

# How Do You Hear About UBC Recreation? A Survey on UBC Student Drivers' Perception of the Communication Strategies from UBC Recreation.



Presenter: Suzanne Ng, Nicole Pederson, Chariisa Yu, Balba A. Flores, and Likha Mikaela Pesigan.

## Background

- Commuter students comprise of **75%** of the population at the University of British Columbia (UBC). (1)
- Commuter students are more likely to...
  - Adopt a more sedentary behaviour compared to other modes of transportation. (3)
  - Adopt an **“in-and-out attitude”**, in which they perceive their university campus as a setting where they solely attend class. (2)
- The **“in-and-out attitude”** derives from:
  - Being unaware of campus opportunities. (2)
  - Time-constraints due to the added time spent commuting and scheduling. (2)
- Commuter students can benefit from involvement in UBC Recreation programs because they can:
  - Develop a social network. (2)
  - Live a more active lifestyle. (3)

## Purpose

- The purpose of this study is to receive insightful feedback from UBC student drivers about:
  - Their commute.
  - Their awareness of UBC recreation activities.
  - Their preferred communication methods.
- Thereafter, our goal is to assess the received feedback to be able to generate useful suggestions for UBC Recreation to incorporate into their current communication methods.

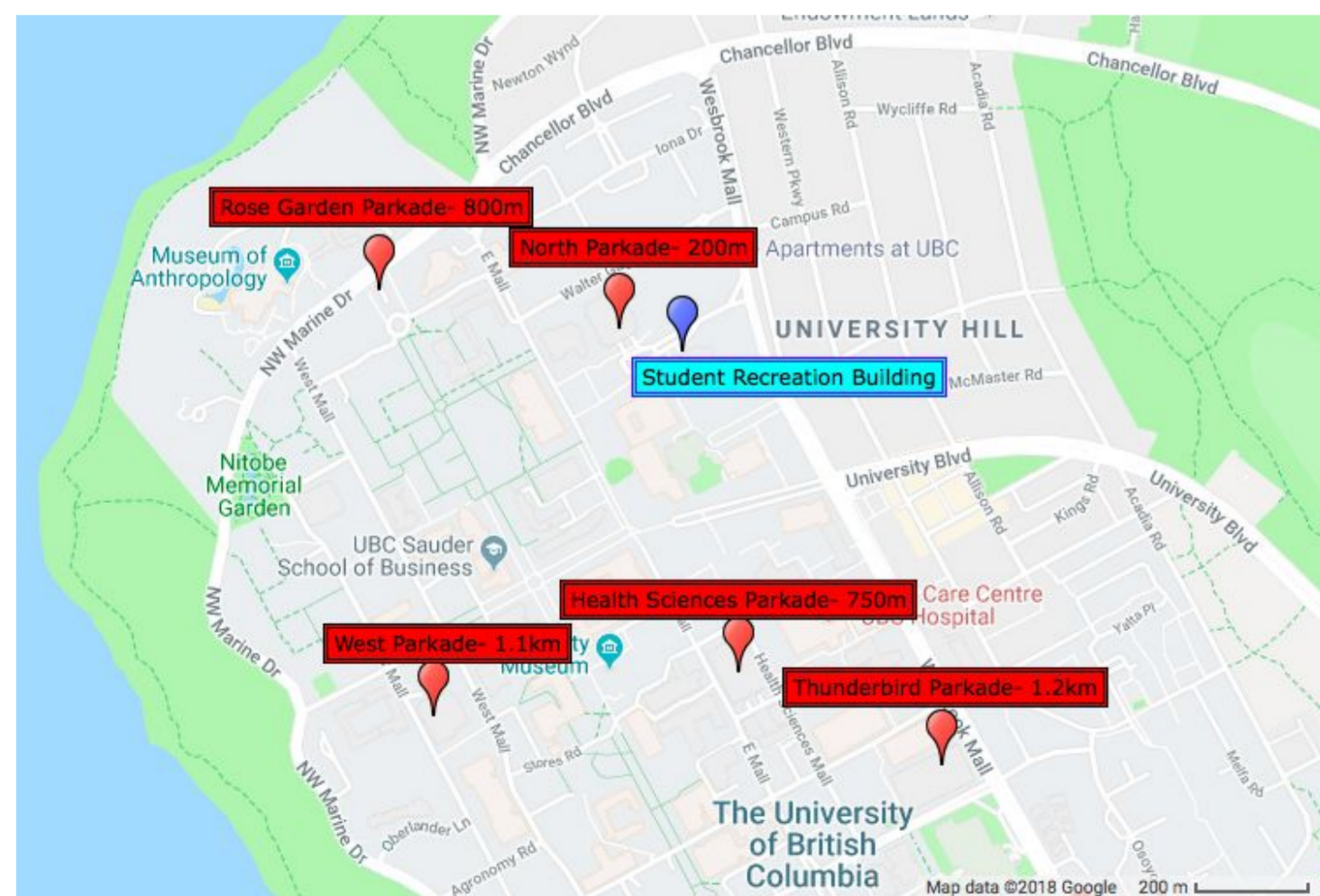


Image of the distance between the 5 parkades and the UBC Student Recreation building

