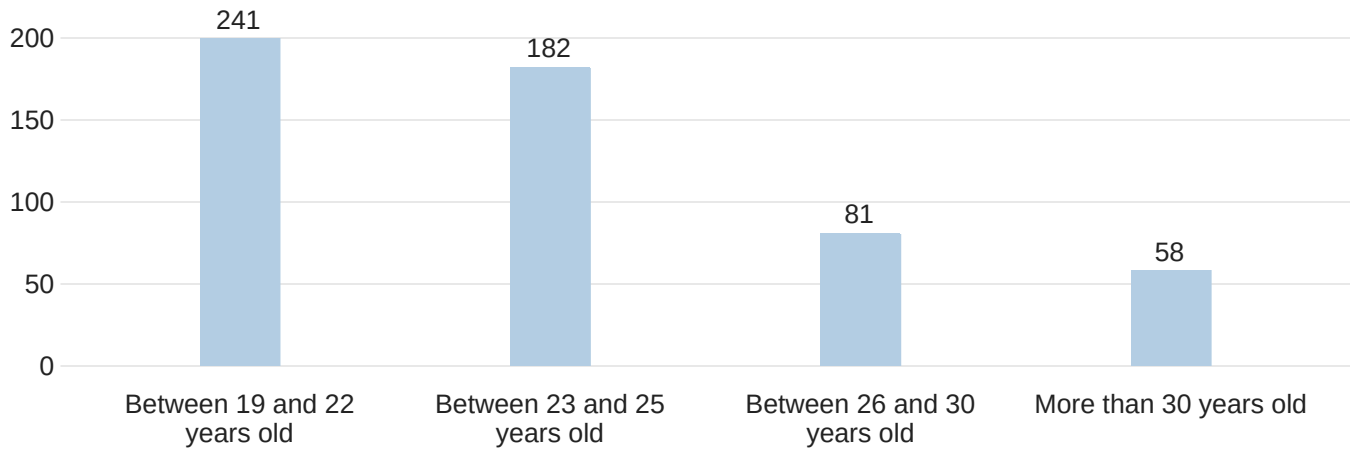
Demographics

This section contains a series of general questions about the individual. These questions are important to understand if there is any correlation between personal parameters and habits of the individual and whether or not they are a blood donor.

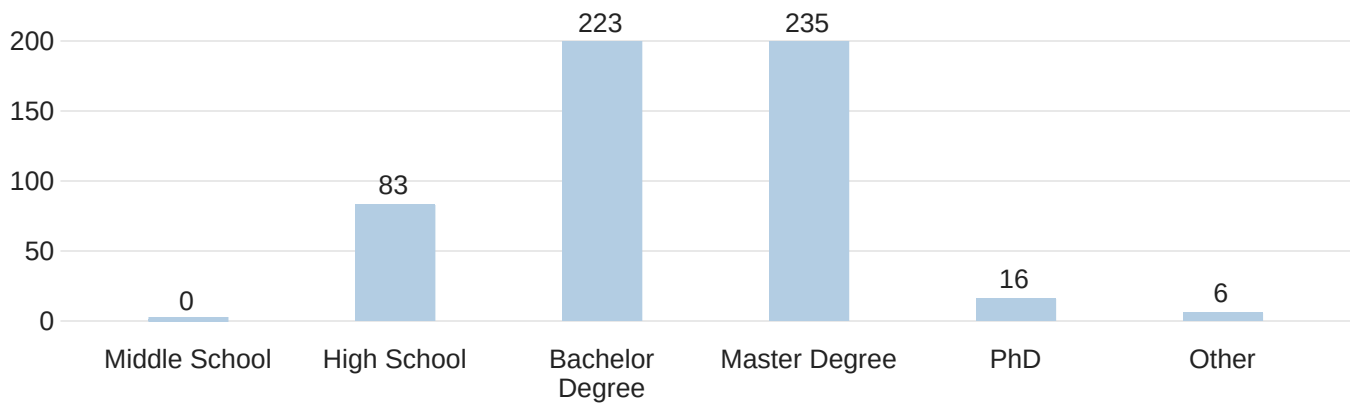
What is your gender?



How old are you?



What is your educational level?



Do you currently live in New York City?



