Student Sources of Information

Prepared at the Request of

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Survey Background and Methods

In March 2006, Student Affairs Research and Information (SARI) was interested in exploring student sources of information and identifying effective advertising strategies.

From March 16th 2006 to March 23rd 2006, SARI delivered a Quick Survey to all UC Davis undergraduate students via the MyUCDavis portal (http://my.ucdavis.edu). A total of 2585 current undergraduate students responded to the Quick Survey (12% of the enrolled undergraduate population). Students were asked to identify effective channels for campus-related information. Students were allowed to select more than one option from the list below.
As shown in Figure 1, respondents indicated that the best sources of information concerning official campus events were the student newspaper *The California Aggie*, used by 62% of students, word-of-mouth (43%), posters and signs displayed on campus (40%), and general UCD web pages and electronic communications (30%). Very few students relied on community sources (2%), other campus media such as student publications other than *The Aggie* and campus radio (4%), or campus departments or program offices (8%).

Respondents were asked to more specifically identify sources of information. Within *The California Aggie*, students thought articles (87%) and advertisements (57%) were most effective ways to advertise. Among all UCD electronic communications, students thought MyUCDavis portal (70%), and e-mails from campus administration (68%) were most effective. Respondents felt that posters and signs displayed in classrooms or lecture halls (87%) and in and around the MU (74%) were most effective. Students distributing information outside the MU (83%) was most often chosen as an effective way of distributing flyers and brochures and friends (94%) was the most popular choice for word-of-mouth advertising. In addition, among students that received campus information from clubs and organizations, student fraternities were the most popular source.

Figure 2 shows the specific sources most frequently identified by respondents. Articles and ads in *The Aggie* and posters and signs displayed in classrooms or lecture halls were the most frequently selected sources, chosen by 42%, 28%, and 27% of all respondents.
Figure 2.

- Articles in The Aggie: 40%
- Posters in classrooms: 30%
- Ads in The Aggie: 25%
- Friends: 20%
- Posters in MU: 20%
- MyUCDavis portal: 15%
- E-mails from campus administrators: 15%
- Posters in Silo: 10%