

Memorial Student Center Aggie Cinema Survey Fall 2020

Purpose of Assessment

The Memorial Student Center (MSC) Aggie Cinema committee is responsible for organizing movie screenings for the Texas A&M University student population. Due to COVID 19 gathering restrictions, MSC Aggie Cinema offered students (on-campus residents) access to a movie/tv streaming service in lieu of in-person movie screenings during the fall 2020 semester. MSC Aggie Cinema wanted to determine students' satisfaction with the service and future interest in continuing with the service.

Key Findings with Recommendations

Student Life Studies identified several key findings and developed actionable recommendations the department may take based on the results. However, MSC Aggie Cinema committee leaders may identify other findings using their knowledge and understanding of the services offered. Committee members are strongly encouraged to read all the results and qualitative comments to gain a fuller understanding of students' experiences.

- As the response rate to the survey sent via email to students was low (4%), and less than 20 responded to the open link survey, caution should be taken in generalizing responses. Eighty percent of respondents indicated they used the service. Nearly all respondents (98%) who were sent the survey and used the service expressed satisfaction with the service, and over three-quarters (77%) of those responding via open link (and used the service) did as well.
- Over three-quarters of respondents who used the service indicated that they watched movies/tv streamed from the service with others. Respondents most frequently indicated using the service two or three times per month. Over three-quarters of the respondents to the emailed survey also indicated they felt more connected to their fellow students or somewhat more connected as a result of watching the movies/tv streamed from AggieCinema.tamu.edu.
- When asked if they would cancel other streaming movie/tv services as a result of having access to AggieCinema.tamu.edu, about one-third said no, and the rest indicated maybe, or they had already done so, or will be doing so in the future. Nearly all said they would like the service to continue through spring 2022.
 - The respondents to the survey emailed to the random sample of students were more female, freshman, Hispanic, either first generation or of unknown first generation status than represented in the sample. They also were more likely to live on-campus. It is recommended that the responses to watching movies/tv with others, feeling connected to other students, and the inclination to cancel other streaming services as a result of access to AggieCinema.tamu.edu be disaggregated by ethnicity and first generation status. These results may show a trend that offering the streaming service (for which students were not charged a fee) to underrepresented populations of students on campus provided them opportunities to enhance their sense of connection to other students.

Method and Sample

Two surveys were produced using Qualtrics®, a software program that creates web-based surveys and databases. The quantitative data was analyzed using SPSS®, a statistical software package, and the qualitative data was analyzed using Microsoft Excel®.

One of the surveys was distributed via email to 2500 randomly selected on-campus student residents as the AggieCinema.tamu.edu streaming service was primarily offered to on-campus residents. However, as it was possible that students living off campus could have viewed films/tv streamed from the service, another 500 randomly selected off-campus student residents who were freshmen and sophomores were also emailed the survey. The survey contained 11 questions, of which nine were quantitative and two were qualitative; due to branching technology not all questions were displayed to all respondents. The survey began distribution on November 12, 2020; four reminders were sent to non-responders, and the survey closed on December 4, 2020. Of the 3000 students who received the survey, 119 answered at least one question, resulting in a 4% response rate.

The other survey was distributed via an open link through MSC Aggie Cinema's social media outlets, in effort to engage followers with the survey. This survey contained 13 questions, of which 11 were quantitative and two were qualitative; due to branching technology not all questions were displayed to all respondents. The survey was available starting November 4, 2020 and closed December 15, 2020. Eleven responded to the survey.

Results

Results will be reported as frequency percentages for the number of people (n) who responded to the question. For ease of reading, frequency percentages have been rounded to nearest whole percent, so totals may not add up to exactly 100%. Tables are in descending mean or frequency order, unless otherwise specified. Summary themes are contained in this report; the entire list can be found in a separate document. Data is reported in two sections; Student Random Sample Survey and Open Link Survey.

Student Random Sample Survey

The first question asked the respondents how if they had used AggieCinema.tamu.edu. Of the 119 respondents, 80% said yes and 20% said no. Those who answered no were asked why they had not used the service, in a select all that apply response format question. As shown in Table 1, three-quarters of those who indicated they had not used AggieCinema.tamu.edu noted they did not know about it as the reason for not using it.

Why have you not used AggieCinema.tamu.edu?	Percent (n=19)
Did not know about it	74%
I am too busy	32%
I use other streaming services to watch films/tv	11%
I have difficulty accessing AggieCinema.tamu.edu	5%
Other	--

Table 1: Reasons for not using AggieCinema.tamu.edu

Respondents who indicated using AggieCinema.tamu.edu were asked how frequent they watch films streamed from AggieCinema.tamu.edu. Table 2, on the next page, illustrates that nearly one-third selected two or three times per month but not weekly, and nearly another one-third said once per week.

