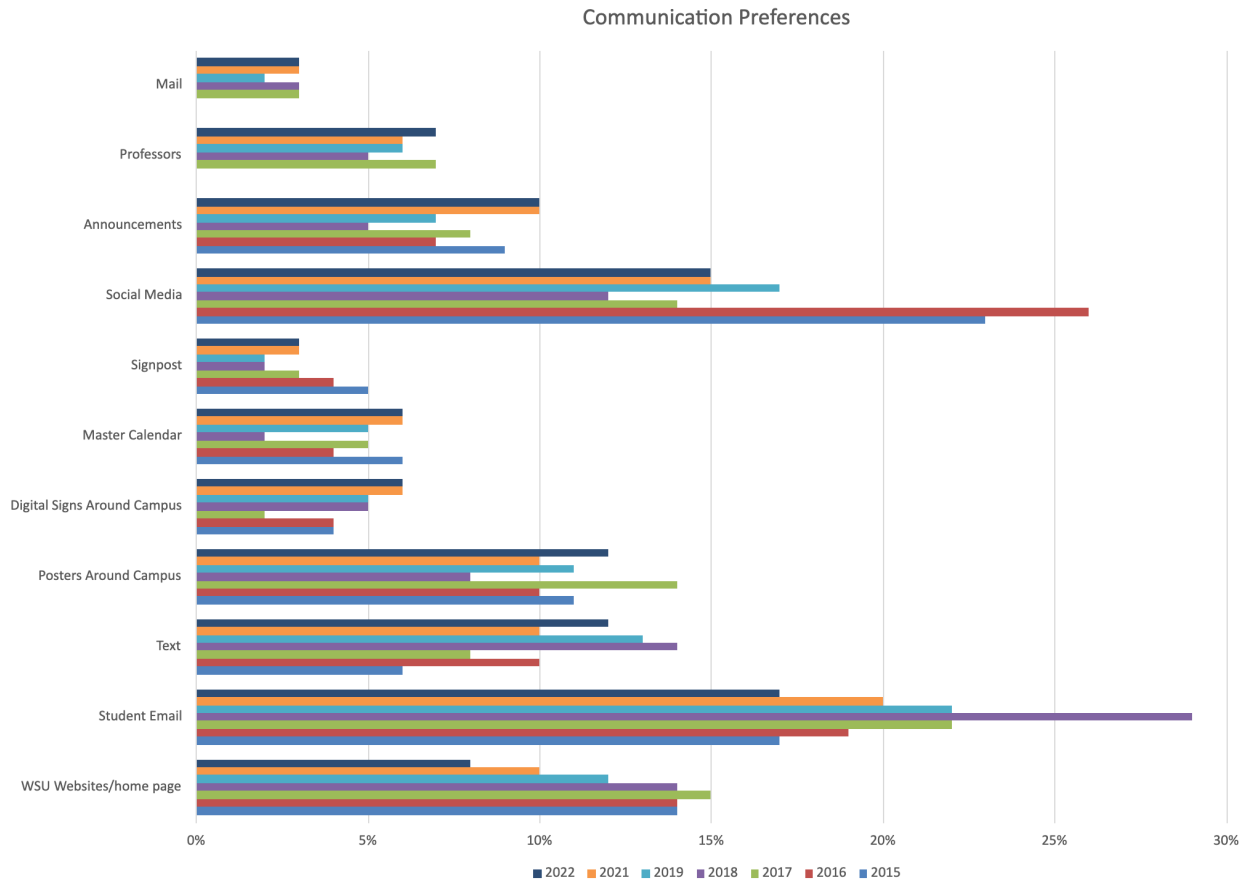




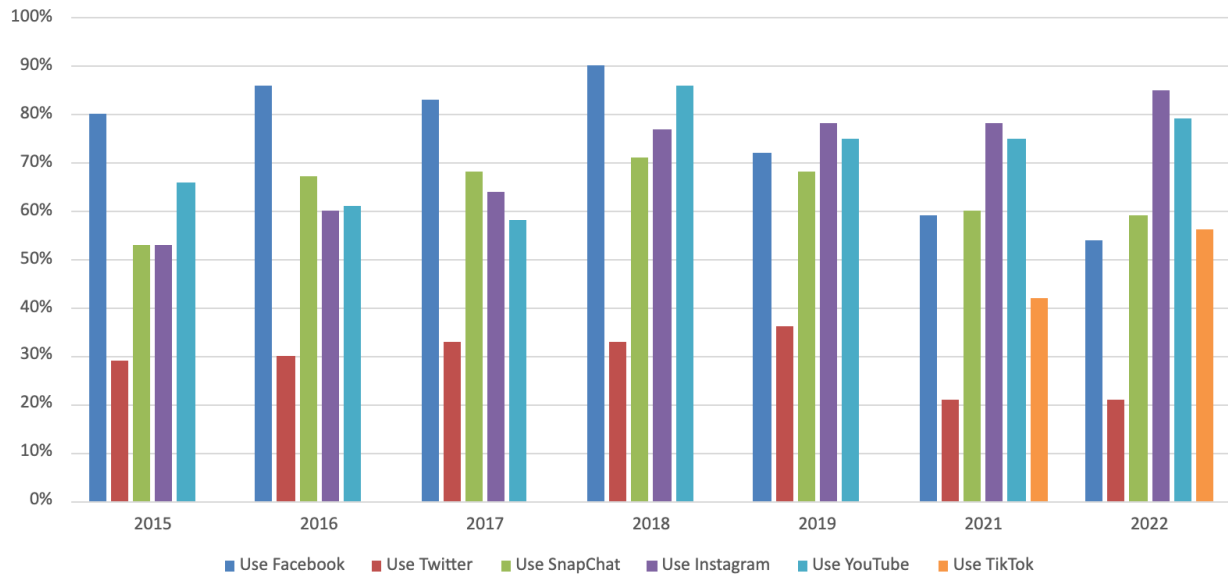
Student Communications Survey



- The top request for how students want to receive communications are email at 17% and social media at 15%. These have continued to be the top two for the last few years.
 - The survey results about wanting to be communicated with via email have been steadily dropping for the last three years
- Decreases from last year:
 - students wanting to be communicated with via email – down 3%
 - students wanting to be communicated with via WSU websites – down 2%
- Increases from last year:
 - students wanting to be communicated with via their professor – up 1%
 - students wanting to be communicated with via posters around campus – up 2%
 - students wanting to be communicated with via text – up 2%
- Nontrad (based on age – only 60 respondents) top 3:
 1. Student Email 16%
 2. Announcements 13%
 3. WSU Websites 11%



