UNIVERSITY OF Cincinnati

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Inquiry to Innovation
Fall Semester 2014

Niehoff Studio

College of Design, Architecture, Art, and Planning
Community Design Center

Inquiry to Innovation I UC Forward
Building Health and Resilient Places—Burnet Woods
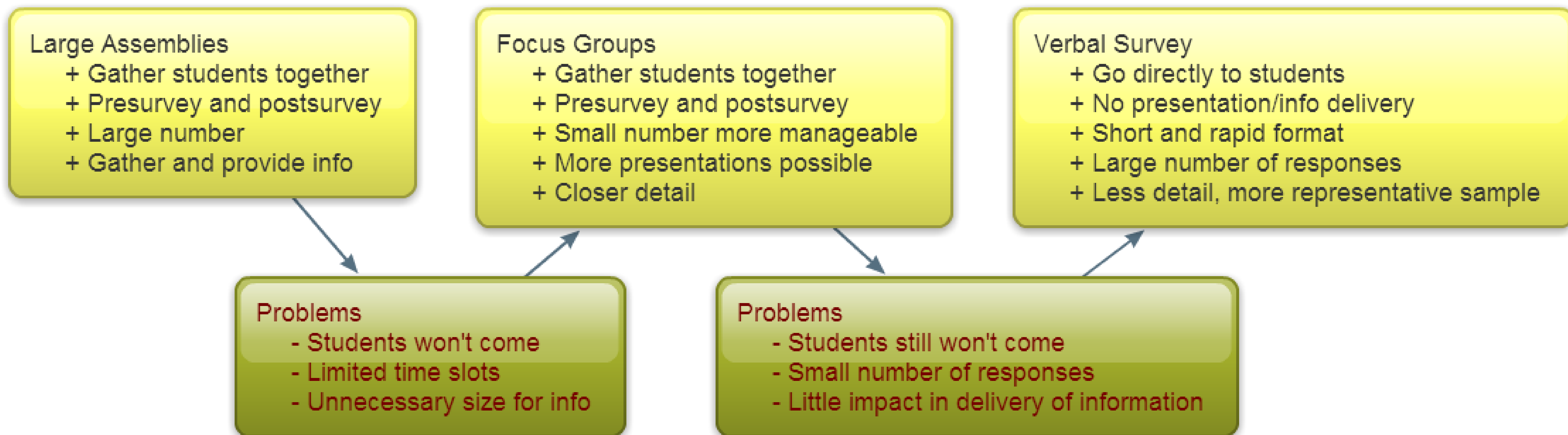
Gathering the Student's Voice
Data through the use of verbal surveys

Conjecture

The thought process of our research and project started with large assemblies and ended with a verbal survey, based off of various problems associated with each idea. In order to obtain authentic, personal responses, we decided that an in-person, discussion provoking survey should be implemented amongst UC students.

Large Assemblies
+ Gather students together
+ Presurvey and postsurvey
+ Large number
+ Gather and provide info

Focus Groups
+ Gather students together
+ Presurvey and postsurvey
+ Small number more manageable
+ More presentations possible
+ Closer detail

Verbal Survey
+ Go directly to students
+ No presentation/info delivery
+ Short and rapid format
+ Large number of responses
+ Less detail, more representative sample

Problems
- Students won't come
- Limited time slots
- Unnecessary size for info

Problems
- Students still won't come
- Small number of responses
- Little impact in delivery of information

Case Studies

http://www.cer.jhu.edu/e-news/enews09-11.html

http://365cincinnati.com/free/burnet-woods

http://www.aen-online.com/AENStudents/UniversityofCoimbra

http://www.officialmacarthurairport.com/

In Person Survey Case Study (Page 5) **University of Coimbra**

• "A total of 230 in-person interviews were completed during the survey, out of 275 attempts,13 leading to a survey response rate of 84%"

• "no cases of giving up were registered when respondents were interviewed in person, i.e., all those who accepted to participate in the survey completed the questionnaire (in the web based survey a total of 53 questionnaires were submitted uncompleted"

• Final result: presenting a survey in-person produces a higher response rate than a survey presented in a different format, such as through the internet or physical genre (paper survey)

Captive Audience Case Study in Airports

• Business Frequent Flyers are 83 percent more likely than all American adults to be the first to try or buy new products and services

• Airports, a "high dwell time environment," deliver a captive audience and provide advertisers with a potential for strong returns on investment

• Final result: having a captive audience leads to a high response rate from individuals and forces the audience to pay attention to what the presenter is trying to say