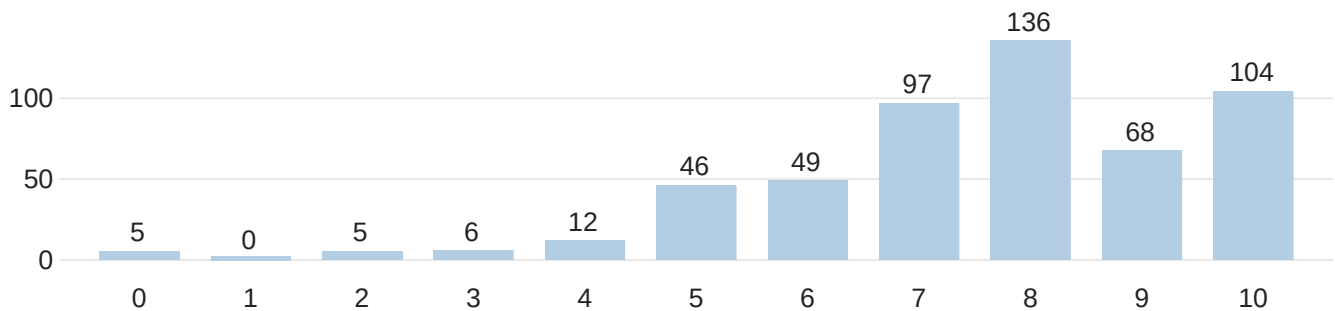
If you do not live in New York City, where do you currently live?



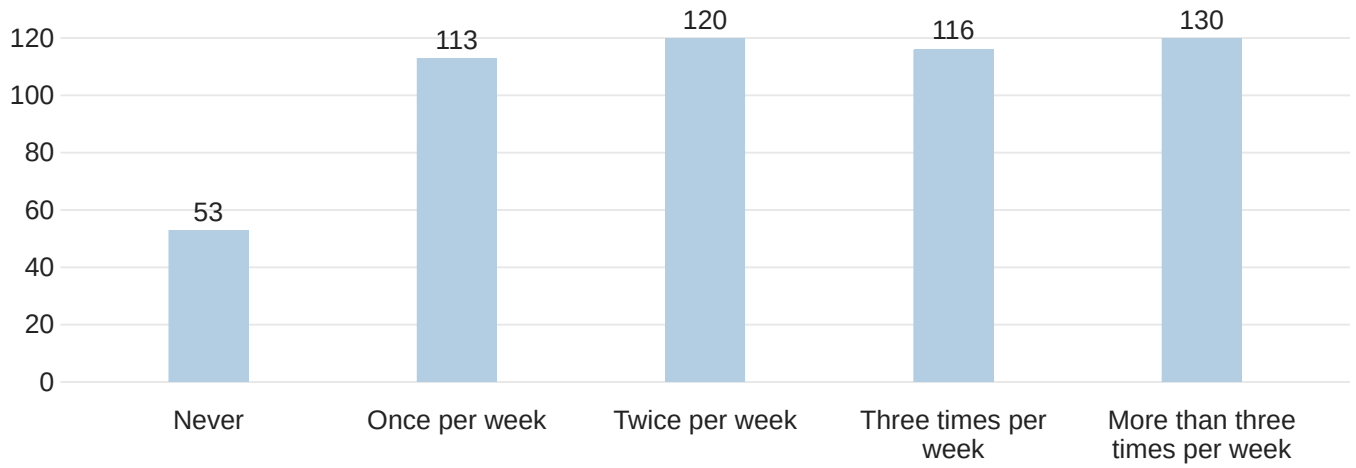
Are you or have you ever been a student of New York University?



How interested are you in issues related to physical and mental well-being?(10 is extremely interested, 1 is not interested at all)



How often do you exercise on average?



Do you frequent places for sporting or recreational activity?



Do you smoke?



Are you vegan or vegetarian?



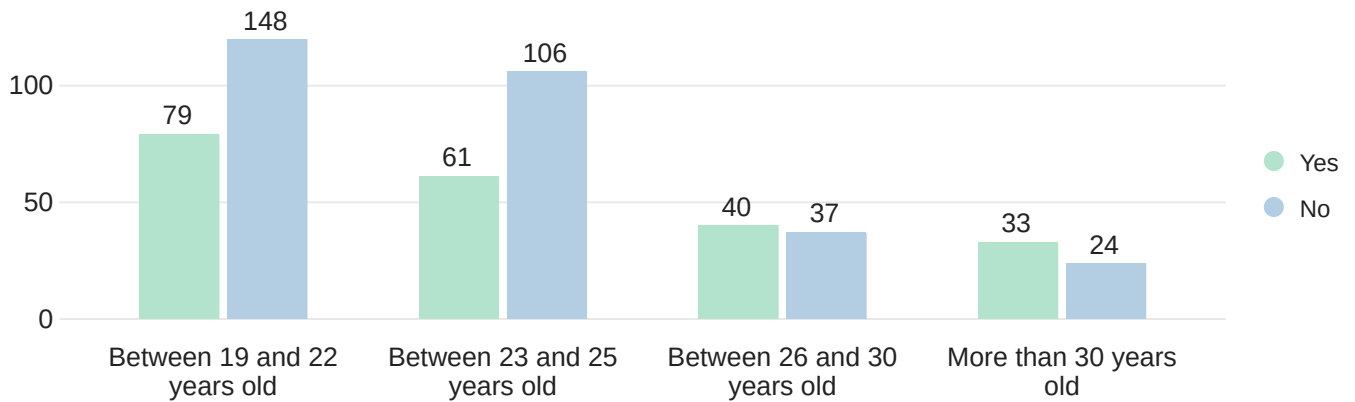
Blood Donation

This section includes a series of questions about donating blood. These questions are important for understanding how a donor or non-donor would acquire information regarding donation and the motivators to donate blood.