## Participants

- Eligibility:** Individuals who identify themselves as UBC students, who commute to UBC campus by car, and park in one of the UBC parkades on a regular basis. (n=19)

## Project Design

- The **mixed-method approach** was used in this project to examine how UBC student drivers hear about UBC Recreation programs and their preferred communication strategies.
- The **online Google-Form surveys** were utilized as they allowed:
  - Flexibility to structure quantifiable and open-ended responses.
  - Anonymity.
  - Geographical convenience for the participants and the researchers.

## Participant Recruitment

- A combination of convenience sampling and snowball sampling method was used to recruit the ‘hard-to-reach’ student drivers.
- Convenience sampling:** Advertising through social media platform such as Facebook.
- Snowball sampling:** participants identified other UBC student drivers and informed them about this project.

## Procedures

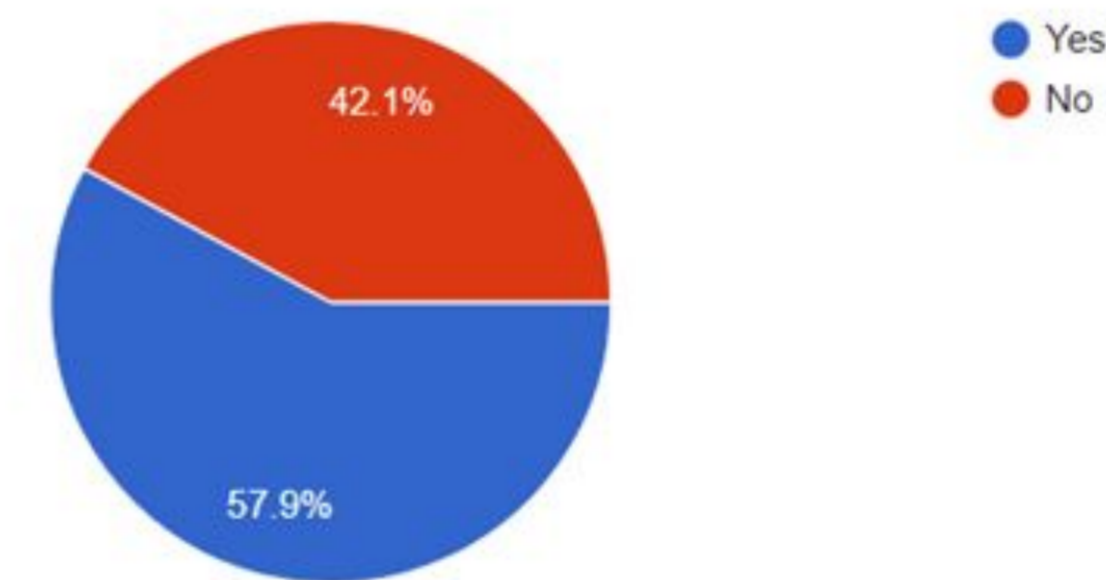
- Eligible participants were given a link to the Google-Form survey website.
- Information about the purpose, study procedures, and the dissemination of the project outcome were provided to participants before they proceeded with the survey.
- In the surveys, participants were asked general background information about themselves (i.e., age, faculty, commute hours, and average duration on campus).
- No identifiable personal information was required by the online survey to ensure participants’ confidentiality and anonymity.

## Data Analysis

- Pie charts were used to illustrate the descriptive statistics of some quantitative questions. Responses of each category of closed-ended question were quantified in percentages.

