

NCAA Division II Athletic Social Media Effectiveness

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### **Abstract**

*Purpose:* The purpose of this study was to provide an insight on how Augustana students gather information on athletics, what platforms they prefer (Twitter, Instagram, Facebook, SnapChat, or the GoAugie.com), and which content generated the most traffic. *Methods:* This was measured by analyzing the data collected by an online survey that was sent to the current Augustana students by Amail and emails. *Results:* 179 current Augustana students (88 males and 91 females) completed the survey. The data illustrated that students use SnapChat the most for personal use. Twitter was the main platform that the students would look to first if they wanted to gather more information about general Augsutana Athletics information. *Conclusion:* The data supported the hypothesis and analyzing the data that was collected after the survey to current Augustana University students it is clear that they are utilizing Instagram the most to gather their information for Augustana athletics. They are looking for more content on the official Go Augie Instagram account but also with the individual team instagram accounts.

### **Introduction**

“Social Media is a powerful vehicle that drives sports talk today and the way fans interact with teams, players, personalities and fellow fans. It's a powerful source for getting news, engaging in topical discussions and empowering brands” - Forbes (2015)

Growing up as a millennial involved in sports, I have seen first hand how social media has created a new sense of community by engaging directly with sports fans or athletes letting fans see a glimpse of their everyday lifestyle. Now it is even easier for social media users to stay up to date with all their favorite teams and athletes, since people have their phones attached to their hips. Most sports organizations ranging from high school, club, college, and professional sports have Twitter, Facebook, and Instagram. Sport organizations are using these tools to spread information in their community about what is happening and giving their audience access to special insights to their teams which creates fan identification.

Social media significantly influences higher education because students are connected through their mobile device. Not only are college students connecting with each other but also with the university. The fact that social media is so public and is available to the university stakeholders makes it even more important for the university's communication departments to understand the best practice on the universities platforms (Rowan, 2016). There are multiple different social media platforms that people are associated with but there are differences between each platform. Rowan, research breaks down social media platforms by their central organizing function which is what categorizes social media: social networking - Facebook, microblogging - Twitter, media sharing - YouTube (2016).

Athletics is at the forefront for most universities in the news, press, and media. It is always important to make sure your media relations teams are representing your school in the same manner as you would. McCarthy explains that before topics are posted on social media, especially if it is about controversial topics, to always consult with your university media relations (2015). The media can always misinterpret or twist information so it is extremely important to make sure that the information that is presented to the public from the main accounts are accurate and well thought out. McCarthy et al suggests to never directly reply and correct other people's information about the university but instead to always just post the correct information which would show your way of clearing the air (2015).

Previous research on sports social media marketing has created opportunities for new researchers to come in and gather more insights. Hilde et al. (2018) suggests that future research might try to capture positive and negative engagement to examine what platforms users tend to choose in certain situations. Interactive social media has become an everyday activity for students, alumni, and even recruits. Cook et al explains while running university athletic social media accounts you need to establish a presence, display passion for the league, tell its story, and reveal some of the team's personality (2013). The connections that are made on social media happen instantaneously and don't cost a single dollar. Cook et al elaborates on how you can use these platforms to connect with your alumnae base by posting old photos to spark up memories which may even lead to more donations in the long run for your university (2013). Phua et al. (2016) recommends that future research widen the age range to obtain results on not just student athletes engagement on the university athletic teams, but even to see what alumni or donors prefer. Kim et al. (2017) tried to find supporting results on a direct influence on sport

participation on psychological well-being, but instead found a link between social media use and college attachment which had a correlation with individual's psychological well-being. Smith et al. (2015) advocates for the next research to be more specific and just examining the effect of athletes becoming more personal on social media with their fans and how it increases fan identification. Cook suggests that you also build a connection with the current student-athletes on social media as well by mentioning them or tagging them in your posts to give them a sense of belonging (2013). Finally, Lukack et al. (2017) advises researchers to stay on trend and observe the newer social media platforms and figure out ways to implement them into the university athletic department.

This study aims to advance social media in a National Collegiate Athletic Association (NCAA) Division II private university - Augustana University in Sioux Falls, South Dakota to gather information on the Go Augie social media platforms (Snapchat, Instagram, Facebook, Twitter, Go Augie Website) to compare what platforms current students prefer to gather information for pre, during, or post game information and which content is generating the most traffic I hypothesised that current Augustana students would prefer to gather Augustana Athletics information on Instagram. This data will be beneficial to the Augustana University Athletic Communication department as they prepare their social media strategy.