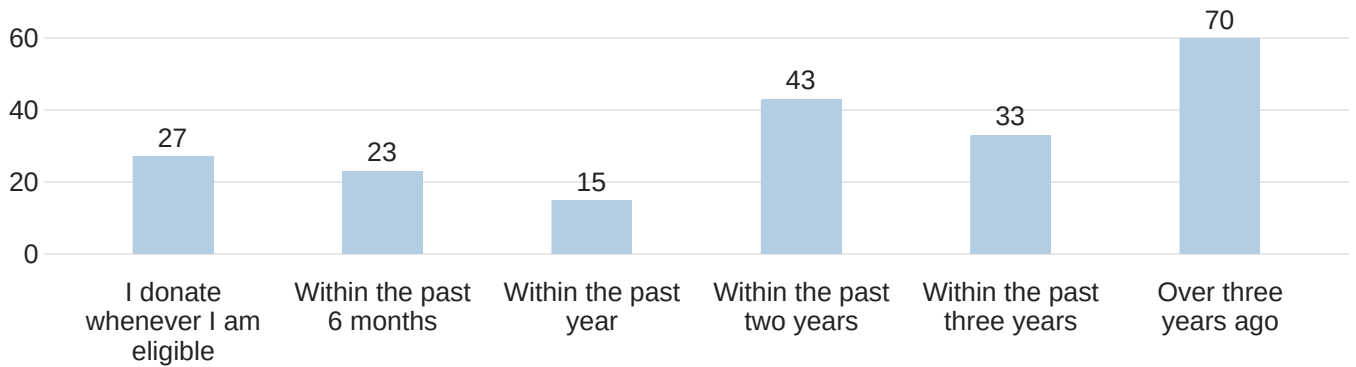
Have you ever volunteered to donate blood?



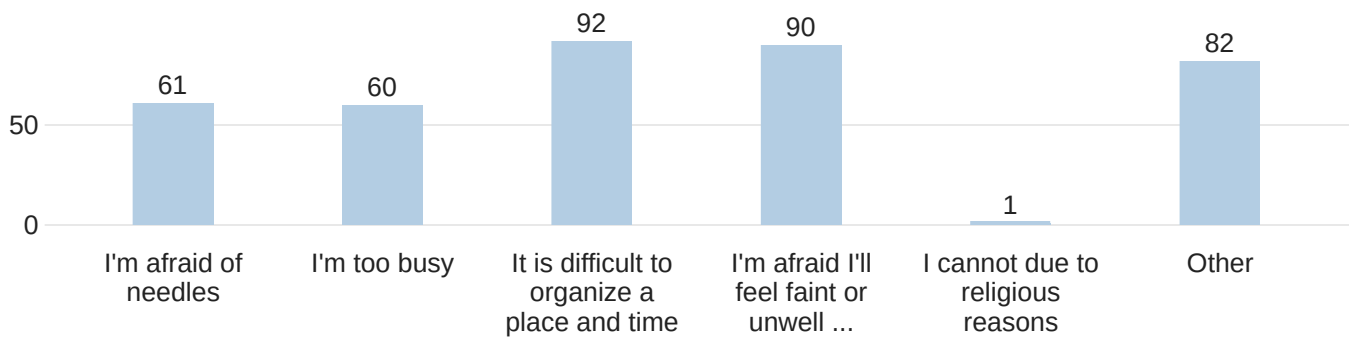
Have you ever volunteered to donate blood? Age breakdown.



