

## **VIUS Reports 2.1**

### *Introduction to General User Surveys*

#### **General Surveys of Faculty and Students**

Two large scale surveys were implemented in the fall of 2001. One survey was intended for faculty members and the other for students. The two surveys were nearly identical and contained a set of approximately 80 questions about current and projected image use, activities associated with image use, personal collections of images, and the hopes and misgivings associated with a planned digital image delivery system.

Between October 16 and 19, 2001, a traditional pen and paper survey was mailed to a total of 2134 faculty members in the areas of arts, humanities, and environmental sciences. This sample contained the entire population of faculty members in those subject areas. Several reminders were mailed during the following weeks to non-respondents in order to achieve a satisfactory response rate. The number of completed faculty surveys was 875, providing a 41.0% response rate. The survey for students was a web-based version that contained nearly identical questions as the faculty survey. On October 29, 2001, emails were sent to 2,966 randomly sampled students (of 21,150) in the same subject areas of arts, humanities, and environmental sciences. Several reminder emails were sent to non-respondents in the upcoming weeks. The number of completed student surveys was 598, providing a 20.2% response rate. Acceptance of responses ceased on November 15, 2001 for both surveys.

Both surveys were structured in such a way that respondents who are current image users answered all questions, those who expected to use images in the next 3 years answered fewer questions, while those who never expected to use images professionally answered the least. This was done to improve the response rate from non-image users in order to reduce self-selection bias. Further, non-image users would often lack specific image-related knowledge necessary to answer some questions, so steering them around these items avoided nonsense answers.

The next page contains a list of the academic departments surveyed for both faculty and student surveys.

Detailed analysis of the survey data is found in VIUS Reports 2.2 Analysis of General Surveys. The precise questions and raw results for each survey can be found in VIUS Reports 2.3 General Faculty Survey and VIUS Report 2.4 General Student Survey.

## List of Departments Surveyed with Response Rates for Faculty

	%	N		%	N
Advertising	44.44	4	Food Science	55.00	11
African-American Studies	0.00	0	French	41.18	7
Agr Econ/Rural Soc	45.24	19	Geography	45.83	11
Agr Engineering	60.00	15	Geosciences	52.78	19
Agric/Ext Educ	50.00	10	German/Slavic Languages	45.00	9
Agricultural Sci	50.00	2	History	39.22	20
Agriculture	71.43	5	Horticulture	44.44	12
Agronomy	57.58	19	Humanities	41.03	16
Anthropology	31.82	7	Humanities - SI	37.04	10
Architectural Engr	37.50	6	Integrative Arts	50.00	2
Architecture	54.55	12	Jewish Studies	50.00	1
Art History	66.67	6	Journalism	45.45	10
Arts & Architecture	44.68	21	Labor Studies	41.67	5
Ce Mgmt Dev & Non-Credit	0.00	0	Landscape Arch	50.00	9
Ce State College Pgms	0.00	0	Liberal Arts	34.09	105
Classics & Mediterranean			Linguistics	33.33	1
Studies	50.00	7	Materials Sci & Engr	16.67	6
Comparative Lit	35.71	5	Media Studies	38.89	7
Dairy & Animal Sci	53.57	15	Meteorology	32.00	16
Dir Of Academic Affairs	44.44	44	Mineral Economics	12.50	1
Div Human & Soc Sci	49.40	41	Philosophy	16.67	3
Div Of Educ/Hum Dev/Soc			Plant Pathology	50.00	11
Sci	60.00	3	Political Science	44.00	11
Div Art & Humanities	37.68	26	Poultry Science	28.57	2
Div Social Sciences	42.86	6	Psychology	34.69	17
Div Of Math. & Nat Sci	33.33	1	Sch/Forest Resources	41.94	13
Division Of Arts &			School Of Music	34.62	18
Humanities	49.41	42	School Of Visual Art	47.73	21
Earth & Mineral Sciences	63.64	7	Shaver's Creek	20.00	1
Economics	33.33	9	Sociology	54.17	26
English	28.79	38	Span/Italn/Port	31.11	14
Entomology	53.85	14	Speech Communication	34.38	11
Enviro Resources Research			Theatre Arts	51.61	16
Inst	41.38	12	Veterinary Science	41.38	12
Energy & Geo-Env Eng	29.17	7	Women's Studies	25.00	1
Film/Video	28.57	2	World Campus	100.00	2

The same departments were sampled for the student survey, with the exception of Advertising, Journalism, Media Studies, and Speech Communications