### **Literature Review**

Social media has become an important method of communication, but one thing for certain is that social media does have an impact on universities at all levels - especially within athletics. Previous research has identified impacts the utilization of social media has, the fan identification, psychological well-being, attachment to university, the most popular social media

platforms, how athletes present themselves on social media, and the amount of media coverage between male and female sports/athletes. Other researchers have used a variety of different measures to calculate their data by using surveys, qualitative research methods, gratification theory, examinations, and comparisons. A review of the literature shows how social media impacts universities as a whole but especially through athletics and how organizations can use social media to collect data to better engage with their fans

Lukack et al. (2017) conducted research related to fan identification and student utilization of social media in one National Collegiate Athletic Association (NCAA) Division I University in Ohio. There were 186 (127 males and 59 females) university students that filled out the Sport Spectator Identification Scale and an updated version of the Utilization of Social Media in Sport Survey. Participants ranged from 18 to 29 years old. The Sport Spectator Identification Scale had seven questions and used an eight point Likert scale. The Utilization of Social Media in Sport Survey contained demographic questions, student's personal social media questions, and university/specific sport social media questions. The authors even broke it down more to see which social media platform option was preferred by the students and the authors concluded that current students were more likely to check the University Athletic Department Webpage for updates about the teams but then would also check Facebook, Twitter, and YouTube. It was concluded that the increase in social media usage with the athletic programs platforms resulted with the students identifying themselves with that team/sport. This research expanded on little to no information on the relationship between utilization of social media with college students and fan identification to help provide information to universities on how current college students are following their athletic teams (Lukack et al.2017). This research will help be a guideline for the

current study of how Division II NCAA University students utilize their social media platforms to follow the university athletic teams.

Other researchers looked into the psychological impact of social media on college students' experience and attachment to the university. Kim et al. (2017) found that students who participated in social media activities related to sporting events felt more attached to their university. The researchers conducted this study at a NCAA Division I public university. The participants were 580 undergrad students who received extra credit to fill out the online survey. The survey was based on a 5-point scale ranging from never to very frequently. The survey contained questions related to the student's personal use of social media and interaction with the university athletic social media platforms, college attachment, psychological well-being, and demographic questions. The results concluded that the more an individual student positively engaged with social media related to the university sporting event, the more that student felt involved and a part of the university community. This is related to less transfer rates and decrease in depression and anxiety. The more students took part in school sporting events, the more likely they would post about it on social media and feel satisfied with the university. This study focused on the interaction of college students with participating in a sporting event whether they are an athlete or not which could have a positive correlation with the increase of social media, which in turns strengthens the college student's sense of attachment to the university which then contributes to their overall psychological well-being (Kim et al. 2017). Researchers in this study focused on linking college students participation in their university sporting events to their overall psychological well-being. This will help guide the current study to focus on all the aspects of engagement not just on social media platforms.



Social media is constantly changing the methods that people use to communicate - Facebook, Twitter, Instagram, Snapchat, Pinterest, LinkedIn, and Google+ all have a unique method of information sharing. According to Phua et al. (2016), they found that social media platforms are used to help pass users' time, but many users are now using social media to retain information ranging from current events, fashion, and connecting with others. The researchers collected 305 (256 females, 53 males) online questionnaires using Qualtrics at a major university in the United States. The first question in the online questionnaire asked the participant to pick their favorite social media platform from Facebook, Twitter, Snapchat, or Instagram then the rest of the questions were strictly based on that one platform. The questions ranged from social networking services (SNS) usage, gratifications of using SNSs, branding community outcomes, and moderation effects. The results were calculated on either a 6-sub scale or a 7-point Likert scale from strongly disagree to strongly agree. Results showed Snapchat was the most popular social media since the data showed that the participants used this social media platform for news, trends, passing time, or sharing problems compared to other social media platforms. This study provides insight into the different social media platforms for influence on individuals through social media marketing (Phua et al 2016).

Hilde et al. (2018) research reinforced Phua et al. (2016) by looking at reasons that international users choose different media platforms. Surveyed 1,346 participants that were 13+ years old in the Dutch population. The length of the survey varied from participant to participant because it was based on their response on the number of social media platforms that they used in the past week. The participants were asked if they used Facebook, Twitter, Instagram, Snapchat, Pinterest, LinkedIn, and Google+ , the date, time, place, which device, and if they encountered

an advertisement on those platforms. The average length of the survey lasted 13 minutes. Results indicate that each platform distributes information differently such as; images, characters, or stories, recent research compares the most popular social media platforms while determining users' main reason for actively participating on that certain platform (Hilde et al 2018). This research shows the most recent data of the participant's social media consumption instead of examining participants' overall usages.

