

INFORMATION SERVICES PRELIMINARY DATA ANALAYSIS REPORT

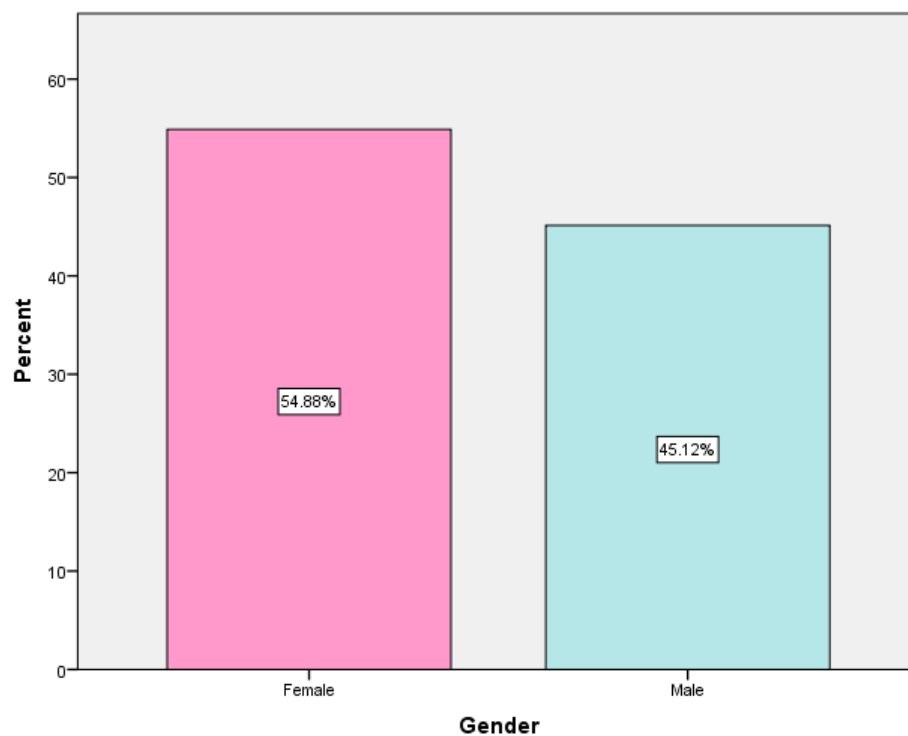
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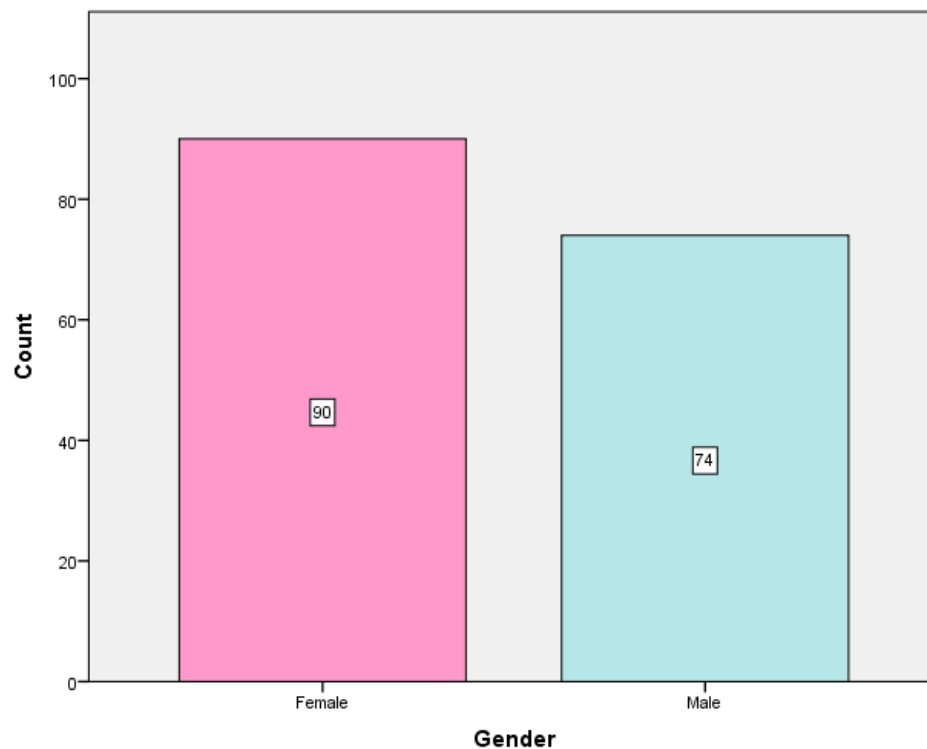
Statistics

Response Rates

Gender

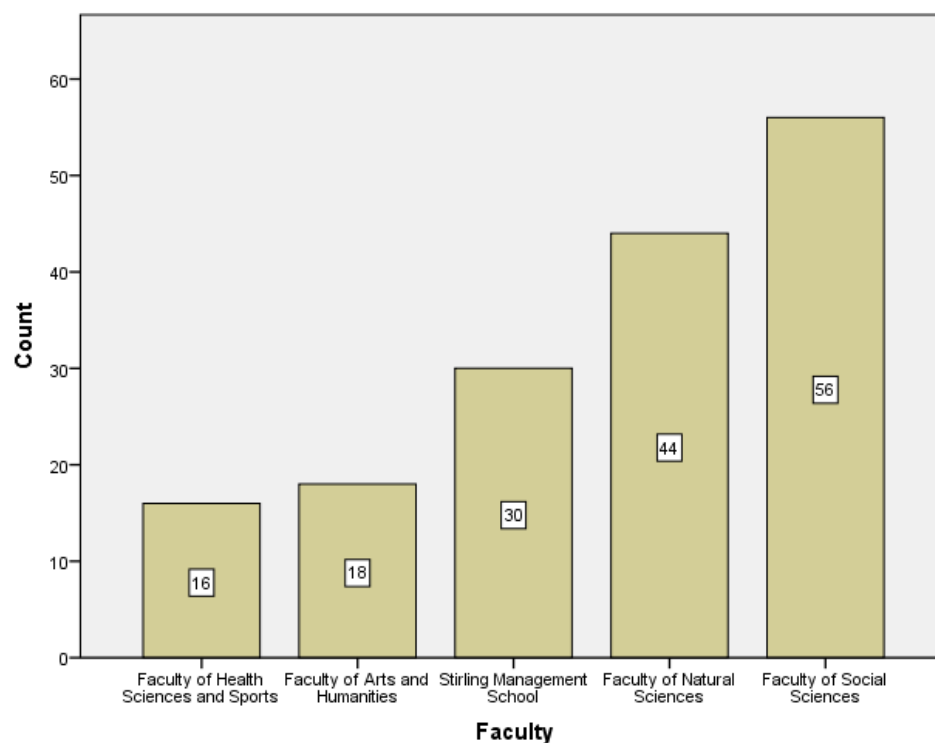
164 Undergraduate Students responded to the survey out of a total undergraduate student body of 9,157, this is a 1.79% response rate. 54.8% of our responses were from female students, and 45.12% of respondents defined as male.

