



Wilfrid Laurier Students Union Election Survey (2016-2017 school year) January 23, 2016

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Abstract

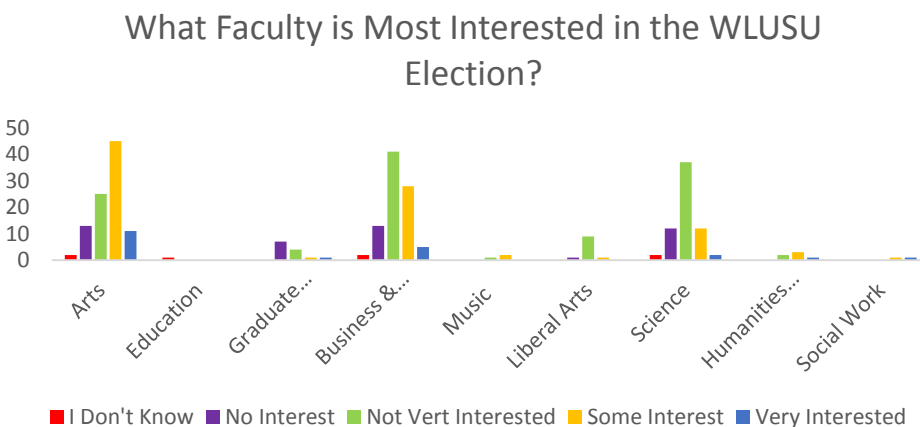
This research looks at the overall interest and satisfaction students at Wilfrid Laurier (Waterloo Campus) have towards the current Wilfrid Laurier University Student Unions election. This survey was constructed, administered and analyzed by the Laurier Student Poll, a subsidiary of Wilfrid Laurier Student Unions Publications. For further information regarding this survey or a comprehensive data set, please contact Fani Hsieh @ (Need mail and sudd)

Methodology

On January 19th and 20th, we surveyed 286 students (N=286) in person throughout the Waterloo Laurier campus. All samples were randomly selected through a randomized control trial. Our survey consisted of 8 multiple-choice questions, and one open ended question. From our sample we had 161 females, 115 males, 3 others and 7 no responses. The breakdown by school year was 95 students in 1st year, 69 students in 2nd year, 47 students in 3rd year, 52 students in 4th year, 11 students in 5th year, and 12 students in other. The faculty breakdown included 96 Arts students, 89 students from the Lazaridis School of Business and Economics, 65 Science faculty students, 13 graduate students (who previously attended Laurier), 11 students from the Faculty of Music, 3 students from the faculty of Liberal Arts, 6 students from the Faculty of Human and Social Sciences, 2 students from the faculty of Social Work and 1 student from the faculty of Education. The results are for research purposes only and are employed as a best attempt to represent to the different views the student body at Wilfrid Laurier have towards the 2016-2017 WLUSU election.

Key Findings

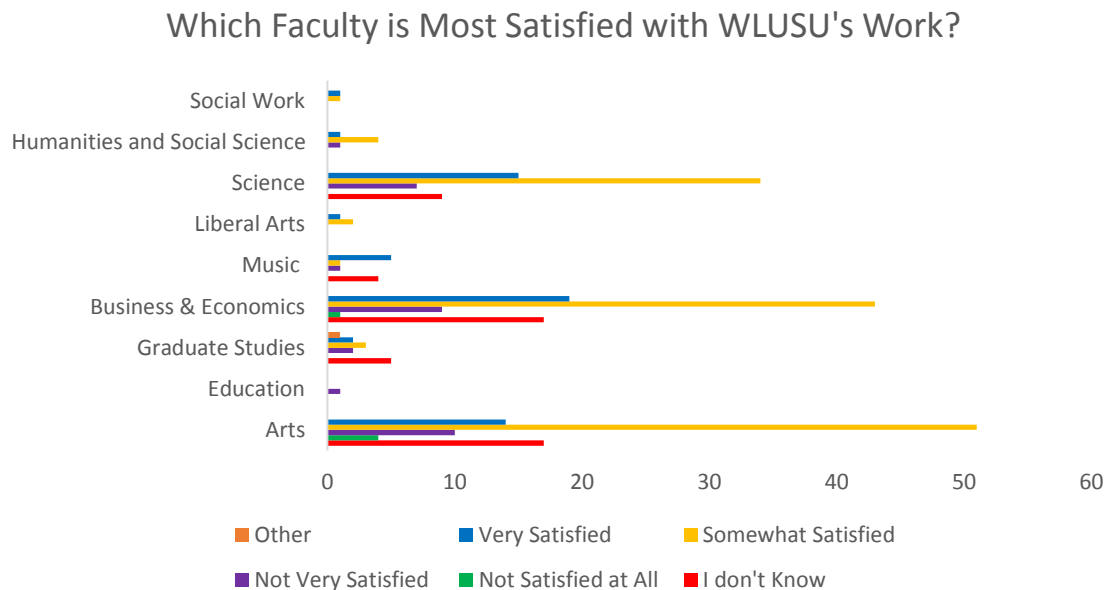
Figure 1



Reflecting on the obtained data, it was discovered that Arts, Business & Economics, and Science have the highest levels of interest in the election. This could be attributed to the fact that they are