Phua looked at four common platforms: Snapchat, Instagram, Twitter and Facebook. SnapChat scored the highest for users to use for entertainment and relaxation purposes as well as being fun and a form of escapism from everyday routines. SnapChat also was highly rated for social interaction since users sent pictures back and forth to other SnapChatters. SnapChat users not only follow along with their friends, but they also follow along with brands and celebrities they associate with (Hilde et al. 2018).

Instagram, on the other hand, is a little more complex since users are able to “like” and “follow” each other but also comment on other people's photos (Phua et al. 2016). Instagram scored the highest on showing affection because of the direct contact users can have with each other by commenting and showing encouragement. This platform also demonstrates sociability, making friends/acquaintances, and being least inhibited chatting to strangers (Hilde et al. 2018). Twitter is used mostly to get information out fast to users in the least amount of characters possible. Hashtags also help group together similar topics to get other opinions throughout a certain topic. Facebook is used for social interaction and topicality but also to pass time (Hilde et al. 2018). Twitter and Facebook both contain negative emotions related to content. Since

information is constantly updating users are not always pleased to see what is actually happening in the world (Phua et al. 2016).

When people think about going to gather athletic information whether it be from high school to professional teams, historically broadcast television might be at the top of the list. The 2016 Olympics were also known as the 2016 Social Media Olympics. Media. qualitative research methods were used to compare media strategies during the Rio 2016 Games. Hutchins et al. (2017) compared live TV with social media platforms such as Facebook, Twitter, Instagram, and SnapChat. The authors concluded that when television companies combine with social media platforms to post highlights, clips, updates, and reminders with logos from the live broadcast that broadcast television companies were able to reach a wider audience. This is an example of two different markets by combining various social media platforms. Since each platform has unique methods of delivery, each platform also has unique user communications with unique expectations. This study adds history to the current study and explains how broadcast television anchors the flow of the content on social media platforms (Hutchins et al. 2017).

Thus, those who advertise on social media need to be aware of which consumers use different platforms in order to help with fan connection. Facebook, Twitter, Instagram, and Snapchat all have significantly different levels of brand community, identification engagement, commitment, and membership intentions (Phua et al. 2016). Professional and College athletes go through social media training and are told that, “You are your own CEO of your brand” (Brown et al 2012).

Studies have been conducted to see how professional athletes present themselves on their personal social media accounts, in particular Instagram (Smith et al. 2015). This has been a huge

topic of discussion over the past several years - not only within professional sports, but within college athletics as well. Researchers analyzed a total of 1,352 Instagram photos and their captions from two males and two females athletes based on popularity within the sport plus activity level on Instagram. The researchers chose to select sports that were similar between genders - basketball, soccer, tennis, golf, swimming, baseball, and softball. The results were calculated by coding procedures adapted from Goffman (1979) based on 18 items then used Cronbach alpha formula to determine the reliability. Results showed the six categories that generated the most traffic on both genders Instagram accounts - humanitarian, family driven, personality traits and interest, dedicated athlete, endorser, and socialite. The results also added more information on the presentation of the photos compared between genders. Female athletes tended to have more full body photos and the photos with more skin have a positive correlation with an increase in traffic. Males on the other hand posted more with their chest being the focal point and had more traffic if they were posting about how dedicated they are to their sport. Athletes at all levels are being watched with both negative and positive results. Violation within a corporation or the NCAA can cost one their athletic scholarship or resigning of their contract. On the positive side Athletes on their own personal social media can interact with fans, or share their personal life so fans feel a connection with the player. Thus, possible connection results in a positive association for the team (Smith et al. 2015). This study prepares the current study with all of the details that paint the picture since a photo is worth a thousand words. It will help determine what style of pictures are causing those most interactions and engagements compared to others.

There has also been debate over which sports are receiving more coverage compared to gender. Creedon discovered that male sports get far more coverage than women's sports on all social media platforms (2014). The researcher analyzed the activity levels of university social media platforms for male and female sports, knowledge of different photo categories can help determine the best combination of social media platforms to achieve an increase of traffic on social media. Results showed more than 90% of sports reporters are white males which has a direct correlation on the lack of articles on women being produced (Creedon 2014). This study prepares the current research on the background on why female sports are not presented on social media platforms the way that male sports are presented. Creedon talks explains that more male sports are projected on social media platforms because of the amount of money that is invested in males sports compared to female sports.

