

Fall 1973

A Study of Students' Attitudes Towards Free Magazine: Final Report

University of Northern Iowa

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**A STUDY OF STUDENTS' ATTITUDES
TOWARDS FREE MAGAZINE**

— SPRING 1973 —

FINAL REPORT

Prepared by

**SOCIAL RESEARCH CENTER
UNIVERSITY OF NORTHERN IOWA
CEDAR FALLS, IOWA**

For

**BOARD OF STUDENT PUBLICATIONS
UNIVERSITY OF NORTHERN IOWA
CEDAR FALLS, IOWA**

Fall 1973

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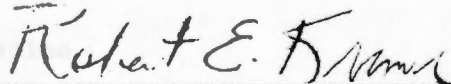
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This report of the study, titled "A Study of Students' Attitudes Toward Free Magazine" (Project No. 73-079), is hereby certified to be in accordance with the Standards for Research and Reports established by the Director of the Social Research Center, under whom the work has been done. Points of view or opinions stated do not necessarily represent official University of Northern Iowa positions or policies.



Robert E. Kramer
Director

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INTRODUCTION

In November, 1972, the Social Research Center (hereinafter referred to as the Center) received a request from the University of Northern Iowa Board of Student Publications (hereinafter referred to as the Board) to conduct a survey of University of Northern Iowa students (hereinafter referred to as students) in order to assess their opinions of Free Magazine (hereinafter referred to as the Magazine). The Magazine was to be published twice a year and distributed free of charge to the students.*

The purpose of the survey was twofold. First, to evaluate student opinion regarding the various articles, fiction, poetry, and art work (hereinafter referred to as work) contained in the first issue of the Magazine. Secondly, to collect information which could be used by the Board in order to make a decision regarding continued publication of the Magazine.

It was decided by the Board that the survey would take place approximately one week following publication of the Magazine, which was scheduled for late January, 1973, and that the Center would provide the Board with a preliminary report of the findings by mid-March, 1973. It was further agreed that the Board's decision regarding continuation of the Magazine would be based on the preliminary results of the survey, with a

*The first issue consisted of a wide variety of articles, fiction, poetry, and art work. The articles ranged from political argumentative essays to personality sketches, while a variety of styles of poetry and fiction were scattered throughout the publication. Photographs, illustrations and drawings were included in the Magazine's art makeup. All works were submitted by students.

final report of the study coming at a later date.

The report which follows details the activities and findings of the survey.

DESIGN AND PROCEDURES

Methods and procedures for the study consisted of four phases. (1) research instrument design; (2) sampling; (3) contact with sampling units; and (4) follow-up activities.

Research Instrument

It was agreed by the Council and the Board that the research instrument to be used in this study would be a mailed questionnaire. The questionnaire (see Appendix I, pp. 25, 27) consisted of 17 items. Briefly, the research instrument contained a series of questions asking students to evaluate the magazine with respect to art work, photography, poetry, fiction, articles, and overall layout. In evaluating these works, a student would indicate whether the item is evaluated as "very good," "good," "average," "poor," or "very poor." This was then followed by a series of questions asking which works the students would like to see more of, or less of, what specific works they liked best, suggested improvements, and so forth.

These items were then followed by a series of questions regarding the cost and financing of the magazine. The questionnaire concluded with a series of demographic (background) items such as sex, age, student classification and so forth.

The questionnaire was thoroughly pretested. The results of the pretest activities were analyzed in relation to selected research techniques. For example, all items on the questionnaire which resulted in a "partial response/no data" level of five percent or greater were restructured and

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The questionnaire was thoroughly pretested. The results of the pretest activities were analyzed in relation to selected research techniques. For example, all items on the questionnaire which resulted in a "spoiled response/no data" level of five percent or greater were restructured and

retested. The efforts of the pretesting activities resulted in the construction of the final questionnaire, which was discussed above, and is reproduced in Appendix I (see pp. 26, 27).

Sampling

It was agreed by the Center and the Board that the sampling technique to be used in this study would be a stratified random sample of ten percent of the students enrolled during the Fall, 1972, semester. Further, that the sampling design would yield proportionate representation by gender, student classification (freshman, sophomore, junior, senior and graduate) and type of housing (i.e., whether the student lived on or off campus). In accordance with the above criteria, 894 sampling units were selected utilizing a special "sample select" computer program developed by the Center.

Contact with Sampling Units

On Monday, February 5, 1973, approximately one week following publication of the Magazine, a questionnaire, cover letter (see Appendix I, p. 25), and business reply envelope were mailed to each of the 894 students selected for participation in the study. During that week, the University of Northern Iowa's Northern Iowan published a short article announcing the survey (see Appendix I, p. 28) and the two University radio stations broadcast several public service announcements regarding the study. It is the opinion of the Center that the publicity was presented in such a manner that it did not in any way bias the results of the study, nor did the nature of the publicity have any biasing effect.

Follow-Up Procedures

The initial return rate of the questionnaire (during the week of February 5) was below Center standards. It was reasoned at that time that perhaps most survey respondents had either not picked up their copy of the Magazine or had not had an opportunity to thoroughly review the publication in order to complete the questionnaire. Therefore, it was decided by the Center to extend the interval between the initial mailing and any follow-up activities.

On February 15, ten days following the mailing, it became apparent that the overall return rate would be extremely low. Because of this, the Center decided to by-pass any follow-up letters and to institute a telephone follow-up survey.

During the week of February 19, an attempt was made to telephone as many of the 894 survey participants as possible.

