ASMSU: OFFICE OF FINANCE & OPERATIONS

Readership Digital Attitudes Survey Review

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Survey

- ASMSU sent out a survey to gauge students' attitudes towards establishing a digital program
- Sample Size = Sent to a randomized sample of 4,000 undergraduates and taken by 337 students
- Open for 3 weeks starting 10/15/18 – 11/5/18
- Summary, analysis, and general trends:
    - 30% of responses said that they have not used the program in the last calendar year (Q4)
    - Increased marketing is desired to have students know about the service (comments and Q2/Q12)
    - 88% of those who have used the service within the last calendar year are satisfied with program (Q9)
    - For those who utilized the service: 60% prefer digital (Q8)
    - Most of those who are dissatisfied with the service indicate that the dispensers are never stocked or that they would like digital applications (Q10)
    - For those who do not utilize the service: 68% say that digital would make it definitely or probably more likely for them to use the service if it was digitally based (Q15)
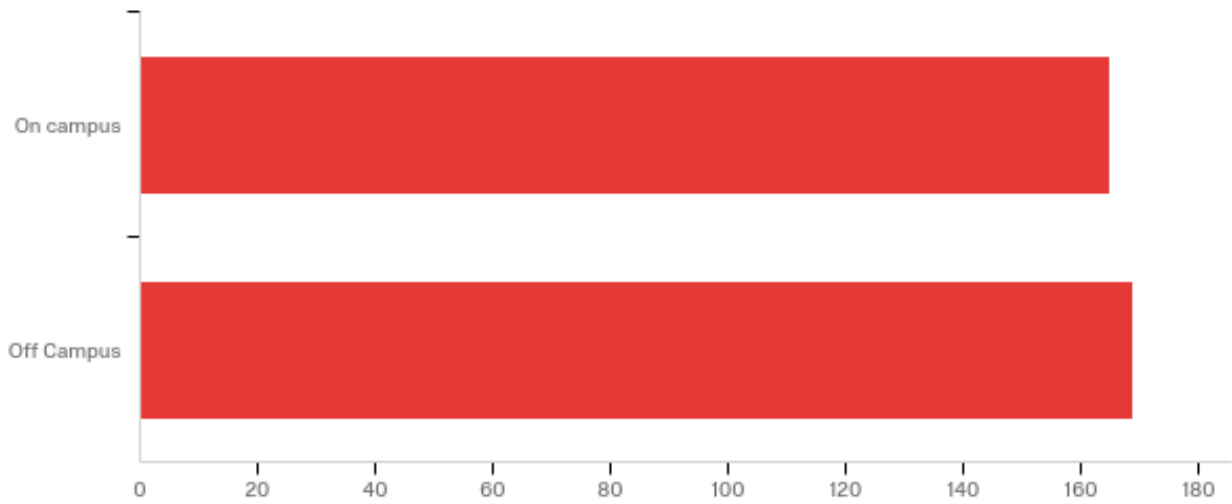
Q17 - What is your class standing?
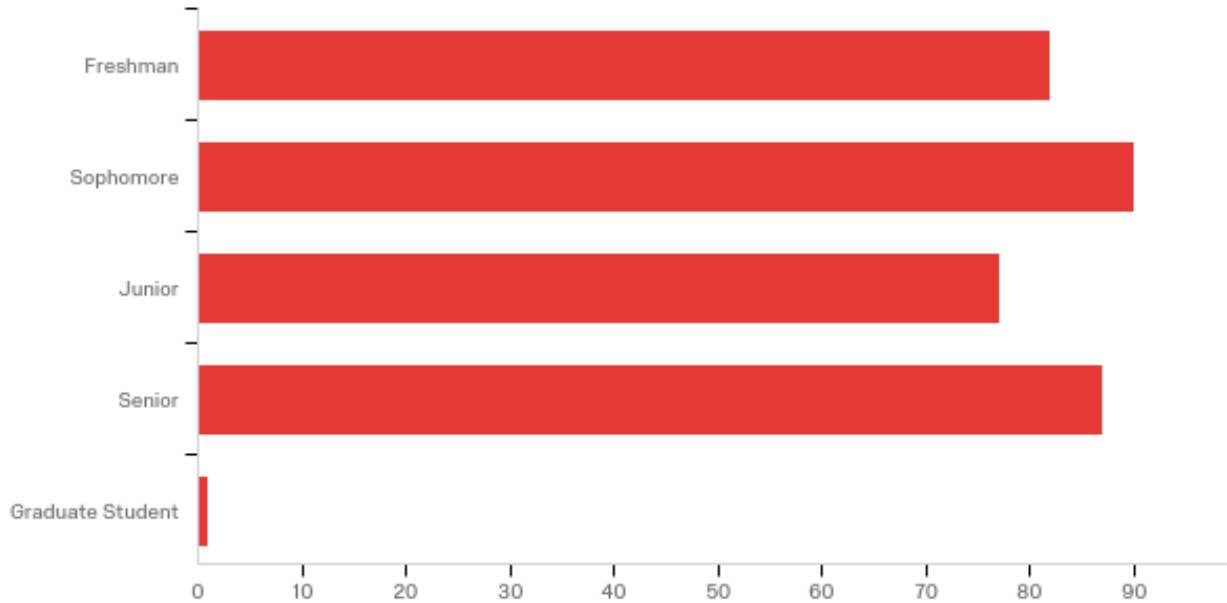
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your class standing?	1.00	5.00	2.51	1.13	1.27	337

#	Answer	%	Count
1	Freshman	24.33%	82
2	Sophomore	26.71%	90
3	Junior	22.85%	77
4	Senior	25.82%	87
5	Graduate Student	0.30%	1
	Total	100%	337

Q18 - Do you live on campus or off campus?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you live on campus or off campus?	1.00	2.00	1.51	0.50	0.25	334

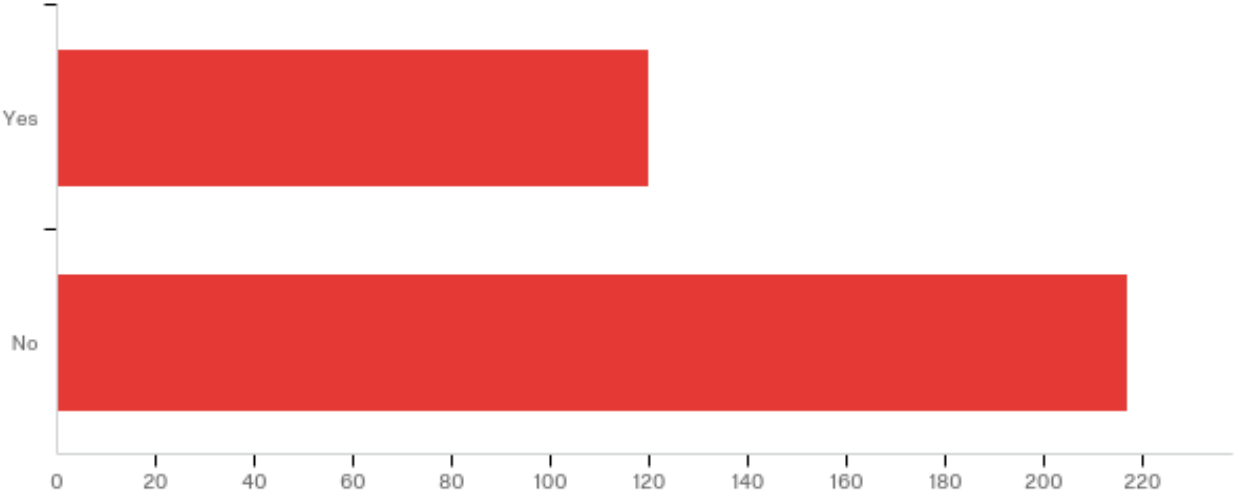| #	Answer	%	Count
1	On campus	49.40%	165
2	Off Campus	50.60%	169
	Total	100%	334

