Franklin Pierce University Media Research Study

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Introduction

- There are numerous forms of advertising for events on the Franklin Pierce University Rindge campus.
- In researching the variety of advertisements on campus, our goal is to find out just how students receive their information.
Problem Statement

- Research is necessary to determine what kind of media is most effective on the Franklin Pierce University Rindge campus.
Research Objectives

- To determine how students receive information for campus events.
- To determine the most preferred form of media for students on campus.
- Identify how media on the Franklin Pierce campus can be improved.
Definitions

- **Advertisements.** Any forms of media used to convey a message to students on campus.

- **Electronic Billboard.** A visual message board for communication. Can be located inside or outside and size may vary.
Literature Review

Advertising on other Universities

- **Oregon University**\(^1\)
  - Has 2 organizations a week that are allowed 25 ground stakes a week.
  - They use sandwich boards
  - Hang banners between trees on campus.

- **Brookdale University**\(^2\)
  - Campus wide text message system as well as emergency text message notification system.
  - Hang banners between trees on campus.

- **Dartmouth College**\(^3\)
  - Student street teams that pass out flyers.
Literature Review

Campus Wide Text Messaging

- Costs nearly $100 a month to send out 15,000 notifications.⁴
- There are services available that offer students the opportunity to receive these notifications.
Literature Review

Students Using Social Networking

- A study by College Board, found that 90% of college students use a social networking site.\(^5\)
- Social Networking sites can provide information to students about events such as:
  - Athletic events
  - Intramural activities
  - Speakers on campus
Literature Review

Electronic Billboard Opportunity

- Bryant University uses electronic billboards to visually communicate with their students.\(^6\)
- It provides up-to-date information that serves as a visual aid to students on campus.
Methodology

Problem Identification

- Our research team found that there are many events that take place on campus. Students have not taken advantage of this because they may not have received the message.
- The client for this research is the entire student body of the Franklin Pierce Rindge campus.
Methodology Cont.

Development of Survey

- Identified current problems with media on campus as well as how students receive information.
- Created research objectives on September 30, 2009.
- Survey was reviewed by MKT333 class on October 28, 2009.
- Dr. Little reviewed the survey from November 2, 2009.
- Survey was finalized and completed on November 6, 2009.
Methodology Cont.

Definition of Population
- The population is the Rindge campus of Franklin Pierce University.
- This consists of around 1,500 students.

Sample Size
- 160 students from Franklin Pierce.
- 40 from each class.
- 80 males
- 80 females
Methodology Cont.

Data Collection Method

- The researchers used the non-probability convenience sampling method as well as the quota sampling method.
- The researchers handed out the questionnaires to students in the campus center, classrooms and dormitories.
- The surveys were handed out from November 9-14 2009.
Assumptions
- All students answered the survey correctly and honestly.
- Everyone answered all of the questions.
- Everyone was genuinely interested.

Limitations
- Lack of time
- Small sample size
Question 1: What forms of campus media do you use to receive information?

- Email
  - Checked: 95%
  - Unchecked: 5%
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- 56.9%: Checked
- 43.1%: Unchecked
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- Bulletin Boards:
  - Checked: 16.9%
  - Unchecked: 83.1%
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Question 2: Which form of campus media do you most prefer?
Question 3: How often do you check your eraven email?

- Never: 1.2%
- Once a Week: 5.0%
- 2 to 3 Times a Week: 11.9%
- Once a Day: 33.8%
- More than Twice a Day: 48.1%
Question 4: How often do you read campus wide emails?

![Bar chart showing the frequency of reading campus wide emails]

- Never: 10.0%
- Once a Week: 35.6%
- 2 to 3 Times a Week: 19.4%
- Once a Day: 28.8%
- More than Twice a Day: 6.2%
Question 5: Do you read the subject line of the email?

- Yes: 93.9%
- No: 6.2%
Question 6: Would you be more likely to read emails with pictures?
Question 7: Do you have a Facebook account?

- Yes: 98.8%
- No: 1.2%
Question 8: If yes, how often do you check it?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>1.2%</td>
</tr>
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<td>Once a Week</td>
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<td>Once a Day</td>
<td>35.0%</td>
</tr>
<tr>
<td>More than Twice a Day</td>
<td>40.0%</td>
</tr>
</tbody>
</table>
Question 9: Do you read posters on campus?

- Yes: 71.9%
- No: 28.1%
Question 10: Have you ever attended an event because of a poster?

Yes: 42.5%
No: 57.5%
Question 11: Would you be interested in receiving a daily text message notifying you of campus events?

- Yes: 50.6%
- No: 49.4%
Question 12: Would it be beneficial to have an electronic message board indicating daily events on campus?
Question 13: Class standing?
Question 14: Gender?

![Bar chart showing gender distribution]

- Male: 75
- Female: 85
Question 15: Are you a resident outside of the United States?

- Yes: 6
- No: 154
Would you be interested in receiving a daily text message notifying you of campus events?

- **Yes**
- **No**

**Class Standing**

- **Freshman**: 21 Yes, 19 No
- **Sophomore**: 24 Yes, 16 No
- **Junior**: 22 Yes, 18 No
- **Senior**: 14 Yes, 26 No
Cross Tab #2

Would it be beneficial to have an electronic message board indicating daily events located on campus?

- Yes
- No

Class Standing
- Freshman: 39
- Sophomore: 34
- Junior: 38
- Senior: 36

Count

0 10 20 30 40

1 6 2 4
A majority of Franklin Pierce students (92%) would prefer to have an electronic billboard that indicated daily events located on campus.

Only about 50% were interested in receiving daily text messages notifying them of daily events.

- Seniors are less likely than any other class to not want a daily text message.
Conclusions

- The top 5 ways students receive information about campus events are:
  1. email
  2. word of mouth
  3. mail box fliers
  4. posters
  5. social networks
- The most preferred form of media that our research found was email.
- A high percentage of students (92%) thought that an electronic billboard would be beneficial.
Recommendations

- Franklin Pierce University should invest in:
  - The installment of an electronic message board indicating daily events on campus.
  - The use of daily campus wide text messages notifying students of daily events.
  - The continued use of emails notifying the campus events, while encouraging the use of pictures and catchy subject lines in each email.
QUESTIONS

Thank You
References

- (Opt in Text Messages: Special Events) (Campus Solutions) (Hessel & Williams, 2009)