Therefore, I would like to dive deeper into the past studies and determine how Augustana University utilizes their Go Augie social media platforms. I will be comparing how each post that is generated and catered to each platform via images for Instagram, GIFs for Twitter, plus articles for Facebook. I believe that this will provide insight on how Augustana students are gathering information on athletics, what platforms they prefer, and which content is generating the most traffic. This will have a huge impact on the Universities so they can continue to make improvements on how to engage with college students on social media platforms.

## **Methods**

Participants were current Augustana University students who voluntarily took the online survey provided via Google Forms (Appendix 4). Participants were recruited from Augustana

University located in Sioux Falls, South Dakota. The students were given two weeks to complete the survey and decide to participate in the study. A consent form was displayed to each participant prior to taking the survey (Appendix 3).

The survey was emailed out on November 12th and was kept open for two weeks. On November 27th the survey was closed. The students' emails were gathered from our Dean of Students, Mark Blackburn. The survey was also advertised through Augustana Amail on Monday November 18th, which is a weekly newsletter that is emailed out to the whole student body at Augustana University (Appendix 2). This research does not pose any harm nor have immediate benefits for filling out the survey. Participant's identity will remain confidential. However, this research will bring benefits later especially for Augustana Athletic Communication department so that they can tailor their content to match what their fans are looking for.

The concepts focused on the interactions and engagements by current Augustana Students on the Go Augie Social Media Platforms - Facebook, Twitter, Instagram, SnapChat, and the Go Augie website. It was measured by looking at the data collected by an online survey that was sent to the current Augustana students. A strength to survey research is collecting data on multiple variables that relate to the fans and how they interact with Augustana social media. Participants are going to be chosen based on their ease of contact and availability in respect to when the survey was sent out via email. A Haphazard sample was used since it will reduce cost and time and hopefully lead to a large study sample. A disadvantage of using a non-probability haphazard sample is that all participants are going to be very similar so it would distort generalizability if compared to other universities.

## Results

After the data was collected on Google Forms, there were 179 current Augustana students who completed the survey; 88 males and 91 females. There were 41 freshmen, 38 sophomores, 48 juniors, 36 seniors, and 16 graduate students. 8.4 percent of the participants that took the survey were not associated with any sport at Augustana University. The first two questions were demographic questions but I looked most importantly at questions 5, 6, 8, 9, 10, and 16 the most. These questions broke down which platforms the current students were personally using and also how they were using Augustana athletics social media platforms.

### *Figure 1*

*The breakdown of what year the Augustana students participated in the survey.*

- ❖ Freshman - 22.9%, Sophomores - 21.2%, Juniors - 26.8%, Seniors - 20.1%, and Grad Students - 8.9%
- ❖ This shows the majority of the participants were Juniors at Augustana University.

*SnapChat*

The most interesting results that were gathered from the participants were based off of SnapChat. Out of the total 179 participants, 176 participants currently have a SnapChat account; additionally 66.5% of the participants used SnapChat the most often! This was not a huge shock based off the millennial trends and SnapChat being a front runner as the most used platform in 2017 (Phua, 2017). When the participants were asked about how they interacted with Augustana Athletics SnapChat, only 15 participants (8.4%) actually followed the Augustana Athletics SnapChat account. When trying to gather information about Augustana Athletic, Snapchat came in last for the participants out of the other platforms.

*Figure 2*

*Shows the social media platforms that the participants had a personal account with*

- ❖ SnapChat had the most users at 93.8% while Facebook came in last at 80.4%



***Figure 3***

***Shows the social media platforms that the participants are following Augustana Athletics***

- ❖ Instagram is the most popular platform that participants were following.