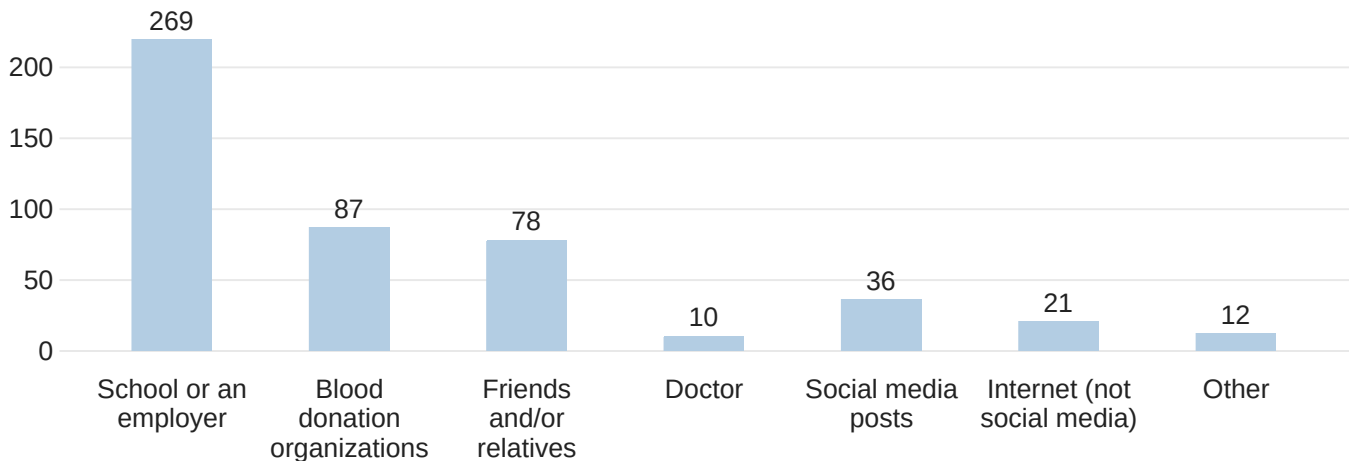
When is the last time you volunteered to donate blood?



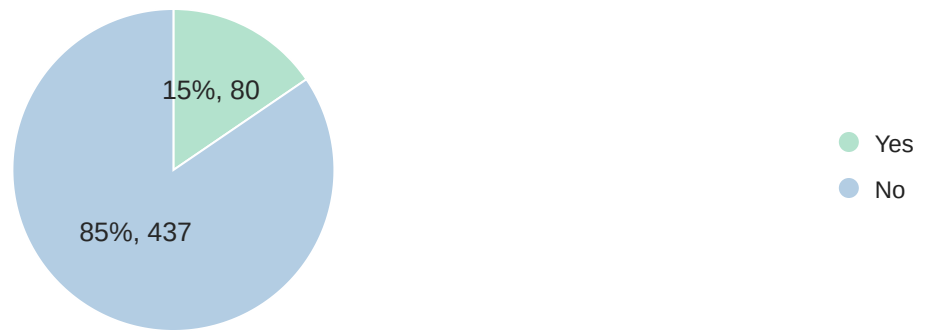
Is there a specific reason why you chose not to donate blood?



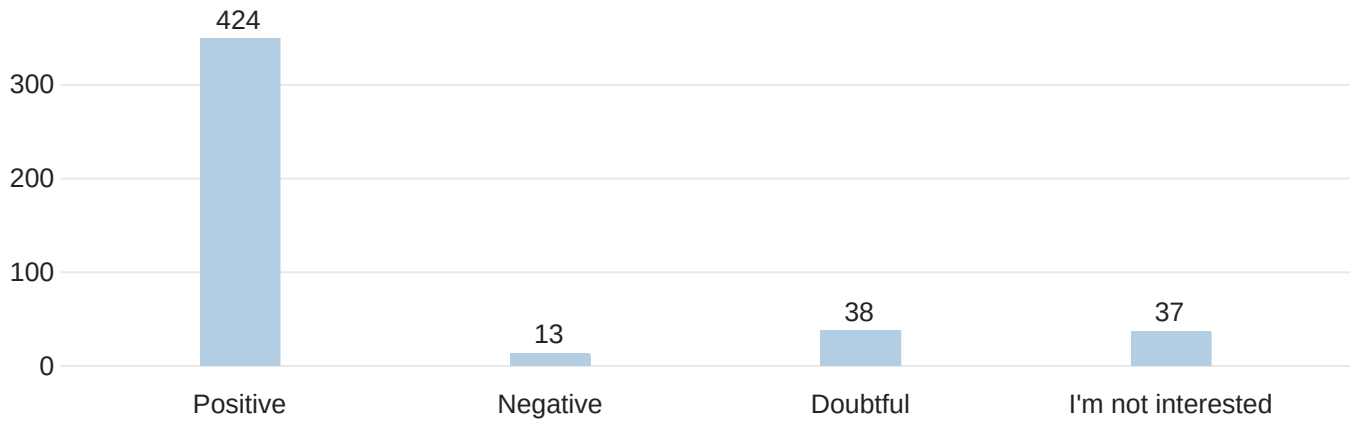
Where did you first get information about donating blood?



Have you ever been advised not to donate blood for medical reasons?