### Have you heard of UBC Recreational Programs?

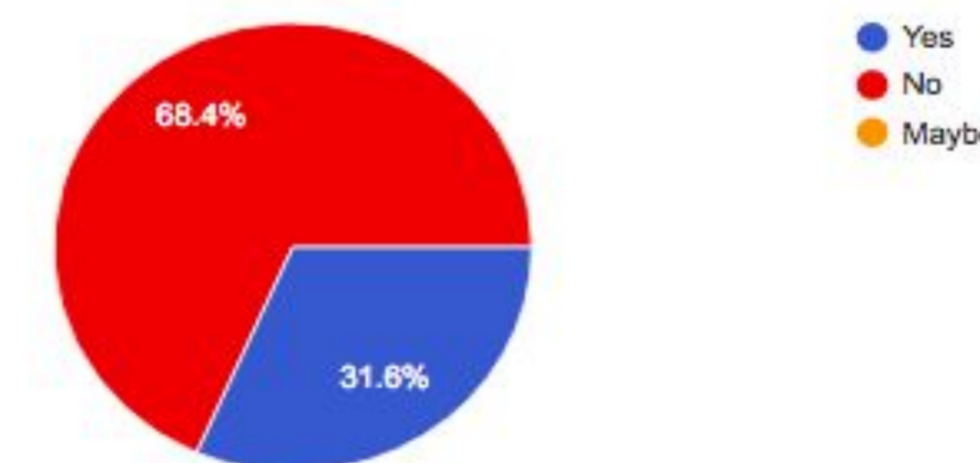
19 responses



- 57.9% of the participants reported hearing about UBC Recreation Programs while 42.1% reported that they have not.
- The participants who reported that they have heard of UBC Recreation Programs were most frequently aware of:
  - The intramurals (Commonly Storm the Wall).
  - Fitness classes in the Birdcoop.
  - Sports league and drop-in sport opportunities.

### Have you participated in any UBC Recreational Programs?

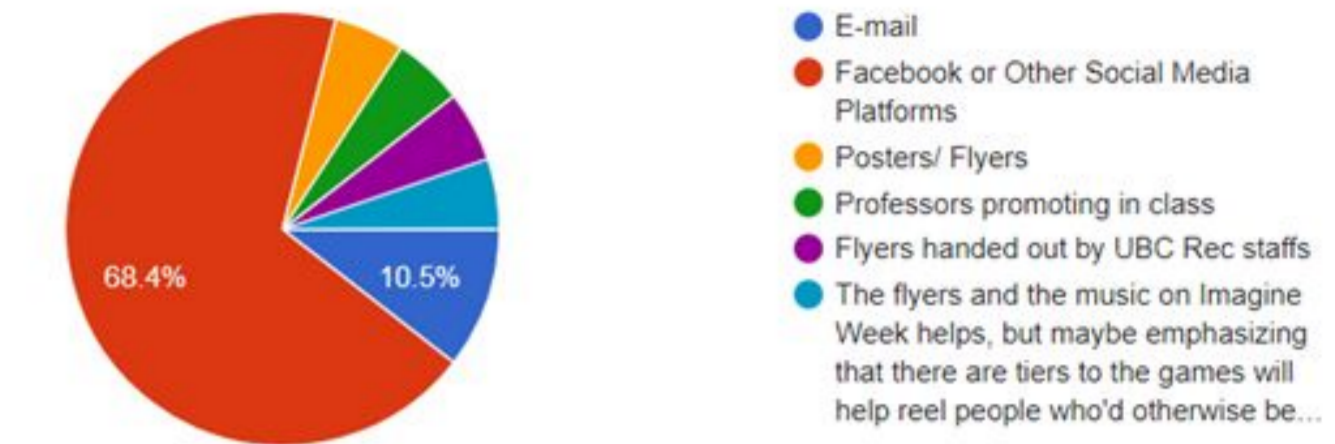
19 responses



- 31.6% of the participants have participated in UBC Recreation programs, reporting that they have participated in UBC Recreation activities such as:
  - Storm the Wall.
  - MoveUBC.
  - Sports leagues.
- 68.4% of participants have not participated in UBC Recreation programs
- 41.7% of participants who have not participated provided the following reason for not participating:
  - Unaware of UBC Recreation entirely
- 58.3% of students provided the following reasons:
  - They do not have time to participate (16.7%)
  - They have not looked into the programs (16.7%)
  - The programs are inconvenient or not interesting (16.7%)
  - The programs are too intense (8.2%)

## Which of the communication strategies would be best for you to know more about UBC Recreation programs?

19 responses



- 68.4% of students preferred **Facebook and other social media platforms** as the communication strategy to hear about UBC Recreation programs, whereas 10.5% of participants preferred E-mail.
- Other communication preferences include:
  - Posters/flyers (5.3%)
  - Professor promotion in class (5.3%)
  - Flyer distribution by UBC Recreation staff (5.3%)

## Discussion

- There seems to be a lack of involvement in recreation programs suggesting commuter students adopt the ‘in-and-out attitude’.
- Involvement in UBC Recreation programs of commuter students was overall low.

### Challenges and Limitations

- Lack of responses from posters, therefore the method of recruitment of participants was changed to an online survey distributed on social media.
- Responses from the online survey were limited due to the small sample size and vague responses from the participants.
- Most participants were from the faculty of Kinesiology due to the incorporation of the snowball sampling method.

## Suggestions for Partner

- Increase social media presence:** Create virtual community and enhance students connection.
- Increase program and activity awareness:** Expand target demographics beyond athletic students (i.e. non-Kin and transfer students).
- Let students know that multiple tiers are available:** UBC Recreation programs are not only for the “hardcore” students.

### References

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