Q19 - What college are you attending at MSU? (If currently non-preference, please provide the college that you plan to enroll with)
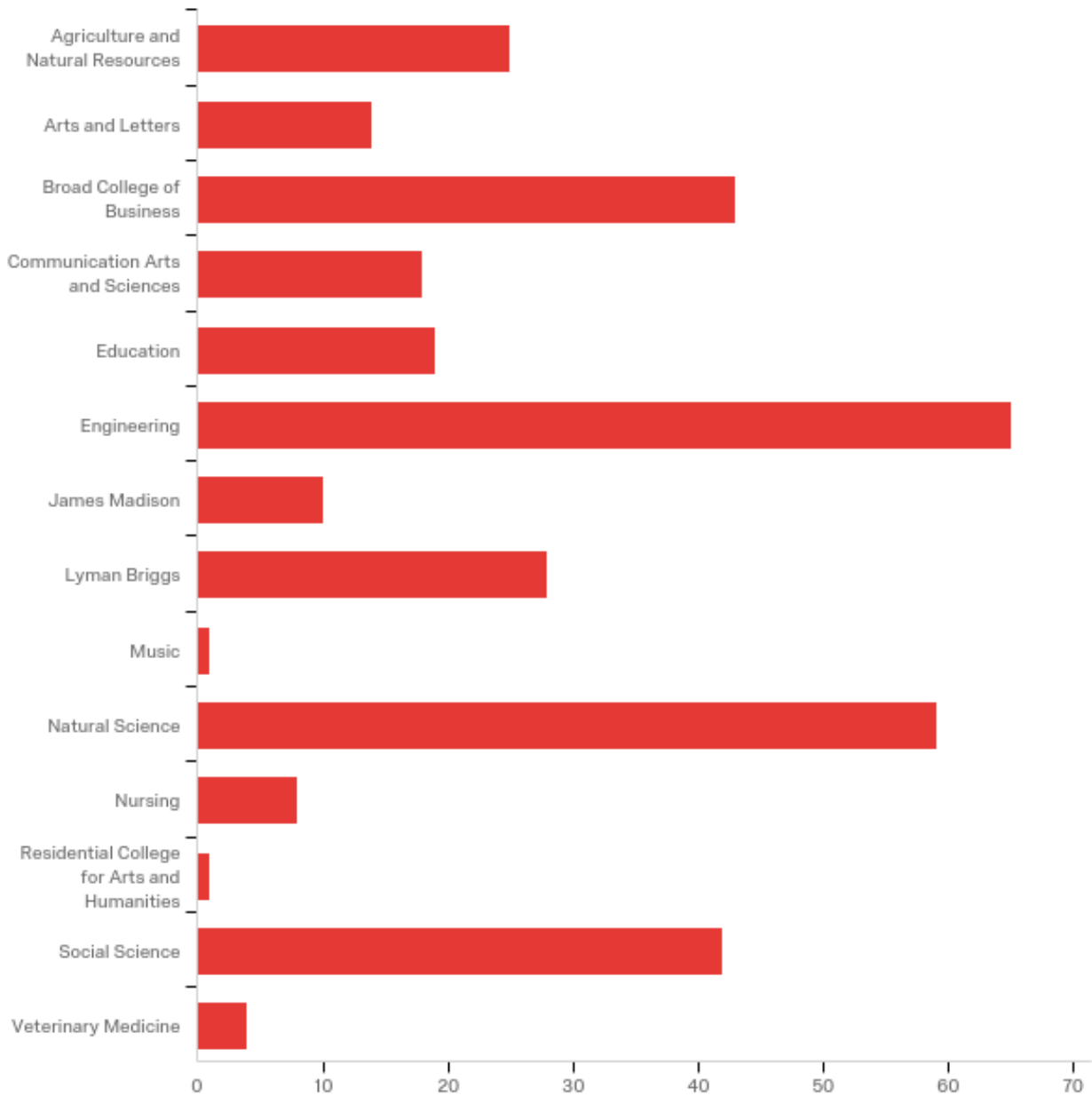
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What college are you attending at MSU? (If currently non-preference, please provide the college that you plan to enroll with)	1.00	14.00	6.93	3.72	13.84	337

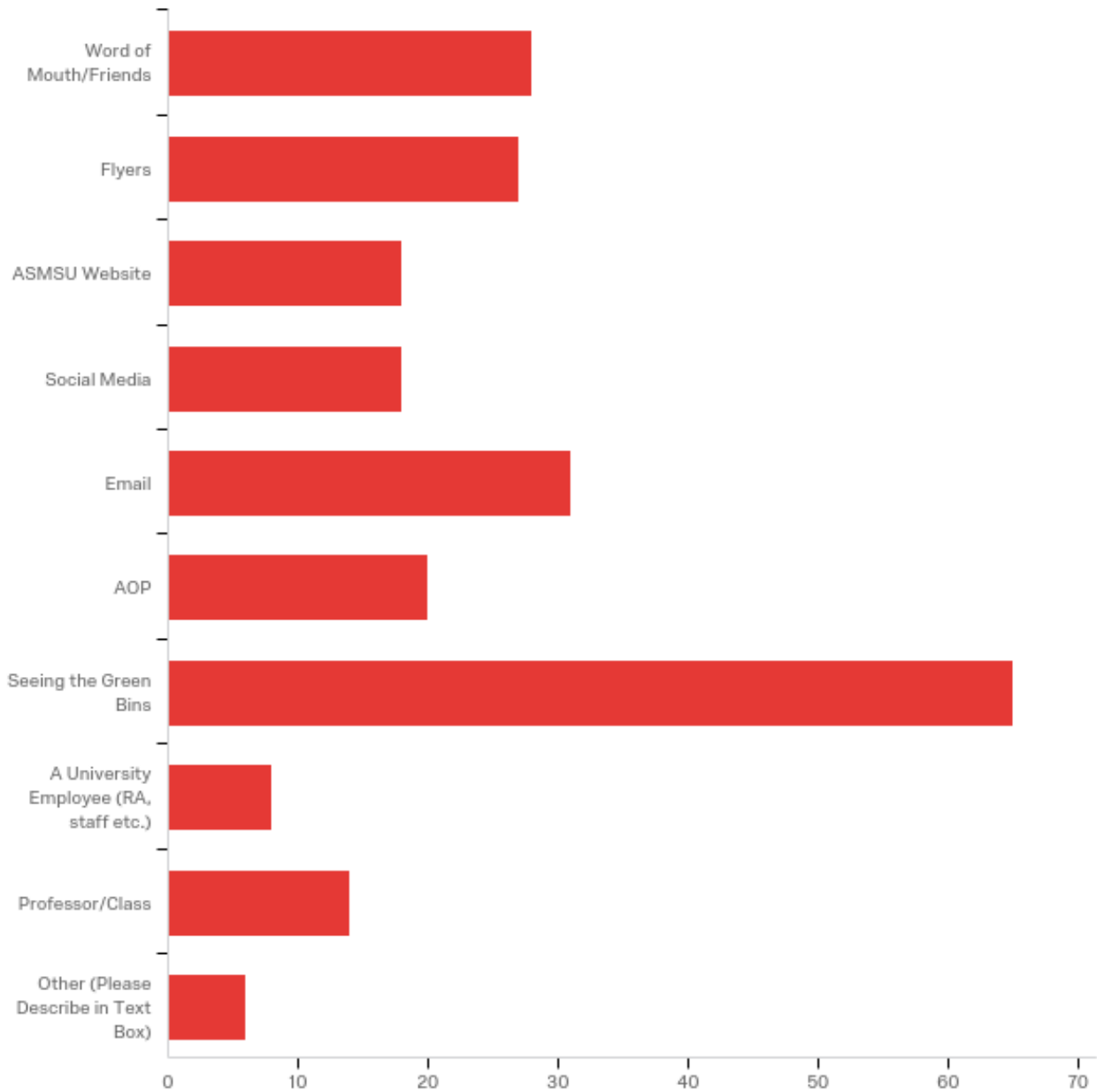| #	Answer	%	Count
1	Agriculture and Natural Resources	7.42%	25
2	Arts and Letters	4.15%	14
3	Broad College of Business	12.76%	43
4	Communication Arts and Sciences	5.34%	18
5	Education	5.64%	19
6	Engineering	19.29%	65
7	James Madison	2.97%	10
8	Lyman Briggs	8.31%	28
9	Music	0.30%	1
10	Natural Science	17.51%	59
11	Nursing	2.37%	8
12	Residential College for Arts and Humanities	0.30%	1
13	Social Science	12.46%	42
14	Veterinary Medicine	1.19%	4
	Total	100%	337