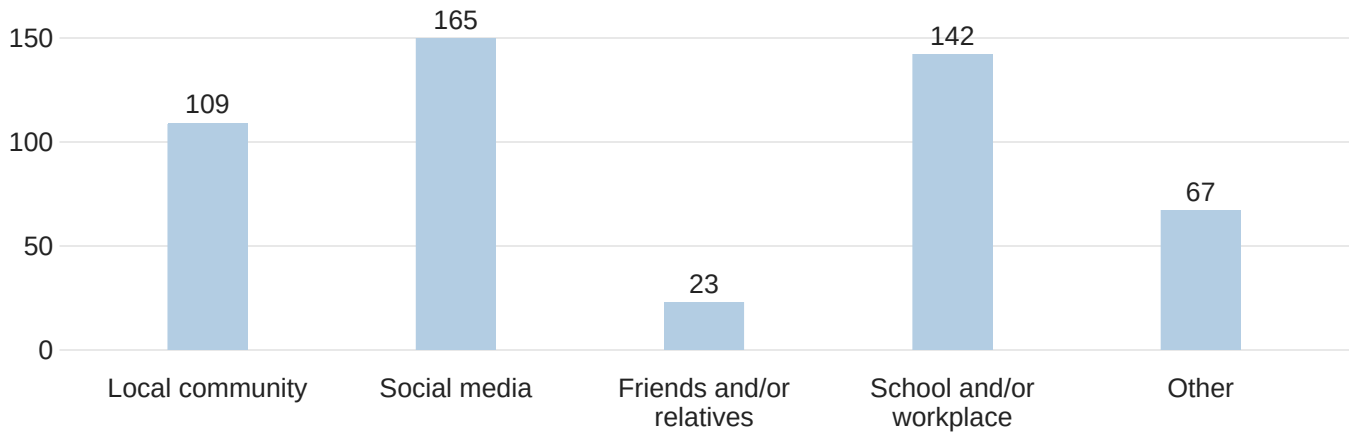
What is your feeling about blood donation?



Have you considered donating blood recently (in 2020-2021, during the COVID-19 pandemic)?



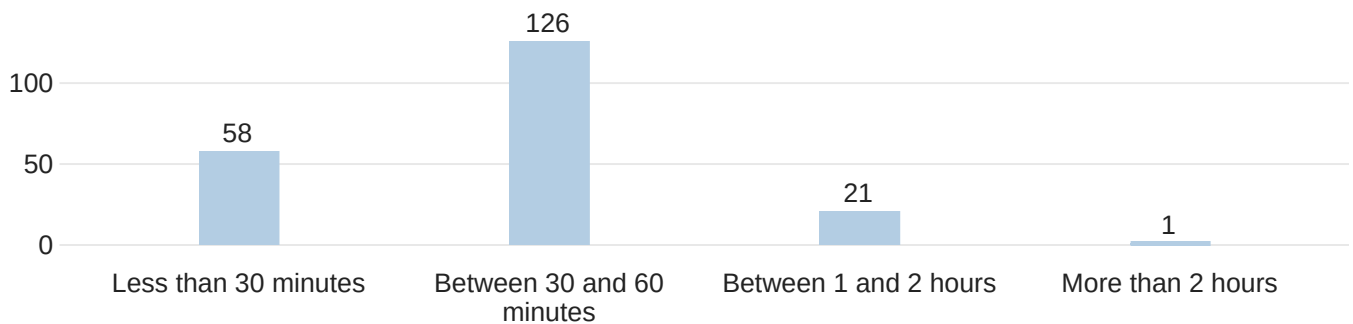
In your opinion, where can you easily find information about upcoming blood donations?



Do you know how much time, on average, is needed to donate blood?



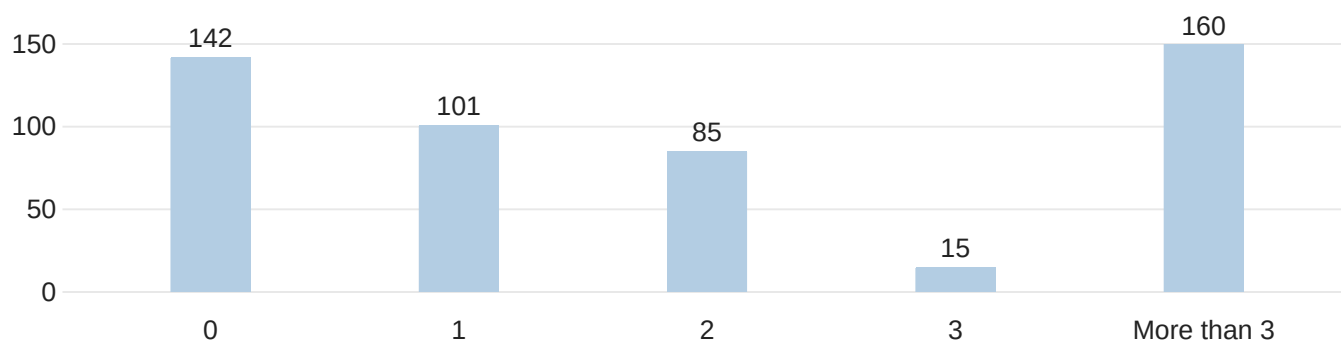
If so, what is the average time for a donation, considering the time elapsed between entering and leaving the collection center?



Do you feel more motivated to donate blood in an emergency?



How many blood donors do you know?



