

Communication Studies
Eastern Illinois University
Assessment Data Collection

Instructors:

The surveys on the following pages are part of the annual assessment data collection cycle of the Dept. of Communication Studies.

This document incorporates four different parts:

- Demographic information (items 1-10)
- Social responsibility and professional ethics measure (items 11-30)
- Multicultural sensibility measure (items 31-60)
- Communication flexibility scale (items 61-74)

Students in all Communication Studies classes can respond to the above four measures.

Students who have taken this survey already should **not** take it a second time.
All answers should be entered on the scantron forms included in this package.

Please return the completed surveys in the cardboard box in the copy room.

**Department of
Communication Studies
Assessment Survey**

As part of the annual assessment efforts of the Dept. of Communication Studies, you are asked to fill out the following survey. Please read each of the statements below and respond by choosing your personal level of agreement or disagreement and mark your responses by darkening the corresponding bubble on the separate bubble sheet. Thank you for your cooperation.

Demographic Questions

1. What is your class level at EIU?

(0) Freshman (1) Sophomore (2) Junior (3) Senior (4) Graduate Student (5) Other

2. What is your enrollment status?

(0) part-time (1) full-time

3. How many semester hours have you completed at this point?

(0) less than 30 hours (1) 30 to 59 hours (2) 60 to 89 hours (3) 90 to 120 hours (4) 121 plus hours

4. How many years have you attended EIU?

(0) I am in my first year (1) I am in my second year (2) I am in my third year
(3) I am in my fourth year (4) I am in my fifth year (or more)

5. Which of the following categories does your GPA fall into?

(0) Under 2.00 (1) 2.001 to 2.25 (2) 2.251 to 2.75 (3) 2.751 to 3.00 (4) 3.001 to 3.50 (5) 3.501 to 4.00

6. What is your sex?

(0) Male (1) Female

7. Please indicate your racial/ethnic background

(0) African-American (1) Native American (2) Caucasian (3) Asian (4) Hispanic/Latino (5) Other

8. Is your major Communication Studies?

(0) Yes (1) No

9. Is your minor Communication Studies?

(0) Yes (1) No

10. What is your program of study?

(0) Communication Theory and Practice
(1) Corporate Communication
(2) Mass Communication—Broadcast News
(3) Mass Communication—Electronic Media Production
(4) Mass Communication—Media Studies
(5) Public Relations
(6) Rhetoric and Public Advocacy
(7) None of the above

Department of Communication Studies
Student Assessment

As part of the annual assessment efforts of the Dept. of Communication Studies, you are asked to fill out the following survey. Please read each of the following statements and respond by choosing your personal level of agreement or disagreement and mark your responses by darkening the corresponding bubble on the separate bubble sheet. Thank you for your cooperation.

11. I volunteer consistently with an agency or organization.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

12. I would participate in a march or demonstration for issues that are important to me.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

13. When I look for employment after graduation, I will be careful to work only for a company that operates in a way that I consider to be socially and morally responsible.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

14. My main responsibility toward disadvantaged people is to work toward changing social systems that cause them to be disadvantaged.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

15. I often have to supplement the information introduced to me in classes with my own research of the moral implications of the content.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

16. I often read news articles about social problems with which I am involved.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

17. I have done a number of class papers about a particular social issue that concerns me.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

18. Although I think it is important to raise money to help needy people, I am not personally interested in working directly with such people.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

19. I have campaigned on behalf of political candidates for federal, state, or local office whom I consider to be socially responsible.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

20. I think about social justice and how I can make a difference.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

21. In my communication classes, we often discuss social and ethical issues.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

22. In my communication classes, I have gained greater appreciation of social justice issues and how I can make a difference.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

23. Communicators should demonstrate sensitivity to cultural values and beliefs.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

24. Communicators must protect confidential information.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

25. Communicators should give credit to the sources of their ideas.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

26. Communicators should have an opportunity to voice their opinions and concerns.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

27. Organizations should accept direct responsibility for actions that negatively affect their customers/clients.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

28. Organizations should be accountable to global communities that may have concerns about their operations.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

29. Public relations practitioners should disclose who their clients are.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

30. Public relations practitioners should not withhold information from the media just to make their organization look better to stakeholders.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

31. I almost always try to understand customs of diverse cultures.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

32. I look for opportunities to interact with different cultures.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

33. I would welcome an opportunity to live with a classmate from another country.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

34. When I meet someone from an unfamiliar culture, I almost always try to find out more about their culture.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

35. I would welcome an opportunity to take some of my college courses in another country.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

36. Adapting to the customs of another country would not be a problem for me.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

37. I enjoy hearing different languages spoken.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

38. It is important for me to learn a language other than my own.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

39. World interests tend to be more important than the interests of my country.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