The telephone follow-up schedule (see Appendix I, pp. 29-30) contained a series of questions asking if the survey participant received a questionnaire; whether the participant picked up his free copy of the Magazine; if and when he planned to return the questionnaire; and if he did not plan to participate in the survey, his reasons for not doing so. Analysis of the findings regarding the Telephone Follow-Up Survey is discussed elsewhere in this report.

ANALYSIS OF THE FINDINGS

Return Rate and Follow-Up Activities

As the reader will recall, 894 questionnaires were mailed on February 5, 1973. Of this number, 73 were returned by the postal service as "not deliverable" (primarily designated as "moved--left no forwarding address"). Of the 821 assumed delivered, 218 (26.6%) were received by the Center as of March 2, 1973, the cut-off date for the study.

As will also be recalled, a telephone follow-up survey was instituted during the week of February 19 in order to encourage survey participants to return their questionnaires. Of the 894 survey participants, the Center was able to contact 506 by telephone. Approximately 20 percent of these people indicated they had returned their questionnaires, while approximately 34 percent said they would return the questionnaire as soon as possible. The remaining 40 percent provided the following reasons for not wishing to participate in the study:

Didn't have time; didn't care; didn't want to participate; not interested	37.8%
Didn't pick up a copy of the Magazine	18.0
Just skimmed Magazine; not really qualified to answer questionnaire	14.4
Didn't know about Magazine	12.6
Lost questionnaire	11.7
Other varied reasons	5.4

It is interesting to note that the telephone follow-up survey resulted in an additional three percent return; far below the expected additional return for such a follow-up technique.

Representativeness of Survey Participants

Perhaps one of the most critical areas of survey research is determining whether the survey participants are representative of the survey population under study. It is the opinion of the Center, based on an assessment of selected demographic (background) data reported by the respondents,* that the 218 participants are not representative of most students who were enrolled at the University of Northern Iowa at the time of the survey. The differences which were observed are discussed below under Profile of Survey Participants.

Profile of Survey Participants

	Sex	
Male	86	39.6%
Female	130	59.9
No data	1	.5

As the data indicate, 60 percent of the respondents were female, while 40 percent were male. In comparison with known parameters, females were over-represented while males were underrepresented.

	Age	
17-19 years	62	28.6%
20-22	132	60.8
23-30	19	8.8
31-47	4	1.8

*Analysis was based on known survey population demographic parameters in comparison with respondent demographic data.

As is indicated 61 percent of the respondents were between the age of 20 and 22 years. The next largest category (28.6%) was between 17 and 19 years. Inasmuch as age was not a factor in stratifying the sample (see p. 4), representative analysis was not made.

Student Classification

Freshman	43	19.8%
Sophomore	43	19.8
Junior	73	33.6
Senior	40	18.4
Graduate	18	8.3

As the data indicate, approximately 40 percent of the respondents were either freshmen or sophomores, while 52 percent were either juniors or seniors. In comparison with known parameters, juniors were over-represented while freshmen were slightly under-represented. Other classifications (sophomore, senior and graduate) were within acceptable limits, and therefore proportionately represented.

Major Course of Study (by College)

Business and Behavioral Sciences	63	29.0%
Education	50	23.0
Humanities and Fine Arts	56	25.8
Natural Sciences	21	9.7
Undeclared or pre-professional	18	8.3
No data	9	4.1

As is shown above, the largest single category of respondents (29.0%) indicated that their major course of study was within the College of Business and Behavioral Sciences. Approximately 26 percent indicated

Humanities and Fine Arts, while 23 percent were in the College of Education.

Analysis of these data by known population parameters indicate that the College of Business and Behavioral Sciences was under-represented, while the College of Education, as well as the College of Humanities and Fine Arts, were over-represented. Proportionate representation for major courses of study within the College of Natural Sciences, as well as those people who are "undeclared" or "pre-professional" was within acceptable limits, and therefore proportionally represented.

Type of Housing in Which Respondent Lived

Dormitory	124	59.9%
Off campus	83	40.1

As the data indicate, 60 percent of the respondents said they lived in a residence hall, while 40 percent said off-campus housing. Analysis of these findings in comparison with known parameters indicates that dormitory students were over-represented, while off-campus students were under-represented.

By way of summary regarding representativeness of the survey participants, more females than males, as well as more junior students than freshmen participated in this study. Further, students majoring in the College of Education as well as the College of Humanities and Fine Arts tended to return their questionnaires more so than students majoring in the College of Business and Behavioral Sciences. And finally, students living in residence halls participated more so than students living off campus. The reader is advised to keep the above representative limitation in mind when analyzing the results.

Opinion of Magazine

Overall Opinion of Component Parts

Survey participants were asked to give an overall rating of each of the major component parts of the Magazine (i.e., Art Work, Photography, Poetry, Fiction, Articles and Overall layout). If an item was rated "very good" by a survey participant it was assigned the value of 1.00; if "good" a value of 2.00; "average" a value of 3.00; "poor" and "very poor" values of 4.00 and 5.00 respectively. As the data indicate most items were ranked between "average" to "good" (3.00-2.00) with most items approximating a "good" rating.

Overall Mean Rating

<u>Category</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Art work	1.98	2.21	2.12
Photography	2.06	1.96	2.01
Poetry	2.41	2.16	2.26
Fiction	2.31	2.24	2.27
Articles	2.15	2.16	2.17
Overall layout	2.14	2.06	2.09

Statistical analysis of the mean ratings by gender of respondents indicates that males tended to rate the "artwork" more favorably than did females, while females more so than males tended to rate the "poetry" favorably. Both findings are statistically significant. Differences in mean rating by gender of respondents for the remaining categories were not statistically significant.