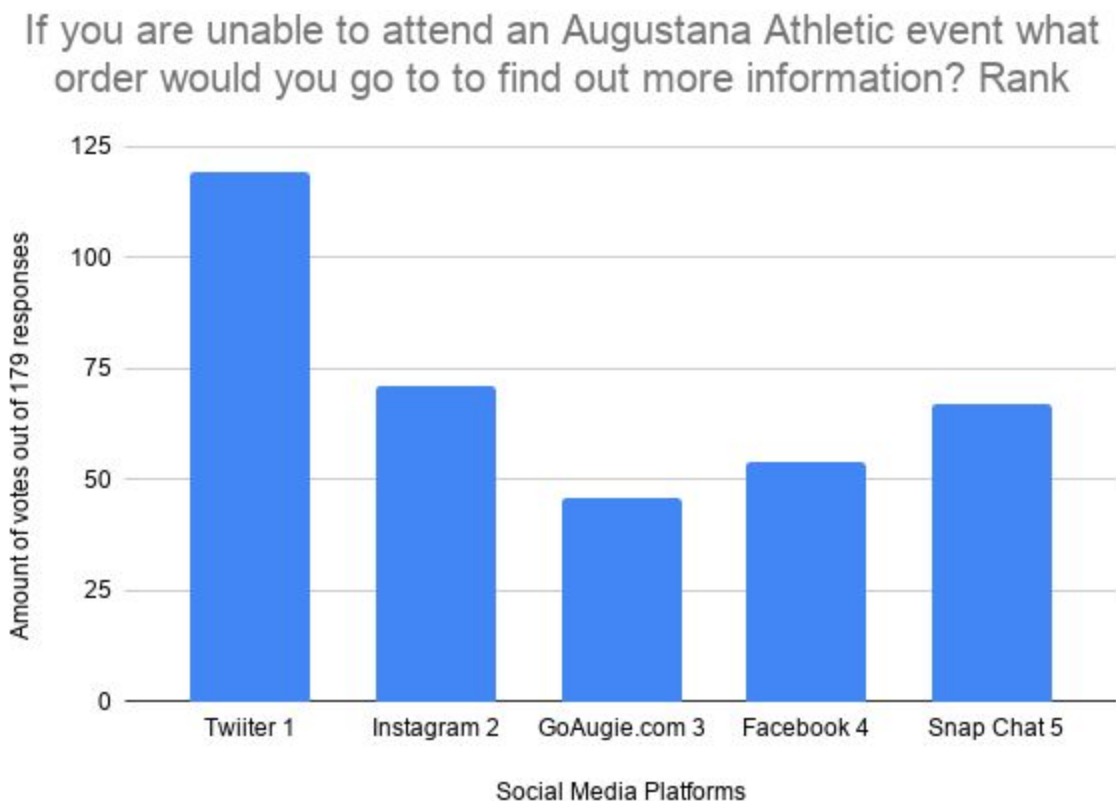
***Twitter***

83.8% of the participants have a personal twitter account while 46.4% of them use Twitter the most often out of all the platforms. 81% of the participants follow the Go Augie (@GoAugie) Twitter account while 119 participants actually go to Twitter first to find out what is happening at an Augustana athletic event if they cannot attend. 58.7% of participants concluded that they would like more information on the general Go Augie Twitter page and they would like to see more game updates (133), GIFs (89), and hype videos at (91). 40.8% of the participants want to see more information on the team specific Twitter accounts.

**Figure 4**

*Shows the social media platform order that participants would go to collect more information*

❖ *The path the majority of participants took were Twitter, Instagram, GoAugie.com, Facebook, then SnapChat*



### *Facebook*

There were a total of 144 participants that have Facebook but it was still the least used at 12.3%. 33.5% followed the Augustana athletics Facebook page. 63 participants said they want to see more news about the programs and 50 participants said they wanted to see more game

updates on the Facebook page. When the participants were looking to gather more information about a sporting event that they missed, 54 people looked at Facebook fourth to find out more information.

**Figure 5**

*Shows the social media platforms that the participants follow Augustana Athletics*

❖ *Twitter came in second place at 81%*

*Instagram*

96% of participants that had their own personal Instagram account and 84.4% of them followed the Go Augie Instagram page. 60.9% of the participants used this platform the most. Instagram also landed in second place when asked what order the participants look at each platform to gather information about Augustana athletics. 87 participants want to see more information on the general Go Augie Page and 80 participants want to see more information on the team Instagram pages. On Instagram 85 participants like to see the actual outcome of the game on the Instagram feed and on the Instagram stories 74 participants like to see the game outcome and 73 participants like to see in game updates.

**Figure 6**

*Demonstrates which social media platform is being used the most*

❖ *SnapChat is ranked number one at 66.5%*

*GoAuge.com*

48% of the participants said they use the website to follow along with Augustana athletics and 42.5% occasionally go to the website to stay up to date. 56 participants like to see the final game outcome on the website and 41 participants like to see the history of Augustana athletics on the website. The most popular after going on Twitter to find out information about an Augustana athletic event is going to the website which was started by 49 people.