Q2 - Were you familiar with the ASMSU Readership Program prior to taking this survey?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Were you familiar with the ASMSU Readership Program prior to taking this survey?	1.00	2.00	1.64	0.48	0.23	337

#	Answer	%	Count
1	Yes	35.61%	120
2	No	64.39%	217
	Total	100%	337

Q3 - How did you hear about ASMSU's Readership program? Please select all that apply.

#	Answer	%	Count
1	Word of Mouth/Friends	11.91%	28
2	Flyers	11.49%	27
3	ASMSU Website	7.66%	18

4	Social Media	7.66%	18
5	Email	13.19%	31
6	AOP	8.51%	20
7	Seeing the Green Bins	27.66%	65
8	A University Employee (RA, staff etc.)	3.40%	8
9	Professor/Class	5.96%	14
10	Other (Please Describe in Text Box)	2.55%	6
	Total	100%	235

Other (Please Describe in Text Box)

| Other (Please Describe in Text Box) - Text |
|---|
| Employment |
| Seeing it show up as a tax for my bill. |
| Cookie |
| via VPFO at ASMSU meeting |
| Trying to log into a website for one of these papers and using my MSU email to do it. |

Q4 - Have you utilized the ASMSU Readership Program within the last calendar year? (Includes picking up a paper copy from a bin/rack or using either of the free applications for the New York Times or the Wall Street Journal provided through ASMSU)
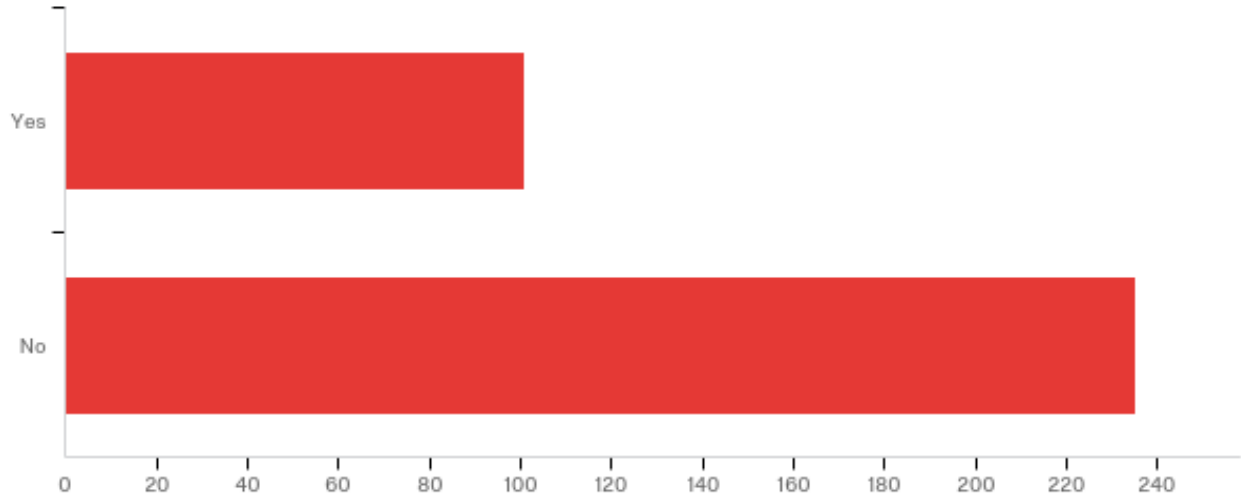
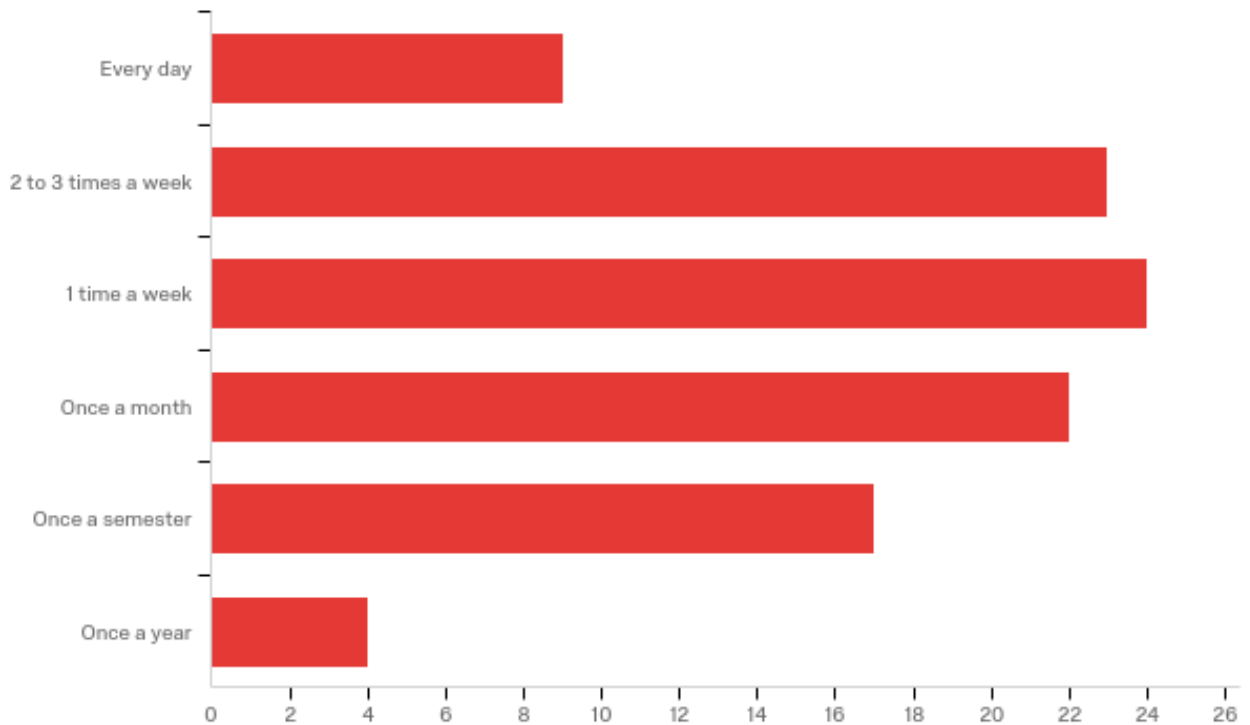| #	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you utilized the ASMSU Readership Program within the last calendar year? (Includes picking up a paper copy from a bin/rack or using either of the free applications for the New York Times or the Wall Street Journal provided through ASMSU)	1.00	2.00	1.70	0.46	0.21	336

