

Methodology Report:

American Council of Trustees and Alumni
Survey of Missouri Public Universities

Submitted by:

Pulsar Research and Consulting

February 21, 2007



Pulsar

Pulsar is a full-service firm specializing in custom survey research and consulting. It provides research-based counsel and solutions to help make effective decisions from actionable research. The thoroughness and accuracy of Pulsar's research provides a base of valuable information. Pulsar also provides in-depth data analysis and high end reporting.

Chris Barnes, a partner with Pulsar Research, oversaw this project. Prior to coming to Pulsar, Barnes was a cofounder of the Center for Survey Research and Analysis and established the Department of Public Policy research unit at the University of Connecticut. Barnes also taught in the Masters in Survey Research program while at the University. Barnes was a Policy Researcher for the Connecticut State Senate and then a Market Research Executive at Millward Brown where he specialized in technology research prior to Pulsar. He earned his BA from Kenyon College, and his Masters from the University of Connecticut.

Barnes' studies and analysis have appeared in the New York Times, Wall Street Journal, and Washington Post on the national level as well as in all Connecticut media outlets. He has led groundbreaking projects in a wide array of fields. From education and housing to energy and the media, these research projects have shared a common goal – producing actionable information.

Barnes can be reached for comment regarding this study at 1.860.919.3659 or cbarnes@pulsarresearch.com.

Methodology

The American Council of Trustees and Alumni (ACTA) commissioned Pulsar Research and Consulting to conduct a survey of undergraduates at the two largest public universities in Missouri – the University of Missouri and Missouri State University. The goal of the study was to measure student attitudes regarding the campus climate. Pulsar conducted more than 320 interviews at each of the universities.

Questionnaire Design

The survey instrument was based on the instrument used in the 2004 ACTA survey of students at the top fifty colleges and universities in the United States. The instrument includes a series of questions designed to evaluate student perceptions of the political climate on campus as well as their experiences with the inclusion of political commentary and material in courses. It also includes demographics questions that were used to ensure the sample accurately represented the student population. The survey instrument was pre-tested to ensure the questions were properly constructed and understood by respondents.

Data Collection

Pulsar researchers have determined that in-person interviewing is the most effective method of interviewing large numbers of college students at a single institution. The method has the lowest level of coverage error and previous experiments revealed it to be an efficient and representative methodology.

Students were intercepted at various times of day and at several places of high student traffic on or adjacent to each campus to insure randomness. Times of day ranged from 9am until 9pm for each school. A few examples of both indoor and outdoor places of high student traffic that could be utilized depending on the school included eateries, coffee houses, exercise facilities, student centers, and major walkways. The process took place for multiple days per campus until sufficient completed interviews were achieved. Respondents are guaranteed anonymity, as names and contact information are not recorded with the dataset.

Respondent Selection

Respondent selection was accomplished through the following steps. Operations staff collected demographics, population statistics, and geographic maps for each school. Dormitory and other residential student data, as well as classroom buildings and other data germane to establishing traffic flow estimates were assembled. A list of preliminary sites was selected based on these estimates. Survey supervisors verified established flow at selected locations and verified that key traffic flow areas were not inadvertently omitted. Where appropriate, off campus sites were added to the list of intercept locations. Following the verification a final selection of sites was determined and specific times and locations and given a target number of completes for each intercept location selected based on the flow data gathered. Different times were used at each location, based on traffic flow counts. Sampling ratios at individual sites varied by traffic volume and school size to accommodate target completes. A ratio was established for respondent selection and every n th person was verbally asked the screening questions. Refusals were replaced with the next person. Data collection continued at each school until the total number of completes for the particular school were collected. Demographic questions were used to monitor potential bias on contact rates and did not reveal any issues.

Weighting

Data for the representative schools were weighted to account for variance in enrollment between the two schools. Enrollment data was gathered from individual schools as well as from the National Center For Education Statistics' (NCES) restricted Peer Analysis System (IPEDS).