**Figure 7**

*Examines how often the participants used the Augustana Athletic website to stay updated about Augustana Athletics*

❖ *It was concluded that the participants occasionally used the website (42.5%)*

### **Discussion**

This study provided an insight on how Augustana students are gathering information on athletics, what platforms they prefer, and which content is generating the most traffic. This will have a huge impact on Augustana University and other Universities so they can continue to make improvements on how to engage with college students on social media platforms. I hypothesised that current Augustana students would prefer to gather Augustana Athletics information on Instagram. The data collection showed that SnapChat had the highest percentage of students with a personal account at 98% but the lowest percent of actually following the Go Augie SnapChat. Instagram had the second highest percentage of people who personally had an account and it was the number one platform that students were wanting more information. The number one place that students go to gather more information about an Augustana athletic event was Twitter. 24% of the participants associated themselves with being a part of Augustana track and field team when filling out the survey. It was concluded that students want to see more information on the general Go Augie Instagram but also on the individual team accounts especially on the volleyball team account (38.5%) plus the track and field account (48%).

Phua et al. (2016) indicated that Snapchat was the most popular social media platform used by college students which was supported by the findings in the current study. It was interesting to see that the most popular social media platform with the current Augustana Students was SnapChat but yet that was the last option for most students to go to to gather information about Augustana athletics. There could be a few reasons that impacted this data. First it could be that Augustana athletics has not promoted or even used snapchat that much to pull their audience to that specific platform. Secondly, SnapChat is used more for their personal

life. Most of the time students are not allowing their parents or businesses to follow them on their personal SnapChat.

### *Limitations*

Within the survey there were a few limitations that could have occurred. A majority of participants reported that they were associated with a sport so that means that most of the participants were student-athletes. It would have been more beneficial to get more of an even response rate from both the student-athletes and the rest of the student body. Other limitations could have been if participants did not answer the questions honestly. Lastly, the survey should only be generated from current Augustana Students but there would be no way to find out if outside participants had access to the link to the survey.

### *Suggestions*

After collecting the data from the survey and comparing it to the previous research the first suggestion that I would recommend for future studies would be to run the same survey to the current student body but then also to donors and or alumni to see where they are gathering their information. This would bring valuable information to the communications department and also to the fundraising department as they figure out new innovative ways to reach out to donors and alumni (Phu, 2016).

After looking at the results from what the Augustana students provided. They want more content on the general Go Augie Instagram but also on the team individual Instagram accounts. This is where a majority of students are spending their time which correlates to where they want

to gather their information. I would suggest that the communication department focus more on enhancing the Instagram accounts if they want to increase their engagement with the current student body.

### *Practical Applications*

A vast majority of universities are always trying to create athlete driven content and that can be really difficult if you don't have a full social team. Other opportunities that the Augustana University Communication department could look at would be to work with companies like Opendorse which would take on those responsibilities. This would help take work off of the small communication team that Augustana has and also push athlete driven content which ultimately produces the most engagement.

This research suggests that the Augustana Communications department focuses more on the general Go Augie account but also team accounts. The data collected shows that the participants spend a lot of their time on this platform and they are looking for more content on the newsfeed and also on the stories. It shows that 84% of the participants follow the Go Augie Instagram account already which is the target market so with more content being produced it will be seen by the target audience. Most of the participants want to see more game updates on the instagram stories whether its the general Go Augie account or the team accounts. 85 participants want to see the outcome of the games on the Instagram feed and 74 want to see it on the story as well.

Previous researchers also suggest always staying on trend with the new social media (Lukack et al.2017). Social media is always changing and it is extremely crucial to always be one



step ahead before the new trend breaks surface or goes viral. I would recommend that the Communication's Department look into getting an Augustana Athletics Tik-Tok account because that's been the new trending platform in 2020 (Mohsin, 2020).

### **Conclusion**

In conclusion, social media trends are always changing - new hashtags, video content, music, captions, new platforms, etc. After analyzing the data that was collected after the survey to current Augustana University students it is clear that they are utilizing Instagram the most to gather their information for Augustana athletics. They are looking for more content on the official Go Augie Instagram account but also with the individual team Instagram accounts. Some suggestions that were made for the Augustana Communication department would be to add Instagram highlights to each account and schedule daily content to be posted on the Instagram story which is an easy way for the audience to stay engaged with the accounts. Universities are always working to push athlete driven content and that could be done with working with outside companies like Opendorse. This can also be a huge factor to get the athletes behind the camera if that is taking over the Instagram accounts. All and all the current students still think that the content that is being distributed is still satisfactory but would enjoy more content spread across all three platforms.

## **Appendix**

### **Appendix 1- Recruiting Script - Current Augustana Students**

Dear Student,

My name is Jaelyn Arndt and I am a Graduate Assistant coach for the volleyball team here at Augustana University and I am researching the use of social media concerning athletics at Augustana University. The purpose of my research is to gather information on how Augustana Athletics social media platforms are being used by current students.