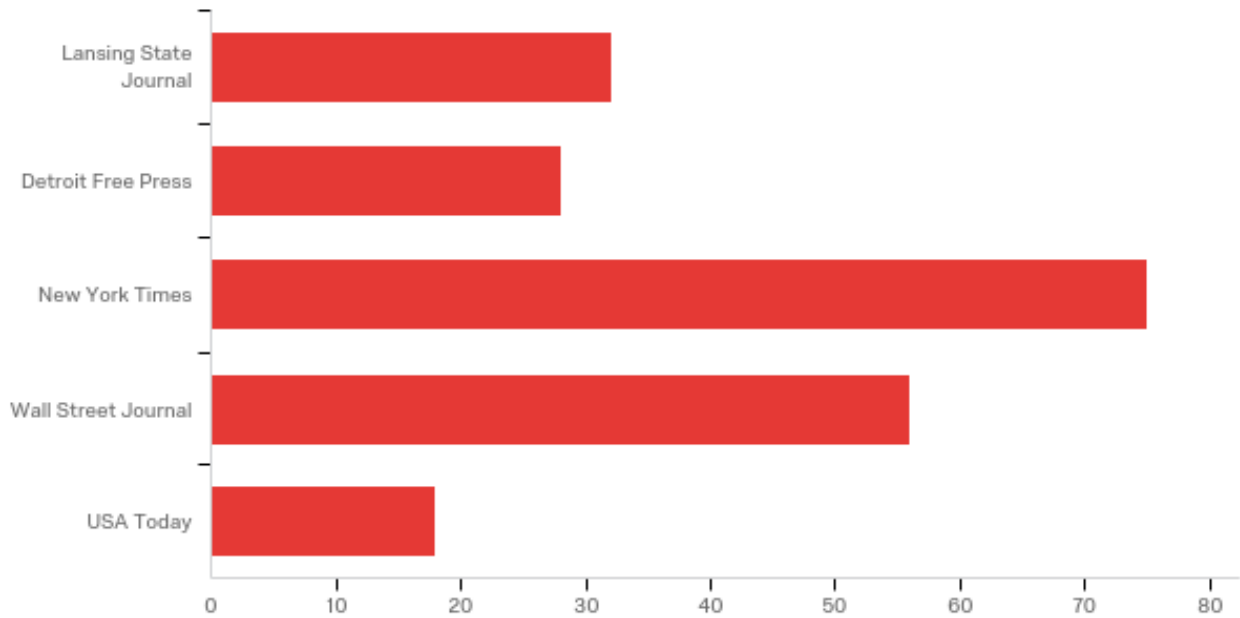| #	Answer	%	Count
1	Yes	30.06%	101
2	No	69.94%	235
	Total	100%	336

BRANCH 1: HAVE USED THE READERSHIP PROGRAM

Q5 - How often do you utilize the ASMSU Readership program? (Includes picking up a paper copy from the bins or each time you open either of the free applications for the New York Times or the Wall Street Journal provided through ASMSU)

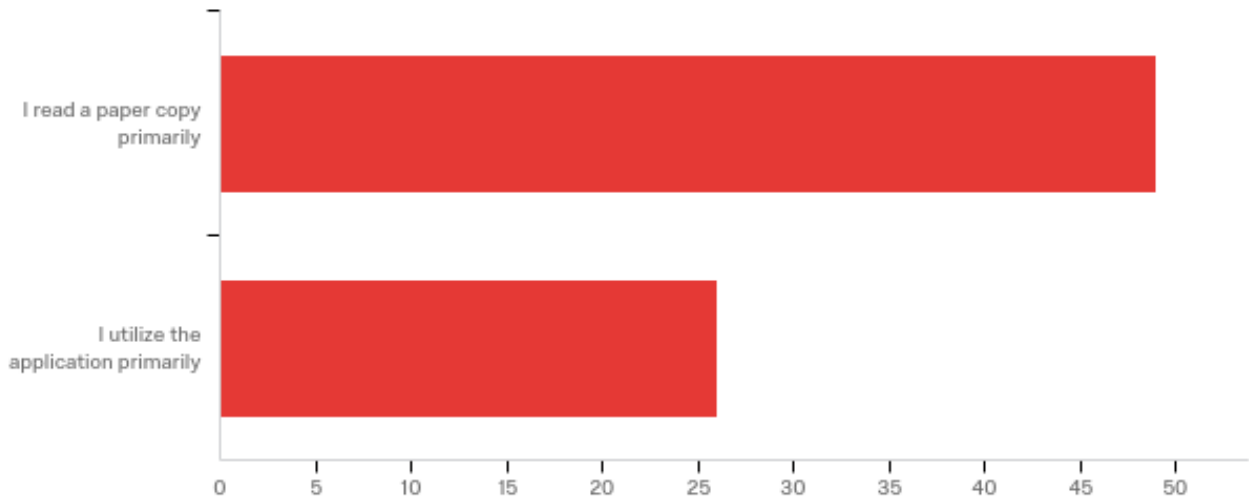| #	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often do you utilize the ASMSU Readership program? (Includes picking up a paper copy from the bins or each time you open either of the free applications for the New York Times or the Wall Street Journal provided through ASMSU)	1.00	6.00	3.27	1.34	1.79	99

#	Answer	%	Count
1	Every day	9.09%	9
2	2 to 3 times a week	23.23%	23
3	1 time a week	24.24%	24
4	Once a month	22.22%	22
5	Once a semester	17.17%	17
6	Once a year	4.04%	4
	Total	100%	99

Q6 - Which papers/news sources do you read through the ASMSU Readership program? Please select all that apply.

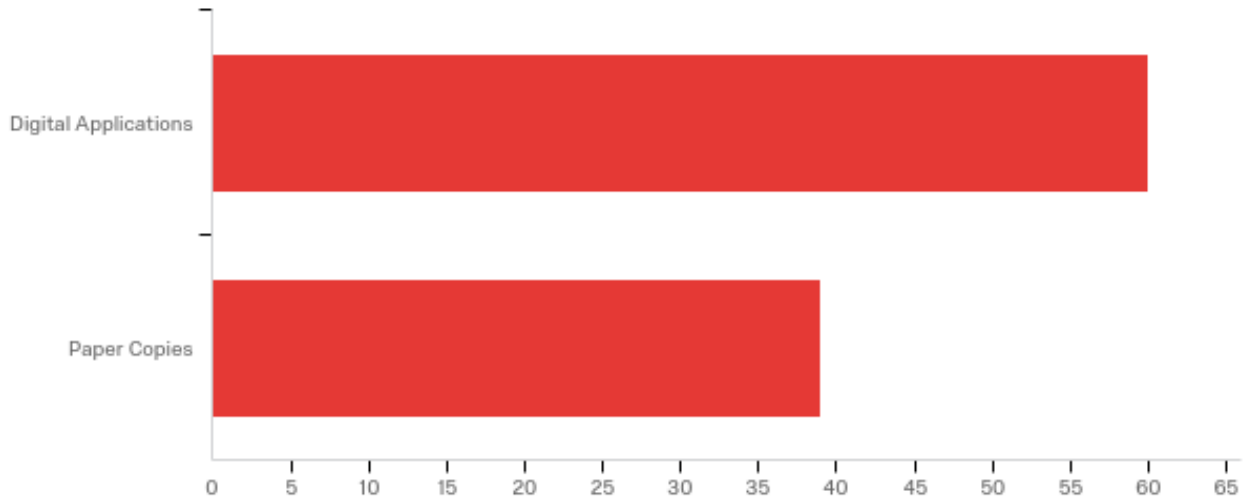| #	Answer	%	Count
1	Lansing State Journal	15.31%	32
2	Detroit Free Press	13.40%	28
3	New York Times	35.89%	75
4	Wall Street Journal	26.79%	56
5	USA Today	8.61%	18
	Total	100%	209

