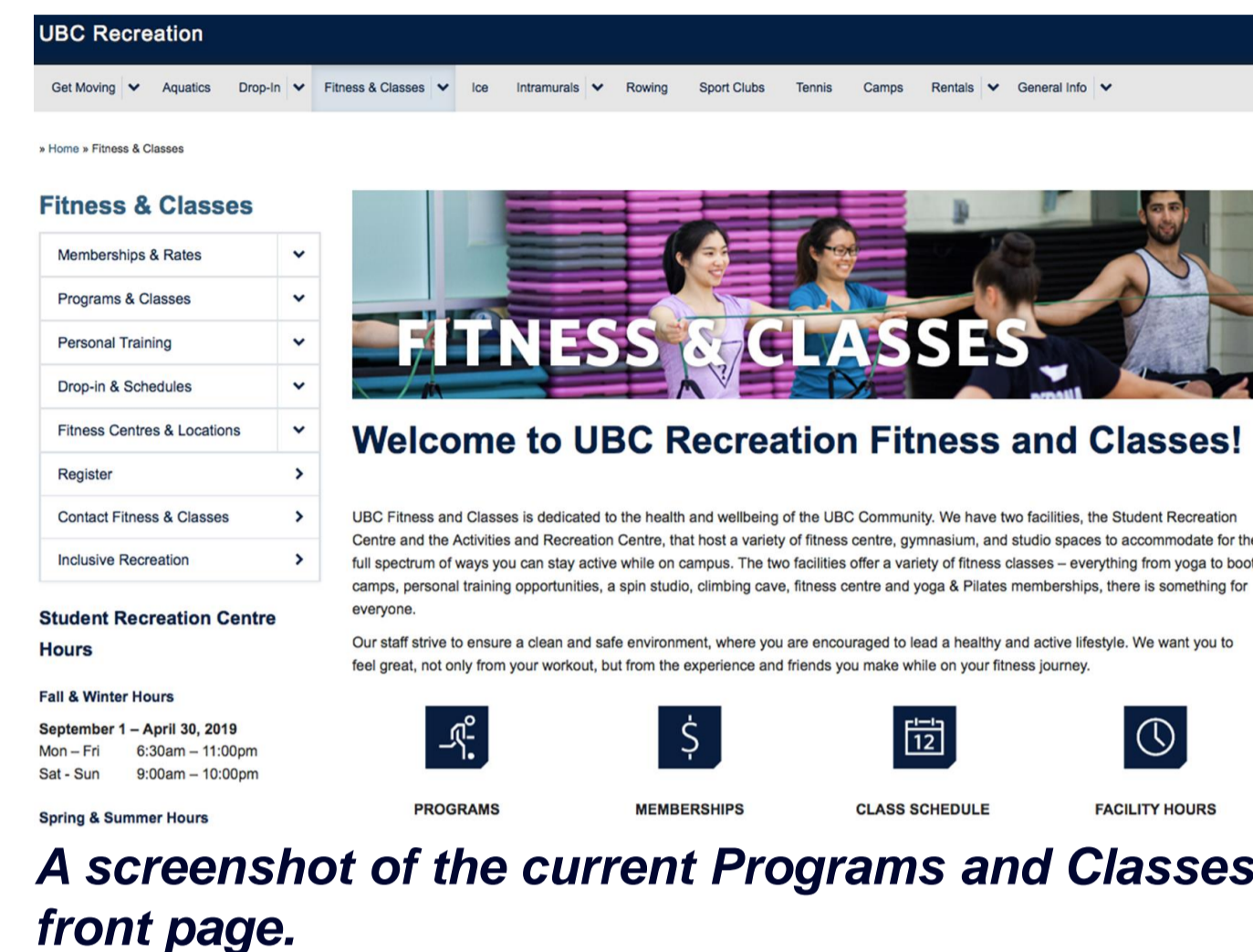


Communication Analysis of UBC Recreation’s Programs and Classes Website

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PURPOSE

To find ways and areas to improve upon UBC’s Recreation Program and Classes website and create more awareness of the programs and classes offered by UBC Recreation. Through an improved website design, we intend to encourage a larger portion of the students at UBC to get involved in these various programs in hopes of increasing the levels of physical activity that the students get on a daily basis.



A screenshot of the current Programs and Classes front page.