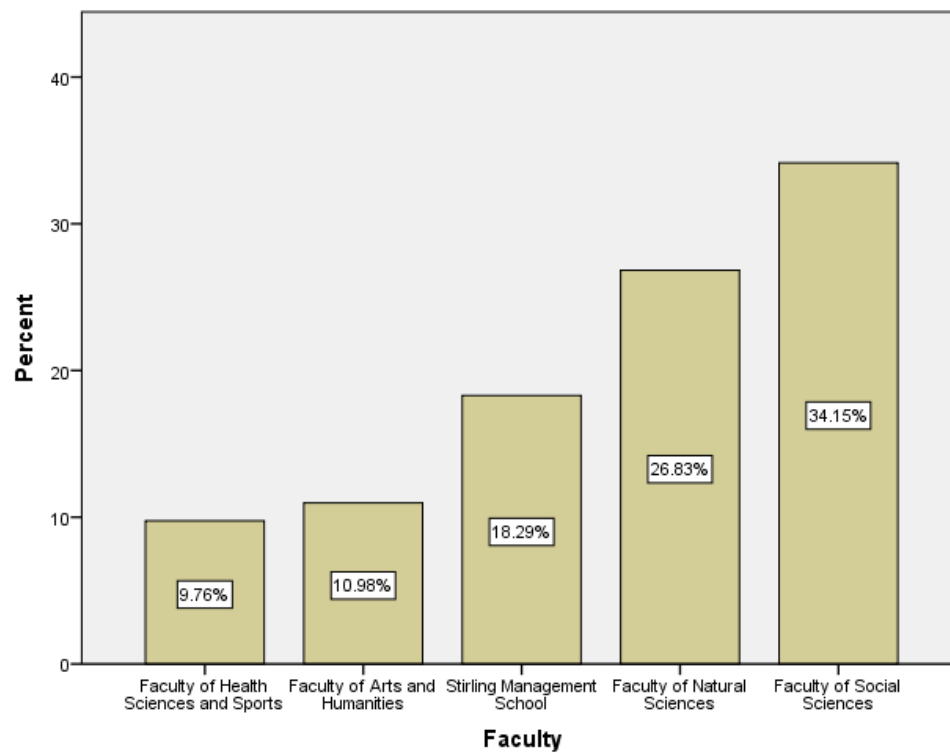




Faculty

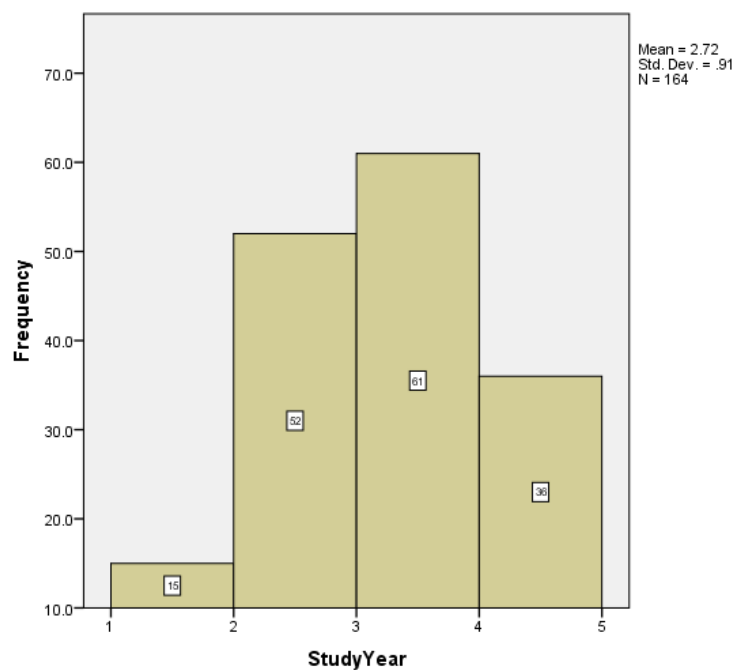
Our results are unfortunately weighted towards the Faculty of Social Sciences, as 56 (34.15% of all responses) responses came from them, 44 (26.83% of all responses) responses were received from the Faculty of Natural Sciences, 30 (18.29% of all responses) responses from Stirling Management School, just 18 (10.98% of all responses) surveys were completed by the Faculty of Arts and Humanities, and 16 (9.76% of all responses) from the Faculty of Health Sciences and Sports.

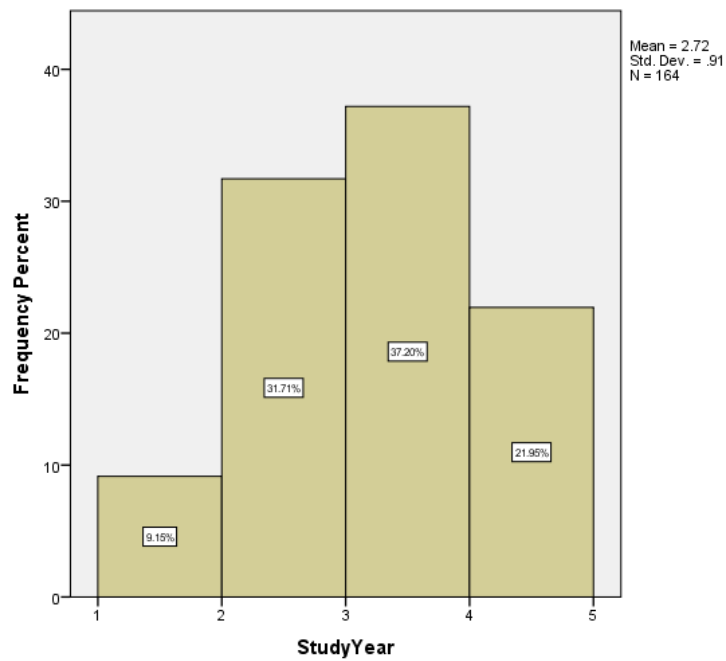




By Year of Study

9.15% of responses were from 1st years (just 15 responses); whilst 31.71% were second years (52 responses) and 37.2% of responses were from third year students (61 responses); and 21.95% of responses (36 responses) were from fourth years.





Reading Emails

60.4% of respondents claimed to read the Information Services Canvas Learning Management System Emails Always; whilst 25.6% claimed to usually read them, and 10.4% of respondents claimed to rarely read them, only 3.7% of students surveyed admitted to never reading the emails.