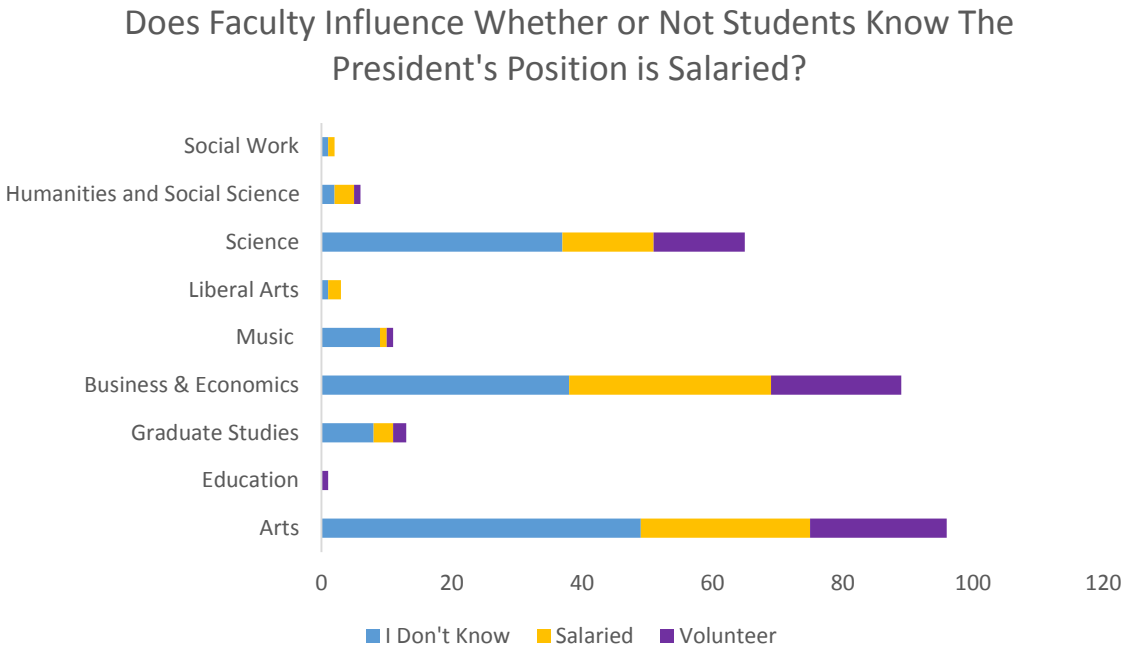
the largest faculties on campus. There are several other variables that could account for this that deserve further research in later surveys; variables concerning the issues discussed and perception that candidates will benefit their faculties are some hypothesized theories. However, it is evident that students in the Arts faculty, on average, maintained a greater level of interest towards the 2016-2017 election when compared to their counterpart faculties. This could be attributed to a various factors; hypothesized variables are the presence of pre-existing representation towards business and economics students such as the Lazaridis Student society and a lack of issues that business/economics/science believe will effect their faculties more than it would arts students. This is a hypothesized relationship and is not necessarily true but would warrant further research in the future.

Figure 2



Similarly and in line with the previous findings, the Arts faculty, on average, maintained a greater level of satisfaction towards WLUSU when compared to their counterpart faculties. Again, could be attributed to organizations like the Lazaridis Student society that may satisfy the needs of Business and economics students better than they perceive WLUSU can or has in the past. Similar hypothesis can be made regarding the faculty of Science regarding WLUSU not discussing issues that these students feel affect them.

