DKU Culture Survey

# DKU Culture Survey Results

#### Riley Martine, DKU 2022

## What is This?

Before everyone left for DKU, I sent a survey out to our shared WeChat group asking three questions: how do you **hope**, **fear**, and **think** the social and academic culture at Duke Kunshan will be? After the first seven weeks, I sent out another survey to determine how things shook out.

*Click To Show Full Text of Survey*

Initial Survey

* List up to three adjectives you HOPE will describe the social and academic culture of DKU
* List up to three adjectives you FEAR will describe the social and academic culture of DKU
* List up to three adjectives you THINK will describe the social and academic culture of DKU

Follow-up Survey

Select all options you feel accurately describe the social and academic culture of DKU. (Choices were all words listed in frequency table by column below.)

The goal I had for this survey was to find out what qualities we, as a community, should put extra effort into nurturing, and what we should take steps to avoid. If people fear the school becoming competitive, cliquish, or indifferent, this would be useful information so we can strive to be collaborative, open, and caring. Similarly, if students hope the school will be inclusive, harmonious, and supportive, we can make these values the core of our culture going forward.

We truly have a unique opportunity, and an immense responsibility as the first undergraduate class. This is one of the rare moments when one can help create a culture out of whole cloth. If we decide now that we will not tolerate discrimination or academic dishonesty, and we decide that every one of us will support those who need help, that decision can be forever. Next year, the class of 2023 will look to us as examples. Then the class of 2024, 2025, and on into the future. When they look back, how will they see us?

## Survey Data

There were 35 responses to the original survey, and 36 to the follow-up.

*Click To Expand Links to Data*

* The raw data is available for download as a CSV file [here](data/raw_responses.csv).
* A cleaned up version of the data is available [here](data/cleaned_responses.csv).
* A version of the data with responses of similar words normalized is [here](data/normalized_responses.csv). Use this one for analysis.
* A file with every unique word in the cleaned data is [here](data/individual_words.csv).
* A file with the sentiments gathered is [here](data/sentiments.csv).
* A file with the follow-up data is [here](data/evaluation.csv).

For anyone interested, the code I wrote to clean and analyze the data is [here](https://github.com/riley-martine/dku-culture).

*Click to Expand all Sentiment Analysis Calculations*

|  |  |  |  |
| --- | --- | --- | --- |
| Mean | Hope | Fear | Think |
| pos | 0.54 | 0.47 | 0.54 |
| neg | 0.46 | 0.53 | 0.46 |
| neutral | 0.47 | 0.51 | 0.46 |
| Median | Hope | Fear | Think |
| pos | 0.54 | 0.49 | 0.52 |
| neg | 0.46 | 0.51 | 0.48 |
| neutral | 0.54 | 0.60 | 0.52 |
| Stdev | Hope | Fear | Think |
| pos | 0.07 | 0.09 | 0.07 |
| neg | 0.07 | 0.09 | 0.07 |
| neutral | 0.17 | 0.17 | 0.18 |

*Click to Expand all Freqency Calculations*

### Most Common Words in Each Category

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Hope | # | Think | # | Fear | # |
| inclusive | 7 | diverse | 4 | boring | 3 |
| diverse | 6 | friendly | 4 | cliquey | 3 |
| friendly | 4 | harmonious | 4 | competitive | 3 |
| dynamic | 3 | positive | 4 | difficult | 3 |
| harmonious | 3 | challenging | 3 | discrimination | 3 |
| supportive | 3 | competitive | 3 | indifferent | 3 |
|  | 0 | fun | 3 |  | 0 |
|  | 0 | global | 3 |  | 0 |
|  | 0 | innovative | 3 |  | 0 |
|  | 0 | multicultural | 3 |  | 0 |
|  | 0 | openminded | 3 |  | 0 |

### Words Common Between Think/Fear

|  |  |  |
| --- | --- | --- |
| word | think | fear |
| competitive | 3 | 3 |
| challenging | 3 | 1 |
| difficult | 1 | 3 |
| stressful | 1 | 2 |
| divided | 1 | 1 |
| egotistical | 1 | 1 |

### Words Common Between Think/Hope

|  |  |  |
| --- | --- | --- |
| word | think | hope |
| diverse | 4 | 6 |
| friendly | 4 | 4 |
| harmonious | 4 | 3 |
| positive | 4 | 2 |
| challenging | 3 | 2 |
| fun | 3 | 2 |
| multicultural | 3 | 2 |
| innovative | 3 | 1 |
| openminded | 3 | 1 |
| accepting | 2 | 2 |
| comprehensive | 2 | 2 |
| collaborative | 2 | 1 |
| encouraging | 2 | 1 |
| excellent | 2 | 1 |
| exciting | 2 | 1 |
| active | 1 | 2 |
| cooperative | 1 | 2 |
| hardworking | 1 | 2 |
| interesting | 1 | 2 |
| open | 1 | 2 |
| optimistic | 1 | 2 |
| motivated | 1 | 1 |
| practical | 1 | 1 |
| warm | 1 | 1 |

*Click to Expand all Follow-up Calculations*

### Frequency of Words in Follow-up

|  |  |
| --- | --- |
| Word | # |
| Friendly | 25 |
| Multicultural | 22 |
| Diverse | 22 |
| Global | 22 |
| Challenging | 19 |
| Open-minded | 18 |
| Supportive | 17 |
| Dynamic | 16 |
| Positive | 16 |
| Fun | 16 |
| Harmonious | 15 |
| Competitive | 11 |
| Difficult | 10 |
| Cliquey | 10 |
| Inclusive | 9 |
| Innovative | 9 |
| Indifferent | 6 |
| Boring | 4 |
| Discriminatory | 1 |

## Analysis

### What Do We Hope?

The most common words in the dataset are inclusive and diverse. Overwhelmingly, people hope that we will be able to integrate and learn from the diverse and unique cultures we come from. The next most common things people hope for are a friendly, dynamic, harmonious, and supportive community.

### Do People Think What They Hope?

I used two techniques to answer this question: sentiment analysis and word frequency comparison. Sentiment analysis is a tool for extracting opinion from text. I used it to find the positive and negative associations of words, to get a meaurable value of opinion. The data shows that the way people hoped and thought were more similar than how they feared and thought. The mean measures of positive, negative, and neutral scores for words in each category match almost perfectly for hope and think.

To further look at this trend, I found the count of words common to multiple categories. There were 6 words common to think/fear, and 24 common to think/hope. Three of the top four responses for think are also in the top responses for hope. People have high expectations.

### What Do We Fear?

The most common things people said they feared were the culture being boring, cliquey, competitive, difficult, discriminatory, and indifferent. The words common to think and fear are competitive, challenging, difficult, stressful. Notably, two of these are also among the top 6 words in the fear category.

### Follow-up

In the follow-up survey, I gathered data on how people feel the culture has developed. We seem to be succeeding - partially. The thing that most people hoped for, inclusivity, ranks very low. However, two of the highest rated responses were for friendliness and diversity, things we desire. The school, many said, was challenging, but half as many said it was difficult. (19 Challenging, 10 difficult)

### What Now?

Now that we have this information, what do we do with it? We need to focus on inclusivity. Although 88% of people said we were multicultural, diverse, or global, only 1/4 said we were inclusive. We invite the reader to reflect on what a more inclusive community would look like, and how to bridge that gap. Here's an easy one: tomorrow in class, sit next to someone you don't know. Making the choice to do this once means that it will be easier every time in the future. Our actions will echo through time. This week and after, keep this in mind!