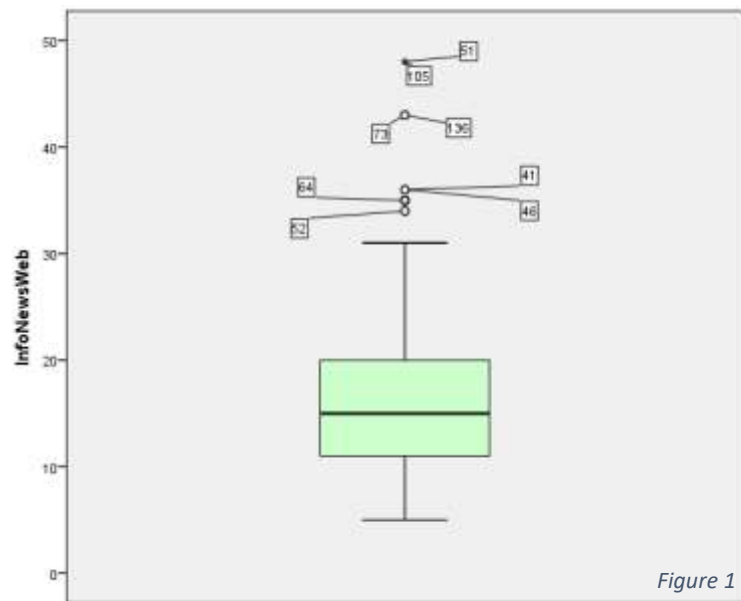
InfoEmails

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	99	60.4	60.4	60.4
	Usually	42	25.6	25.6	86.0
	Rarely	17	10.4	10.4	96.3
	Never	6	3.7	3.7	100.0
Total		164	100.0	100.0	

Website

Those who read the news on the Information Website Services website, did so on average for 17.16 minutes, with 5 minutes being the shortest time and 48 minutes being the longest time.

The opposite box graph (figure 1) shows standard deviation and outlying results. It shows us that the standard deviation is between around 20 minutes and 10 minutes, with a wider standard deviation between 5 minutes and 30 minutes, and the outlying results are over conceivably anything over 30 minutes.

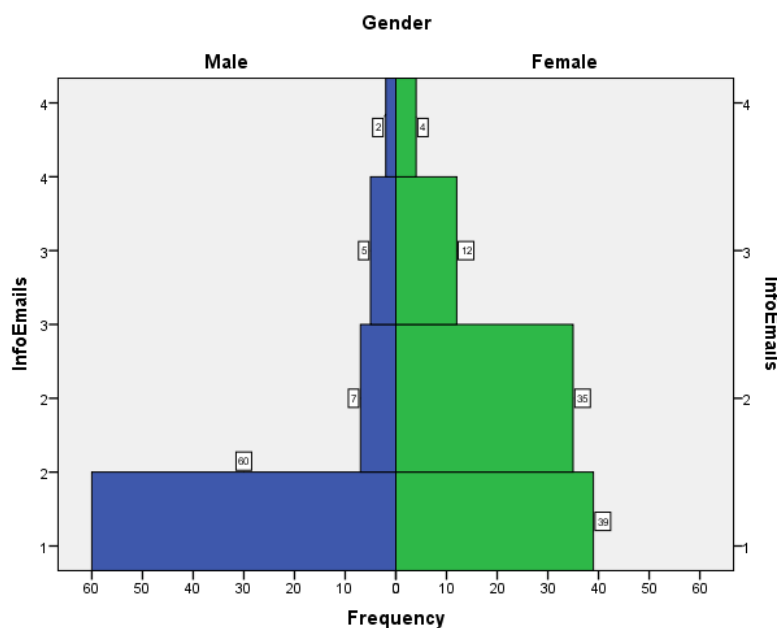


Cross Referencing

Gender

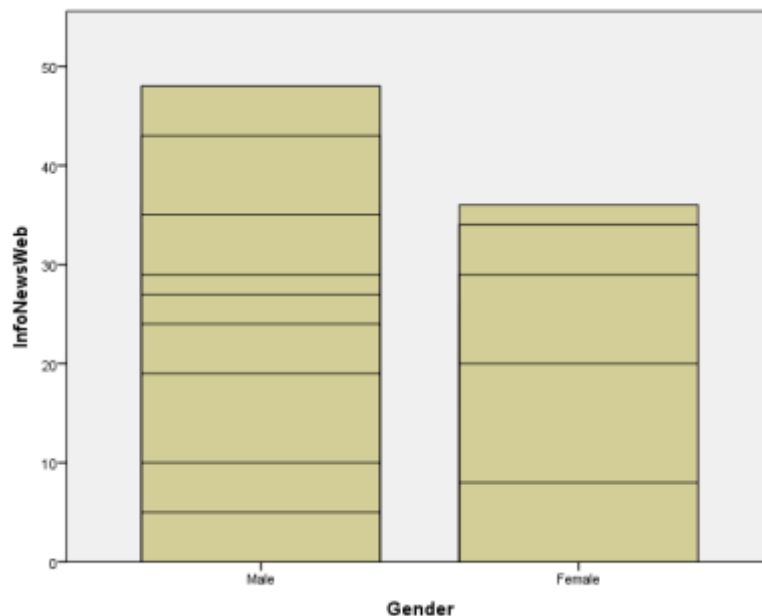
Is there a correlatory link between Gender and how often they read the Information Services emails?

The below graph charts the differences between the genders, where 1 is equal to 'always'; 2 is 'usually', 3 is 'rarely' and 4 is 'never' in regards to reading the information services emails, one can see that there is a greater spread amongst females across the scale, comparably to males, who overwhelmingly (60 male respondents of 74 male respondents total) stated that they 'always' read the emails.



Is there a correlatory link between Gender and how often they read the News on the Information Services Website?

The below graph suggests that males spend more time reading the Information Services Website News than females.



Faculty

Is there a correlatory link between faculty and how often they read the Information Services emails?

The vast majority of respondents from each faculty reported to always read the emails, with none from the Health Sciences & Sports, and the Social Sciences faculties reporting that they never read it.

InfoEmails * Faculty Crosstabulation

Count

		Faculty					Total
		Faculty of Arts and Humanities	Faculty of Natural Sciences	Faculty of Social Sciences	Stirling Management School	Faculty of Health Sciences and Sports	
InfoEmails	Always	12	22	36	20	9	99
	Usually	2	14	14	7	5	42
	Rarely	3	5	6	1	2	17
	Never	1	3	0	2	0	6
Total		18	44	56	30	16	164