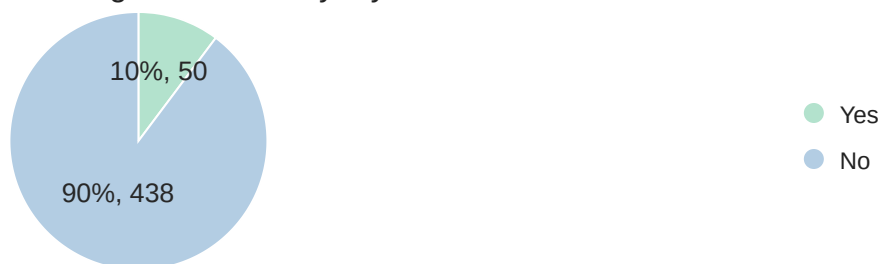
Social media

This section contains a series of questions regarding the role of social media in donor recruitment. These answers are necessary to understand the use of social media by donors and non-donors.

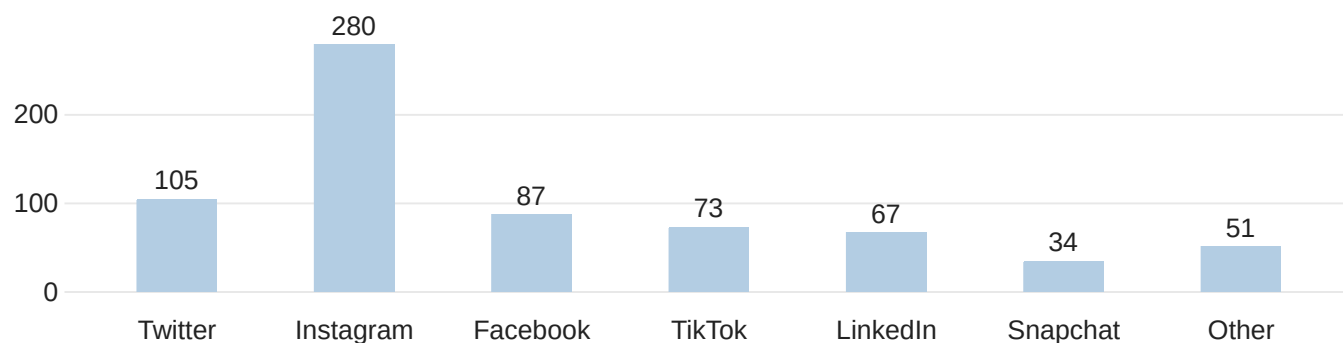
Have you seen an increase in online blood donation content with the current COVID-19 pandemic?



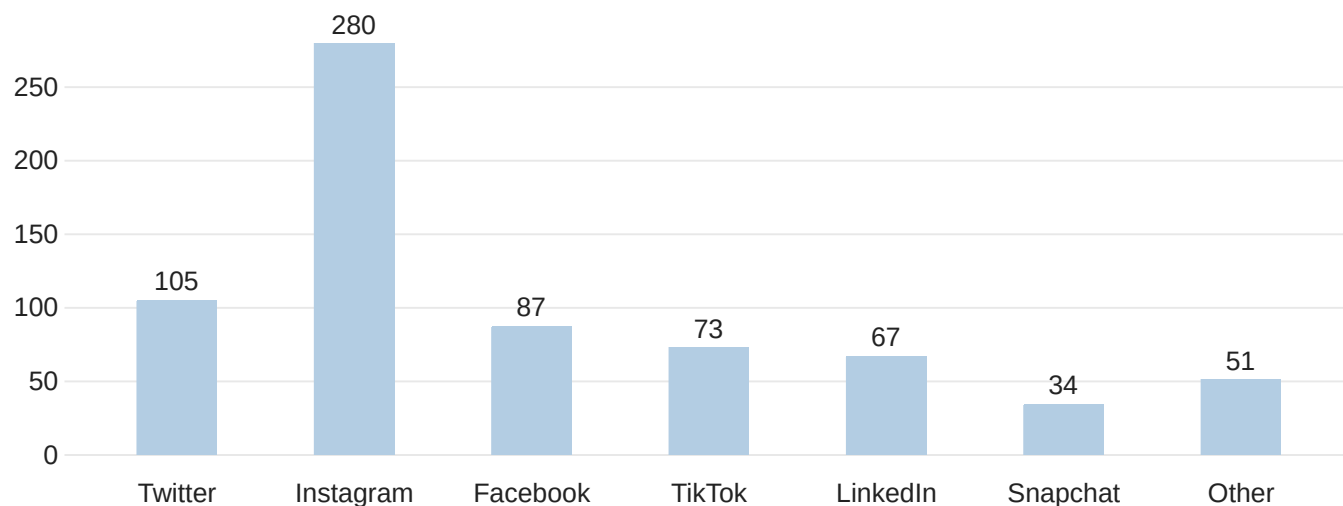
Do you see or share content about donating blood in everyday social media use?