Q7 - How do you access the New York Times through the ASMSU Readership program?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How do you access the New York Times through the ASMSU Readership program?	1.00	2.00	1.35	0.48	0.23	75

#	Answer	%	Count
1	I read a paper copy primarily	65.33%	49
2	I utilize the application primarily	34.67%	26
	Total	100%	75

Q8 - If the same publications were provided (USA Today, WSJ, NYT etc.), would you prefer to utilize paper copies or digital applications for the ASMSU Readership program?

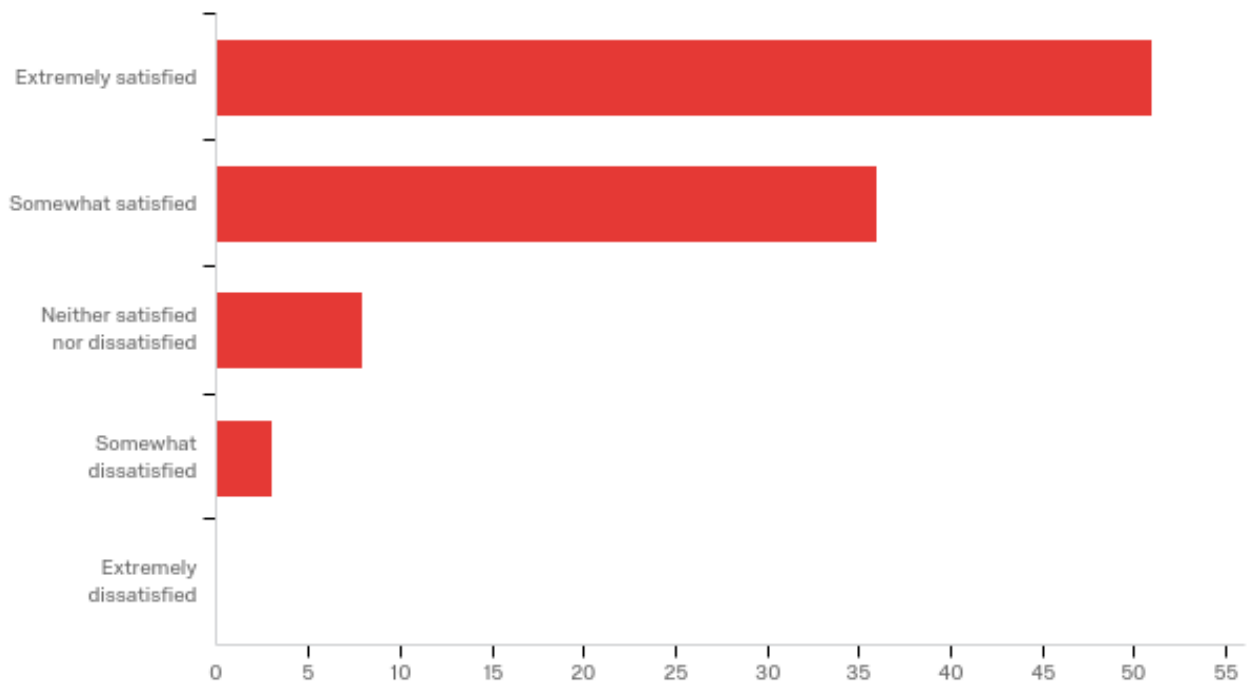| #	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If the same publications were provided (USA Today, WSJ, NYT etc.), would you prefer to utilize paper copies or digital applications for the ASMSU Readership program?	1.00	2.00	1.39	0.49	0.24	99

#	Answer	%	Count
1	Digital Applications	60.61%	60
2	Paper Copies	39.39%	39
	Total	100%	99

Q9 - How satisfied are you with ASMSU's Readership Program?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How satisfied are you with ASMSU's Readership Program?	1.00	4.00	1.62	0.76	0.58	98

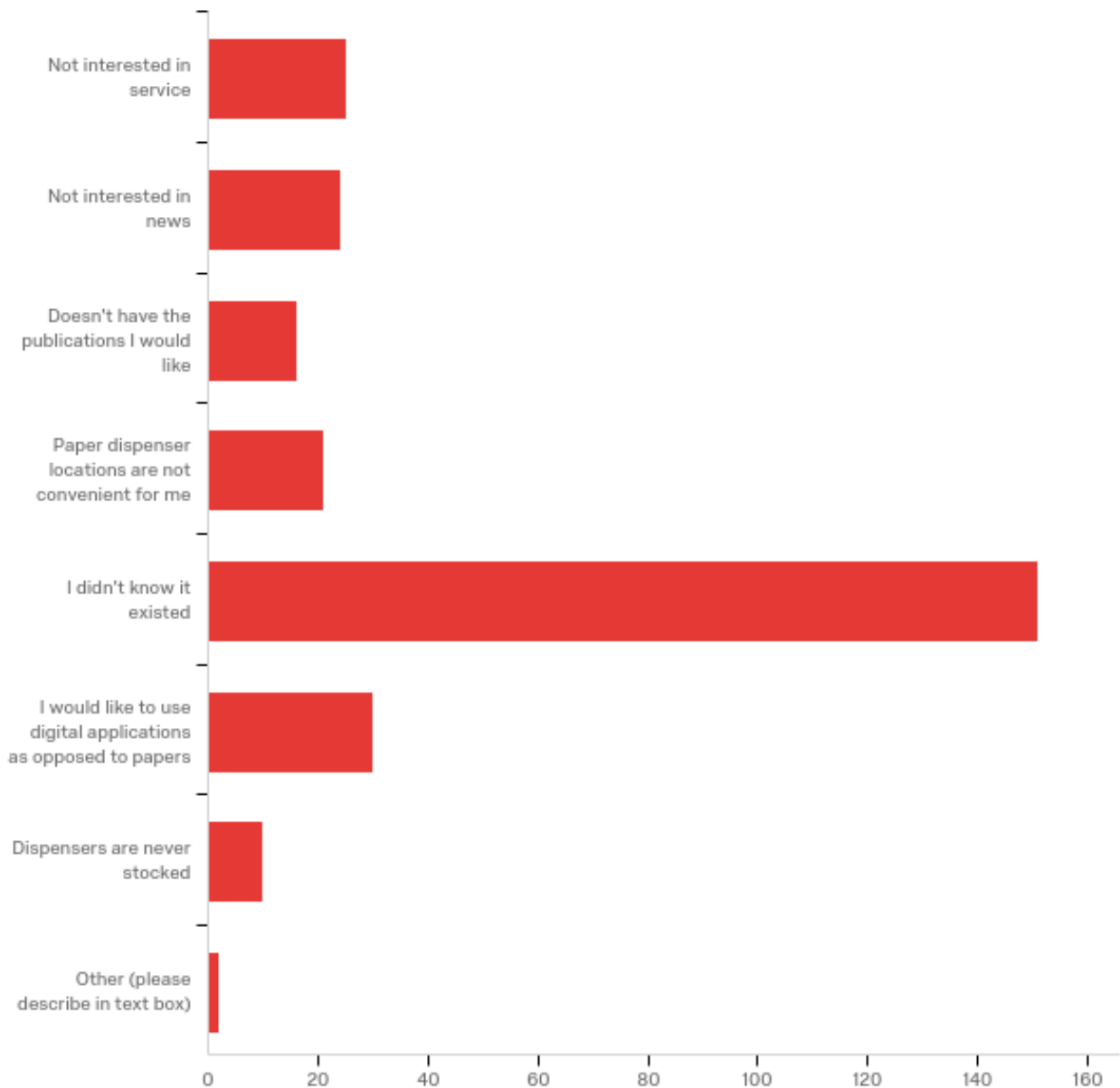| #	Answer	%	Count
1	Extremely satisfied	52.04%	51
2	Somewhat satisfied	36.73%	36
3	Neither satisfied nor dissatisfied	8.16%	8
4	Somewhat dissatisfied	3.06%	3
5	Extremely dissatisfied	0.00%	0
	Total	100%	98