Participation is voluntary but would be very helpful to me and the data that I will be presenting to the Augustana Athletic Communication Department. I cannot promise that the suggestions you make in the following survey will be followed, but will purposefully be considered.

I have invited you to participate in my survey on Google forms, please read the informed consent agreement below the title of the survey carefully. Participation in the survey should take between 5-10 minutes. The answers are reported as group responses and no names will be connected to the data.

<https://forms.gle/1aRe82LLiph9nXpH9>

Thank you for your time and I appreciate your participation

Jaelyn Arndt

## **Appendix 2- Recruiting Script - Augie Amail**

Are you a fan of keeping up with Augustana Sports on social media? I am looking to gather more information on how Augustana Athletics social media platforms are being used by current students. I am inviting you to participate in my survey for 5 - 10 minutes on Google forms.

Thank you for your time and I appreciate your participation. - Jaelyn Arndt

<https://forms.gle/1aRe82LLiph9nXpH9>

## **Appendix 3 - Consent Form**

**Informed Consent Agreement:** Please read this consent agreement carefully before you decide to participate in this study

**Project Title:** NCAA Division II Athletic Social Media Impact

**Purpose of the research study:** The purpose of my research is to gather information on how Augustana Athletics social media platforms are being used by current students.

**What will you do in the study:** Your involvement in this study will be completing a survey that will be presented online. The survey will primarily focus on what social media platforms do you currently use and how you gather information for Augustana Athletics.

**Time Required:** The total time you will spend participating in this study is approximately 5 - 10 minutes and will only require 1 session.

**Risks:** There are no risks associated with this study.

**Benefits:** There are no direct benefits to you for participating in the study. It is hoped, however, that any information from this study may help improve our understanding of the impact of the NCAA Division II Athletic Social Media Impact here at Augustana University.

**Confidentiality:** All information will be strictly confidential. Your response to the survey will be recorded anonymously and only the researchers involved will have access to the study. The information collected will be used for scholarly purposes only. In any publications that may result from this research, no information which may identify you will be published.

**Voluntary Participation:** Your participation in the study is completely voluntary

**Right to withdraw from the study:** You have the right to withdraw from the survey at any time without penalty. Your data will be excluded and erased should you choose to withdraw.

**How to withdraw:** If you would like to withdraw from this study simply close the survey window.

**Future Research:** Collected samples/data [will not/may] be de-identified and used for future research or be given to another investigator for future research without additional informed consent.

**Payment:** You will receive no payment for participating in this study.

**Who to contact if you have any questions about the study?**

Jaelyn Arndt Augustana University; 2001 S Summit Avenue Sioux Falls, SD 57197

**Who to contact about your rights in the study?**

Dr. Cecelia Miles, Chair, Institutional Review Board; Augustana University; 2001 S Summit Ave.; Sioux Falls, SD 57197. Phone: (605) 274-4496; Email: [cmiles@augie.edu](mailto:cmiles@augie.edu) Dr. Colin

Irvine, Dean and Vice President of Academic Affairs; 2001 S Summit Ave.; Sioux Falls, SD 57197. Phone: (605) 274-5417; Email: colin.irvine@augie.edu

## **Appendix 4 - Survey**

1. To which gender identity do you most identify with?
  - a. Female
  - b. Male
  - c. Other
  - d. Prefer not to answer
2. What year are you at Augustana University?
  - a. Freshman
  - b. Sophomore
  - c. Junior
  - d. Senior
  - e. Grad Student
3. If you are a part of an Augustana Sport team please select which sport/sports.
  - a. Football
  - a. Track and field
  - b. Cheer/dance
  - c. Women's Basketball
  - d. Men's Basketball

- e. Softball
  - f. Swimming
  - g. Tennis
  - h. Golf
  - i. Baseball
  - j. Wrestling
  - k. Cross Country
  - l. Soccer
  - m. Volleyball
  - n. Does not pertain to me
4. Which of the following social media platforms do you have a personal account with?
- (Check all that apply)
- a. Twitter
  - b. Facebook
  - c. Instagram
  - d. SnapChat
  - e. Other: \_\_\_\_\_
5. In a typical week, which social media platform do you use most often?
- a. Twitter
  - b. Facebook
  - c. Instagram
  - d. SnapChat