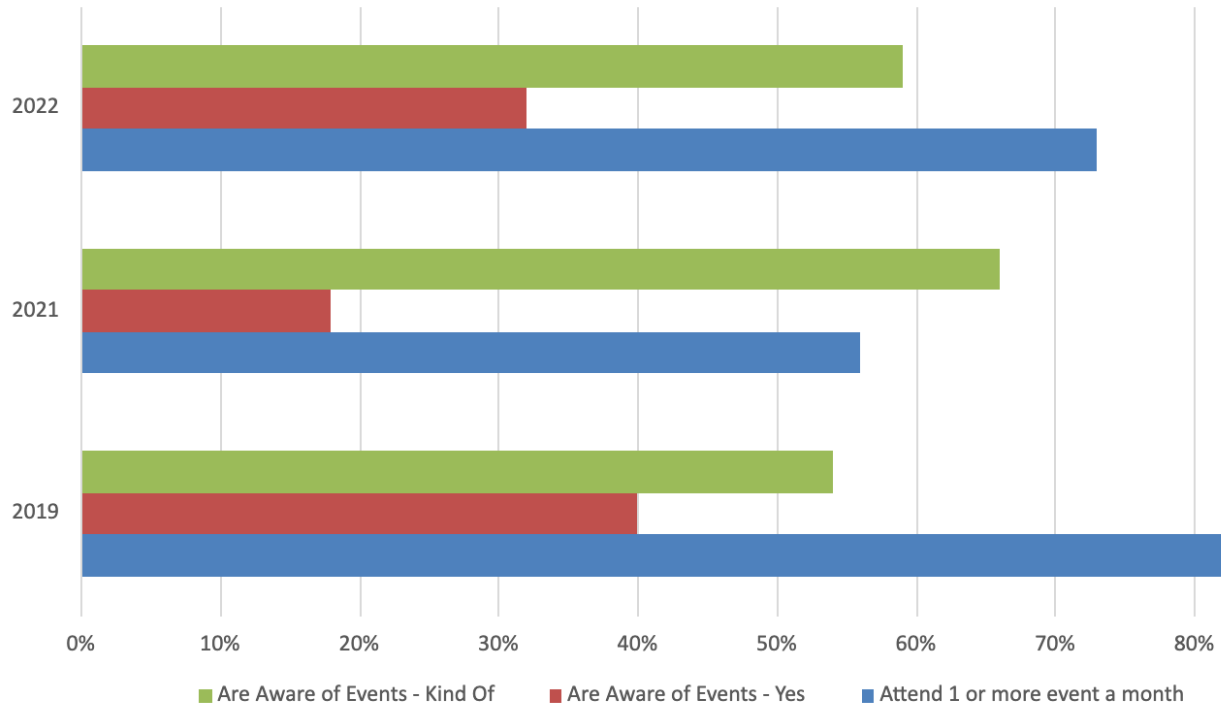
Social Media Usage



- Top 3 accounts for all students
 1. 85% use Instagram
 2. 79% use YouTube
 3. 59% use SnapChat
- Decreases from last year:
 - Facebook continues to decrease – down 5% this year
 - Snapchat has slight decreases since 2018 – down 1% this year
- Increases from last year:
 - YouTube remains pretty high – up 4% this year
 - Instagram keeps increasing – up 7% this year
 - Only second year of data with TikTok but numbers have increased 14%
- Nontrad (based on age - only 60 respondents) top 3:
 1. 77% use YouTube
 2. 70% use Facebook
