MKTG 379 Research Questionnaire

Survey Flow

Block: Screener Questions (18 Questions)

Standard: Demographics (7 Questions)

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| Page Break |  |

Start of Block: Screener Questions

Intro Hi, my name is Faith. I am a student in MKTG 379 Marketing Research Methods. I am currently conducting a survey about CSUF students and the various types of course formats offered here at CSUF. It will take about 15 minutes to complete. Would you like to participate?

Intro pt 2 If the answer to any of the below 3 questions is no, we thank you for your time, but you will not need to continue the survey.

Q1 Have you attended CSUF within the last 3 semesters?

* Yes (1)
* No (2)

Skip To: End of Survey If Have you attended CSUF within the last 3 semesters? = No

Q2 Have you taken at least one in-person class?

* Yes (1)
* No (2)

Skip To: End of Survey If Have you taken at least one in-person class? = No

Q3 Have you taken at least one online class?

* Yes (1)
* No (2)

Skip To: End of Survey If Have you taken at least one online class? = No

Q4 How many courses are you currently taking during the Fall 2022 semester?

* 1 (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5+ (5)

Q5 What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you regularly attend a virtual class session, typically through Zoom. “Asynchronous” means you do not have virtual class sessions to attend).

* Face-to-Face (1)
* Online Synchronous (2)
* Online Asynchronous (3)
* Hybrid (4)

Display This Question:

If What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you... = Face-to-Face

Q6 Choose an option for why you chose 1 or more FACE-TO-FACE classes this semester. Select all that apply.

* I prefer in-person instruction over virtual instruction (1)
* It was the only option available to me (2)
* It allowed flexibility in my schedule (3)
* I prefer the time(s) of day that my FACE-TO-FACE class occurs (4)
* I had/have a preference for the professor I chose (5)
* Other (please specify): (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Display This Question:

If What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you... = Online Synchronous

Q7 Choose an option for why you chose 1 or more ONLINE SYNCHRONOUS classes this semester. Select all that apply.

* I prefer virtual instruction over in-person instruction (1)
* It was the only option available to me (2)
* It allowed flexibility in my schedule (3)
* I prefer the time(s) of day that my ONLINE SYNCHRONOUS class occurs (4)
* I had/have a preference for the professor I chose (5)
* Other (please specify): (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Display This Question:

If What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you... = Online Asynchronous

Q8 Choose an option for why you chose 1 or more ONLINE ASYNCHRONOUS classes this semester. Select all that apply.

* I prefer virtual instruction over in-person instruction (1)
* It was the only option available to me (2)
* It allowed flexibility in my schedule (3)
* I had/have a preference for the professor I chose (4)
* Other (please specify): (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Display This Question:

If What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you... = Hybrid

Q9 Choose an option for why you chose 1 or more HYBRID classes this semester. Select all that apply.

* I prefer a combination of virtual and in-person instruction (1)
* It was the only option available to me (2)
* It allowed flexibility in my schedule (3)
* I prefer the time(s) of day that my HYBRID class occurs (4)
* I had/have a preference for the professor I chose (5)
* Other (please specify): (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Display This Question:

If What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you... = Face-to-Face

Q10 Please rate the following on a scale of 1-4, with 1 being poor and 4 being good. In terms of your FACE-TO-FACE class how is…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Poor (1) | Dissatisfactory (2) | Satisfactory (3) | Good (4) |
| The quality of learning? (1) |  |  |  |  |
| The interaction with faculty? (2) |  |  |  |  |
| The interaction with other students? (3) |  |  |  |  |
| The organization of the class? (4) |  |  |  |  |

Display This Question:

If What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you... = Online Synchronous

Q11 Please rate the following on a scale of 1-4, with 1 being poor and 4 being good. In terms of your ONLINE SYNCHRONOUS class how is…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Poor (1) | Dissatisfactory (2) | Satisfactory (3) | Good (4) |
| The quality of learning? (1) |  |  |  |  |
| The interaction with faculty? (2) |  |  |  |  |
| The interaction with other students? (3) |  |  |  |  |
| The organization of the class? (4) |  |  |  |  |

Display This Question:

If What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you... = Online Asynchronous

Q12 Please rate the following on a scale of 1-4, with 1 being poor and 4 being good. In terms of your ONLINE ASYNCHRONOUS class how is…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Poor (1) | Dissatisfactory (2) | Satisfactory (3) | Good (4) |
| The quality of learning? (1) |  |  |  |  |
| The interaction with faculty? (2) |  |  |  |  |
| The interaction with other students? (3) |  |  |  |  |
| The organization of the class? (4) |  |  |  |  |

Display This Question:

If What class formats are you currently using? Select all that apply. (Note: “Synchronous” means you... = Hybrid

Q13 Please rate the following on a scale of 1-4, with 1 being poor and 4 being good. In terms of your HYBRID class how is…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Poor (1) | Dissatisfactory (2) | Satisfactory (3) | Good (4) |
| The quality of learning? (1) |  |  |  |  |
| The interaction with faculty? (2) |  |  |  |  |
| The interaction with other students? (3) |  |  |  |  |
| The organization of the class? (4) |  |  |  |  |

Q14 Please rate on a scale of 1-4, with 1 being “not at all important” and 4 being “very important.”

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 1 (1) | 2 (2) | 3 (3) | 4 (4) |
| The faculty member teaching the course? (1) |  |  |  |  |
| The day of week that the course occurs? (2) |  |  |  |  |
| The time of day that the course occurs? (3) |  |  |  |  |

Q15 Do you feel safe from COVID-19 in face-to-face classes?

* Yes (1)
* No (2)

Q16 Select each of the following statements that apply to you.

* I live within 10 miles of the CSUF campus (1)
* There are typically enough class offerings available to me each semester (2)
* Students receive the same education in face-to-face classes as they do in online or hybrid classes (3)
* Online and hybrid classes should be offered indefinitely (4)
* I succeed better in face-to-face classes rather than in online or hybrid classes (5)
* I would pay for face-to-face classes even if they were more expensive than online or hybrid classes (6)
* I am solely responsible for paying for my college education (7)
* Overall, my education is well worth the price I pay for it (8)
* All class formats should be priced similarly (9)

End of Block: Screener Questions

Start of Block: Demographics

Q17 What is your age?

* 17-21 (1)
* 21-25 (2)
* 26-30 (3)
* 30-35 (4)
* 35-40 (5)
* 40+ (6)

Q18 What gender do you identify as?

* Male (1)
* Female (2)
* Non-binary / third gender (3)
* Prefer not to say (4)

Q19 Please specify your ethnicity.

* Caucasian (1)
* African-American (2)
* Latino or Hispanic (3)
* Asian (4)
* Native American (5)
* Native Hawaiian or Pacific Islander (6)
* Two or More (7)
* Other/Unknown (8)
* Prefer not to say (9)

Q20 What is your marital status?

* Married (1)
* Single (2)
* Prefer not to say (3)

Q21 What is your annual household income?

* Less than $25,000 (1)
* $25,000 - $50,000 (2)
* $50,000 - $100,000 (3)
* $100,000 - $200,000 (4)
* More than $200,000 (5)
* Prefer not to say (6)

Q22 What is your current employment status?

* Employed Full-Time (1)
* Employed Part-Time (2)
* Seeking Opportunities (3)
* Retired (4)
* Prefer not to say (5)

Q23 How many dependents do you have who receive more than half of their support from you?

* None (1)
* 1 (2)
* 2-4 (3)
* More than 4 (4)
* Prefer not to say (5)

End of Block: Demographics

<https://fullerton.qualtrics.com/jfe/form/SV_1FWT7wcNWywr2Ci>