- e. Other \_\_\_\_\_
6. Select all the social media platforms that you currently follow Augustana Athletics.
- a. Twitter
  - b. Facebook
  - c. Instagram
  - d. Snapchat
  - e. GoAugie.com
7. In a typical week, how often are you to use social media platforms for collecting Augustana Athletic information?
- a. Daily
  - b. 1 - 2 times a day
  - c. 3 - 4 times a day
  - d. 5 - 6 times a day
  - e. More than 6 times
  - f. Never
8. In a typical day, how much time do you spend using social media platforms?
- a. 0 - 1 hour
  - b. 2 - 3 hours
  - c. 4 - 5 hours
  - d. More than 5 hours

9. How frequently do you use social media platforms for **sharing** or liking photos, videos, or comments posted by Augustana Athletic social media platforms? (example: retweeting pre-game information about the volleyball match)
- a. Never
  - b. Occasionally
  - c. Sometimes
  - d. Often
  - e. Always
10. How frequently do you use social media platforms for **sharing experiences** about the university sporting events or activities that you post on your personal social media platforms? (example - posting selfies at the basketball game)
- a. Never
  - b. Occasionally
  - c. Sometimes
  - d. Often
  - e. Always
11. How often do you go to the Augustana Athletic website to stay up to date with the University athletics?
- a. Never
  - b. Occasionally
  - c. Sometimes
  - d. Often



- e. Always

12.

13. The amount of communication that is being presented on Augustana Athletics Social media platforms is useful/beneficial/up to par?

- a. Strongly Disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly Agree

14.



16.

17. Where do you wish there was more information about Augustana Sporting Events?

(Check your top FOUR)

- a. Radio
- b. Newspaper
- c. Local Tv
- d. GoAugie.com
- e. Twitter - General Go Augie Page
- f. Facebook - General Go Augie Page
- g. Instagram - General Go Augie Page
- h. Snapchat - General Go Augie Page
- i. Twitter - Team Page
- j. Facebook - Team Page

k. Instagram - Team Page

l. Other \_\_\_\_\_

18. Which Augustana Sport team do you want to see more information about? (Choose all that apply)

o. Football

p. Track and field

q. Cheer/dance

r. Women's Basketball

s. Men's Basketball

t. Softball

u. Swimming

v. Tennis

w. Golf

x. Baseball

y. Wrestling

z. Cross Country

aa. Soccer

bb. Volleyball

## **Appendix 5 - Survey Responses**

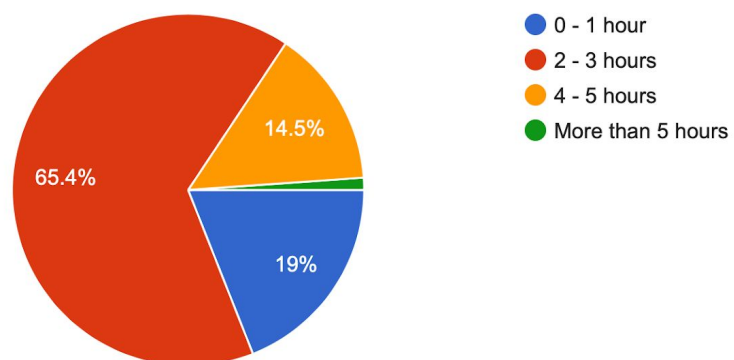






In a typical day, how much time do you spend using social media platforms?

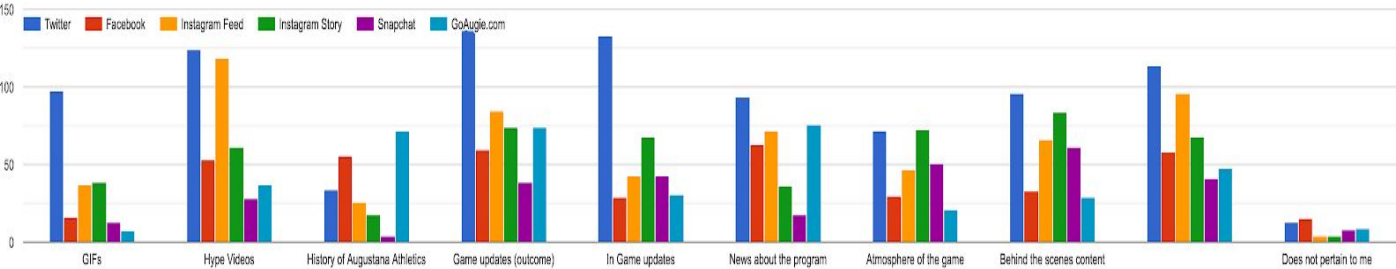
179 responses







What kind of information would you like to see daily on Augustana University Athletics social media platforms? Select all that apply







**APPENDIX 6 - DATA Collection**

*NCAA Division II Athletic Social Media Effectiveness (Responses)*

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