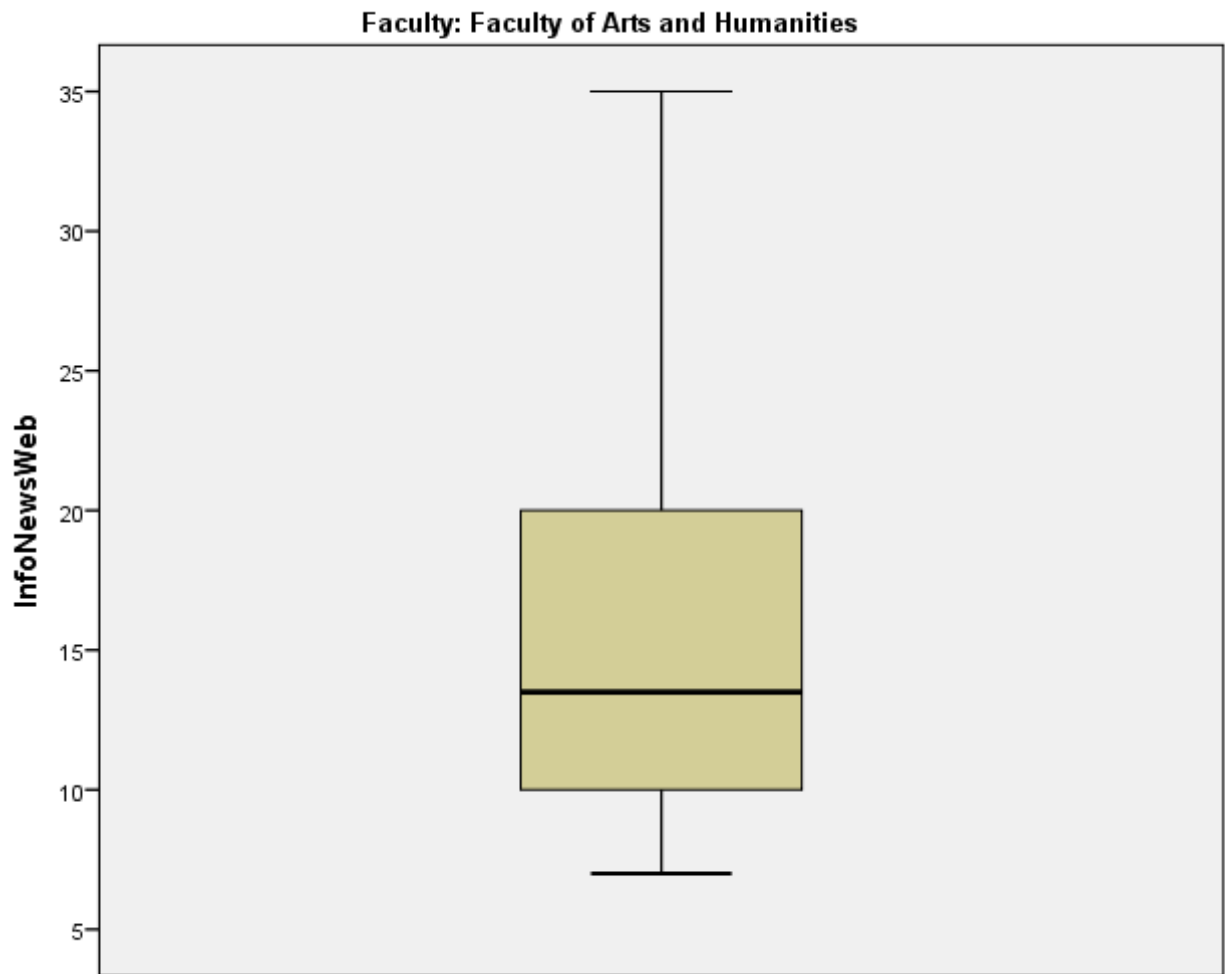
Is there a correlatory link between faculty and how often they read the News on the Information Services website?

Faculty of Arts and Humanities

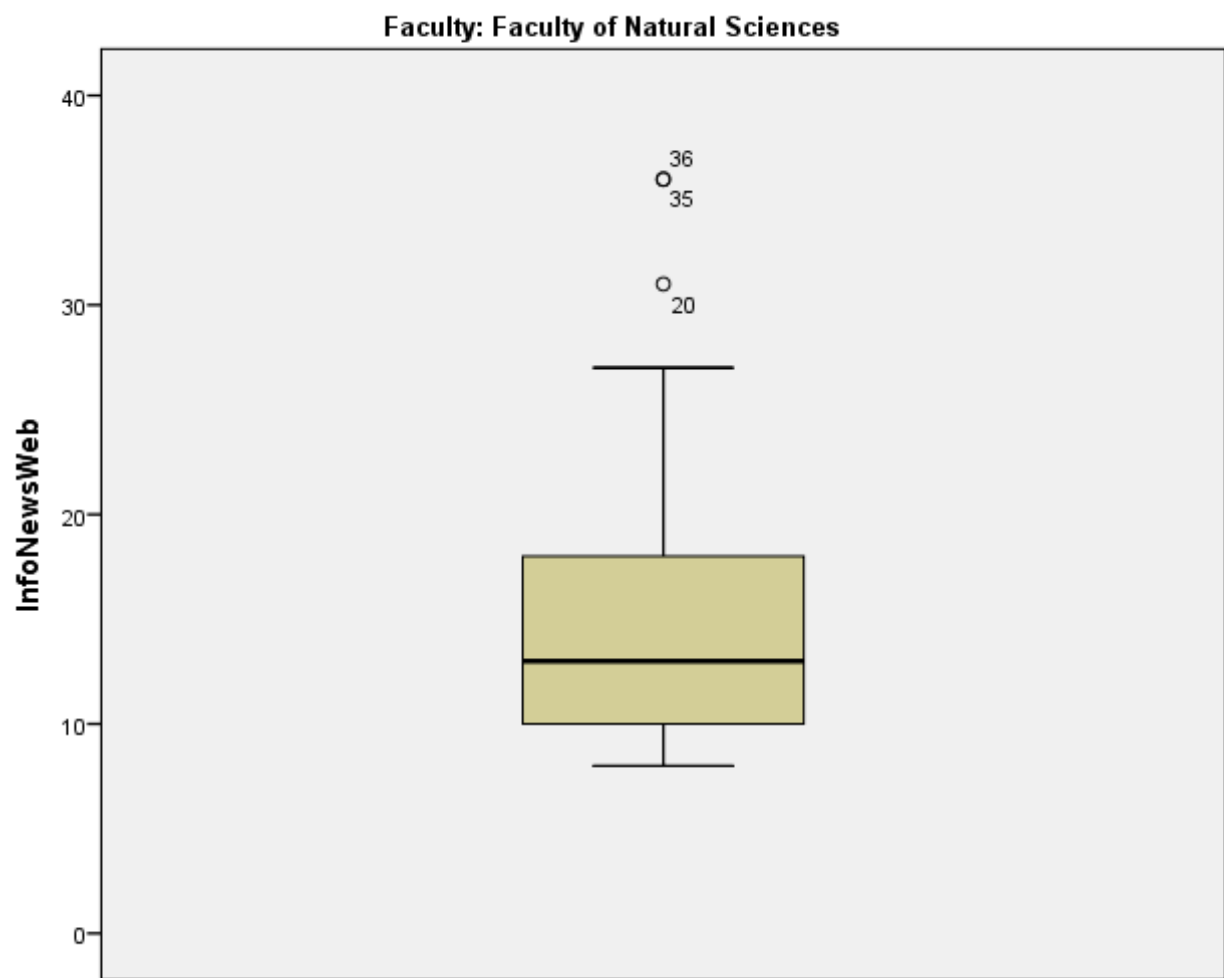
InfoNewsWeb ^a					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	2	11.1	11.1	11.1
	9	1	5.6	5.6	16.7
	10	2	11.1	11.1	27.8
	11	1	5.6	5.6	33.3
	13	3	16.7	16.7	50.0
	14	1	5.6	5.6	55.6
	16	1	5.6	5.6	61.1
	17	1	5.6	5.6	66.7
	20	3	16.7	16.7	83.3
	35	3	16.7	16.7	100.0
Total		18	100.0	100.0	