Analysis of the component parts of the Magazine by the college in which the students were majoring is presented below. As perhaps would be

expected, students majoring in the College of Humanities and Fine Arts tended to rate the Magazine more favorably than students majoring in other colleges, or students who were undeclared or involved in pre-professional training.

Overall Mean Rating by College

Category	Bus. & Behav. Sciences	Education	Fine Arts	Natural Sciences	Undeclared
Art work	2.15	2.26	1.96	1.95	2.11
Photography	2.02	1.98	1.96	1.95	2.06
Poetry	2.27	2.16	2.20	2.19	2.22
Fiction	2.26	2.25	2.29	2.19	2.25
Articles	2.26	2.30	1.98	2.00	1.89
Overall layout	2.15	2.18	1.98	1.85	1.94

Categories of Works Students Would Like to See More of

Survey participants were asked to indicate which of the five major categories of works they would like to see more of in future publications of the Magazine. Analysis of this item indicates that "photography" was the single item mentioned most often with 46 percent of those survey

Percent of Times Item Checked (✓)*

Category	Male	Female	Total
Art work	30.2	27.7	28.7
Photography	61.6	36.2	46.3
Poetry	18.6	33.1	27.3
Fiction	19.8	23.8	22.2
Articles	29.1	24.6	26.4

*The percents shown are not additive. The figures reflect the number of times an item was checked (✓) by total number of respondents ("N=") in each category.

participants answering this question indicating they would like to see more of this type of work in future publications of the Magazine. "Art work" was ranked second, while "poetry," "articles," and "fiction" were ranked third, fourth and fifth respectively. Analysis of this item by college in which the survey participant was majoring is presented below.

Percent of Times Item Checked (✓)*

Category	Bus. & Behav. Sciences	Education	Fine Arts	Natural Sciences	Undeclared
Art work	30.2	26.0	30.4	28.6	27.8
Photography	52.4	46.0	48.2	38.1	44.4
Poetry	25.4	28.0	28.6	19.0	44.4
Fiction	23.8	16.0	32.1	14.3	22.2
Articles	15.9	32.0	32.1	33.3	16.7

*The percents shown are not additive. The figures reflect the number of times an item was checked (✓) by total number of respondents ("N=") in each category.

Categories of Works Students Would Like to See Less Of

Students were also asked to indicate what types of work, if any, they would like to see less of in future editions of the Magazine. As the data indicate, "articles" was mentioned more often (25.5%) while "art work" was the second most often mentioned item (18.9%). Ranked third, fourth and fifth respectively were "poetry," "fiction," and "photography." It is interesting to note that there is a distinct difference between the way men and women responded to this item. For example, approximately 29 percent of the females indicated that fewer "articles" should be included in future editions of the Magazine, while approximately 34 percent of the males indicated they would like to see less "poetry." "Art work" was ranked

Percent of times item checked (✓)*

<u>Category</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Art work	17.4	20.0	18.9
Photography	7.0	10.0	8.8
Poetry	33.7	8.5	18.4
Fiction	20.9	13.8	16.6
Articles	20.9	28.5	25.5

*The percents shown are not additive. The figures reflect the number of times an item was checked (✓) by total number of respondents ("N=") in each category.

second for females (20.0%), while "fiction" and "articles" shared ranks for males as being the second least important items (20.9%) respectively.

Analysis of this item in college in which the survey respondents were majoring is produced below.

Percent of Times Item Checked (✓)*

<u>Category</u>	<u>Bus. & Behav. Sciences</u>	<u>Education</u>	<u>Fine Arts</u>	<u>Natural Sciences</u>	<u>Undeclared</u>
Art work	12.7	26.0	19.6	19.0	11.1
Photography	12.7	6.0	7.1	4.8	11.1
Poetry	22.2	22.2	12.5	23.8	. .
Fiction	17.5	18.0	8.9	23.8	22.2
Articles	31.7	20.0	32.1	14.3	23.5

*The percents shown are not additive. The figures reflect the number of times an item was checked (✓) by total number of respondents ("N=") in each category.

Works Liked Best

Students were asked to indicate what piece of work, if any, they liked best in the Magazine. As the data indicate (see Appendix II, pp. 32, 33)

one item mentioned most often (by 12.4% of the survey participants) was the "College Education Game." The second most often mentioned item was the work by Alan Gold titled "Mother." Other items mentioned were "Wilderness Classroom" by Susan Seago; "A True Childhood Romance" by Bo Michaels; and the article by Cindi Haring "She Was 'Hobo Queen.'" It should be noted that approximately 21 percent of the students indicated a combination of works they liked best.

Improvements to Magazine

Survey participants were asked what changes, if any, they would make in order to improve the Magazine. As is indicated below, approximately 22 percent said they would either include more of or less of any of the major content areas of the Magazine (e.g., art work, photography, poetry, fiction and/or articles). Approximately 11 percent indicated the Magazine should cover a broader range of areas, while ten percent said the Magazine should be made more "meaningful," more down to earth, more "relative." It is interesting to note that this latter suggestion was voiced by more females than males, while more males (than females) thought the Magazine should cover a broader range of topics.