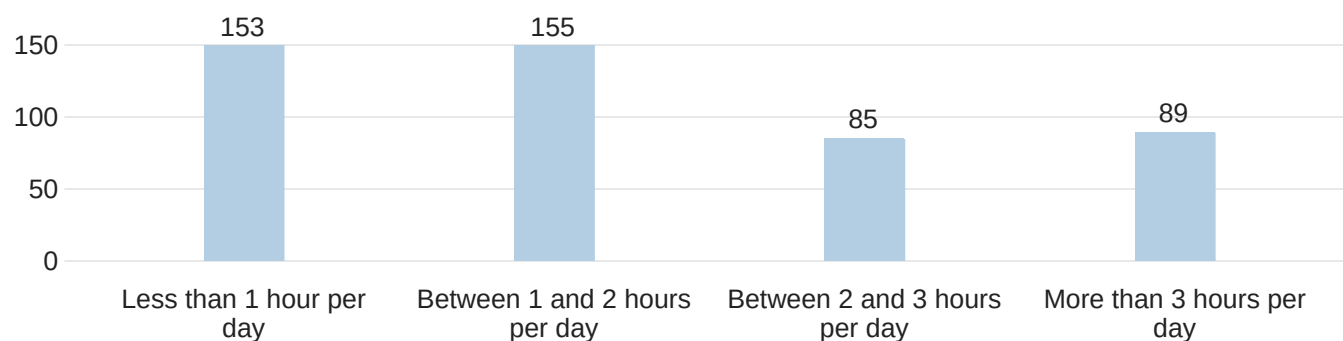
Which social media platform do you use most often?



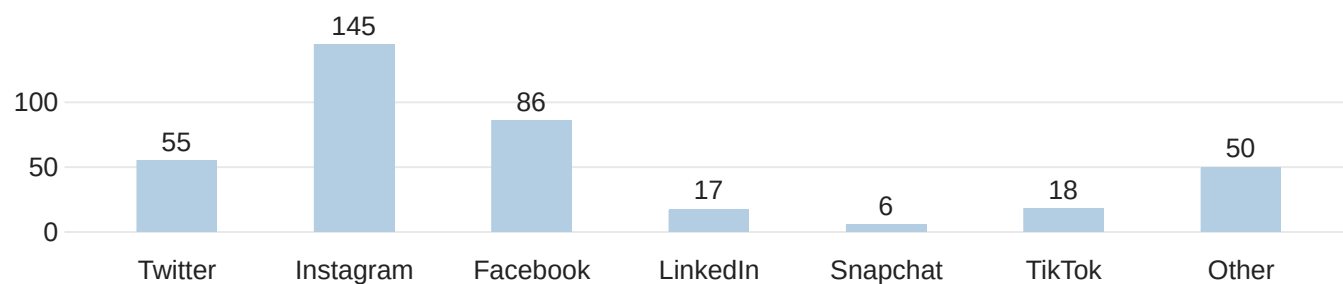
Which social media platform do you use most often? (It is possible not to select an option if you do not use social media)



How often do you use your social media accounts?



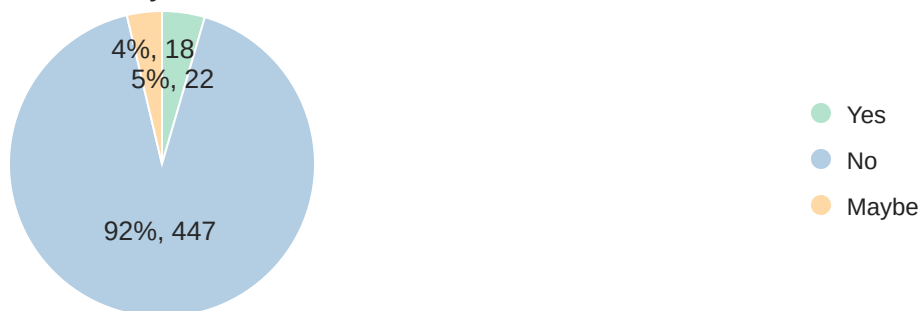
On which of the following social media platforms have you seen online content or advertising regarding blood donation?



If you saw sponsored posts related to blood donation on social media, would you open the link to get more information?



Do you follow the blood donation center in your area on social media?