Q10 - What caused you to rate your experience with the ASMSU Readership program as dissatisfied? Please select all that apply.
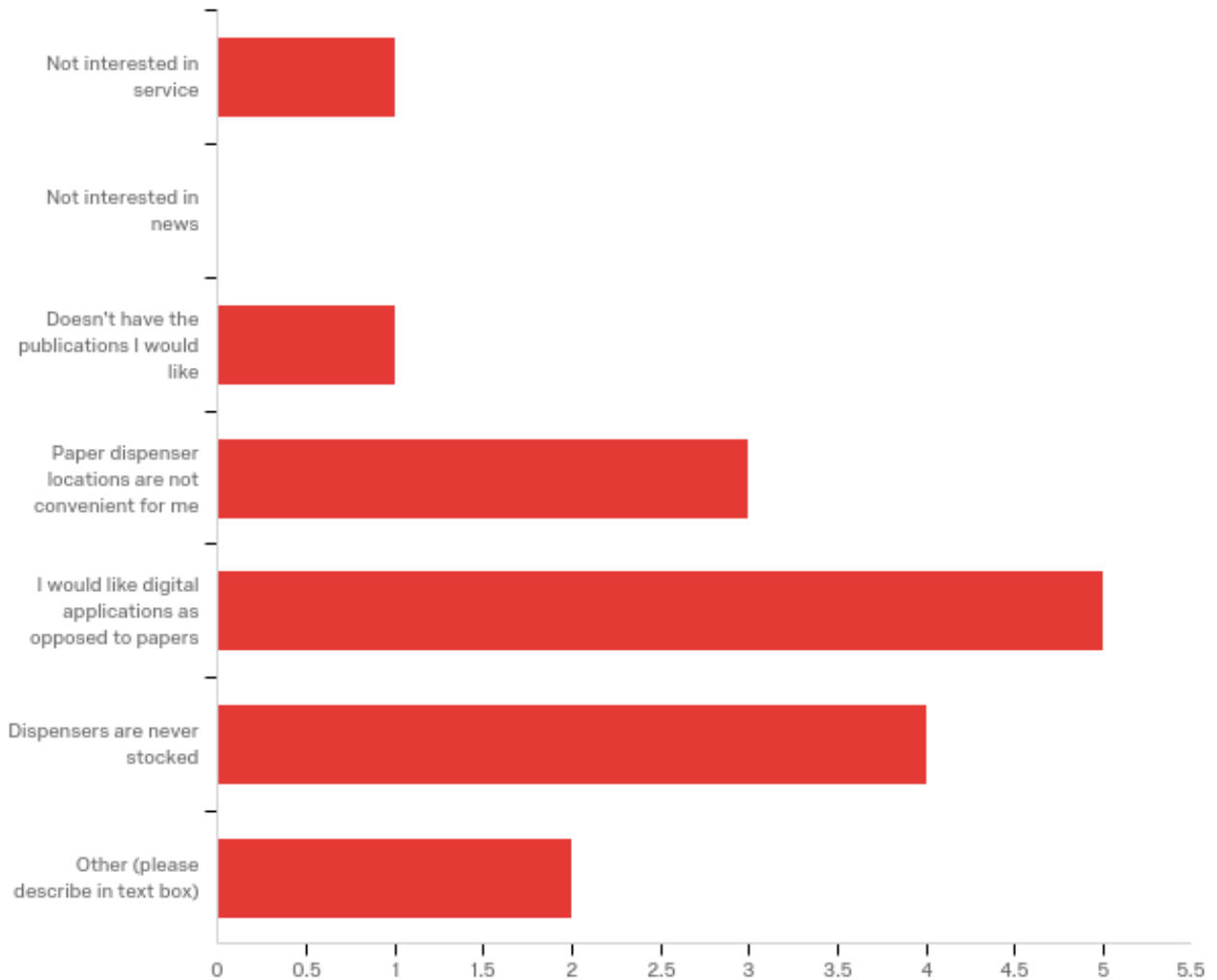
#	Answer	%	Count
1	Not interested in service	6.25%	1
2	Not interested in news	0.00%	0
3	Doesn't have the publications I would like	6.25%	1
4	Paper dispenser locations are not convenient for me	18.75%	3
5	I would like digital applications as opposed to papers	31.25%	5
6	Dispensers are never stocked	25.00%	4
7	Other (please describe in text box)	12.50%	2
	Total	100%	16

BRANCH 2: HAVE NOT USED THE READERSHIP PROGRAM

Q12 - If you don't utilize the ASMSU Readership Program, why not? Please select all that apply.

#	Answer	%	Count
1	Not interested in service	8.96%	25
2	Not interested in news	8.60%	24
3	Doesn't have the publications I would like	5.73%	16

4	Paper dispenser locations are not convenient for me	7.53%	21
5	I didn't know it existed	54.12%	151
6	I would like to use digital applications as opposed to papers	10.75%	30
7	Dispensers are never stocked	3.58%	10
8	Other (please describe in text box)	0.72%	2
	Total	100%	279

Other (please describe in text box)