Imported Variables

In order to further enrich the analysis, supplementary variables were created using publicly available institutional characteristics. The two sources used were the NCES (<http://nces.ed.gov/>) and The College Board (both in hard copy and at www.collegeboard.com).

Sampling Error

Sampling error for 652 completed surveys is +/-4%



American Council of Trustees and Alumni
Missouri Public Universities Survey
Total Sample
February 2007

School

	Unweighted N	Weighted N	%
Missouri State	323	268	41.3
University of Missouri	329	381	58.7
Total Weighted N	652	649	100.0

Q1. Are you a freshman, sophomore, junior or senior?

	n	%
Freshman	167	25.8
Sophomore	141	21.7
Junior	150	23.0
Senior	191	29.4
Total	649	100.0

Q2. Do you agree or disagree: On my campus, some professors make negative comments in class about liberals.

	n	%
Strongly Disagree	152	23.6
Disagree	370	57.4
Agree	114	17.7
Strongly Agree	8	1.3
Total	645	100.0
No Answer	4	
Total	649	

Q3. Do you agree or disagree: On my campus, some professors make positive comments in class about liberals.

	n	%
Strongly Disagree	60	9.3
Disagree	222	34.2
Agree	309	47.6
Strongly Agree	57	8.9
Total	649	100.0

Q4. Do you agree or disagree: On my campus, some professors make negative comments in class about conservatives.

	n	%
Strongly Disagree	83	12.9
Disagree	278	42.9
Agree	232	35.8
Strongly Agree	55	8.4
Total	647	100.0
No Answer	2	
Total	649	



American Council of Trustees and Alumni
 Missouri Public Universities Survey
 Total Sample
 February 2007

Q5. Do you agree or disagree: On my campus, some professors make positive comments in class about conservatives.

	n	%
Strongly Disagree	83	12.9
Disagree	337	52.6
Agree	207	32.2
Strongly Agree	14	2.2
Total	641	100.0
No Answer	8	
Total	649	

Q6. Do you agree or disagree: On my campus, some professors make negative comments about people of faith.

	n	%
Strongly Disagree	181	28.0
Disagree	335	52.0
Agree	107	16.6
Strongly Agree	21	3.3
Total	645	100.0
No Answer	4	
Total	649	

Q7. Do you agree or disagree: On my campus, some professors make positive comments about people of faith.

	n	%
Strongly Disagree	77	12.0
Disagree	270	41.9
Agree	266	41.2
Strongly Agree	32	4.9
Total	645	100.0
No Answer	4	
Total	649	

Q8. Do you agree or disagree: On my campus, there are certain topics or viewpoints that are off limits.

	n	%
Strongly Disagree	108	16.7
Disagree	283	43.7
Agree	214	33.0
Strongly Agree	42	6.6
Total	648	100.0
No Answer	1	
Total	649	



American Council of Trustees and Alumni
Missouri Public Universities Survey
Total Sample
February 2007

Q9. Do you agree or disagree: On my campus, students don't feel free to express their patriotism.

	n	%
Strongly Disagree	202	31.4
Disagree	372	57.7
Agree	57	8.8
Strongly Agree	13	2.1
Total	645	100.0
No Answer	4	
Total	649	

Q10. Do you agree or disagree: On my campus, some panel discussions and presentations on political issues seem totally one-sided.

	n	%
Strongly Disagree	38	6.0
Disagree	291	46.0
Agree	246	38.9
Strongly Agree	57	9.1
Total	633	100.0
No Answer	16	
Total	649	

Q11. Do you agree or disagree: On my campus, there is no effective way to complain about a professor's bias without risking retaliation.

	n	%
Strongly Disagree	58	9.0
Disagree	367	57.2
Agree	174	27.1
Strongly Agree	43	6.7
Total	641	100.0
No Answer	8	
Total	649	

Q12. Do you agree or disagree: On my campus, some courses present social and political issues in an unfair and one-sided manner.

	n	%
Strongly Disagree	42	6.6
Disagree	353	55.2
Agree	214	33.5
Strongly Agree	29	4.6
Total	640	100.0
No Answer	9	
Total	649	