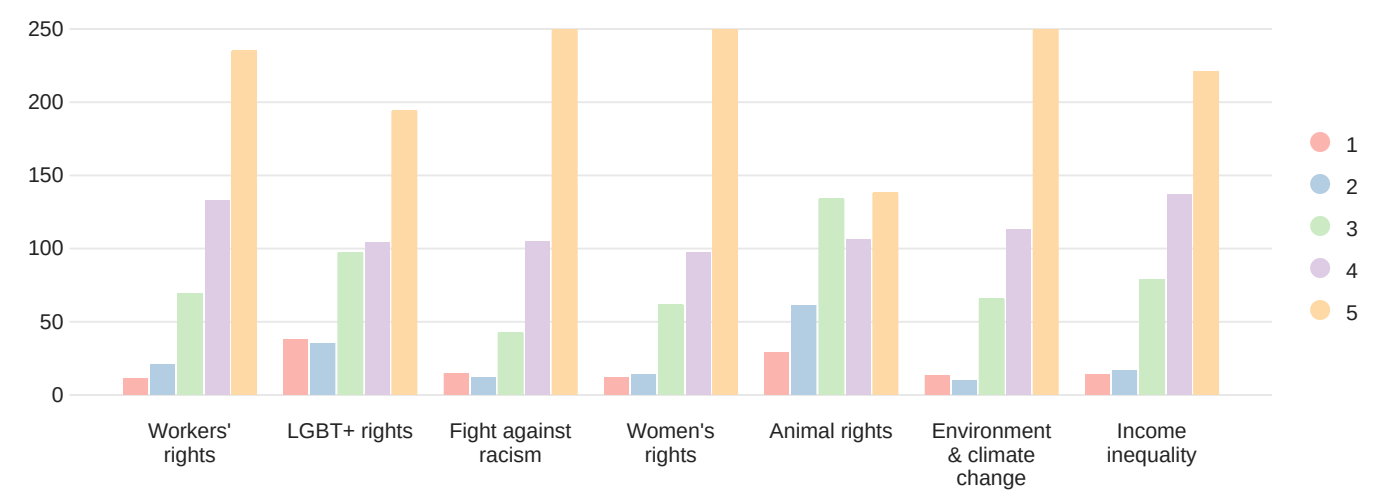
Would you be incentivized to donate blood if blood samples were taken directly at school and/or in the workplace?



Ethical and social issues

The following are a series of questions relating to the ethical and social issues relevant to you. This type of information is particularly important to try to understand if there is a correlation between blood donors and a certain interest in some of the most important ethical and social issues.

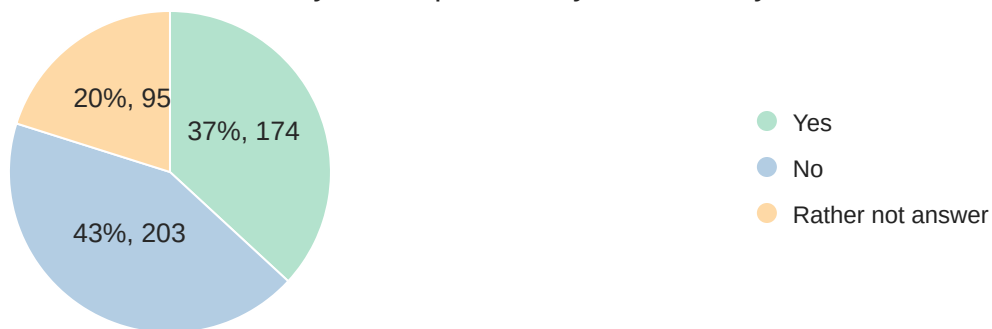
How relevant do you consider the following ethical and social issues in your life on a scale of 1 to 5?



How relevant do you consider the following ethical and social issues in your life- mean score.

| Field | Mean |
|-------------------------------------|------|
| Workers' rights | 4.19 |
| LGBT+ rights | 3.81 |
| Fight against racism | 4.38 |
| Women's rights | 4.34 |
| Animal rights | 3.56 |
| Environmentalism and climate change | 4.30 |
| Income inequality | 4.14 |

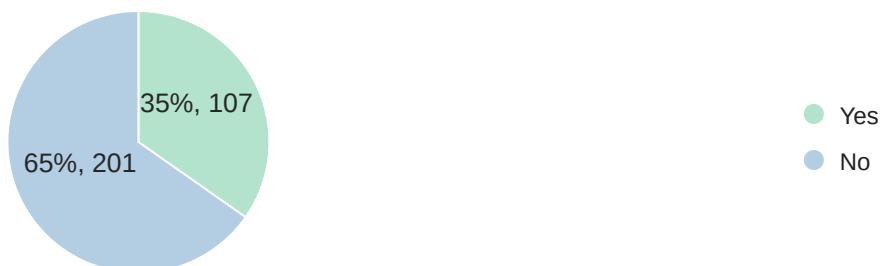
Are there any other ethical and social issues that you find particularly relevant in your life?



Do you follow any social media accounts of organizations/ sponsors/testimonials/influencers regarding previous ethical and social topics?



Would you be enticed to donate blood or would you do it more frequently if there was a platform for sharing donations?



Would you be encouraged to donate or would you do it more frequently if there were benefits, such as discounts or coupons, upon reaching a certain number of donations made?



Would you be encouraged to donate or would you do so more frequently if blood collection organizations were more active on social media?