Approximately, how often do you watch films you have streamed from AggieCinema.tamu.edu?	Percent (n=91)
Two or three times per month, but not weekly	29%
Once per week	28%
Multiple times per week	21%
Once per month	11%
Less than once per month	10%
Daily	2%

Table 2: Film Watching Frequency

Those who had used the service were next asked about how often they watched films streamed through AggieCinema.tamu.edu with others. Table 3, illustrates that slightly more than one-third indicated they occasionally watch with others.

When you watch the films you streamed from AggieCinema.tamu.edu, are you watching with others?	Percent (n=92)
Occasionally watch with others	36%
Hardly ever watch with others	20%
I almost always watch with others	17%
Never watch with others	16%
I frequently watch with others	11%

Table 3: Frequency of Film Watch with Others

When asked if they feel connected to other students as a result of watching movies/TV shows streamed from AggieCinema.tamu.edu, 44% of the 91 respondents said they sure do, 35% indicated kind of, and 21% said no, not really.

Respondents who lived off campus and indicated they used AggieCinema.tamu.edu were asked if they accessed AggieCinema.tamu.edu off campus. Only one respondent fit into these conditions, and answered yes they accessed AggieCinema.tamu.edu off campus.

All respondents who indicated using AggieCinema.tamu.edu were asked to rate their level of satisfaction or dissatisfaction with the viewing selections offered by the service. As shown in Table 4, almost all were either very satisfied or satisfied with the viewing selection (mean=4.49/5, sd=.62). Those who indicated they were dissatisfied or very dissatisfied were asked to explain why and one provided comment, indicating there were always the same movies on and they wanted more movies.

How satisfied or dissatisfied are you with the viewing selections available through AggieCinema.tamu.edu	Percent (n=91)
Very Satisfied	53%
Satisfied	44%
Neither satisfied nor dissatisfied	--
Dissatisfied	2%
Very Dissatisfied	--

Table 4: Viewing Selection Satisfaction

Next, respondents who used the service were asked whether they would stop paying for other subscription steaming services due to AggieCinema.tamu.edu being available to them. As noted in Table 5, “maybe” was selected by over one-third of respondents and nearly another one-third indicated no.

Would you stop paying for other subscription streaming services (like Netflix, Hulu and others) since AggieCinema.tamu.edu is available to you?	Percent (n=92)
Maybe	37%
No	29%
Yes, I probably will in the future	20%
Yes, I have already done so	14%

Table 5: Stopping Other Streaming Services

When asked if they would like the site [AggieCinema.tamu.edu](https://aggiecinema.tamu.edu) to continue through spring 2022, 99% of the 91 respondents said yes and 1% said no. Finally, respondents were asked to provide suggestions regarding AggieCinema.tamu.edu and 16 responded. The most frequent responses including wanting more movies available through the service and making the service available to students who live off campus.

Table 6, on the next page, shows the demographics for both the survey respondents and the sample of students sent the survey. The on-campus resident survey respondents included more freshmen, females, Hispanic identifying, College of Liberal Arts and Education students than were represented in the respective sample population. First generation students and those for whom their first generation status is unknown also responded to the survey at slightly higher rates than the sample. The table is in descending order by demographic of on campus survey respondents.

Demographic Category	On Campus Survey Respondents (n=166)	Off Campus Survey Respondents (n=3)	On Campus Survey Sample (N=2500)	Off Campus Survey Sample (N=500)
<i>Sex</i>				
Female	63%	33%	43%	44%
Male	37%	67%	57%	56%
<i>Classification</i>				
Freshmen	70%	--	58%	10%
Sophomore	21%	100%	19%	90%
Junior	12%	--	12%	--
Senior	7%	--	10%	--
Masters	2%	--	1%	--
Doctoral	1%	--	1%	--
UG Nondegree	1%	--	<1%	--
Vet. First Year	--	--	<1%	--
<i>First Generation Status</i>				
Non First Generation	69%	33%	76%	73%
First Generation	24%	67%	21%	22%
Unknown	7%	--	3%	5%
<i>Ethnicity</i>				
White	47%	--	56%	57%
Hispanic/Latino of any race	33%	33%	25%	24%
Asian	9%	--	9%	11%
International	2%	--	2%	1%
Black only or multi-racial with Black	5%	--	4%	2%
Multi-racial excluding Black	5%	67%	4%	4%
Unknown or Not Reported	--	--	<1%	--
American Indian	--	--	<1%	--
Native Hawaiian or Pacific Islander	--	--	<1%	--
<i>Academic College</i>				
Engineering	28%	67%	36%	35%
Liberal Arts	19%	33%	14%	12%
Agriculture	10%	--	8%	8%
Education	10%	--	5%	6%
Science	9%	--	10%	7%
Business	6%	--	9%	13%
Veterinary Medicine	5%	--	5%	4%
General Studies	5%	--	6%	10%
Architecture	4%	--	4%	4%
Geosciences	1%	--	2%	1%
Public Health	--	--	2%	1%
Nursing	--	--	<1%	--

Table 6: Demographics for the Survey Respondents and Random Sample

Open Link Survey

The first question asked the respondents if they lived on-campus. Of the 11 respondents, 55% said no and 45% said yes. Next, they were asked if they had used AggieCinema.tamu.edu and 82% of the 11 respondents said yes and 18% said no (note that one response represents 18% of respondents). The respondent who answered no was asked why they had not used the service, in a select all that apply response format question. As shown in Table 7, the respondent who indicated they had not used AggieCinema.tamu.edu noted they used other streaming services as the reason for not using it.

