

Student Awareness of Love Your Heart Run/Crank Your Heart Ride and How to Increase Student Participation



**Presented to Dr. Caroline Dunn
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Katie Wood

**Author of Discussion, Limitations of Current Research,
and Recommendations**

Discussion and Limitations of Current Research

All percentages used are rounded to the nearest whole number.

Opening Statement

The first page presented to the respondents served as the introduction for our survey. The introduction stated the purpose of the study and approximately how long the survey would take, identified the survey sponsor and survey administrator, assured respondents that answers would be confidential, and directed questions about the survey to Dr. Jane Teel.

Question 1

Question 1 was a screener question. If the survey respondent was not currently a student at Auburn University, then the survey was complete for that respondent.

- Question 1 was a yes-or-no screener question that was asked in order to eliminate respondents who are not current students at Auburn University since the goal of the survey was to measure the awareness of and interest in Love Your Heart Run and Crank Your Heart Ride among current Auburn University students. Out of 183 respondents, 4 percent (eight respondents) answered “no” to being a current Auburn University student and 96 percent (175 respondents) answered “yes” to being a current Auburn University student.

Questions 2-5

Questions 2-5 measured past participation and future plans to participate in events sponsored by on-campus organizations.

- Question 2 was a multiple-choice question that was asked to identify how many events students participate in that are sponsored by on-campus organizations. Out of 163 respondents, the majority had participated in 1-2 events (69 respondents or 41 percent) or 3-5 events (57 respondents or 35 percent) sponsored by an on-campus organization in the past year.
- Question 3 was a yes-or-no question that was asked to identify how many students plan on participating in events sponsored by on-campus organizations during this academic year. Out of 163 respondents, 82 percent (134 respondents) answered “yes,” that they would be participating in events hosted by an on-campus organization during this academic year.
- Question 4 was an open-ended question that was asked to identify what could encourage student participation in events sponsored by on-campus organizations. This question was only displayed if respondents answered “no” to question 3, which asked if they planned to participate in events sponsored by on-campus organizations during this academic year. Out of 27 respondents, 11 respondents indicated that nothing could sway them to participate and six respondents indicated that the timing of these events was often inconvenient. The

other seven respondents answered that better parking, more incentives, less exclusive attitudes, more notice or information about the event might encourage them to participate in the event. After answering this question, respondents were directed to the first of the three demographic questions near the end of the survey.

- Question 5 was an open-ended question that was asked to identify what type of events students usually participate in. The majority answered that they participate in philanthropy (Greek-related or non-Greek related), University Program Council (UPC) events, events benefiting a good cause (Relay for Life, blood drives, Auburn University Dance Marathon, the Big event, charity, etc.) or entertainment events (movie nights, concerts, sports, drinking, open-mic).

Questions 6-10

The purpose of questions 6-10 was to identify what mediums should be used to reach Auburn University students to raise awareness of Love Your Heart Run and Crank Your Heart Ride.

- Question 6 directed participants to select all that apply and was asked to learn how students typically hear about events sponsored by on-campus organizations and to learn which medium is the most effective at reaching students. Of the 126 respondents, social media was selected by 98 respondents (78 percent).
- Question 7 directed participants to select all that apply. The purpose of the question was to learn which social media platforms were used by students, in order to effectively reach them with information about events. With 110 respondents (87 percent) selecting Facebook and 109 respondents (87 percent) selecting Instagram, there was nearly a tie between these two social media platforms. Snapchat followed closely, with selection from 100 respondents (79 percent). From the responses to this question, one could conclude that using multiple social media platforms would be more effective at informing students about events than using only one platform. Participants who selected “none” were forwarded to question 9.
- Question 8 was a multiple-choice question that was asked with the purpose of identifying which social media platform, out of the options selected in question 7, was used most frequently by students in order to learn how to reach students with information about events. Out of 126 respondents, fifty-seven respondents (45 percent) selected Instagram as their most frequently used social media platform. Facebook was selected by 34 respondents (27 percent) as their most frequently used social media platform. From the responses to this question and question 7, one could conclude that Facebook and Instagram would be the most effective social media platforms to inform students about events.
- Question 9 was a yes-or-no question that was asked to identify whether students followed events on social media and to measure the effectiveness of posting information about events on social media. Out of 126 respondents, eighty-eight respondents (70 percent) said they follow events on social media. From the responses to this question, one could conclude that posting about events on social media would be a very effective way of informing students about events.

- Question 10 was an open-ended question that was asked to learn the reasons that students follow events on social media. Question 10 was only asked to respondents who answered “yes” to question 9, which asked whether students followed events on social media. Of the 88 respondents to question 10, the majority follow events on social media to stay informed, find out information (like time or date), for a reminder of the time/date and because it is the quickest/easiest way.

Question 11-12

The purpose of questions 11-12 is to identify what influences students to participate in an event.

- Question 11 used a Likert-type scale to learn how likely students are to participate in an event if certain incentives are provided. From these findings, one could conclude that it would be effective to encourage instructors to offer extra credit for participation in the event. One could also conclude that it would be effective to continue offering free food at the event. There were 126 respondents for each incentive.
 - If free food was to be provided, the majority (56 respondents) selected they would be “likely” to participate. If free food was going to be provided, fifty-four respondents selected they would be “very likely” to participate.
 - If a free t-shirt for participation was to be provided, the majority (61 respondents) selected they would be “likely” to participate.
 - If extra credit was to be awarded for participation, the majority (98) selected they would be “very likely” to participate.
 - If the event was located on campus, the majority (51) selected they would be “likely” to participate.
 - If the respondents had friends participating in the event, the majority (71) selected they would be “very likely” to participate.
 - If the event was going to raise money for philanthropy, the majority (51) selected they would be “likely” to participate.
- Question 12 was an open-ended question that was asked to identify what circumstances, other than the choices provided in question 11, would influence a student’s decision to participate in an event. Out of 126 responses, the factors that most contributed to the respondents’ willingness to participate in an event would be timeliness in relation to school and work schedules, the time of day of the event and the cause it supports.