a. Faculty = Faculty of Arts and Humanities

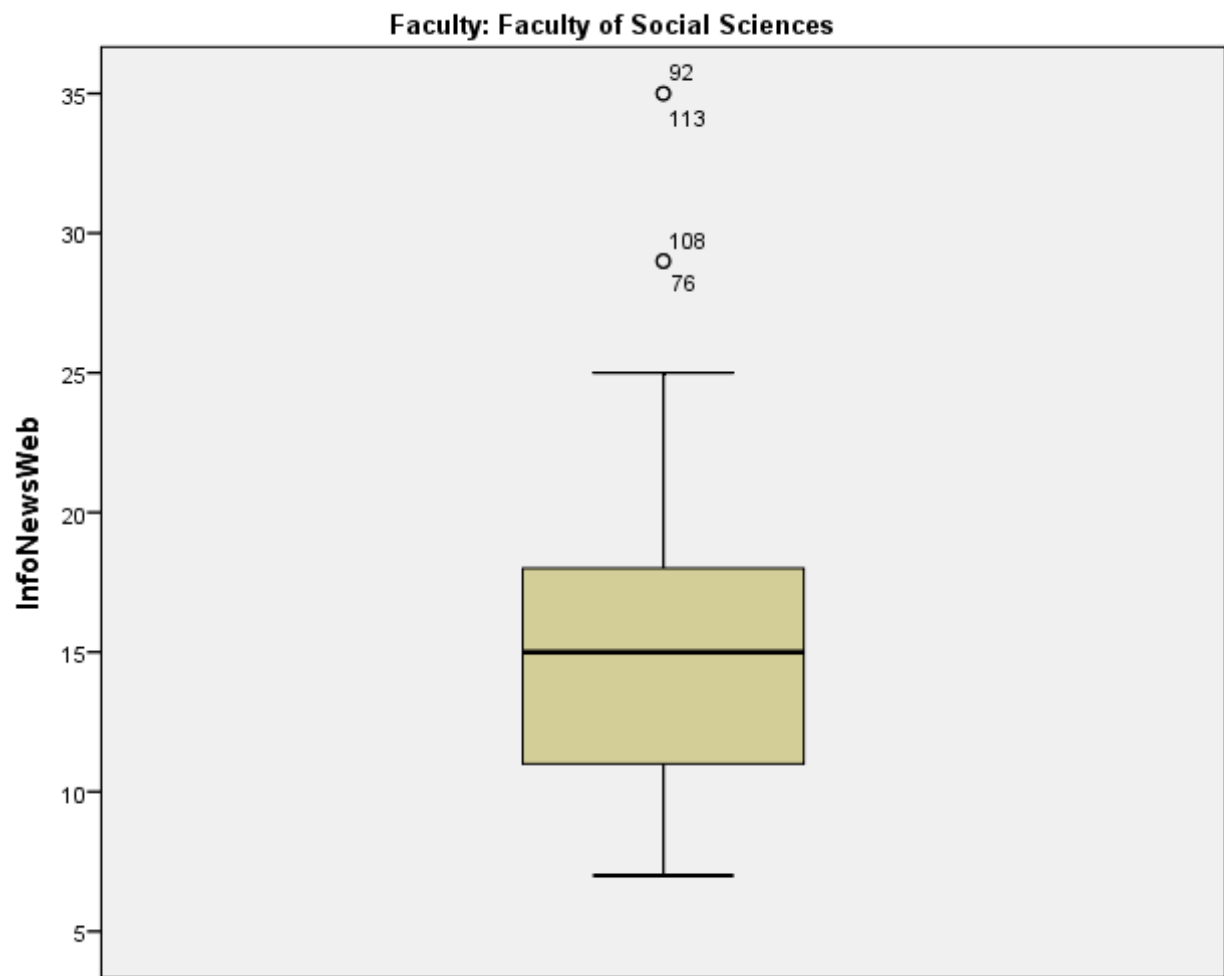
Average & Standard Deviation:



