

BOWLING GREEN
UNIVERSITY ACTIVITIES ORGANIZATION
STATE UNIVERSITY



UAO Spring Survey

Chase Masters



Agenda

- Chapter 1: Problem at Hand
- Chapter 2: Literature Review
- Chapter 3: Method
- Way Ahead



Problem at Hand

- Background on UAO
- Spring Concert
- Spring Surveys
- Different Versions...



2005 Survey

- Too many names
- False hope
- Bad data
- Dashboard Confessional
- Sold Out

2005 UAO SPRING SURVEY WIN AN IPOD!



Fill out the Web Based Version instead! It's so easy! Go to <http://bgsu.edu/offices/uaio> and click on "Take Survey."

UAO wants your input, and we're giving away prizes for it. Fill out this form to be eligible for a drawing for an iPod Shuffle, a Finder's Gift Certificate, a BGSU Hoodie, or 5 Blockbuster Gift Certificates.

The UAO Survey runs from April 4th - April 24. Prizes will be drawn on April 25th, and winners will be notified by phone once your P00# is verified. BGSU Students only, name or P00# forging will render you ineligible. Surveys can be returned to the Union Info Desk or to the UAO Office.

First Name: _____
Last Name: _____
P00 Number: P00 _____
Phone Number: _____

In the Fall, the type of performer I would most like to see is:

Band Comedian Speaker

Please **choose one** Performer from each of the following 6 categories. If you have no preference on any of the Performers listed in that category, choose "No Preference."

<p>ROCK</p> <ul style="list-style-type: none"> <input type="checkbox"/> 311 <input type="checkbox"/> Sum 41 <input type="checkbox"/> Muse <input type="checkbox"/> Beck <input type="checkbox"/> The Mars Volta <input type="checkbox"/> Breaking Benjamin <input type="checkbox"/> Queens of the Stone Age <input type="checkbox"/> Jack Johnson <input type="checkbox"/> Gavin Degraw <input type="checkbox"/> Jesse McCartney <input type="checkbox"/> Ryan Cabrera <input type="checkbox"/> No Preference 	<p>INDIE/PUNK</p> <ul style="list-style-type: none"> <input type="checkbox"/> New Found Glory <input type="checkbox"/> The Killers <input type="checkbox"/> MEST <input type="checkbox"/> Fall Out Boy <input type="checkbox"/> Taking Back Sunday <input type="checkbox"/> Jimmy Eat World <input type="checkbox"/> The White Stripes <input type="checkbox"/> Modest Mouse <input type="checkbox"/> Something Corporate <input type="checkbox"/> Zebrahead <input type="checkbox"/> Sugarcult <input type="checkbox"/> Ani DiFranco <input type="checkbox"/> Cake <input type="checkbox"/> Built to Spill <input type="checkbox"/> Brand New <input type="checkbox"/> No Preference 	<p>HIP-HOP/R&B</p> <ul style="list-style-type: none"> <input type="checkbox"/> Brooke Valentine <input type="checkbox"/> John Legend <input type="checkbox"/> Fantasia <input type="checkbox"/> Omarion <input type="checkbox"/> Ciara <input type="checkbox"/> Lil John <input type="checkbox"/> T-I <input type="checkbox"/> The Game <input type="checkbox"/> Talib Kweli <input type="checkbox"/> Mos Def <input type="checkbox"/> Kanye West <input type="checkbox"/> Common <input type="checkbox"/> Lloyd Banks <input type="checkbox"/> Slim Thug <input type="checkbox"/> Mario <input type="checkbox"/> Lyfe Jennings <input type="checkbox"/> No Preference
<p>COUNTRY</p> <ul style="list-style-type: none"> <input type="checkbox"/> Dierks Bentley <input type="checkbox"/> Josh Gracin <input type="checkbox"/> Lee Ann Womack <input type="checkbox"/> Blake Shelton <input type="checkbox"/> Lonestar <input type="checkbox"/> Diamond Rio <input type="checkbox"/> Mark Wills <input type="checkbox"/> Willie Nelson <input type="checkbox"/> Chris Cagle <input type="checkbox"/> Darryl Worley <input type="checkbox"/> Shelly FairChild <input type="checkbox"/> Shedaisy <input type="checkbox"/> Sara Evans <input type="checkbox"/> Alison Krauss <input type="checkbox"/> Emerson Drive <input type="checkbox"/> Brad Paisley <input type="checkbox"/> Big and Rich <input type="checkbox"/> Gretchen Wilson <input type="checkbox"/> Montgomery Gentry <input type="checkbox"/> No Preference 	<p>COMEDIANS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Best of the Chappelle Show <input type="checkbox"/> Colin Mochrie <input type="checkbox"/> Dane Cook <input type="checkbox"/> Lewis Black <input type="checkbox"/> Ron White <input type="checkbox"/> Bill Engvall <input type="checkbox"/> Larry The Cable Guy <input type="checkbox"/> Andy Dick <input type="checkbox"/> Bruce Bruce <input type="checkbox"/> Carrot Top <input type="checkbox"/> Gallagher <input type="checkbox"/> Kids in the Hall <input type="checkbox"/> Norm McDonald <input type="checkbox"/> Stephan Lynch <input type="checkbox"/> No Preference 	<p>SPEAKERS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mick Foley <input type="checkbox"/> Henry Rollins <input type="checkbox"/> Morgan Spurlock <input type="checkbox"/> Spike Lee <input type="checkbox"/> Ice T <input type="checkbox"/> Michael Ian Black <input type="checkbox"/> Loveline <input type="checkbox"/> Ellen Degeneres <input type="checkbox"/> Jeff Corbain <input type="checkbox"/> Cal Ripken Jr. <input type="checkbox"/> No Preference