Questions 13-17

The purpose of questions 13-17 was to measure student awareness of Love Your Heart Run and Crank Your Heart Ride.

- Question 13 was a yes-or-no question that was asked to identify whether the respondents had participated in the Love Your Heart Run or Crank Your Heart Ride as an Auburn University student. Of 126 respondents, 94 percent (118 respondents) had not participated. Only eight respondents (6 percent) had participated in the event.

- Question 14 used a Likert-type scale to measure how interested respondents were in participating in different categories of the event. The purpose of this question was to identify which portions of the Love Your Heart Run or Crank Your Heart Ride that respondents would be interested in participating in. From the findings in this question, the 22-mile bike ride and the 11-mile bike ride do not appeal to Auburn University students.
 - Their interest in participating in the 11-mile cycling portion of the Crank Your Heart Ride was low, with only 18 out of 126 respondents expressing interest in participation.
 - Their interest in participating in the 22-mile cycling portion of the Crank Your Heart Ride was low, with only 11 out of 126 respondents expressing interest in participation.
 - Their interest in participating in the 3.5-mile cycling portion of the Crank Your Heart Ride and the 10k-walk/run portion of the Love Your Heart Run was spread out over the scale.
 - The interest in participating in the 1-mile walk/run portion of the Love Your Heart Run was high, with 93 out of 126 respondents expressing interest in participation.
- Question 15, which used a Likert-type scale, was asked to learn if respondents believe the \$25.00 pre-registration entry fee for the Love Your Heart Run 2016 or Crank Your Heart Ride 2016 is fair. Out of 126 respondents, 60 respondents (49 percent) selected that they “agreed” that \$25.00 was a fair price.
- Question 16 was an open-ended question asked only to respondents that had participated in the Love Your Heart Run or Crank Your Heart Ride (answered “yes” to question 13). The purpose of the question was to discover what could be done to improve the experience of participants at the Love Your Heart Run or Crank Your Heart Ride. Of the seven responses, the answers included recommendations for better marketing of the event and for the event to not be early in the morning.
- Question 17 was an open-ended question asked only to respondents that had not participated in the Love Your Heart Run or Crank Your Heart Ride (answered “no” to question 13). The purpose of this question was to discover what could be done to increase participation in the Love Your Heart Run or Crank Your Heart Ride. Of the 123 responses, an overwhelming majority had not participated because they either did not know about it or had never heard of the Love Your Heart Run or Crank Your Heart Ride.

Questions 18-20

Questions 18-20 were demographic questions about gender, race or ethnicity and current class level at Auburn University. The purpose of these questions was to identify our target audience within the Auburn University student body.

- Question 18 was a multiple-choice question that was asked to identify the respondents’ gender. Out of 150 respondents, 77 percent (115 respondents) identified as female.
- Question 19 was a multiple-choice question that was asked to identify the respondents’ current class level at Auburn University. Out of 150 respondents, 45 percent (68) identified as a “senior.”
- Question 20 was a multiple-choice question that was asked to identify the respondents’ race or ethnicity. Out of 150 respondents, 93 percent (140) identified as “white/Caucasian.”

Limitations of Current Research

The most prominent limitations that our group faced was the lack of survey participants. We needed at least 250 participants and had only 190. Out of the 190 participants that began the survey, only 158 participants completed the survey. Another limitation was the lack of diversity of survey participants. The majority of the participants were white/Caucasian female seniors. We needed a larger sample size.

Recommendations

The most crucial recommendation that we would have for the future of Love Your Heart Run and Crank Your Heart Ride would be to raise awareness across the Auburn University campus about the event. The majority of respondents answered they had not participated in the event because they had never heard of it. The recommendations that we would have going forth for the sponsors of the Love Your Heart Run and Crank Your Heart Ride would be:

- Raise awareness of the Love Your Heart Run and Crank Your Heart Ride on social media across different platforms, especially Instagram, Facebook and Snapchat.
- Start promoting the Love Your Heart Run and Crank Your Heart Ride on social media as soon as possible, since 82 percent of respondents said they would be participating in an event sponsored by on-campus organizations during this academic year.
- Encourage instructors to award extra credit to students who participate in the event, since 98 out of 126 respondents selected they would be “very likely” to participate in an event if extra credit would be awarded for participation.
- Continue to offer free food at the event, since the majority of respondents selected they would be “likely” or “very likely” to participate in an event that offered free food.
- Hold the event at a convenient location for students since timing and convenience of the event is an issue. Consider an on-campus event or an event that is close to campus.
- Make sure there is adequate parking.
- Conduct a poll on social media to learn which times are the busiest for students during the academic year and schedule the event at the times that are the least busy for students.
- Schedule the event to be held at a time when the weather will be comfortable for a walk/run or a bike ride.
- Eliminate the 22-mile cycling portion of the race, since only 11 out of 126 respondents said they would be interested in participating.
- Eliminate the 11-mile cycling portion of the race, since only 18 out of 126 respondents said they would be interested in participating.
- Keep the 3.5-mile cycling portion of the event, since answers were spread out evenly over the Likert-type scale.
- Keep the 10K-walk/run portion of the event, since answers were spread out evenly over the Likert-type scale.
- Keep the 1-mile walk/run portion of the event, since 93 out of 126 respondents would be interested in participating in the event.
- Consider adding a 5K-walk/run portion to the event, since students were more interested in the walk/run portions than the long-distance cycling portions.