Global Awareness

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Background Information of the Organization under Study

Franklin Pierce University is a small, private, regionally accredited liberal arts university that focuses on personal student attention and high-quality instruction.

The university campus in Rindge, New Hampshire, has 1,394 undergraduate students and 391 employees.
Global Awareness

Definition

Refers to an individual's understanding of worldly knowledge, events, and an apprehension of these events' impacts in the environmental, social, cultural, political, and economic affairs categories.

Global awareness deals with key issues worldwide that affect all people and the idea that we are all interconnected.
Problem Statement

Research is necessary to determine domestic and world affairs awareness levels of Franklin Pierce University Rindge students.
Research Objectives

1. Research current literature that is related to traditional college students’ awareness of domestic and world affairs.

2. Determine which news sources are used by FPU students.

3. Determine the level of domestic and world news awareness among FPU students.

4. Determine the level of importance placed on domestic and world affairs by FPU students.

5. Determine the characteristics of students that are associated with different awareness levels of domestic and world affairs.
Latest Pew Research Center News IQ quiz measured the public’s awareness of key facts in the news [1].
Factors associated with global literacy are gender, age, nationality, GPA, number of languages spoken, and high school ranking [2].

24% of the sample were foreign born, which led to a stronger global awareness than those who were not foreign born [2].
71% of adults are local television news consumers [3].

Local television news viewers and network television news viewers spend about 12 minutes with television news daily [3].

Cable television news viewers spend about 25 minutes with the platform daily [3].
The top three news subject interests for young adults according to Qayyum (2010):

1. World
2. National
3. Health

These findings show young people desire a combination of hard news, local news and personal interest [4].
Literature Review

The lack of global awareness among younger generations is due to the issues that affect the environment, health, security, economy, and the future according to Taylor [5].

The combination of technological skills and content-based learning appears to be the most effective tool to engage students on global issues [5].

It was found that students who studied abroad had more international and domestic affairs awareness [6].
A survey was done in 2013 to gain an idea of which countries Americans like and dislike [7].

One factor that may affect someone’s opinion of a country is their political views. According to Stokes, 36% of Democrats view China and Mexico as favorable countries, compared to 23% of Republicans [7].
Literature Review

College newspapers have been experimenting with new ideas to generate increased revenue, readership, and new ways of addressing these issues [8].

- Reduce publication frequency
- New revenue streams
- Digital first
- Digital pay plans
Methodology

Problem Identification
The need for research regarding Franklin Pierce University Rindge students’ domestic and world affairs awareness levels were determined after the review of scholarly articles concerning news consumption habits, worldviews and global literacy.

This study was conducted to determine Franklin Pierce University Rindge students’ news consumption habits and awareness levels of domestic and world affairs.
Methodology
Development of the Survey
Studies from secondary sources were used as a basis for this study. Probing questions for the survey included what type of news sources respondents use and the importance they place on domestic and world affairs. The survey consisted of 23 questions. The survey was reviewed and approved by three sources:

1. Marketing Research Class (MK 333 01) - October 20, 2014
2. Expert Reviewer: Professor Jason Little - October 20, 2014
3. The Interim Director of the Institutional Review Board: Dr. Andy Hatchett - October 29, 2014
Methodology

Definition of Population
For the purpose of this study, the population was the student body of the Franklin Pierce University Rindge, NH campus. At the time of data collection, this population consisted of 1,394 students.

Sample Size
The sample size is made up of 160 Franklin Pierce University Rindge students. 10% of the sample size consisted of international students enrolled at Franklin Pierce.
Methodology

Data Collection Method
The data collection method was a self-administered survey and a drop off survey.

Data collection took place during the weeks of November 3rd and November 10th.

The team members attempted to collect 50% of their data from males and 50% from females.

Sixteen surveys were administered to the International Club at Franklin Pierce University which ensured 10% of the data collected was from international students.
Methodology

Assumptions
The necessary assumption that the researchers made was that respondents answered the questions accurately, completely, and honestly.

Limitations
Due to the tight time constraints the research team had to deal with, it was not possible to employ a probability sampling method.
Domestic & World Affairs Questionnaire

We are a team of Franklin Pierce University marketing research students currently conducting research related to domestic and world affairs awareness of students at the Franklin Pierce University Rindge campus. Your individual responses will be kept confidential and all data taken from the survey will be reported as aggregate data only. Thank you for your time and participation.

1. What source(s) do you use to obtain the news? (check all that apply)
   Television ___ (0;1) Internet ___ (0;1) Radio___ (0;1) Social Media____ (0;1)
   Newspapers ___ (0;1) Word of mouth ___ (0;1)

2. Name your favorite news source (For example: WMUR News):
   ________________________________

3. On average, how much time do you spend watching/reading the news per day?
   Less than 10 minutes _____ (1) 10-30 minutes _____ (2) More than
4. Circle how important you think domestic affairs are
   - Not Important
   - 1  2  3  4  5
   - 6  7  Very Important

5. Circle how important you think global affairs are
   - Not Important
   - 1  2  3  4  5
   - 6  7  Very Important

6. How serious do you think these issues are?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Very Serious (1)</th>
<th>Somewhat Serious (2)</th>
<th>Not Serious (3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate Change</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food and Water Related</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economics and Finance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Terrorism</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Political and Social Instability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spread of Infectious Diseases</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. Have you travelled internationally during your lifetime?