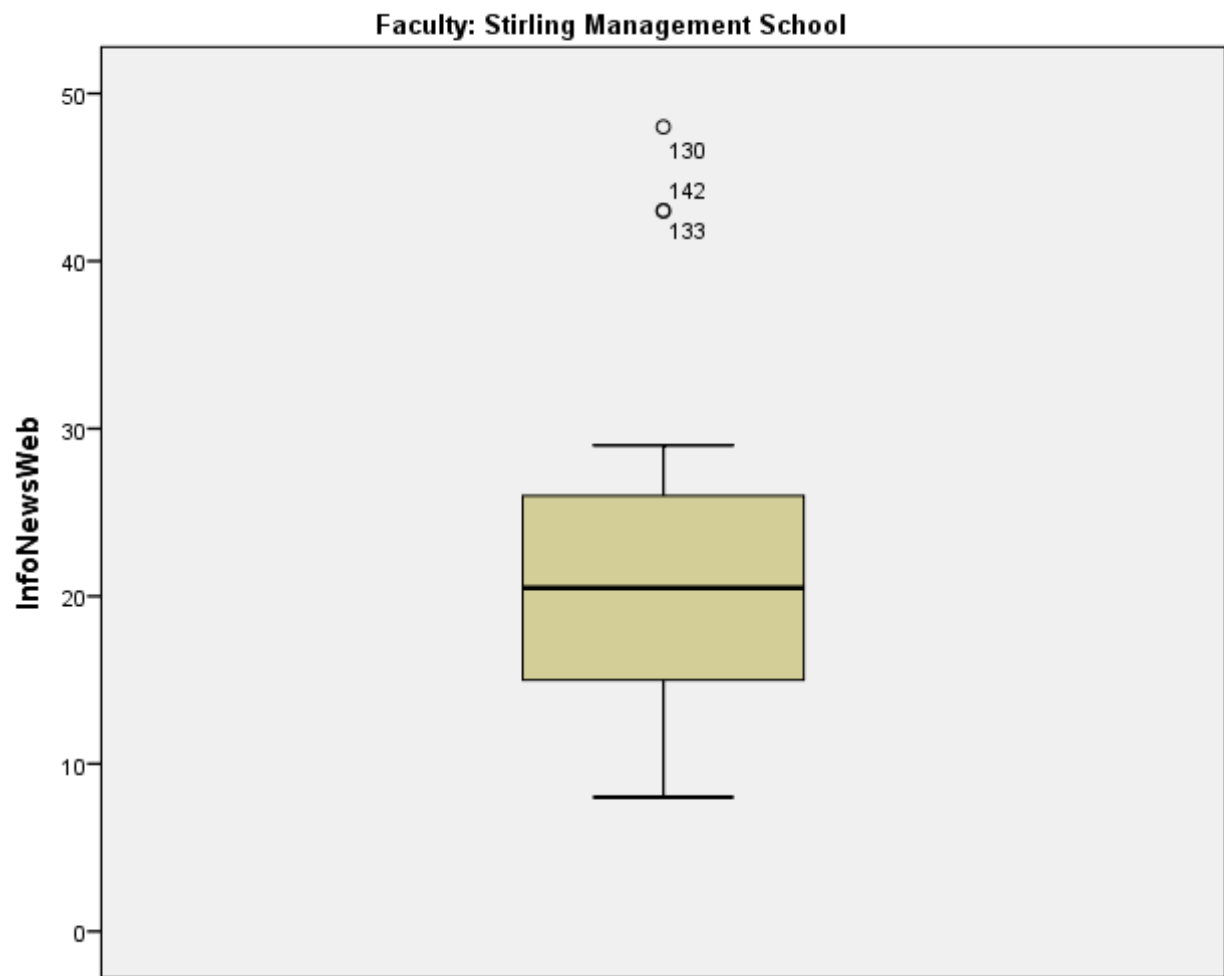
Faculty of Natural Sciences



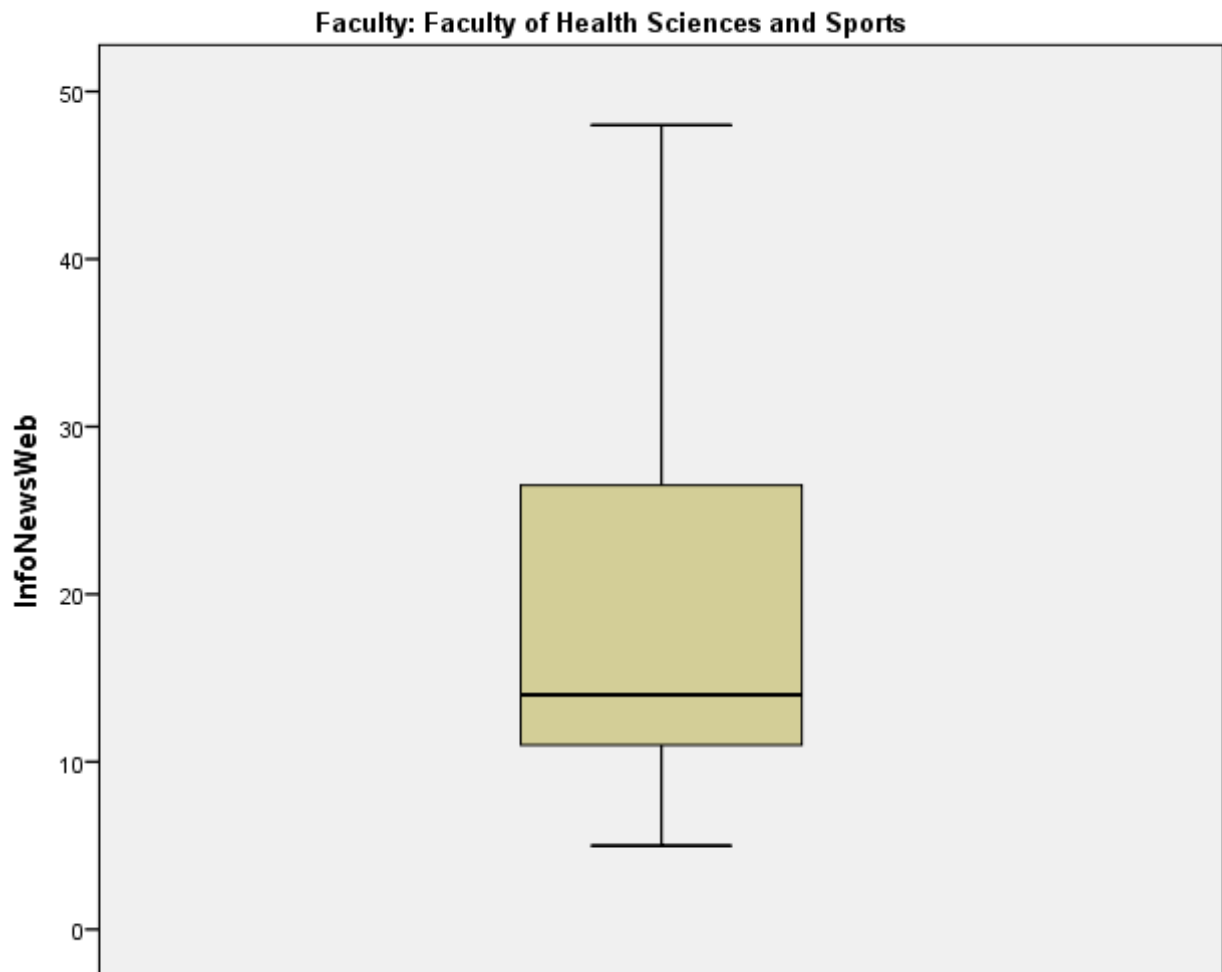
Faculty of Social Sciences



Stirling Management School



Faculty of Health Sciences and Sport



Year of Study

Is there a correlatory link between year of study and how often they read the emails from the Information Service?