40. I would enjoy working with coworkers who are from other countries.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

41. I have many friends of different ethnicities.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

42. I feel that in order for a person to become an American he/she should be willing to give up some of their loyalties to their country of origin.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

43. Although individuality is important in the United States, excessive differences in beliefs can hurt society.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

44. Different language groups in America are beneficial to the cultural development of the United States

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

45. It should not be too easy to become an American citizen.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

46. A person's work ethic tends to be related to their cultural upbringing.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

47. I see nothing wrong with a person wishing to live in a neighborhood composed of only one ethnic group.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

48. Citizens who have different national backgrounds should be encouraged to retain their various customs and traditions.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

49. It pleases me to see such a great variety of religions in the United States.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

50. Some people are too insistent on retaining their customs and traditions while living in the US.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

51. I am pleased that various ethnic groups raise their children in different ways.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

52. Students who do not speak English should be given an opportunity to be instructed in their native language in public schools.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

53. The fact that various ethnic groups raise their children with different customs and traditions does not pose a problem to our public schools.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

54. I feel that stressing different ethnic customs and traditions in public schools tends to reduce learning the basics (i.e. reading, writing, math, etc.).

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

55. Public school teachers should encourage their foreign students to speak in their native language.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

56. It is important for English speaking students to learn how to speak another language.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

57. The public school curriculum should concentrate more on the development of American society as a whole rather than on specific groups.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

58. The American public school system's curriculum should reflect the heritages of different ethnic groups in our society.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

59. It is necessary for schools to use standard English as the only language of instruction.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

60. It is important to celebrate diversity in the public schools.

(0)Strongly disagree (1)Disagree (2)Unsure (3)Agree (4)Strongly agree

Here are some situations that illustrate how people sometimes act when communicating with others. The first part of each situation asks you to imagine that you are in that situation. Then, a course of action is identified and you are asked to determine how much your own behavior would be like the action described in the scenario. Please mark your responses by darkening the corresponding bubble on the separate bubble sheet.

61. Last week, as you were discussing your strained finances with your family, family members came up with several possible solutions. Even though you already decided on one solution, you decided to spend more time considering all the possibilities before making a final decision.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

62. You were invited to a Halloween Party and assuming it was a costume party, you dressed as a pumpkin. When you arrived at the party and found everyone else dressed in formal attire, you laughed and joked about the misunderstanding, and decided to stay and enjoy the party.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

63. You have always enjoyed being with your friend Chris, but do not enjoy Chris' habit of always interrupting you. The last time you met, every time Chris interrupted you, you then interrupted Chris to teach Chris a lesson.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

64. Your daily schedule is very structured and your calendar is full of appointments and commitments. When you were asked to make a change in your schedule, you replied that changes are impossible before even considering the change.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

65. You went to a party where over 50 people attended. You had a good time, but spent most of the evening talking to one close friend rather than meeting new people.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

66. When discussing a personal problem with a group of friends, you noticed that many different solutions were offered. Although several of the solutions seemed feasible, you already had your opinion and did not listen to any of the alternative solutions.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

67. You and a friend are planning a fun evening and you're dressed and ready ahead of time. You find that you are unable to do anything else until your friend arrives.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

68. When you found your seat at the ball game, you realized you did not know anyone sitting nearby. However, you introduced yourself to the people sitting next to you and attempted to strike up a conversation.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

69. You had lunch with your friend Chris, and Chris told you about a too-personal family problem. You quickly finished your lunch and stated that you had to leave because you had a lot to do that afternoon.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

70. You were involved in a discussion about international politics with a group of acquaintances and you assumed that the members of the group were as knowledgeable as you on the topic; but, as the discussion progressed, you learned that most of the group knew little about the subject. Instead of explaining your point of view, you decided to withdraw from the discussion.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

71. You and a group of friends got into a discussion about gun control and, after a while, it became obvious that your opinions differed greatly from the rest of the group. You explained your position once again, but you agreed to respect the group's opinion also.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

72. You were asked to speak to a group you belong to, so you worked hard preparing a 30-minute presentation; but at the meeting, the organizer asked you to lead a question and answer session instead of giving your presentation. You agreed, and answered the group's questions as candidly and fully as possible.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

73. You were offered a managerial position where every day you would face new tasks and challenges and a changing day-to-day routine. You decided to accept this position instead of one that has a stable daily routine.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you

74. You were asked to give a speech at a Chamber of Commerce breakfast. Because you did not know anyone at the breakfast and would feel uncomfortable not knowing anyone in the audience, you declined the invitation.

The described behavior is:

(0) Not at all like you (1) Not Much like you (2) Somewhat like you (3) A lot like you (4) Exactly like you