   Yes ____ (1) No ___ (2)

8. What is your political affiliation?

   Democrat______ (1) Republican______ (2) Independent_______ (3)
   Undecided_____ (4)

9. What is your age?

   __________

10. What is your estimated cumulative grade point average (CGPA)?

    ______________

11. What is your gender?

    Male ___ (1) Female ___ (2)
12. Do you fluently speak a foreign language?

   Yes ____ (1) No ___ (2)

13. What is your ethnicity?

   American Indian or Alaska Native_____ (1)   Black or African American_____ (2)
   Native Hawaiian or Other Pacific Islander_____ (3)
   Asian_____ (4)
   White ______ (5)
   Hispanic or Latino ____ (6)
   Two or More Races ____ (7)
Do you use television as a news source?

[Pie chart showing 71% Yes and 29% No]
Do you use the Internet as a news source?

Yes - 90.6%
No - 9.4%
Do you use radio as a news source?

- Yes: 26%
- No: 74%
Do you use social media as a news source?

Social Media

- Yes: 74%
- No: 26%
Do you use newspapers as a news source?

- Yes: 21%
- No: 79%
Do you use word of mouth as a news source?

- Yes: 58%
- No: 42%
Name your favorite news source

<table>
<thead>
<tr>
<th>Number of Respondents</th>
<th>Favorite News Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>CNN</td>
</tr>
<tr>
<td>15</td>
<td>No Answer</td>
</tr>
<tr>
<td>14</td>
<td>FOX</td>
</tr>
<tr>
<td>9</td>
<td><em>The New York Times</em></td>
</tr>
<tr>
<td>9</td>
<td>WMUR</td>
</tr>
</tbody>
</table>

(Above: Top five answers out of the 160 sample.)
On average, how much time do you spend watching/reading the news per day?

![Bar chart showing time spent with news daily.](chart.png)
Circle how important you think domestic affairs are on a scale of 1-7 with 1 being not important and 7 being very important.
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<table>
<thead>
<tr>
<th>Variables</th>
<th>Circle how important you think domestic affairs are?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>N</td>
</tr>
<tr>
<td>5.49</td>
<td>160</td>
</tr>
</tbody>
</table>
Circle how important you think global affairs are on a scale of 1-7 with 1 being not important and 7 being very important.
Circle how important you think global affairs are on a scale of 1-7 with 1 being not important and 7 being very important.

<table>
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<td>5.54</td>
</tr>
<tr>
<td>N</td>
<td>160</td>
</tr>
</tbody>
</table>
Importance of domestic and global affairs (in comparison) on a scale of 1-7 with 1 being not important and 7 being very important.
How serious do you think Climate Change issues are?

- Very Serious: 46%
- Somewhat Serious: 41%
- Not Serious: 13%
How serious do you think Food and Water Related issues are?

- Very Serious: 54%
- Somewhat Serious: 41%
- Not Serious: 5%
How serious do you think Economic and Finance issues are?

- Very Serious: 58%
- Somewhat Serious: 37%
- Not Serious: 6%
How serious do you think Terrorism issues are?

- Very Serious: 69%
- Somewhat Serious: 24%
- Not Serious: 6%
- Unanswered: 1%

Pie chart showing the percentage of respondents who think Terrorism issues are very serious, somewhat serious, not serious, or unanswered.
How serious do you think Political and Social Instability issues are?

- Very Serious: 56%
- Somewhat Serious: 36%
- Not Serious: 7%
- Unanswered: 1%
How serious do you think Infectious Disease issues are?

- Very Serious: 51%
- Somewhat Serious: 36%
- Not Serious: 13%
Have you traveled internationally during your lifetime?

Traveled Internationally

- Yes: 58%
- No: 41%
- Unanswered: 1%
What is your political affiliation?

- Democrat: 23.10%
- Republican: 12.50%
- Independent: 28.80%
- Undecided: 33.80%
- Unanswered: 1.90%
What is your age?
What is your estimated cumulative grade point average (CGPA)?
What is your gender?

- Male: 54%
- Female: 44%
- Unanswered: 2%
Do you fluently speak a foreign language?

- Yes: 12%
- No: 86%
- Unanswered: 2%
What is your ethnicity?