Approximately ten percent of those responding to this question provided "general (positive) comments" such as "I don't know of any way to improve . . . , but keep up the good work you are now doing," or "The Magazine had variety . . . that's good. Seven never seemed to have very much." Further, eight percent of the students thought there should be more articles and pictures relating to the U.N.I. campus, while approximately seven percent provided "general (negative) comments." This latter category included such comments as "More coherence between subject matter

<u>IMPROVEMENT</u>	<u>MALE</u> (N=63)	<u>FEMALE</u> (N=84)	<u>TOTAL</u> (N=147)
More or less of one or more of the major content areas	22.2%	22.6%	22.4%
Cover a broader range (add something not now included such as sports, science fiction, etc.)	17.5	6.0	10.9
Make Magazine more meaningful, more down to earth; more relative; more understandable	3.2	15.5	10.2
General (positive) comments	7.9	10.7	9.5
More U.N.I.-oriented articles and pictures	4.8	10.7	8.2
General (negative) comments	4.8	8.3	6.8
More color	4.8	3.6	4.1
Make Magazine larger	3.2	1.2	2.1
Combination or other varied suggestions	31.7	21.4	25.9

and illustrations," "Get rid of some of the 'sex'ism," "I see no purpose for such a publication . . . , and so forth.

Other suggestions were "more color," "make the Magazine larger," or a combination of the varied suggestions previously discussed. Appendix II (pp.34-38) provides a verbatim listing of the responses to this item on the questionnaire.

Student Contributions to Magazine

Students were asked that if they were creatively inclined, would they submit their works to the Magazine for publication. As is indicated below, the majority (66.8%) said they would submit their works. It is interesting to note that slightly more males than females answered "yes" to this question.

<u>Contribute Own Works</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Yes	69.0%	65.1%	66.8%
No	9.5	10.9	10.3
Not sure	21.4	24.0	22.9

Analysis of this item by college in which the student was majoring is presented below.

<u>Contribute Own Works</u>	<u>Bus. & Behav. Sciences</u>	<u>Education</u>	<u>Fine Arts</u>	<u>Natural Sciences</u>	<u>Undeclared</u>
Yes	62.3%	70.0%	66.1%	76.2%	82.4%
No	13.1	12.0	5.4	4.8	11.8
Not sure	24.6	18.0	28.6	19.0	5.9

Financing the Magazine

Is the Magazine worth 50¢?--Most students (66.7%) thought the Magazine was worth 50¢, while one third felt it was not worth that amount.

<u>Worth 50¢</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Yes	71.4%	63.6%	66.7%
No	28.6	36.4	33.3

Analysis of this item by college in which the survey participants were majors is provided below.

<u>Worth 50¢</u>	<u>Bus. & Behav. Sciences</u>	<u>Education</u>	<u>Fine Arts</u>	<u>Natural Sciences</u>	<u>Undeclared</u>
Yes	72.6%	58.0%	72.2%	57.1%	77.8%
No	27.4	42.0	27.8	42.9	22.2

Use of student activities fees. Regarding whether student activity fees should be used for publishing the Magazine, as the data indicate, the

majority (68.9%) indicated such fees should be used, while 31 percent responded negatively to use of student activities fees.

<u>Use of Student Activities Fees</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Yes	67.9%	69.5%	68.9%
No	32.1	30.5	31.1

Analysis of this item by college in which the students were majoring is provided below.

<u>Use of Activities Fees</u>	<u>Bus. & Behav. Sciences</u>	<u>Education</u>	<u>Fine Arts</u>	<u>Natural Sciences</u>	<u>Undeclared</u>
Yes	73.0%	65.3%	72.7%	60.0%	76.5%
No	27.0	34.7	27.3	40.0	23.5

Use of students' own money for Magazine. The students were asked if, in the event student activities fees were not used for publishing the Magazine, would they purchase a copy using their pocket money. In analyzing the question it is interesting to note that whereas approximately 67 percent of the students thought the Magazine was worth 50¢, fifty-eight percent said they would not purchase the Magazine using their own money; only 42 percent said they would use their pocket money in purchasing the Magazine.

<u>Use Own Money</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Yes	40.0%	43.0%	41.8%
No	60.0	57.0	58.2

Analysis of this item by college in which survey participants were majoring is provided below.

<u>Use Own Money</u>	<u>Bus. & Behav. Sciences</u>	<u>Education</u>	<u>Fine Arts</u>	<u>Natural Sciences</u>	<u>Undeclared</u>
Yes	41.4%	34.0%	47.2%	42.1%	52.9%
No	58.6	66.0	52.8	57.9	47.1

Continued Publication of Magazine

Survey participants were asked, "Regardless of how Free is paid for . . . do you think the University should continue publishing the Magazine?" As the data indicate, in excess of 80 percent of the students participating in this survey thought the University should continue to publish the Magazine.

<u>Continued Publication</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Yes	80.2%	85.9%	83.6%
No	19.8	14.1	16.4

Analysis of this item by college in which survey participants were majoring is provided below.

<u>Continued Publication</u>	<u>Bus. & Behav. Sciences</u>	<u>Education</u>	<u>Fine Arts</u>	<u>Natural Sciences</u>	<u>Undeclared</u>
Yes	80.6%	77.6%	89.3%	90.5%	100.0%
No	19.4	22.4	10.7	9.5	. .

Representativeness of Magazine

The final item on the questionnaire asked whether the students thought the Magazine was representative of the University of Northern Iowa campus. As is indicated below, approximately 62 percent thought the Magazine did represent the U.N.I. campus whereas 38 percent felt it did not.

<u>Representative of U.N.I.</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Yes	63.3%	61.3%	61.8%
No	36.7	38.7	38.2

This same opinion was consistent relative to college in which the survey participants were majoring (as is indicated below).