American Council of Trustees and Alumni
 Missouri Public Universities Survey
 Total Sample
 February 2007

Q13. Do you agree or disagree: On my campus, there are courses in which students feel they have to agree with the professor's political or social views in order to get a good grade.

	n	%
Strongly Disagree	62	9.6
Disagree	254	39.5
Agree	275	42.7
Strongly Agree	53	8.3
Total	644	100.0
No Answer	5	
Total	649	

Q14. Do you agree or disagree: On my campus, some courses have readings which present only one side of a controversial issue.

	n	%
Strongly Disagree	42	6.5
Disagree	235	36.7
Agree	317	49.5
Strongly Agree	47	7.3
Total	641	100.0
No Answer	8	
Total	649	

Q15. Do you agree or disagree: On my campus, there are courses in which the professor creates an environment that is hostile to certain political or social views.

	n	%
Strongly Disagree	118	18.3
Disagree	384	59.7
Agree	129	20.0
Strongly Agree	13	2.0
Total	644	100.0
No Answer	5	
Total	649	



American Council of Trustees and Alumni
 Missouri Public Universities Survey
 Total Sample
 February 2007

Q16. Do you agree or disagree: On my campus, some professor penalize students because of the student's political or social views.

	n	%
Strongly Disagree	180	27.8
Disagree	390	60.2
Agree	73	11.3
Strongly Agree	4	0.7
Total	647	100.0
No Answer	2	
Total	649	

Q17. Do you agree or disagree: On my campus, some professors use the classroom to present their personal political views.

	n	%
Strongly Disagree	68	10.6
Disagree	199	30.8
Agree	312	48.3
Strongly Agree	67	10.4
Total	647	100.0
No Answer	2	
Total	649	

Q18. Do you agree or disagree: On my campus, some professors frequently comment on politics in class even though it has nothing to do with the course.

	n	%
Strongly Disagree	80	12.4
Disagree	293	45.6
Agree	230	35.7
Strongly Agree	41	6.4
Total	643	100.0
No Answer	6	
Total	649	

Q19. Do you agree or disagree: On my campus, some professors are intolerant of certain political and social viewpoints.

	n	%
Strongly Disagree	110	17.0
Disagree	384	59.4
Agree	140	21.7
Strongly Agree	12	1.8
Total	646	100.0
No Answer	3	
Total	649	



American Council of Trustees and Alumni
 Missouri Public Universities Survey
 Total Sample
 February 2007

Q20. Do you agree or disagree: On my campus, some courses present only a negative view of the United States.

	n	%
Strongly Disagree	198	30.8
Disagree	359	55.7
Agree	82	12.8
Strongly Agree	4	0.6
Total	644	100.0
No Answer	5	
Total	649	

Q21. Do the student evaluation forms of the faculty at your campus ask about a professor's social, political or religious bias?

	n	%
Yes	22	3.5
No	493	78.0
Don't Know	117	18.5
Total	633	100.0
No Answer	16	
Total	649	

Q22. How would you describe your views? Radical left, Liberal, Moderate, Conservative, or Ultraconservative?

	n	%
Radical Left	11	1.8
Liberal	176	28.5
Moderate	281	45.4
Conservative	149	24.0
Ultraconservative	2	0.4
Total	620	100.0
No Answer	29	
Total	649	

Q23. What is your current major?

	n	%
Fine Arts	47	7.3
Humanities	62	9.6
Professional	306	47.1
Science	105	16.1
Social Science	62	9.5
Other	68	10.4
Total	649	100.0



American Council of Trustees and Alumni
Missouri Public Universities Survey
Total Sample
February 2007

Q24. Are you: Male or Female?

	n	%
Male	298	47.0
Female	336	53.0
Total	634	100.0
No Answer	15	
Total	649	

Q25. What is your race/ethnicity?

	n	%
White	520	82.8
Black	43	6.9
Hispanic	13	2.1
Asian	25	3.9
Multi-racial or other	27	4.3
Total	628	100.0
No Answer	21	
Total	649	