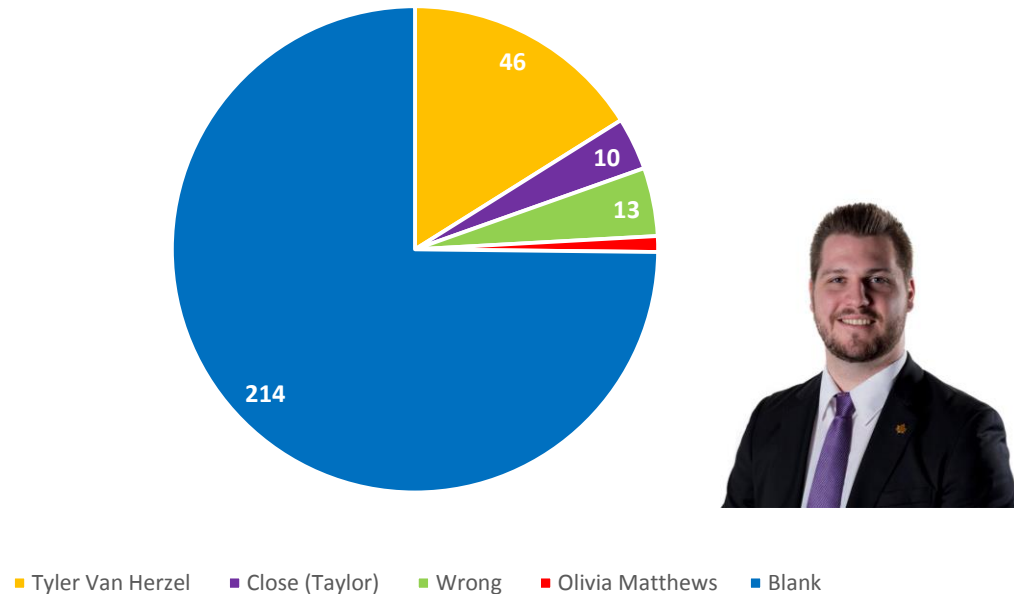
Figure 3



Observing the data concerning student’s knowledge about the position of WLUSU President, a majority of students across all faculties (Business and Economics is better than most) failed to identify correctly that the position is salaried. In total, 51% of students indicated they “Don’t Know” whether or not the position is salaried or voluntary while 21% wrongfully answered the position is voluntary. Considering this year’s election, there is only one candidate running for the president. Looking to the data, it is hypothesized that there could potentially be a lack of general knowledge about the benefits or compensation for WLUSU President, which in turn, has deterred some students from running. Students may feel the position is overwhelming but may re consider once they are made aware that the position does not just maintain many of the responsibilities a real job does but also compensates the position for its efforts. Forthcoming research into this subject would be increasingly useful for future elections aimed at increasing candidate turnout and perhaps a greater variety of faculty representation would ensue. Science students on average answered this question incorrectly which may point to their lack of knowledge about this or a lack of available information/advertised information to these students.

Figure 4

Can Students Name the Current President?



When asked to name the current president, approximately 16% of students could do so correctly (including answers such as “Tyler”, “Tyler H” and “Van Herzel” along with the correct spelling of “Tyler Van Herzel”). 10 students also provided similar sounding names, such as “Taylor”. Meanwhile, 75% of students did not even make a guess. Interestingly, 3 students were able to name previous president, Olivia Matthews. Some other responses we received were “That really nice looking guy” and “Emma Watson”. In line with the various polls and data presented in this report, many students seem to have a general disconnect from WLUSU and are not entirely interested in the election. A hypothesized answer to this is perhaps the fact Tyler is from the Brantford campus and is therefore not instantly recognizable to many students at the Waterloo campus who do not have prior knowledge of WLUSU or the candidates.

Discussion

Considering the data obtained from the following survey, it is apparent that there is a lack of interest between students of faculties besides arts and the WLUSUS/WLUSU election. A large portion of students felt relatively low levels of interest towards the election while similar numbers reported having unsatisfactory or indifferent feelings towards WLUSU. This data points to the need for increased emphasis on marketing the election and WLUSU as integral parts of student life at Laurier and perhaps give more context to issues that would attract students to become more interested. Further research should be conducted into how different faculties think WLUSU will effect them as students and if the current strategy and platform taken by presidents and board members is something that interest a variety of faculties.

Methodology

Faculty * Interest in WLUSU Election Crosstabulation

Count

		Interest in WLUSU Election					Total
		don't know	none	not	some	very	
Faculty	art	2	13	25	45	11	96
	ed	1	0	0	0	0	1
	grad	0	6	4	1	1	12
	laz	2	13	41	28	5	89
	lib	0	0	1	2	0	3
	mus	0	1	9	1	0	11
	sci	2	12	37	12	2	65
	soc	0	0	2	3	1	6
	social w	0	0	0	1	1	2
Total		7	45	119	93	21	285

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	94.128 ^a	32	.000
Likelihood Ratio	61.190	32	.001
N of Valid Cases	285		

a. 33 cells (73.3%) have expected count less than 5. The minimum expected count is .02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Ordinal by Ordinal	Kendall's tau-c	-.128	.045	-2.821	.005
N of Valid Cases		285			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

The following cross tab tests the relationship between faculty and whether respondents were interested in the 2017 WLUSU election at Wilfrid Laurier. Confidence was set a 0.95, while Tau c was used as a measure of ordinal association for these asymmetric variables. Chi value $P < 0.000$ signifies a significant relationship between a respondents faculty and whether they were interested in the election. The strength of the relationship as represented by Kendalls Tau-c is $-.128$ indicating a negative weak relationship between the strength of the two variables.