METHODS

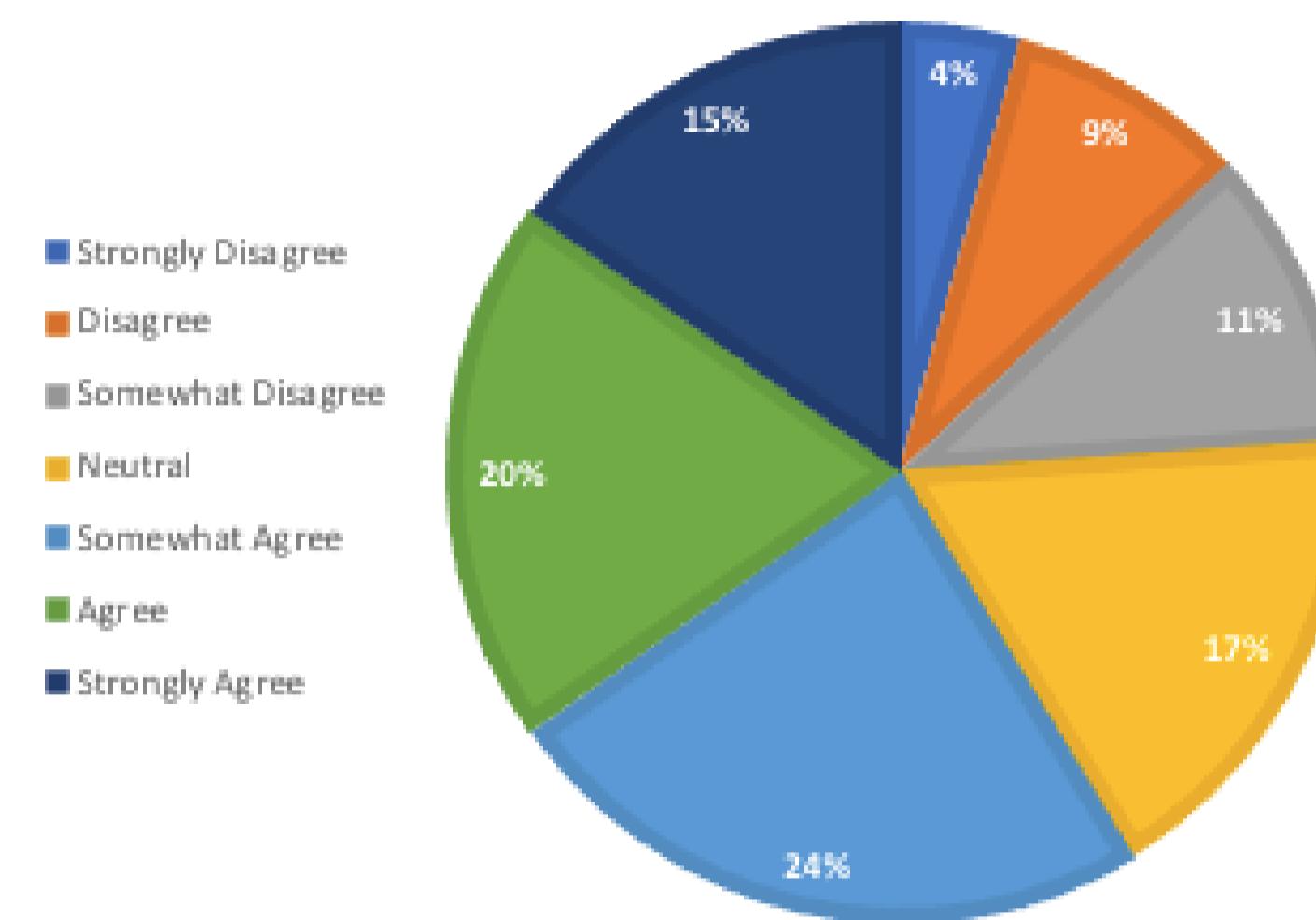
We used a mixed methods research design, collecting both quantitative and qualitative data. For data collection, we created a UBC Qualtrics survey that included closed-ended questions on the agreeableness of specific aspects of the website and two open-ended questions for participant’s own opinion.

70 surveys were conducted online and in-person to receive feedback on the effectiveness of UBC’s recreation website. Various locations for the in-person survey include: the ARC, Bird Coop, Student Union Building and Irving K. Barber Library.

Certain aspects of the website that we were interested in collecting feedback on include: appropriateness of website imagery, satisfaction with language used to attract inclusivity, and thoughts of the colours and font used.

To analyze our data, we created frequency tables within Excel for our survey questions

CLASS DIFFICULTY IS CLEARLY STATED



A majority (56%) of responses said they would like to see difficulties of classes stated in the descriptions.

RESULTS

The results indicate that the majority of the students are satisfied with the overall presentation of the site. That being said, there are some areas of improvement, such as clarity of what classes involve.

Two main points students wanted was to add videos and more images of the classes, as well as, including the difficulty of each class in the description.

"Videos of classes/programs can be added for more users to get a better idea of what the classes are like."

The qualitative data that we gathered indicated that the majority of the participants wanted to see videos for each program and class. Participants thought that it would help give UBC students a better idea of what each session will be like.

DISCUSSION

The survey results show that many students are satisfied with the effectiveness of UBC’s recreation website. Across all the questions asked, the average response was between “Somewhat Agree” and “Agree”, suggesting that the students are content with the layout and design of the website

Our open-ended questions gave us more insight into what changes the students wanted because it allowed them to voice their opinions. The closed-ended questions didn’t cover everything or something may have been missed that they would like see changed.