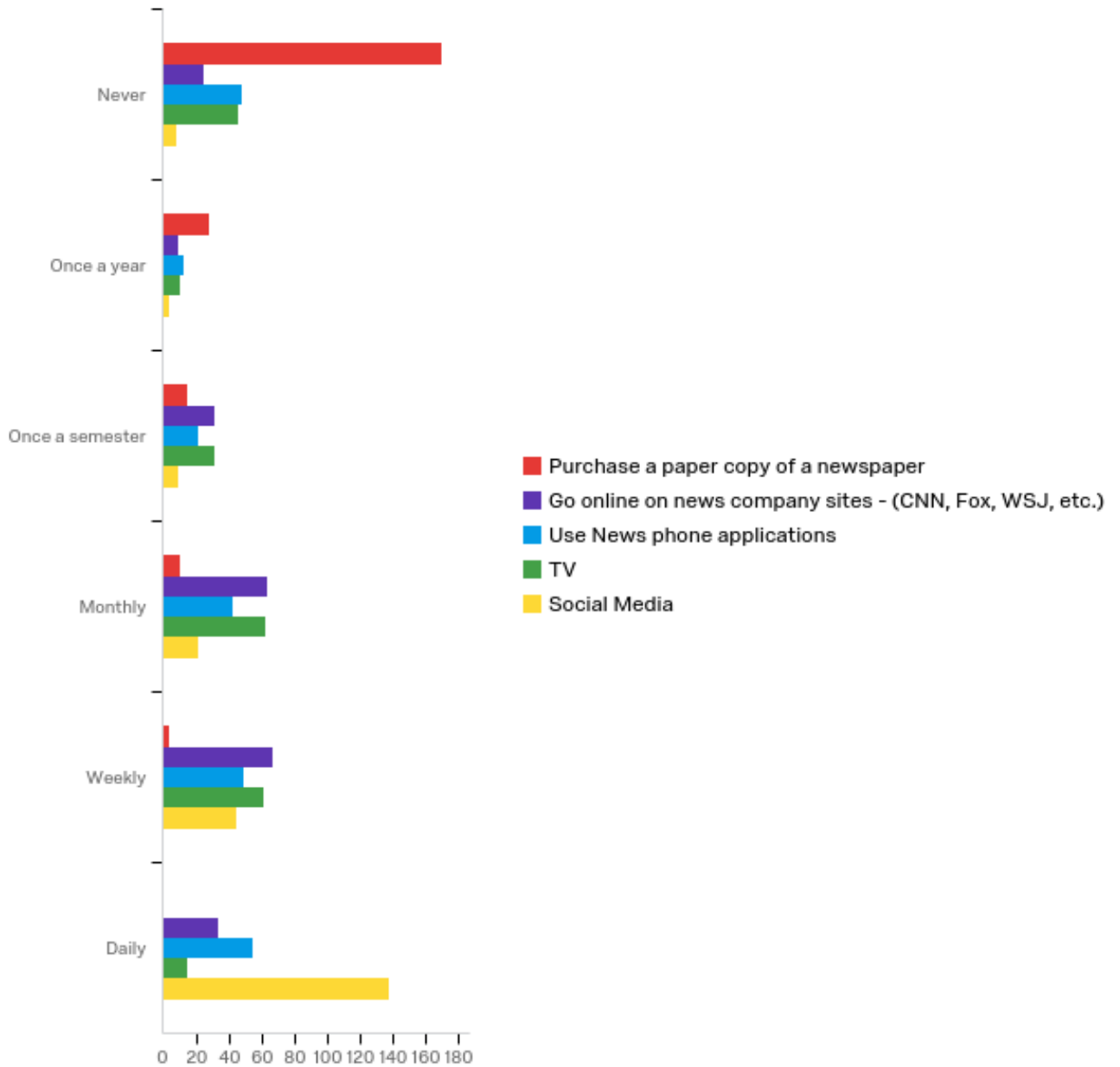| Other (please describe in text box) - Text |
|---|
| Never heard of it |
| No time |

Q22 - What publications are missing from the ASMSU Readership Program that you would like to see?

What publications are missing from the ASMSU Readership Program that you would like to see?

Q14 - How often do you turn to the following for your news and current events?

Legend:
- ■ Purchase a paper copy of a newspaper
- ■ Go online on news company sites - (CNN, Fox, WSJ, etc.)
- ■ Use News phone applications
- ■ TV
- ■ Social Media

Q15 - If ASMSU provided the Readership program through digital applications, would it increase your likelihood of utilizing the ASMSU Readership program?
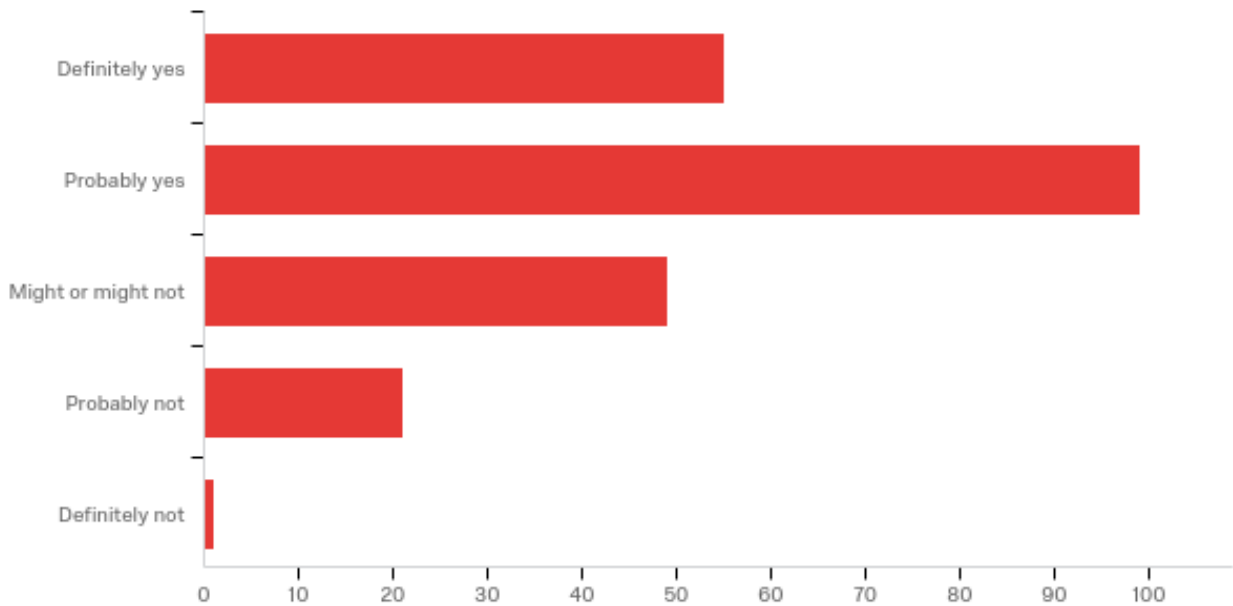
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If ASMSU provided the Readership program through digital applications, would it increase your likelihood of utilizing the ASMSU Readership program?	1.00	5.00	2.17	0.92	0.85	225

#	Answer	%	Count
1	Definitely yes	24.44%	55
2	Probably yes	44.00%	99
3	Might or might not	21.78%	49
4	Probably not	9.33%	21
5	Definitely not	0.44%	1
	Total	100%	225

Q11 - How do you think the ASMSU Readership program could be improved?

How do you think the ASMSU Readership program could be improved?

By putting themselves out there more to make everyone more aware of it. Personally, I wish I was more aware of news events, but I do not buy the paper and I don't typically watch TV. I only really see news on social media like twitter. Maybe create a twitter account!

Add a social media aspect or more digital aspects. Don't spend much money on paper.

Creating an app

Online maybe?

Switch to digital

There could be more locations that have them because I have to go to certain buildings I don't have class in to get a paper.

.

Advertise more! Especially that it's free to msu students. We love free things

Advertise it's availability more

More pick up stations!

I have never used it

No ideas for improvement

By making it more known through digital apps

More advertisement about it

More locations around campus

By not having it, waste of money

N/A

Online news

N/A

I definitely think getting fliers or email information on it could be helpful, I didn't know about it until today! Also definitely utilizing an online resource would draw a lot more attention.

