

Student Media Survey

Page - Student Media Survey

The Student Media Council wants to make media on campus easier to access and more relevant to students. Completing this survey will help us know how to improve student media like The Daily Utah Chronicle and K-UTE Internet Radio according to your answers.

Required answers: 0 Allowed answers: 0

The Daily Utah Chronicle

Required answers: 0 Allowed answers: 0

Q1 Have you read the Daily Utah Chronicle in the last year?

Yes[Code = 1]

No[Code = 2]

Required answers: 1 Allowed answers: 1

Next Page: Sequential

Page - 2

Q2 If you were to read the Daily Utah Chronicle, what types of articles would you be interested in reading? (Check all that apply)

Sports[Code = 1]

Weather[Code = 2]

National stories[Code = 3]

Local stories [Code = 4]

Controversy/scandal[Code = 5]

Research studies[Code = 6]

Arts[Code = 7]

Required answers: 1 Allowed answers: 7

Display if Q1='No'

Q3 What would make you more likely to pick up a physical copy of The Daily Utah Chronicle? (Check all that apply)

The boxes are easier to find[Code = 1]

The boxes are more noticeable[Code = 2]

The content is more applicable to me[Code = 3]

Other (please specify)[Code = 4] [Textbox]

Required answers: 1 Allowed answers: 4

Display if Q1='No'

Q4 What types of articles do you read in the Chronicle? (Check all that apply)

Sports[Code = 1]

Weather[Code = 2]

National stories[Code = 3]

Local stories [Code = 4]

Controversy/scandal[Code = 5]

Research studies[Code = 6]

Arts[Code = 7]

Required answers: 0 Allowed answers: 7

Display if Q1='Yes'

Q5 Out of the following headlines, please chose **three** that would appeal to you the most:

Hurricane Sandy Wipes out East Coast[Code = 1]

New Trax Line opens to the airport[Code = 2]

Professor suspended for misconduct with student[Code = 3]

Study reveals 9% annual tuition increase[Code = 4]

New legislation cuts student aid funding[Code = 5]

ASUU gives additional funding to clubs[Code = 6]

Student starts online company[Code = 7]

Pac12 induction brings new athletic facility[Code = 8]

Utah theater program ranked top 10 in US[Code = 9]

Required answers: 0 Allowed answers: 3

Q6 If there was a Chronicle mobile app, would you read The Chronicle on your mobile device?

Yes[Code = 1]

No[Code = 2]

Required answers: 0 Allowed answers: 1

Next Page: Sequential

Page - K-UTE Radio

Q7 Have you listened to K-UTE Radio in the last year?

Yes[Code = 1]

No[Code = 2]

Required answers: 1 Allowed answers: 1

Next Page: Sequential

Page - 4

Q8 If you were to listen to K-UTE Radio, what types of shows would you want to listen to?

Sports [Code = 1]

Traffic [Code = 2]

Weather[Code = 3]

Music[Code = 4]

Campus news[Code = 5]

Talk[Code = 6]

Other (please specify)[Code = 7] [Textbox]

Required answers: 1 Allowed answers: 7

Display if Q7='No'

Q9 What would make you more likely to listen to K-UTE Radio? (Check all that apply)

K-UTE mobile app[Code = 1]

The content is more applicable or appealing to me[Code = 2]

Other (please specify)[Code = 3] [Textbox]

Required answers: 1 Allowed answers: 3

Display if Q7='No'

Q10 What types of shows do you listen to on K-UTE Radio? (Check all that apply)

Sports [Code = 1]

Traffic [Code = 2]

Weather[Code = 3]

Music[Code = 4]

Campus news[Code = 5]

Talk[Code = 6]

Other (please specify)[Code = 7] [Textbox]

Required answers: 1

Allowed answers: 7

Display if Q7='Yes'

Q11 If there was a K-UTE Radio mobile app, would you listen to K-UTE Radio on your mobile device?

Yes[Code = 1]

No[Code = 2]

Required answers: 0

Allowed answers: 1

Next Page: Sequential

Page - Absolute Communication

Absolute Communication is an on-campus, student-run advertising and marketing agency, operated by University Student Media in conjunction with the Department of Communication. Students of all disciplines can gain experience with real clients in areas such as web and graphic design, copy writing, social media management, public relations, photography, event planning, video production, market research, campaign planning, branding, and other relevant marketing and advertising skills. Student can be involved through a classroom experience for 1-4 credits or as interns working under the direction of an agency manager. www.absolutecomm.utah.edu/

Required answers: 0

Allowed answers: 0

Q12 Is Absolute Communication an opportunity that you would be interested in getting involved with?

Yes[Code = 1]

No[Code = 2]

Required answers: 0

Allowed answers: 1

Next Page: Sequential

Page - 6

Q13 Thank you for your interest in Absolute Communication. Please provide your name and email below and we will contact you:

Name:[Code = 1] [Textbox]

Email address:[Code = 2] [Textbox]

Required answers: 0

Allowed answers: 2

Display if Q12='Yes'

Next Page: Sequential

Page - Demographics

Q14 What is your gender?

Male[Code = 1]

Female [Code = 2]

Other[Code = 3]

Prefer not to answer[Code = 0] [N/A]

Required answers: 1

Allowed answers: 1

Q15 What is your race/ethnicity? (Check all that apply)

Asian[Code = 1]

Black/African American[Code = 2]

Latino/a/Hispanic/Chicano/a[Code = 3]

Middle Eastern[Code = 4]

Native American/American Indian[Code = 5]

Pacific Islander/Native Hawaiian [Code = 6]

White/Caucasian[Code = 7]

Self-identified race (please specify)[Code = 8] [Textbox]

Required answers: 0

Allowed answers: 8

Q16 What is your age?

Under 18[Code = 1]

18 - 19[Code = 2]

20 - 21[Code = 3]

22 - 23[Code = 4]

24 - 25[Code = 5]

26 or older[Code = 6]

Required answers: 1

Allowed answers: 1

Q17 What year are you in school?

Freshman[Code = 1]

Sophomore[Code = 2]

Junior[Code = 3]

Senior[Code = 4]

Graduate student[Code = 5]

Required answers: 1

Allowed answers: 1

Q18 Do you live on-campus or off-campus?

On campus[Code = 1]

Off campus[Code = 2]

Required answers: 1

Allowed answers: 1

Q19 Please identify the college of your major(s): (Check all that apply)

Architecture + Planning[Code = 1]

Business, David Eccles School of[Code = 2]

Dentistry, School of[Code = 3]

Education[Code = 4]

Engineering [Code = 5]

Fine Arts[Code = 6]

Graduate School[Code = 7]

Health[Code = 8]

Humanities[Code = 9]

Law[Code = 10]

Medicine[Code = 11]

Mines & Earth Sciences[Code = 12]

Nursing[Code = 13]

Pharmacy[Code = 14]

Science[Code = 15]

Social & Behavioral Science[Code = 16]

Social Work[Code = 17]

University College[Code = 18]

Other (please specify)[Code = 19] [Textbox]

Required answers: 0

Allowed answers: 19

Next Page: Sequential