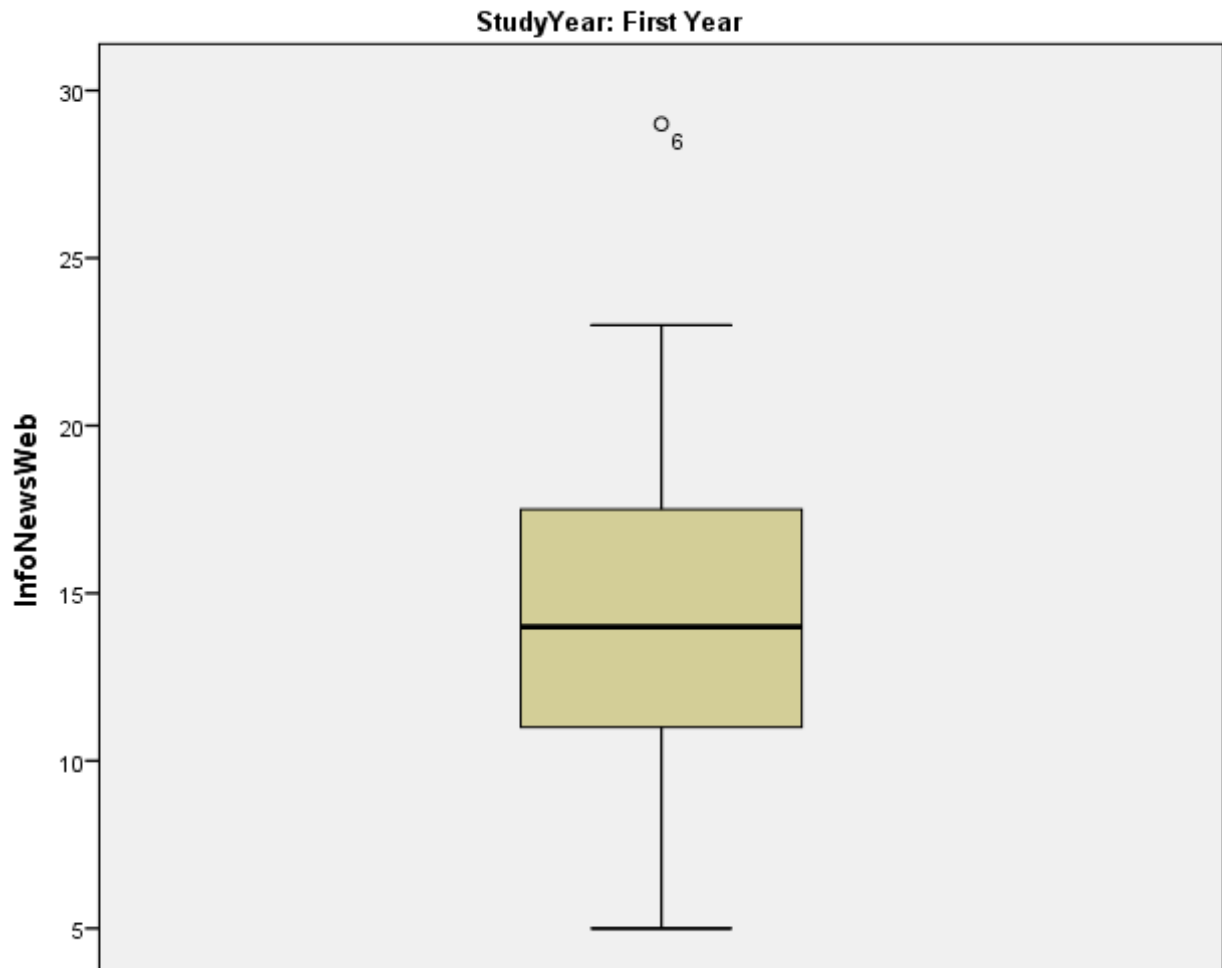
InfoEmails * StudyYear Crosstabulation

Count

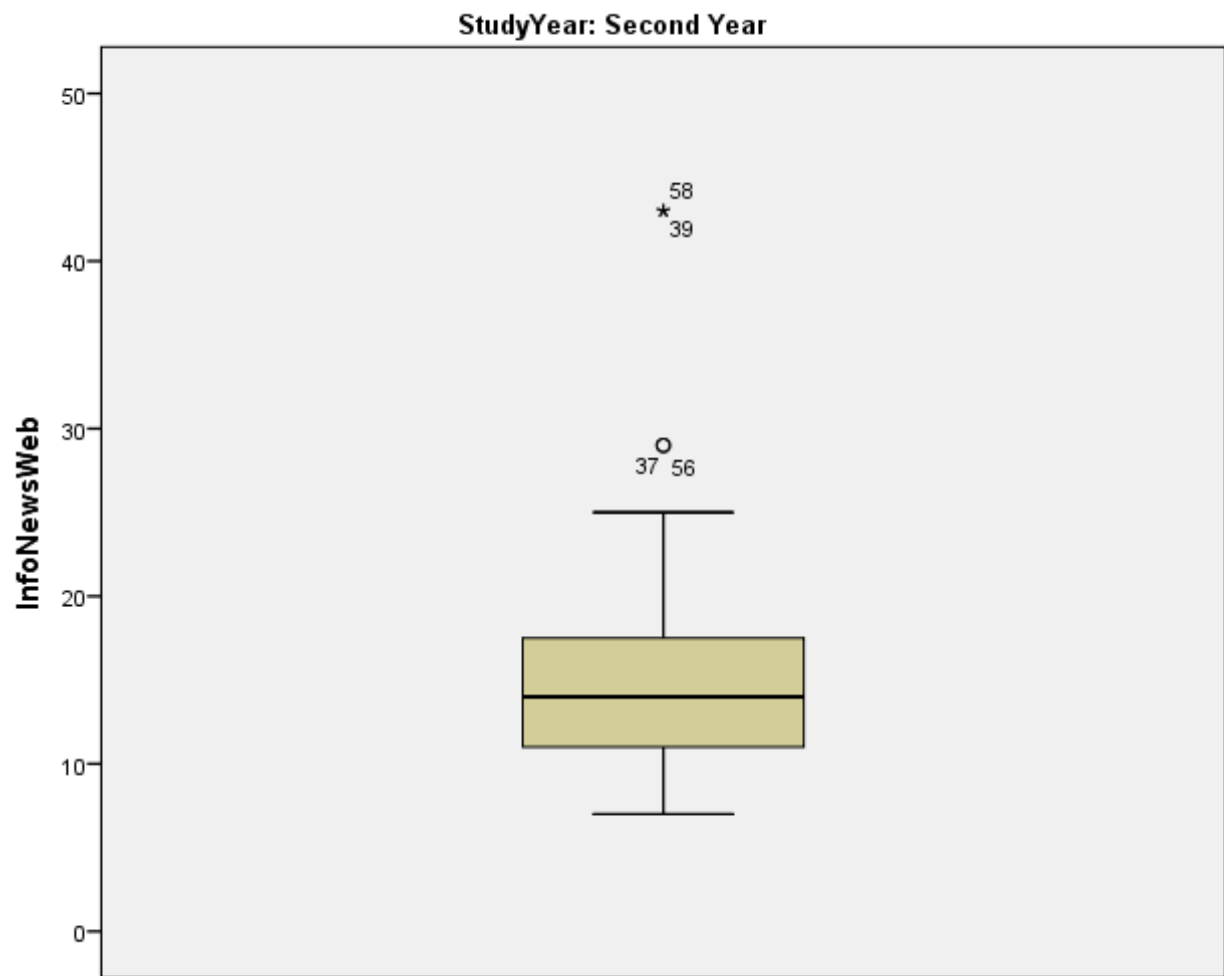
		StudyYear				Total
		First Year	Second Year	Third Year	Fourth Year	
InfoEmails	Always	5	28	36	30	99
	Usually	9	15	18	0	42
	Rarely	1	6	5	5	17
	Never	0	3	2	1	6
Total		15	52	61	36	164

Is there a correlatory link between year of study and how often they read the News on the Information Services website?