- American Indian or Alaska Native: 0%
- Black or African American: 5%
- Pacific Islander: 0%
- Asian: 5%
- White: 78.10%
- Hispanic or Latino: 3.10%
- Two or More Races: 6.30%
Cross Tabulation #1: Time with News v. Infectious Disease Seriousness

<table>
<thead>
<tr>
<th>Time</th>
<th>Not Serious</th>
<th>Somewhat Serious</th>
<th>Very Serious</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10 Min.</td>
<td>9</td>
<td>27</td>
<td>41</td>
</tr>
<tr>
<td>10 - 30 Min.</td>
<td>9</td>
<td>24</td>
<td>33</td>
</tr>
<tr>
<td>&gt;30 Min.</td>
<td>2</td>
<td>7</td>
<td>8</td>
</tr>
</tbody>
</table>
Cross Tabulation #2: Gender v. Terrorism Seriousness

![Gender v. Terrorism Seriousness Chart]

- **Male**
  - Not Serious: 8
  - Somewhat Serious: 23
  - Very Serious: 55

- **Female**
  - Not Serious: 2
  - Somewhat Serious: 16
  - Very Serious: 52
Cross Tabulation #3: Age v. Political Affiliation

Age v. Political Affiliation

<table>
<thead>
<tr>
<th>Age</th>
<th>Democrat</th>
<th>Republican</th>
<th>Independent</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>18</td>
<td>6</td>
<td>4</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>19</td>
<td>6</td>
<td>6</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>20</td>
<td>8</td>
<td>5</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>21</td>
<td>18</td>
<td>12</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>22</td>
<td>12</td>
<td>3</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>23</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>24</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>11</td>
</tr>
</tbody>
</table>

Legend:
- Democrat
- Republican
- Independent
- Undecided
Cross Tabulation #4: Gender v. Political Affiliation

Gender v. Political Affiliation

- Democrat: Male 22, Female 15
- Republican: Male 11, Female 9
- Independent: Male 26, Female 20
- Undecided: Male 27, Female 27
Cross Tabulation #5: Age v. Importance of Domestic Affairs

![Bar Chart: Age v. Importance of Domestic Affairs

- Number of Respondents
- Age categories: 17, 18, 19, 20, 21, 22, 23, 24
- Categories: 1, 2, 3, 4, 5, 6, 7

- Age 17: Category 1 has 1 respondent, others have 0.
- Age 18: Category 2 has 11 respondents.
- Age 19: Category 3 has 5 respondents, Category 4 has 111 respondents.
- Age 20: Category 5 has 16 respondents, Category 6 has 11 respondents.
- Age 21: Category 7 has 9 respondents, Category 6 has 9 respondents.
- Age 22: Category 5 has 4 respondents, Category 6 has 22 respondents.
- Age 23: Category 5 has 5 respondents, Category 6 has 11 respondents.
- Age 24: Category 5 has 2 respondents, Category 6 has 1 respondent, Category 7 has 2 respondents.
Cross Tabulation #6: Age v. Importance of Global Affairs

The bar chart illustrates the relationship between age and the importance of global affairs. The y-axis represents the number of respondents, while the x-axis shows age categories: 17, 18, 19, 20, 21, 22, 23, and 24. Different colors indicate various levels of importance, with specific numbers for each age category.
Cross Tabulation #7: Gender v. Time Spent with News

Gender v. Time Spent with News

- **Male**
  - > 10 Min.: 34
  - 10-30 Min.: 41
  - <30 Min.: 11

- **Female**
  - > 10 Min.: 41
  - 10-30 Min.: 24
  - <30 Min.: 6
Discussion

68.8% of the sample reported terrorism as a very serious issue.

This correlates with findings that the current most unfavorably viewed country by the United States is Syria as 57% of Americans [7].

According to the results, Franklin Pierce students use the Internet more than any other source as 91% of students use it to obtain the news.

This shows Franklin Pierce students are on track with the current, popular, and successful trend of using the Internet and technology to obtain the news [5].

91% of the sample use the Internet to become aware of current domestic and global affairs followed by social media (73.8%) and television (70.6%).
Discussion

Many campus newspapers are struggling to generate revenue [6]. University newspapers have abandoned printed papers and gone digital. Only 20% of FPU students use newspapers.

90% of FPU students use the Internet to obtain the news, which correlates with findings that schools found success in going digital.

In today’s fast pace lifestyle younger generations are deemed to be globally unaware of important issues [5].

85% of the student population viewed the six news issues to be somewhat serious or very serious which disproves the finding that younger generations are unaware of current issues.
Conclusion

Objective 1
Scholarly research was reviewed that related to domestic and world affairs with a focus on those that pertained to students and young adults.

Objective 2

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Conclusion

Objective 3
To assess the level of concern with specific global issues students were asked to answer; not serious, somewhat serious, or very serious to a list of 6 issues. For all of these issues at least 85% of students answered somewhat serious or very serious.

Objective 4
Over 80% of students surveyed gave an importance rating of 5 or higher for domestic affairs and 75% of students surveyed gave an importance rating of 5 or higher for global affairs on a 7 point scale. On the same scale, approximately 50% of respondents age 20 rated Global Affairs very important, while only 27% gave the same rating to Domestic Affairs.
Conclusion

Objective 5

Focus was put on the responses of level of seriousness to specific issues. 85% of Franklin Pierce Rindge students reported that they found issues to be very serious or somewhat serious. These results were compared with the results from time spent with the news daily to determine Objective 5. Majority of the students who watch/read the news at some point during their day have an acceptable level of awareness on domestic and world affairs.
Recommendations

- FYI Global Awareness or Domestic Awareness
- Groups or clubs
- Diversification
- Pierce Arrow online
References


References


