THE COLLEGIATE READERSHIP PROGRAM SURVEY

The Collegiate Readership Program, managed by USA TODAY, provides students with access to a daily assortment of newspapers.

1. How important is it for you to keep up with current news?
   1. Extremely Important
   2. Very Important
   3. Important
   4. Somewhat Important
   5. Not Important

2. What is your main source for news? (Check one.)
   1. Radio
   2. Newspaper
   3. Network or local television news
   4. Cable news channel
   5. Internet

3. Do you agree that your newspaper readership has increased as a result of the Collegiate Readership Program?
   1. Strongly Agree
   2. Agree
   3. Neither Agree Nor Disagree
   4. Disagree
   5. Strongly Disagree

4. How many days a week do you typically read a newspaper? (Not including your campus newspaper. Check one.)
   1. 5+ days
   2. 3-4 days
   3. 1-2 days
   4. None

5. How does the availability of newspapers impact your campus newspaper readership?
   1. New to campus/no basis of comparison
   2. Still read the student newspaper as often as I did before
   3. Now read the student newspaper more often
   4. Now read the student newspaper less often
   5. Don’t know

6. Daily reading of a newspaper makes me feel more informed about...
   (Check all that apply)
   1. Political issues
   2. Community issues
   3. National and international issues
   4. Ethical issues
   5. Social issues
   6. Career issues

7. Do you have professors who incorporate newspapers into classroom instruction?
   1. Yes
   2. No

8. How important do you think newspapers are to your education? (Check one.)
   1. Extremely important
   2. Very important
   3. Important
   4. Somewhat important
   5. Not important

9. How has daily reading of newspapers impacted your educational experience? (Check all that apply.)
   1. I use what I read in discussions with my peers
   2. I use what I read to prepare for class assignments
   3. I reference what I read in class discussions
   4. I have increased my participation in class discussions
   5. I have a better understanding of politics and law
   6. I have a better understanding of ethical dilemmas

10. Has the knowledge acquired from newspaper reading influenced your views on a political and/or ethical issue?
    1. Yes
    2. No

11. Do you believe that the Collegiate Readership Program should be continued next year?
    1. Yes
    2. No

Comments:

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