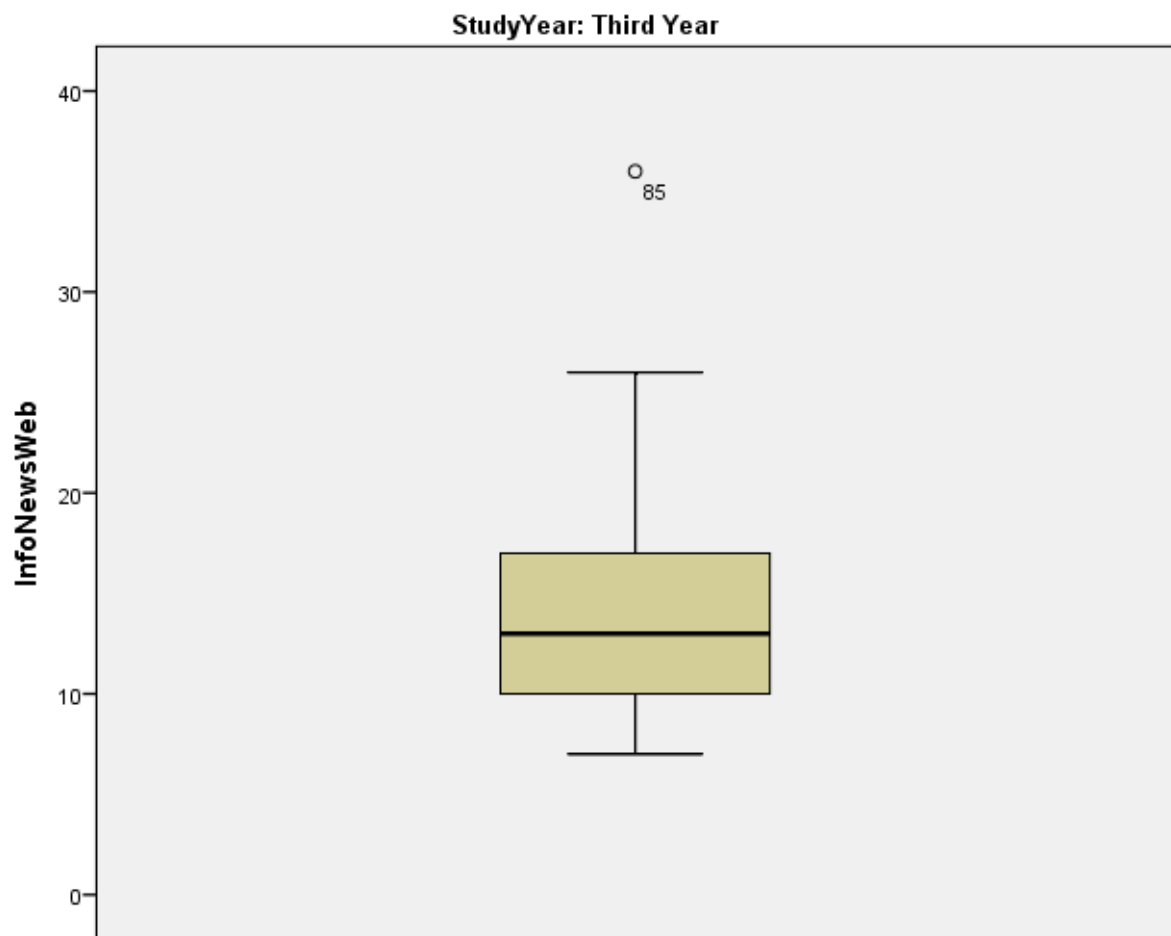
First Year



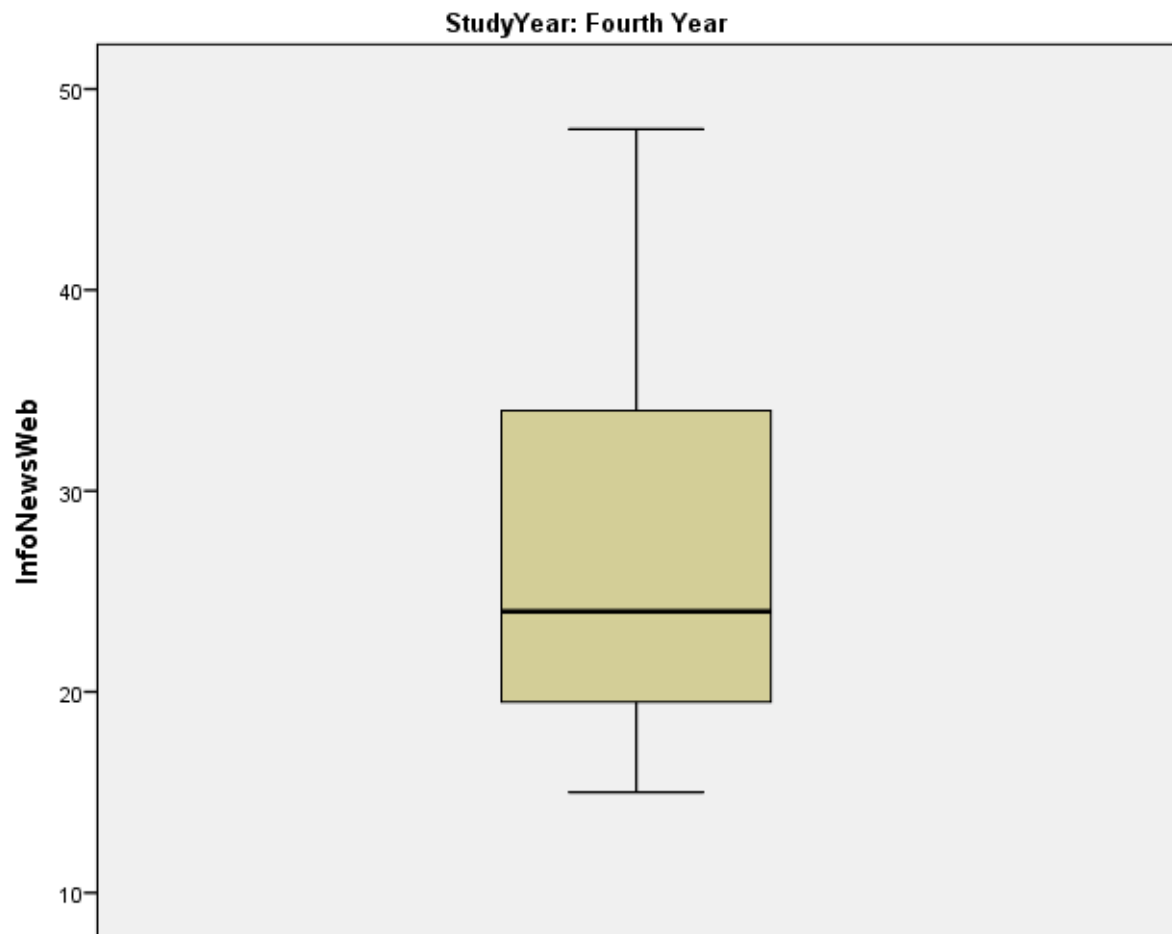
Second Year



Third Year



Fourth Year



Accuracy

Level of confidence: 95%

Sample size (n): 159

Study population (N): 9157

Proportion (P) : 1.79%

The margin of error is +/-2.043%

Statistics

Would the information in the survey be useful in planning the university's communications with undergraduate students? If so how?

Although the margin of error for a 95% accuracy is only $\pm 2.043\%$, the levels of answers to some of the questions seems 'quick response' by respondents rather than accurate – the 'Always' reads the emails, seems unlikely high.

Comment on any weaknesses you can find in this piece of research and discuss how you think it could be improved. Is there any additional information that would help you in this process?

Weaknesses in the research – aside from the self-reporting element, there are also issues regarding the fifth and sixth question. It may be more accurate to ask about emails received this week from the Info Services and whether they have read all of them, 1, 2, 3, 4, 5, 6, of them or none of them (depending on how many were sent). Regarding time spent, it would make more sense to look for website digital data rather than self-reporting- such as Info Services News Website unique page visits, number of pages visits per hour, time spent per visit (averages) etc... That would be a more accurate way of knowing if the service is being used. The use of an open question for question 6 is difficult, it would make more sense to suggest times 0-5 minutes, 5-10 minutes, 10-15 minutes, 15-20 minutes, 25-30 minutes, 35-40 minutes etc...

There being a rise in LGBTQI et al. affirming/defining students it may be more appropriate to list more than one gender, perhaps to list none, allow an open answer, and then code accordingly at the date-input time.

We have a list of 5 faculties here, are they're not more?

Also we don't account for students repeating a year, they would remain in the same year.

It would be useful to have more student answers, perhaps carry out the research over a longer period of time, not just one day, for a few hours, and perhaps have been better to draw up a sample for face-to-face interviews from across the faculties (proportional representation.)