 3. 65% use Instagram



Involvement and Awareness of Events



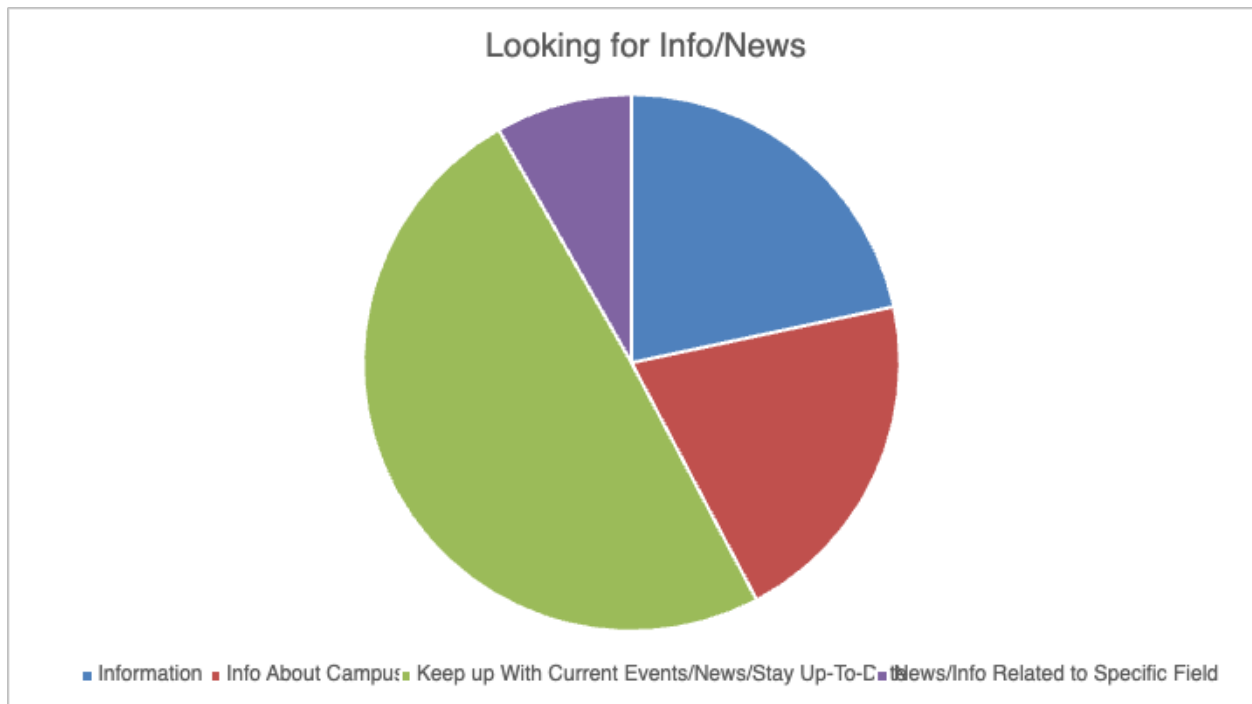
- 32% are aware of events
- 59% are kind of aware of events
- 59% attend 1-3 events a month
- No significant trends in 3 yrs of data
- Event attendance is coming back up after COVID
- Nontrad (based on age - only 60 respondents):
 - 25% are aware of events
 - 60% are kind of aware of events
 - 62% attend 1-3 events a month
 - 26% don't have time to attend events
 - 21% say event times don't work with their schedule
 - 9% want lectures/keynotes
 - 8% want stress relief events
 - 8% want cultural events