<u>Represent- ative of U.N.I.</u>	<u>Bus. & Behav. Sciences</u>	<u>Education</u>	<u>Fine Arts</u>	<u>Natural Sciences</u>	<u>Undeclared</u>
Yes	65.6%	60.4%	63.5%	60.0%	60.0%
No	34.4	39.6	36.5	40.0	40.0

For those participants who felt the Magazine was not representative of the U.N.I. campus, a further question was presented asking them to explain

<u>Why Not Representative of U.N.I. (Reason)</u>	<u>Male (N=29)</u>	<u>Female (N=40)</u>	<u>Total (N=69)</u>
Not all U.N.I. departments and activities represented	55.2%	35.0%	43.5%
Too radical; "too far out"	3.4	20.0	13.0
Not relative to student life	6.9	10.0	8.7
Too intellectual, arty and abstract	.	10.0	5.8
Lacks sports and club news	10.3	.	4.3
Shows "new left" bias	.	2.5	1.4
Combination	20.7	17.5	18.8
"Not sure"	3.4	5.0	4.3

their answer. For those answering this question (N=69) the largest single group (43.5%) indicated that not all of the activities and depart-

ments (at the University) were represented in the Magazine. The second largest group (13.0%) felt the Magazine was too radical, too far out and only represented a minority group of U.N.I. students (e.g., "hippies," "freaks," and members of the counter culture). Other reasons cited included the opinion that the Magazine was "not relative to student life" (8.7%); "too intellectual, arty and abstract" (5.3%); and so forth.

Feedback with information regarding attitudes of students toward the Magazine was received from the student body. Qualitatively, the most common reaction toward the magazine criticism, criticism, and all were included in the first issue of the Magazine, and to reflect information that would be available to the Board regarding the student's perception of the Magazine.

The research design consisted of using the quantitative survey technique utilizing a mailed questionnaire. Survey participation was total, covering all students with four general areas: evaluation of the Magazine in terms of content and layout; what survey participants would like to see done to improve and possible improvements to future editions of the Magazine; and financing of the Magazine; and survey participation by various individuals.

The sampling technique used was a stratified random sample of the population of the students enrolled at the University of Northern Iowa during the fall 1972 semester. The sampling technique yielded 100 students with varying proportions representative by gender, student classification, and type of housing in which the student resided.

On February 3, 1973, a questionnaire was mailed to each of the 100 students selected for participation in the study. The initial return rate was well below Center standards. Because of this, the Center conducted a telephone follow-up survey. During the week of February 10, 30% of the 100

SUMMARY AND CONCLUSIONS

Methods and Procedures

The purpose of this study was to provide the Board of Student Publications with information regarding attitudes of University of Northern Iowa students toward Free Magazine. Specifically, the study was designed to elicit reactions toward the various articles, fiction, poetry, and art work contained in the first issue of the Magazine, and to collect information that would be beneficial to the Board regarding the continued publication of the Magazine.

The research design consisted of using the descriptive survey technique utilizing a mailed questionnaire. Survey participants were asked questions dealing with four general areas: evaluation of the Magazine in terms of composition and layout; what survey participants would like to see more or less of and possible improvements in future editions of the Magazine; cost and financing of the Magazine; and survey participant background information.

The sampling technique used was a stratified random sample of ten percent of the students enrolled at the University of Northern Iowa during the Fall 1972 semester. The sampling technique yielded 894 sampling units providing proportionate representation by gender, student classification, and type of housing in which the student resided.

On February 5, 1973, a questionnaire was mailed to each of the 894 students selected for participation in the study. The initial return rate was well below Center standards. Because of this, the Center instituted a telephone follow-up survey. During the week of February 19, 506 of the 894

survey participants were contacted and asked whether they had received a questionnaire and, if so, when they planned to return it.

Analysis of the Findings

Of the 894 questionnaires mailed, 73 were returned by the postal service as "not deliverable." Of the 821 assumed received, 218 (26.6%) were received by the Center.

Analysis of the demographic (background) data provided by the survey participants in comparison with known demographic information for the survey population, indicated that those students responding to the questionnaire were not necessarily representative of most U.N.I. students enrolled during the Fall 1972 semester. Specifically, more females than males, as well as more residence hall than off-campus students participated in the study. Further, junior students tended to return their questionnaires more so than freshmen. Also, students majoring in the College of Education, and those majoring in the College of Humanities and Fine Arts, were overrepresented, while students majoring in the College of Business and Behavioral Sciences were underrepresented. Thus, when analyzing the results of this study, the reader is advised to keep the above representative limitations in mind.

Opinion of the Magazine

Survey participants were asked to give an overall rating of each of the major component parts of the Magazine (i.e., Art Work, Photography, Poetry, Fiction, Articles and Overall Layout). The findings indicate that most students rated these items as being "average" to "good" with many of the items approximating a "good" rating.

Regarding those items which survey participants would like to see more of in future editions of the Magazine, "photography" was mentioned most often.

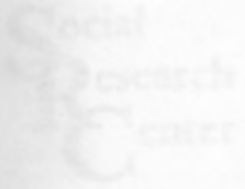
"Art work" was the second most consistent item mentioned, while "poetry," "articles" and "fiction" were ranked third, fourth and fifth respectively.

When asked what specific work survey participants liked best, the most popular item was the "College Education Game." The second most consistent item mentioned was the work by Alan Gold titled "Mother." Other items mentioned were "Wilderness Class" by Susan Seago, "A True Childhood Romance" by Bo Michaels, and the article by Cindi Haring, "She Was 'Hobo Queen.'"

Regarding improvements to the Magazine, a number of students said that they would include more or less of one or more of the major content areas in the Magazine. A number of students indicated that the Magazine should cover a broader range, that is, add something not now included such as sports, science fiction, and so forth. A number of students indicated that the Magazine should be more meaningful, more down to earth, more relative, and more understandable.

Regarding financing the Magazine, most of the survey participants thought the Magazine was worth 50¢, and over two thirds of the participants thought student activities fees should be used for publishing the Magazine. Even with this somewhat positive attitude regarding financing the Magazine, over half of the survey participants said that they would not purchase the Magazine if they would have to pay for it using their own pocket money.