RECOMMENDATIONS

These are some of the recommendations that can be implemented to help students register for program and classes within UBC recreation, which can result in increases in their physical activity levels:

1. Have images and videos of classes
2. Include instructor info and bio on the same page
3. Display the difficulty level of each class
4. Make the website more mobile friendly

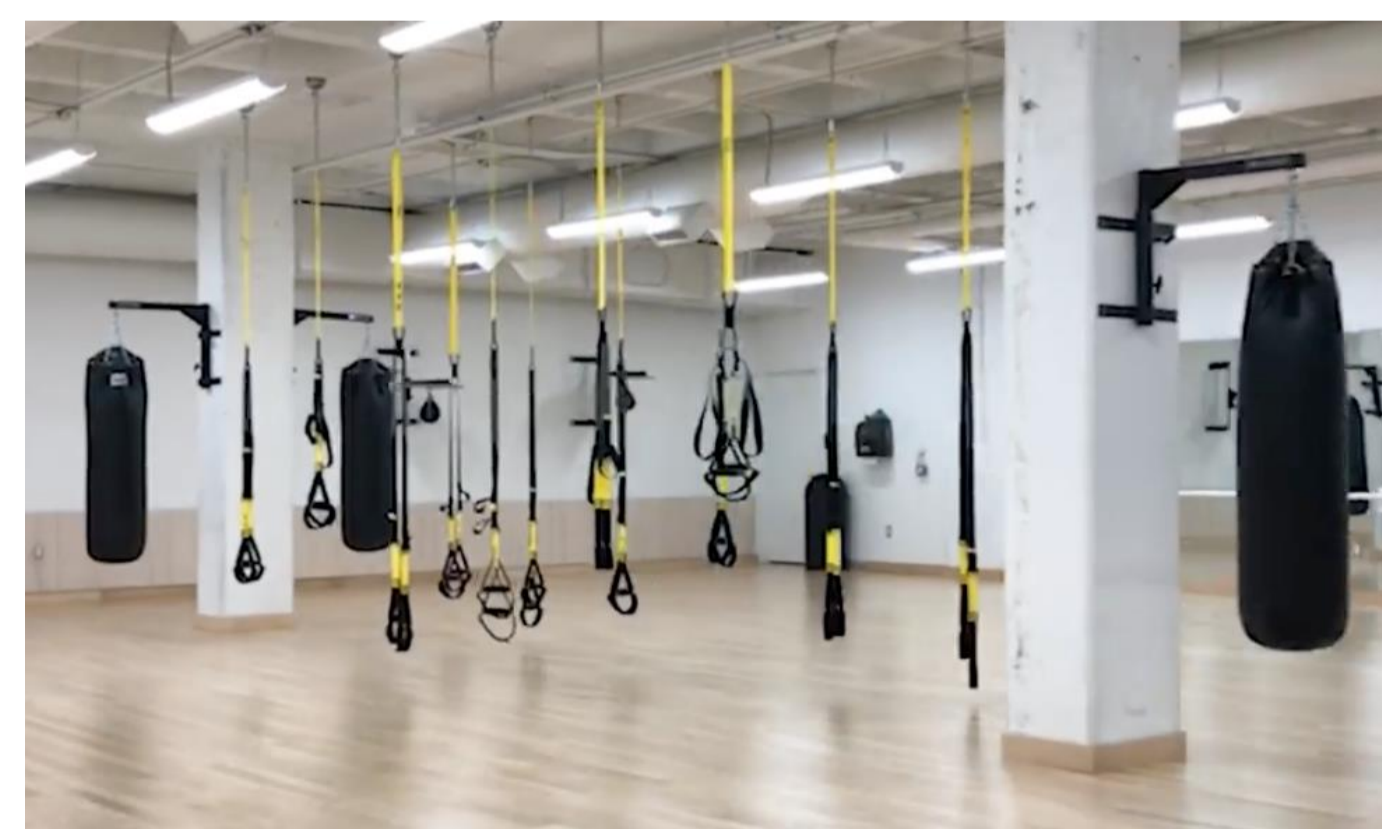
CONCLUSION

Based on our results, we have found that many students are satisfied with the effectiveness of UBC’s recreation website. Across all the questions asked, the average response was between “Somewhat Agree” and “Agree”, suggesting that these students are content with the layout and design of the website.

Overall, the results suggest that the UBC students that completed the survey are pleased with the recreation website, but there are some aspects of it that can be improved to enhance not only the level of appeal but hopefully the rates of participation amongst students in the UBC community.

UBC Recreation locations

The ARC fitness centre (upper) and the Lower Level Studio (lower)



REFERENCES

1. Programs & Classes. (n.d.). Retrieved from <https://recreation.ubc.ca/fitness-classes/programs-classes/>
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