

## 4. Results

**Table W4.3. Some Pertinent Survey Results**

Student Sophistication with Social Media					
% of Responses <sup>1</sup>					Instrument in the Questionnaire
1	2	3	4	5	
69.5	15.4	2.9	10.6	1.6	37a. Familiar with Adwords, Omniture, or Doubleclick?
29.3	48.6	3.5	18.0	0.6	37b. Participated in a crowd mob or flash mob?
23.2	24.2	12.7	35.0	4.9	37c. Familiar with a banner ad?
47.9	22.0	4.3	25.2	0.7	37d. Had an interstitial ad flash on your screen?
50.0	25.0	8.1	15.9	1.0	37e. Subscribe to RSS feeds?
53.7	19.7	16.5	9.4	0.6	37f. Know what 'contextual targeting' is?
45.3	19.9	19.5	13.0	2.3	37g. Know the term 'click-through rate'?
14.7	25.7	24.0	29.7	6.0	37h. Know the term 'mobile advertising'?
25.6	24.7	22.7	20.1	6.8	37i. Can explain search engine marketing?
41.2	28.2	11.0	15.9	3.6	37j. Familiar with Google Analytics?
34.1	21.4	22.4	18.2	3.9	37k. Familiar with 'cost per view'?
44.6	19.2	9.8	19.2	7.2	37l. Responded to a QR Code?
11.0	7.4	4.2	34.5	42.9	37m. Created a bookmark in your browser?

<sup>1</sup>Not familiar or have not heard of it. <sup>2</sup>Have heard of it. <sup>3</sup>Learned about it in a course. <sup>4</sup>Have seen or used it. <sup>5</sup>Expert at it.

Student Experience with Functionality of Social Media							
% of Responses <sup>1</sup>							Instrument in the Questionnaire
1	2	3	4	5	6	7	
3.0	9.6	17.5	9.2	10.2	19.5	31.0	38a. Sent an Instant Message?
1.0	3.0	1.6	0.7	0.3	4.9	88.5	38b. Sent a Text Message (cellphone SMS).
11.7	48.5	8.7	3.0	8.0	10.0	10.0	38c. Re-tweeted any message?
5.3	40.5	15.9	10.3	10.6	5.3	40.5	38d. made a telephone call from your computer or tablet?
1.0	12.1	10.1	12.8	25.2	1.0	12.1	38e. Uploaded photos from your phone to a website?
4.7	25.8	15.4	16.1	15.1	4.7	25.8	38f. Uploaded videos from your phone or webcam to a website?
4.0	21.5	12.5	11.8	15.2	4.0	21.5	38g. Added your comments or opinion to any <u>blog</u> (course, personal, social, company, university)?
9.5	68.9	7.8	4.7	3.4	9.5	68.9	38h. Edited the content or contributed information to a <u>wiki</u> , such as a course wiki, Wikipedia?
6.5	31.3	15.3	12.6	17.0	6.5	31.3	38i. Included hyperlinks in your posts that others can click on?
9.0	66.4	7.3	8.0	4.2	9.0	66.4	38j. Responded to a Facebook advertising campaign and have been rewarded?
6.5	28.7	16.7	19.8	13.3	6.5	28.7	38k. Visited a textbook website or app, including e-text websites (Flat Earth, Centgage, Pearson, and others)?
5.3	29.0	21.0	12.3	19.0	5.3	29.0	38l. Posted or uploaded original content (text, video, music, photos, art, or similar) that you created?
4.8	24.5	16.7	15.3	15.6	4.8	24.5	38m. Reposted content from others (text, video, music, photos, art, or similar) to websites and apps?
5.1	18.0	9.2	10.9	15.6	5.1	18.0	38n. Used a web-based office tool (Google Docs, Office 365) but not MS Office?
9.6	56.0	9.6	4.5	4.8	9.6	56.0	38o. Played an on-line multi-user game like World of Warcraft, RuneScape, others?
15.3	69.4	7.5	2.4	2.4	15.3	69.4	38p. Participated in an on-line virtual world such as Second Life or Forterra?
7.1	30.6	19.4	14.3	14.6	7.1	30.6	38q. Edited a photo using software like Photoshop, GIMP, or others?

<sup>1</sup> 1=Not familiar or do not know. 2=Never. 3=Once or twice in past 12 months. 4=Once or twice per semester. 5=Few times per month. 6=A few times per week. 7=Daily.

**Table W4.3. Some Pertinent Survey Results, Continued**

<b>Student Learning Experiences with and Perceived Value of Social Media</b>					
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Instrument in the Questionnaire</b>
27.2	13.9	14.3	29.3	15.3	40a. I use Facebook to communicate with other students about coursework.
10.3	15.1	29.1	26.7	18.8	40b. My social and academic life is separate on the social media sites and apps.
21.0	17.6	26.9	23.1	11.4	40c. Social media is used effectively in my marketing courses.
21.9	22.2	33.0	17.7	5.2	40d. Social media is discussed but not experienced in my marketing courses.
21.9	18.4	30.6	25.0	4.2	40e. In marketing courses where it was not required I used social media to learn concepts and subject matter.
35.7	17.3	33.2	11.6	2.2	40f. Training in the use social media is adequately provided in my marketing courses.
13.0	12.3	26.8	29.0	18.8	40g. I have confidence in my ability to use social media apps.
19.4	22.2	25.7	21.5	11.3	40h. Social media is used in my non-business courses.
19.4	10.0	28.7	29.0	12.9	40i. Social media is overused in marketing courses.
9.2	3.9	17.7	27.0	42.2	40j. Social media marketing is a key part of marketing today.
12.2	10.4	19.4	30.1	28.0	40k. Use of social media helps me gain a wider perspective of marketing.
34.1	22.2	27.6	12.3	3.8	40l. I lack confidence in my ability to use social media apps.
11.5	9.4	25.9	31.1	22.0	40m. Courses that include social media feel more up-to-date or current.
11.7	11.7	33.6	30.7	12.4	40n. Using social media in my courses helps me connect theory and practice.
10.2	10.9	37.9	30.9	10.2	40o. Using social media improves my overall understanding of marketing.
17.7	16.0	41.5	19.5	5.3	40p. Using social media has allowed me to make better use of class time.
20.3	17.8	38.1	17.1	6.6	40q. Using social media was more productive for learning than lecturing.
21.6	19.9	39.0	14.9	4.6	40r. Use of social media motivated me to put more time into a course.
22.8	24.9	39.6	10.2	2.5	40s. The learning experience using social media was not worth the effort.
23.5	22.8	32.6	14.4	6.7	40t. I would prefer the use of social media not be included in my coursework.
11.3	11.6	38.7	28.2	10.2	40u. Interactions on social media sites are useful for my first career placement in marketing.
9.8	6.0	35.4	31.9	16.8	40v. Social media skills and experience are essential for my first career marketing placement.

<sup>1</sup> 1=Strongly disagree. 2=Somewhat disagree. 3=Neither agree or disagree. 4=Somewhat agree. 5= Strongly agree.