And finally regarding representativeness of the Magazine and its continued publication, over 60 percent of the survey participants thought the Magazine did represent the University of Northern Iowa campus, and in excess of 80 percent felt the University should continue to publish the Magazine.



UNIVERSITY OF NORTHERN IOWA
CEDAR FALLS, IOWA 52602

February 5, 1975

Dear Student:

We need your help. Last week a new S.R.C. publication, called Free Magazine, was distributed on campus. Perhaps you have already picked up your free copy and had an opportunity to examine it. If not, you can obtain a copy at the Northern Library office in the University Union.

The people who publish FREE have asked the Social Research Center to conduct a survey in order to find out what you think of the magazine. You, along with other students, were randomly selected for participation in our study. Since only a limited number of students were selected, your help in this survey is extremely vital to the future growth and format of the magazine.

If you have had an opportunity to examine FREE, we would appreciate your completing the enclosed questionnaire and returning it at your earliest convenience in the envelope provided. How you personally answer the questions will be known only to you since we do not ask for your name.

APPENDIX I

Through your participation in this study, you will be providing information which will be used in determining the future of FREE magazine. So please, let us hear from you and let your opinions help shape this new publication.

Thank you for your attention to this matter.

Respectfully,

Robert E. Erwin
Director

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Enclosures (2)

Social
Research
Center

UNIVERSITY OF NORTHERN IOWA
CEDAR FALLS, IOWA 50613

319 273-2105

February 5, 1973

Dear Student:

We need your help. Last week a new U.N.I. publication, called Free magazine, was distributed on campus. Perhaps you have already picked up your free copy and had an opportunity to examine it. If not, you can obtain a copy at the Northern Iowan office in the University Union.

The people who publish FREE have asked the Social Research Center to conduct a survey in order to find out what you think of the magazine. You, along with other students, were randomly selected for participation in our study. Since only a limited number of students were selected, your help in this survey is extremely vital to the future growth and format of the magazine.

After you have had an opportunity to examine FREE, we would appreciate your completing the enclosed brief questionnaire and returning it at your earliest convenience in the envelope provided. How you personally answer the questions will be known only to you since we do not ask for your name.

Through your participation in this study, you will be providing information which will be used in determining the future of FREE magazine. So please, let us hear from you and let your opinions help shape this new publication.

Thank you for your attention to this matter.

Respectfully,

Robert E. Kramer
Director

mlb

Enclosures (2)

SOCIAL RESEARCH CENTER
University of Northern Iowa

FREE MAGAZINE SURVEY

Directions: Please use a check mark (✓) for your answer or fill in the blank where requested.

1. In evaluating the magazine, how would you rate the following:

	Very Good	Good	Average	Poor	Very Poor
ART WORK (other than photography and layout)					
PHOTOGRAPHY					
POETRY					
FICTION					
ARTICLES					
OVERALL LAYOUT					

2. Which of the above types of work, if any, would you like to see more of?

Art Photography Poetry Fiction Articles

3. Which of the above types of work, if any, would you like to see less of?

Art Photography Poetry Fiction Articles

4. What specific piece of work, if any, did you like best? Please specify title of work and/or page number(s).

5. If you were to improve upon the magazine, what changes, if any, would you make?

6. If you were creatively inclined, would you submit your works to FREE magazine for publication?

Yes No Not sure

It costs approximately 50¢ to publish one copy of FREE magazine. The publishing costs are paid for by using some of your student activities fees. The people who work on the magazine would like to publish FREE twice a year. With this in mind,

7. Do you think the magazine is worth 50¢?

Yes
 No

8. Do you think part of your student activities fees should be used for publishing FREE magazine?

Yes
 No

9. If student activities fees were not used for publishing the magazine, would you purchase a copy using your pocket money?

Yes
 No

10. Regardless of how FREE is paid for (student activities fees, pocket money, or other sources), do you think the University should continue publishing the magazine?

Yes
 No

11. Do you think the magazine is representative of the U.N.I. campus?

Yes
 No

11a. IF YOU ANSWERED NO TO QUESTION 11 ABOVE, PLEASE EXPLAIN YOUR ANSWER.

We would appreciate your providing the following background information.

12. What is your sex? Male Female

13. What was your age on your last birthday? _____

14. What is your present student classification?

Freshman Sophomore Junior Senior Graduate

15. What is your major course of study? _____

16. What is your minor course of study? _____

17. In which one of the following types of housing units do you live?

Dormitory Married Student Housing Off-campus Housing

-THANK YOU FOR YOUR COOPERATION-

Office of the Director
January 31, 1973

FOR IMMEDIATE RELEASE

FREE MAGAZINE SURVEY

Next week the Social Research Center will be conducting a survey of students regarding their opinion of the new U.N.I. publication called FREE magazine. The Center will be mailing a brief questionnaire to a scientific sample of U.N.I. students in order to determine their general impressions of the new publication. The survey is being sponsored by the Board of Student Publications, and the results will be used in determining the future growth and format of the magazine. Since only a limited number of students were selected for participation in the study, the Social Research Center would like to hear from you should you receive a questionnaire.

SOCIAL RESEARCH CENTER
University of Northern Iowa

FREE MAGAZINE SURVEY
(Follow-Up Telephone Survey)

Telephone: _____ Date: _____ Time _____ AM
PM

Hello, is this

This is _____ and I am an interviewer for the Social Research Center at U.N.I. Approximately two weeks ago you should have received a questionnaire in the mail regarding FREE magazine. We are conducting a follow-up survey and I wonder if I may have a few minutes of your time to ask you a few brief questions?