Margin of Error: Amount that is allowed for in a case of miscalculation or change of variables. (+ Or - the percentage of respondents in each category). Don't know was not calculated due to a large margin of error.

None= 13.43 (n=45)

Not very much = 6.87 (n=119)

Somewhat = 8.36 (n=93)

Very much = 20.62 (n=21)

Due to large margins of error regarding some responses, there is concern results may not be as representative as desired and further polling is recommended.

Faculty * What is your satisfaction with WLUSU? Crosstabulation

Count

		What is your satisfaction with WLUSU?					Total
		don't know	none	not	some	very	
Faculty	art	17	4	10	51	14	96
	ed	0	0	1	0	0	1
	grad	5	0	2	3	2	12
	laz	17	1	9	43	19	89
	lib	0	0	0	2	1	3
	mus	4	0	1	1	5	11
	sci	9	0	7	34	15	65
	soc	0	0	1	4	1	6
	social w	0	0	0	1	1	2
Total		52	5	31	139	58	285

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.414 ^a	32	.310
Likelihood Ratio	34.681	32	.341
N of Valid Cases	285		

a. 31 cells (68.9%) have expected count less than 5. The minimum expected count is .02.

Symmetric Measures

	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	
Ordinal by Ordinal	Kendall's tau-c	.084	.041	2.041	.041

N of Valid Cases	285		
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- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

The following cross tab tests the relationship between faculty and whether respondents were satisfied with WLUSU services at Wilfrid Laurier. Confidence was set a 0.95, while Tau c was used as a measure of ordinal association for these asymmetric variables. Chi value $P > 0.000$ (0.310) signifies that there isn't a statistically significant relationship between a respondent's faculty and whether they were satisfied with the performance of WLUSU thus far. The strength of the relationship as represented by Kendalls Tau-c is 0.0841 indicating a positive however very weak relationship between the strength of the two variables.

Margin of Error: Amount that is allowed for in a case of miscalculation or change of variables. (+ Or - the percentage of respondents in each category). Don't know was not calculated while none reported the high margin of error however $n=285$ for calculations. Additional polling is recommended.

None= 43.52 (n=5)

Not very much = 16.65 (n=31)

Somewhat = 8.96 (n=139)

Very much = 11.5 (n=58)

Due to large margins of error regarding some responses, there is concern results may not be as representative as desired and further polling is recommended.

Faculty * Is the WLUSU president a salaried position? Crosstabulation

Count

		Is the WLUSU president a salaried position?			Total
		don't know	no	yes	
Faculty	art	49	21	26	96
	ed	0	1	0	1
	grad	8	1	3	12
	laz	38	20	31	89
	lib	1	0	2	3
	mus	9	1	1	11
	sci	37	14	14	65
	soc	2	1	3	6
	social w	1	0	1	2
Total		145	59	81	285

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.358 ^a	16	.303
Likelihood Ratio	18.784	16	.280
N of Valid Cases	285		

a. 16 cells (59.3%) have expected count less than 5. The minimum expected count is .21.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Ordinal by Ordinal	Kendall's tau-c	-.018	.052	-.348	.728
N of Valid Cases		285			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

The following cross tab tests the relationship between faculty and whether respondents were satisfied with WLUSU services at Wilfrid Laurier. Confidence was set a 0.95, while Tau c was used as a measure of ordinal association for these asymmetric variables. Chi value $P > 0.000$ (0.303) signifies that there isn't a statistically significant relationship between a respondent's faculty and whether they were satisfied with the performance of WLUSU thus far. The strength of the relationship as represented by Kendalls Tau-c is -0.018 indicating a negative and very weak relationship between the strength of the two variables.

Margin of Error: Amount that is allowed for in a case of miscalculation or change of variables. (+ Or - the percentage of respondents in each category). Don't know was not calculated while none reported the high margin of error however $n=285$ for calculations. Additional polling is recommended. The lack of statistical significance is hypothesized to be attributed to the large number of responders who did not know the name of the incumbent WLUSU president.

Yes = 9.23 (n=81)

No = 11.38 (n=59)

Due to large margins of error regarding some responses, there is concern results may not be as representative as desired and further polling is recommended.