Suggest an Artist: _____
Comments about UAO: _____



2006 Survey

- Simplified
- Examples explained
- Good data
- Hip-Hop show
- Politics

2006 UAO SPRING SURVEY

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UAO wants your input to help us plan our Fall 2006 event. UAO has brought such artists as Bush, Jason Mraz, Black Eyed Peas, Ludacris, and most recently, Dashboard Confessional. While the examples are artists from each genre are within UAO's budget and willing to play on college campuses, they merely serve as representatives of a genre, and may or may not be the actual artist selected to perform at BGSU. UAO's 2006 Spring Survey will run from Mar. 13th, 2006 to Mar 31st, 2006. Surveys can be turned in at the Union Info Desk or Union 408.

First Name: _____ Last Name: _____

CHECK ALL GENRES THAT YOU WOULD LIKE TO SEE:

- | | |
|---|--|
| <input type="checkbox"/> Hip-Hop
(ex. Ray-J, Akon) | <input type="checkbox"/> Indie
(ex. Cake, Damien Rice, Deathcab for Cutie) |
| <input type="checkbox"/> Rap
(ex. Ja Rule, Ying Yang Twins) | <input type="checkbox"/> Punk
(ex. Yellowcard, My Chemical Romance) |
| <input type="checkbox"/> R&B
(ex. Brian McKnight, John Legend) | <input type="checkbox"/> Pop
(ex. Ryan Cabrera, Guster, Gavin Degraw) |
| <input type="checkbox"/> Country
(ex. Dierks Bentley, Billy Currington, SheDaisy) | <input type="checkbox"/> Gospel/Christian
(ex. Reliant K, Switchfoot, Hezekiah Walker, Kirk Franklin and the Family) |
| <input type="checkbox"/> Rock
(ex. Deftones, Our Lady Peace, Lifehouse) | <input type="checkbox"/> Comedian |

Class Standing:

- Freshman
 Sophomore
 Junior
 Senior
 Grad. Student

Comments: _____

Please contact UAO at myuao@bgsu.edu, 419-372-2486, or in the Bowen Thompson Student Union room 408 with questions.



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Literature Review

- Survey Guides
 - “Designing and Using Organizational Surveys”
 - By: Church and Waclawski
 - Communication & Clear Objectives
 - “How to Conduct Organizational Surveys”
 - By: Edwards, Thomas, Rosenfeld, and Booth-Kewley
 - Open and Closed-ended Questions

Literature Review

- Internet Surveys
 - “A Primer on Internet Organizational Surveys”
 - By: Simsek and Veiga
 - Worries: Anonymity, confidentiality, and finding it
 - “An Empirical Assessment of Data Collection Using the Internet”
 - By: Stanton
 - Online -vs- Paper: Missing Values



Method

- ◎ Errors
 - ◎ Biased Samples
 - ◎ Sampling Errors
- ◎ Type of Survey
 - ◎ Keep Paper as Primary Method?



Method

- ◎ Types of Questions
 - ◎ Open or Closed-ended?
- ◎ How to Get Info
 - ◎ Keep with the Survey?
 - ◎ Focus Groups



Way Ahead

- Scratched the Surface
- Present to UAO
 - Give them Paper
 - Conduct Evaluation?