(IF YES, CONTINUE WITH INTERVIEW; QUESTION No. 1)
(IF NO, RESPOND WITH: "Well, thank you, goodbye.")

1. First of all, did you receive a copy of the survey questionnaire regarding FREE Magazine? (IF RESPONDENT IS CONFUSED AS TO DATE, TELL THE INTERVIEWEE THAT THE QUESTIONNAIRE WAS MAILED ON FEBRUARY 5.)
 Yes (GO TO QUESTION 4 AND CONTINUE.)
 No (GO TO QUESTION 2 AND CONTINUE.)
2. Well that is one of the things we need to know. Could you tell me, did you pick up your free copy of the Magazine?
 Yes (GO TO QUESTION 3 AND CONTINUE.)
 No (GO TO QUESTION 7 AND CONTINUE.)
3. Since you have seen the Magazine, if we were to send you a copy of the survey questionnaire do you think you would have a few minutes to fill it out and return it?
 Yes (VERIFY ADDRESS ABOVE; MAKE NECESSARY CORRECTIONS; AND RESPOND WITH: "We will be sending you a questionnaire within a few days. I would like to take this opportunity to thank you for participating in our survey. Goodbye.")
 No (GO TO QUESTION 6 AND CONTINUE.)
4. And, did you return the questionnaire?
 Yes (RESPOND WITH: "Well, thank you for participating in our survey. Goodbye.")
 No (GO TO QUESTION 5 AND CONTINUE.)
5. Do you plan to return the questionnaire within the very near future?
 Yes (RESPOND WITH: "When do you think you can return it? _____
Well, thank you for participating in our survey. The information you provide will be used in making decisions regarding the Magazine. So thank you again. Goodbye.")
 No (GO TO QUESTION 6 AND CONTINUE.)

(OVER)

6. Is there any particular reason why you do not wish to participate in the survey?
(PROBE REASONS)

(AFTER PROBE, RESPOND WITH: "Well, thank you for your time and the information you have provided. Goodbye.")

7. Did you try to pick up a copy of the Magazine?
 Yes (GO TO QUESTION 8 AND CONTINUE.)
 No (GO TO QUESTION 9 AND CONTINUE.)

8. And, why were you not able to get a copy of the Magazine? (PROBE REASONS)

(AFTER PROBE, RESPOND WITH: "Well, thank you for your time and the information you have provided. Goodbye.")

9. And, is there any particular reason why you did not want a copy of the Magazine?
(PROBE REASONS)

(AFTER PROBE, RESPOND WITH: "Well, thank you for your time and the information you have provided. Goodbye.")

INTERVIEWER COMMENTS:

Works listed next

Works	Pages	Male	Female	Total	
College Education Game	41	8.1	11.4	12.4	
Mother by Gold	15	2.5	2.5	6.5	
Wilderness Classroom	24	2.1	2.8	9.3	
A Tree Child-Care of Nature	20	2.2	2.4	3.7	
She Was Echo Queen	12	1.2	1.1	1.2	
Alexander's Band	39	1.2	2.3	1.9	
New School Lives	5	2.3	1.5	1.8	
To My Mother	11	1.2	1.3	1.8	
Illustration—One Pine Near Cuckoo's Nest	15	2.3	0.8	1.9	
Learn and Company		APPENDIX II	1.2	1.2	1.4
Poon by Vaske	11	1.2	1.3	1.4	
Photo by Kraus, Kane and Marcoe	43	2.3	0.8	1.4	
Dear Poon is Here	7	1.2	0.8	0.9	
Illustration—A Clockwork Orange	17	1.2	0.8	0.9	
Kane's Drawings		1.2	0.8	0.9	
Photo by Chibak	2	1.2	0.8	0.9	
Typewriter	inside cover	...	1.5	0.9	
At the River	37	...	0.8	0.5	
Bessie Bright: A Sketch	35	1.2	...	0.5	
Christmas Day, 1971	1	...	0.4	0.5	
One-fog by Shaw	31	...	0.6	0.5	

Works Liked Best

<u>Works</u>	<u>Pages</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
College Education Game	23	8.1	15.4	12.4
Mother by Gold	15	3.5	8.5	6.5
Wilderness Classroom	22	8.1	3.8	5.5
A True Childhood Romance	28	3.5	3.8	3.7
She Was Hobo Queen	12	3.5	3.1	3.2
Alexander's Band	39	1.2	2.3	1.8
New School Lives	5	2.3	1.5	1.8
To My Mother	11	1.2	2.3	1.8
Illustration--One Flew Over Cuckoo's Nest	18	2.3	0.8	1.4
Lenin and Company	45	1.2	1.5	1.4
Poem by Vaske	11	1.2	1.5	1.4
Photo by Kanse, Kann and Monroe	43	2.3	0.8	1.4
Dwarf Doom is Here	7	1.2	0.8	0.9
Illustration-A Clockwork Orange	17	1.2	0.8	0.9
Kann's Drawings		1.2	0.8	0.9
Photo by Chihak	2	1.2	0.8	0.9
Typewriter	inside cover	. .	1.5	0.9
At the River	37	. .	0.8	0.5
Besmier Brigham: A Sketch	34	1.2	. .	0.5
Christmas Day, 1971	1	. .	0.8	0.5
Drawings by Shaw	31	. .	0.8	0.5

<u>Works</u>	<u>Page</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Ecosophy and Educosophy	26	1.2	. .	0.5
Introduction	inside cover	1.2	. .	0.5
Midway Market	21	1.2	. .	0.5
Photo by Allers	38	. .	0.8	0.5
Photo by Burd	14	1.2	. .	0.5
Photo by Chihak	36	. .	0.8	0.5
Garlic (Quasi-vegetable)	29	1.2	. .	0.5
Vacant Room	4	. .	0.8	0.5
Articles - not identified		3.5	3.1	3.2
Art - general		2.3	3.1	2.8
Poetry - general		1.2	0.8	0.9
Combination		22.1	20.8	21.2
Nothing		5.8	3.1	4.1
No data		15.1	14.6	14.7

Verbatim Listing of Answers for Question Number 5
Having to Do With Ways to Improve
Magazine

None, I like the layout and the freedom expressed by the different features.