Qualitative Data Quantified – Why Students Use Social Media

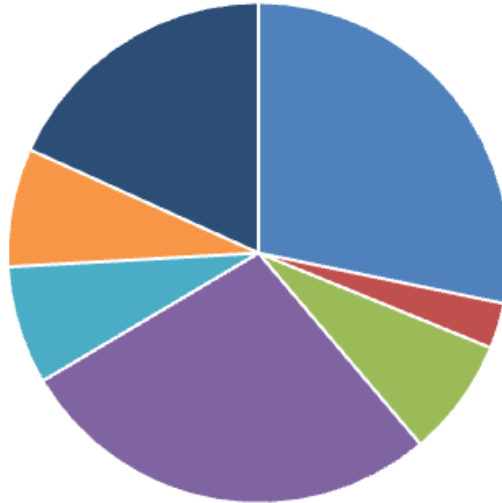
Four main categories of why students use social media:

- Looking for Info/News
- Looking for Entertainment/Relax
- Looking to Connect
- Looking for Opportunities/Motivation



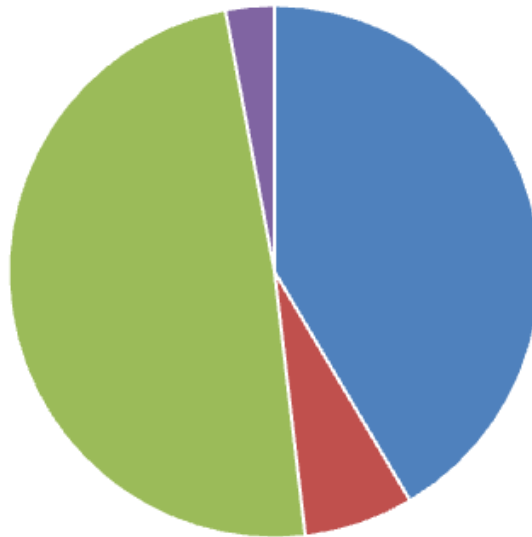


Looking for Entertainment/Relax



■ Entertainment ■ Specific Interests ■ Mindless/Bored/Relax ■ Funny ■ Fun ■ Memes ■ Events/Activities

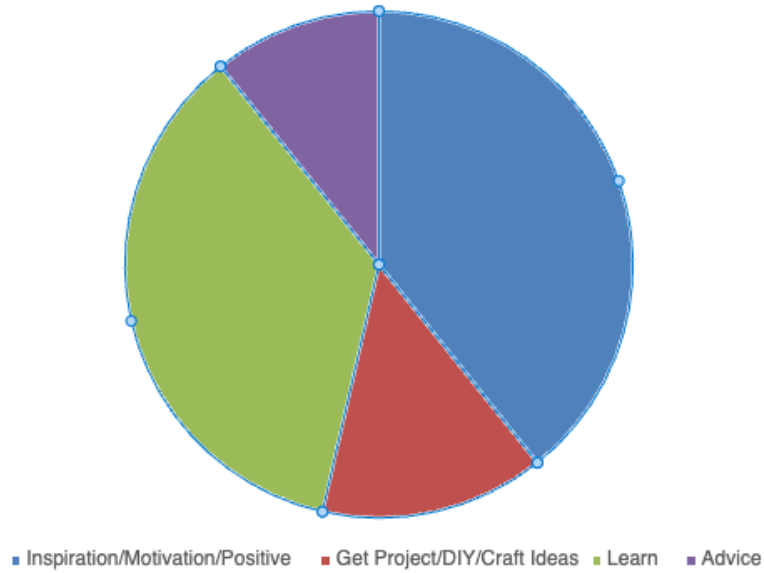
Connect



■ Communicate/Keep Up With Friends ■ Communicate/Keep Up With Family
■ Communicate/Keep Up With Friends & Family ■ Connect With Other Students



Opportunities & Motivation



What Students Use Different Accounts For