I like having the bins with the paper copies but I think that professors should push more for students to read and let more people know it is available.

Advertise so more people are aware of it.

Making online resources more accessible

Make it more well known about what it is

App for State news? Not sure if this is already a thing

more awknowledgement

Digitalize

I think not a lot of people know about it. Getting the word out more would be beneficial.

advertising it more around campus and getting involved with more digital forms of news

Spreading awareness

I don't know much about it

Putting it online would be a good place to start if you want more people to read whatever you're writing

I think mostly switching to digital publications would be helpful.

digital would make it more accessible

have students who are interested request printed copies, only allowed a copy if requested prior to. (Save paper)

I think the Readership Program can do more PR that way more people know that it exists thus more people may use it.

Let people know that it exists. Put out a monthly servlist email about current events and link ASMSU resources.

I dont know

By keep finding new ways to support students

More online promotion

Offer more locations

stopping it. we don't need or want this :)

Market more to the student body

I think they can provide more information for students to know this program

Need more outreach and advertising

More locations

Digital

Easy digital applications, for ease of access.

Stock dispensers and have more readily available info about digital usage

more information spread widely I had no idea about this program

making it more accessible

More awareness

More advertising for the program

Yes

Digital news

Make students more aware of it and how to use it and how it can benefit them.

N/a

making an online service

Better advertisement

By making the program more known

More advertised

Marketing to know it exists

More advertising

i think it's good

More awareness

More advertising with the digital applications

Advertise it more

I primarily use the Apple News App for my news. Maybe you can intergrate the paid news with my Apple news account or make your own account for digital news.

Social media presence

It is not clear how to access WSJ or NYT articles via social media applications. Does this pass allow me to access content via facebook?

Educate more people about it

Sending more emails and post Ming flyers around campus

More campus events centered around current events and politics

Advertise more

More we'll known to students

Probably by getting it out to more students digitally

Make it more well known for students.

I wouldn't read it

Through digital applications

N/a

Get your voice out there. I had no idea this was a thing

Making the newspapers more visible in the halls

I don't know

Have more people hear about it or know what it is

have posters around campus to bring to students attention

Yes

Provide online access

Digital Sources

By making an app

Need to spread to more students on campus, especially the international students

Maybe more campus relevant news

It could do better in spreading how it works and that it exists

Online apps

Digital-based

It's already so great but adding more multi media resources could be helpful

More informatikn about it cohkd be spread around

Knowing more about it

Increasing awareness that it exists.

More advertising so people know what it is.

I'm not sure?

Better advertising of application

Colorful signs indicating they are free

WSJ paper copies

Have newspapers in all the buildings, I always have to get them from the halls next to mine.

More digital subscriptions would be amazing.

All good

Expand locations and keep stands stocked

Put more of a market on it and advertise more

I love reading the news, but I just dont have time to read an entire newspaper, so I would prefer digital ways to read the news

None

Looks good to me

It's great

Advertise to make people more aware of the program

more frequent updates. there are sometimes papers from 4-5 days ago in the holders.

Figuring out a way to relay the importance of reading and keeping up with current issues and topics to us millennials might help with the participation of the program.

More advertising of the program. In all my years at MSU, I have never heard of such a program.

More digital information

Offer more local papers like Lansing State Journal and others like that.

I dont know

I'm not sure what it is

The current newspaper selection is skewed toward the right wing of the political spectrum. For instance 'The New York Times' advocated going into the Iraq war ahead of any reliable information in favor of that decision, such a decision indicates an establishment or right wing stance. I would greatly appreciate it if the readership program provided a newspaper with a pro union, anti-war stance so that the political spectrum could be better represented.

It could be improved by reaching out to MSU students to let them know what the program has to offer. Also, eventually turning it into a digital program would increase usage.

More advertising

Make it more visible to the students and integrate it to the coursework somehow or just advertise more. Somehow make this valuable resource more popular with the students

More things with social media

I do not know

Unsure being i haven't used it.

Email people or make a club contibute to putting it out into campus

An app/ email subcription would be so cool!

digital

expand the platform

Throwing more events out to the students/making them more known

I didn't know that we could view the newspapers digitally so maybe advertise that more.

Have paper copies of all publications offered

Its fine the way it is.

Not adding that as a fee I have to pay

Better advertising

more publications

Knowledge that the papers come from this program

Its already a great service

Market this better. People don't know you offer it. Digital needs to be accessible if not already.

Maybe try to use social media. A lot of people use this

Isk

I honestly think it is perfect how it is.

Didn't know about the online subscription was available until this year

digitize

More newspaper subscriptions!

Show students the benefits of taking part in the programs.

Need to spread more information to students

More digital copies and publicize more.

-

I like it a lot!

I think it's good

Magazines?

More options

Incorporate the use of news into more clubs and programs so that people utilize the resources more.

paper copies of the wall street for everyone

Media

Provide the readership program through digital applications.

Let people know that you can access the digital copies for free as well. I had to pay for a WSJ online subscription for my EC 201 class because I didn't know online access was available thru ASMSU

Being put on social media. If it already is maybe working with the social media algorithm to get better promotion.

To turn digital, that's where every student is nowadays.

Advertising more

Im not sure

Expansion of sources to colleges (ie. Forbes for Business College students)

i'm not sure! I don't know anything about it really!

I don't know because I don't use it/ have not heard of it

idk

Digital is the move.

increase awareness of it

I personally am not interested in news events. However, I do know of friends that are, and I along with most likely them are not aware of this program. I suggest improving the program by making students more aware that it exists.

By not having it

I think it operates just fine!

Get the information out more to freshman

By adding more newspapers.

No

Make it more digital for students.

More known around campus

Advertise it better. I wasn't aware of this until I got an email.

N/A

Raise more awareness of the program as a whole to improve utilization of materials provided.

Advertise the availability of news resources throughout campus more. Incorporate the news resources into clubs and programs at MSU.

more emails

Carry national review or the New York post

more advertised and accessible

More options for obtaining news

NA

More digitializing of the program. It will also be more ecofriendly if this is done.

Offer more free digital publications

Online

place the bins in more obvious locations

Advertise

Advertise it more

Maybe if it was publicized more

Online applications

Wall Street Journal is not that good

I am not familiar with ASMSU Readership, however it would probably be good to advertise it, so people know what it is and what it has to offer.

get it to be known among students

More accessible

I'm not sure

Talk to students more about the importance of having access to papers.

-

Providing digital applications

Having digital access to the nyt would be great for MSU students because there aren't always enough papers

Providing students w free nyt subscriptions like wsj

more exposure i did not know it was existing

no

I think the Financial Times should be included. I found myself always picking up a copy when I went to the Broad Business College for class, however, they stopped doing copies.

It needs to do more advertise to let more people know about it. Also need to hold more activities and give free gifts To students which will attract more people to come.

Publications with a greater distribution of political leanings.

Implement the program in mediums that are commonly used among college students such as websites, apps, and social media.

Provide recycling receptacles for used papers and/or overprinted papers that were never picked up.

It honestly couldn't.

Nothing

I was not aware that there is an online method to access these publications. I am in the school of journalism and always grab hard copies, so this would be nice to know too!

If it would be cheaper I think you guys can stop buying the paper copies, not many students read an actual newspaper anymore, most do stuff online.

Advertise more

all online

Advertise more, as i did nit know of its existence

Promoting awareness. I knew about WSJ and LSJ but not the other resources.

Digital

market more to dorms

More publicity

Idk

Make sure the paper racks are actually stocked.