More meaningful photography, didn't like or understand some of it.

More photos.

Some of the materials might satisfy the tastes of only a small minority.

Put captions on the cartoons.

More understandable fiction.

More articles on things here at the campus.

More down to earth.

Leave out poetry.

More photography.

New cover design, a greater range of art styles.

Quit publishing it.

More publicity; more art work.

More articles about individual students at UNI; articles hard to understand.

Put some sports into it.

I find it hard to want to take time to read long articles; some of the poetry was good.

Liked articles on a seldom-heard topic.

Would run more art and photographs.

Don't know of any way to improve it but keep up the good work you are now producing.

More art, photos, poetry.

More photos of known material.

Thought some of the work was far-out, but interesting.

Less liberal articles.

Have a broad range of interests and ideas; more creative; try some intriguing photos.

Didn't like many of the art pictures, also a few of the photos.

More like the college education game.

Much rather have the Quarterly than Free.

More eye-catching features, as most pages seemed easy to skip over.

More realism, much too much vagueness in fiction.

Less articles, more fiction.

Didn't care for some of the gruesomeness.

None.

Shorten articles.

Likes it.

More photo and trick photography.

Get better photography that went better with stories, more realistic things in magazine, not everyone lives in a fantasy world.

Less art work, more photography and articles.

Make it about three times as big.

More variation of art work.

Don't try to be too avant-garde--make the photos meaningful to all--if I were to include a game as this first issue did, I would make sure it would be worthwhile playing.

None

Engage more of UNI fine speech, English and journalism departments, More UNI-based information.

Less art work and more articles.

More humor.

Some type of explanation for the photography that appears throughout the magazine, some is hard to understand.

Photography makes little sense to a person who does not understand that type work.

Realize \$ is short, but perhaps more color photography?

Magazine had variety--that's good. Seven never seemed to have very much.

More articles about students.

More articles on the honors program and interesting hobbies or types of recreation students at UNI are involved with.

I don't know.

Enlarge it, more articles and works of fiction.

None of it.

Insert captions below the art to identify their significance for being within Free.

More photography, being in modern society people tend to dig pictures which convey a message.

How artist feels about his work (meaning, etc.).

Add science fiction.

Crude language in "To My Mother."

Long if possible, in order to include even more creative works--such as, more photography, art work, fiction, etc.

The art is bad.

It's kind of totaled as a whole.

More photos of UNI students in everyday situations--as in union, classrooms, etc.

None, except maybe lengthen it.

More coherence between subject matter and illustrations (art work, photographs, etc.).

Stop publishing it.

More diversified works.

More color pictures in it to attract attention.

Longer--color.

Let John Birchens like Craig Chilton peddle their gibberish somewhere else.

No more shell pictures.

Take out the dumb pictures of bodies and shells and throwing manufactured objects amid scenes of nature.

Do without education game. Color pictures might create more interest, more articles on faculty members.

Add more to it, but also be more selective in what you publish.

Like it as it is.

More art works, less articles.

More original photography.

You wrote a story on Indians and nothing on West Side Story; it deserves equal time.

Art kinda centers to the more off-beat personality.

Not a journalist.

Don't know, except maybe the articles were a little too abstract.

Make the fiction and art work a little less freaky.

Try to incorporate more free lance articles from people other than the staff.

More articles or maybe ideas presented complete with photos.

More photography, I love it, also thought the registration and college game was cute.

Add faculty comments, open up the magazine to all students, have articles on current ideas.

Make art work more hopeful--the cartoon sketches were all pretty depressing; they were ugly to look at.

Too much gray area in some stories, how about more art breaking up the bleakness of some of the pages.

Keep it up.

Not such long fiction works, more shorter ones.

Different articles and pictures.

Pictures of school happenings, etc., cartoons.

Improved fiction and poetry.

Make fiction little less abstract with a meaning that is fairly obvious.

Improve cartoons so they appeal to a broader audience.

1. The title. 2. Have art and photo correspond to written material.

Better fiction.

Did not care for any part of the magazine.

More fictional articles, less abstract pictures.

Not sure, probably nothing; it seems to be the type of magazine that I like.

Include less articles and more genuinely creative student's work, such as poetry and fiction.

Attempt to make it more relevant to the Majority of UNI students.

Broader scope, i.e., both liberal and conservative viewpoints.

Be more readable for the average non-creative minded student. The fiction, especially was too much for me.

Not sure, possibly a sports article or photo.

Scrap it.

Perhaps faculty contributions.

More color, it has a dull appearance.

Find things more relevant, Hobo Queen is relevant?

Different type of poetry, like from Roger Hanes and Tompkins.

More pictures of campus.

Liked the Quarterly and would like to see Free more like it.

Did not like drawings

No suggestions.

Like it as it is.

Like to know who drew illustrations.

More pictures, less writing.

Try to vary layout, perhaps alternate column width more often for different articles, keep thing shorter.

Shorter articles easier to read, more poetry, pictures and art work.

Not so much art work from same person in the same style.

Articles and fiction, shorter stories of interest to wide range of students.