Why have you not used AggieCinema.tamu.edu?	Percent (n=1)
Did not know about it	--
I am too busy	--
I use other streaming services to watch films/tv	100%
I have difficulty accessing AggieCinema.tamu.edu	--
Other	--

Table 7: Reasons for not using AggieCinema.tamu.edu

Respondents who indicated using AggieCinema.tamu.edu were asked how often they watch films streamed from AggieCinema.tamu.edu. Table 8, illustrates that more than two-thirds selected two or three times per month but not weekly.

Approximately, how often do you watch films you have streamed from AggieCinema.tamu.edu?	Percent (n=9)
Two or three times per month, but not weekly	67%
Once per week	22%
Daily	11%
Multiple times per week	--
Once per month	--
Less than once per month	--

Table 8: Film Watching Frequency

Those who had used the service were next asked about how often they watched films streamed through AggieCinema.tamu.edu with others. Table 9, illustrates that more than one third indicated they occasionally watch with others.

When you watch the films you streamed from AggieCinema.tamu.edu, are you watching with others?	Percent (n=9)
Occasionally watch with others	44%
Hardly ever watch with others	33%
Never watch with others	11%
I frequently watch with others	11%
I almost always watch with others	--

Table 9: Frequency of Film Watch with Others

When asked if they feel connected to other students as a result of watching movies/TV shows streamed from AggieCinema.tamu.edu, 67% of the 9 respondents indicated kind of, 33% said no, and none indicated yes, they sure did.

Respondents who lived offcampus and indicated they used AggieCinema.tamu.edu (5 respondents) were asked if they accessed AggieCinema.tamu.edu off campus. All of the five respondents answered yes they accessed AggieCinema.tamu.edu off campus.

All respondents who indicated using AggieCinema.tamu.edu were asked to rate their level of satisfaction or dissatisfaction with the viewing selections offered by the service. As shown in Table 10, over three quarters were either very satisfied or satisfied with the viewing selection (mean =4.22, sd=.79). Those who indicated they were dissatisfied or very dissatisfied were ask to explain why and as nobody made those selections there were no comments.

How satisfied or dissatisfied are you with the viewing selections available through AggieCinema.tamu.edu	Percent (n=9)
Very Satisfied	44%
Satisfied	33%
Neither satisfied nor dissatisfied	22%
Dissatisfied	--
Very Dissatisfied	--

Table 10: Viewing Selection Satisfaction

Next respondents who used the service were asked whether they would stop paying for other subscription steaming services due to AggieCinema.tamu.edu being available to them. As noted in Table 11, “maybe” was selected by over half of respondents.

Would you stop paying for other subscription streaming services (like Netflix, Hulu and others) since AggieCinema.tamu.edu is available to you?	Percent (n=9)
Maybe	56%
No	22%
Yes, I probably will in the future	11%
Yes, I have already done so	11%

Table 11: Stopping Other Streaming Services

When asked if they would like the site [AggieCinema.tamu.edu](https://aggiecinema.tamu.edu) to continue through spring 2022, all of the nine respondents said yes. Finally, respondents were asked to provide suggestions regarding AggieCinema.tamu.edu and two responded. One indicated wanting more movies available through the service. The other responded that they would like all seasons of a show offering to be included, and also shared that they did not purchase another streaming service so could not stop something they did not have due to having this streaming service available to them.

Organization Background

The Memorial Student Center (MSC) Aggie Cinema committee is responsible for organizing movie screenings for the Texas A&M University student population. Per their website <https://cinema.tamu.edu/about/>, “MSC Aggie Cinema screens contemporary, international, cult, and classic feature films and presents film-related programming to the Texas A&M University community. MSC Aggie Cinema is composed of four

subcommittees that allow for its members to serve the organization, campus, and community through hands-on experience.” Starting in 2020 MSC Aggie Cinema began offering for the first time free movie/tv streaming services to on-campus residents at Texas A&M University.

Project Details

Due to the low response rate, caution should be taken in generalizing the results to the overall student population intended (primarily on-campus residents and lower classifications of off-campus residents). As the open link survey could have been available to students who also responded to the distributed survey, it is possible that one student could respond to the surveys multiple times.

The Department of Student Life Studies provides quality assessment services, resources and assessment training for departments in the Texas A&M University Division of Student Affairs and student organizations. Services by Student Life Studies are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through Student Life Studies can be found at <https://studentlifestudies.tamu.edu/results/>. Additionally, division staff can follow Student Life Studies on Facebook.

To work with Student Life Studies for future assessment projects, please fill out the Assessment Questionnaire at <https://slsform.dsaapps.tamu.edu/>.

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