

Fall 2019

William & Mary Student Textbook Survey

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William & Mary Student Textbook Survey

Overview

Mission

To understand the textbook spending practices of W&M students so that the campus administrators have information useful for programs designed to increase course materials affordability.

- Objective 1: Understand current costs of textbooks for W&M students.
- Objective 2: Understand methods W&M students take to lower textbook costs.
- Objective 3: Understand potential impact of implementing cost saving measures.
- Objective 4: Understand options that W&M students might consider to lower the cost of textbooks.

Guiding Questions adapted from 2016 Florida Student Textbook Survey

Question 1: How much do students spend on textbooks and other instructional materials?

Question 2: How often do students buy textbooks that are not used?

Question 3: How are students affected by the cost of textbooks?

Question 4: What digital study aids do students perceive to be most beneficial to their grades?

Question 5: Comparing undergraduate and graduate students, what are the differences in the money spent on course materials, costs covered by financial aid, and the number of textbooks purchased but never used?

Question 6: What are the differences in the money spent on textbooks for students in different degree levels (e.g. Bachelor, master, doctoral)?

Distribution

A survey will be administered in Fall 2019. The survey collects data on what students paid for their textbooks in Fall 2019. It also asks about student thoughts, preferences and behaviors associated with required textbooks which are assigned by their professors.

How Will Results Be Used?

Results will be used to inform the university leadership on this issue and to assess options on ways to address the cost of textbooks at William & Mary.

Survey Introduction

Purpose:

W&M Libraries is leading an effort across campus to understand student course materials spending costs, practices and preferences so that campus administrators have information useful for programs designed to increase course materials affordability. To learn more about W&M's efforts in textbook affordability, go to <https://tinyurl.com/textafford>

Voluntary Participation: The survey is estimated to take 5-12 minutes to complete. Participation is voluntary and may be stopped at any time with no consequences or penalties.

Anticipated Risks: There are no known risks associated with participating in this survey.

Privacy and Confidentiality: Student responses will not be linked to individual students. The responses provided will not impact current or future standing at William & Mary. Anonymized data will be secured within a password protected database.

Benefits of Participation: There are no known benefits for participating in this study. Participation will contribute to research on textbook affordability at William & Mary.

Incentive for Participation: Students may enter a drawing to win a free W&M Libraries Textbook Affordability t-shirt. Winners will be selected at random and notified within two weeks of the conclusion of the survey.

For More Information, Contact:

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You may notify, anonymously if you wish, Dr. Jennifer Stevens, Chair of the PHSC at 757-221-3862 (jastev@wm.edu) if any issues arise during this study.

Participation Requirements:

Must be 18 or older. Must be a current William & Mary student.

Please select whether you agree to participate:

- Yes, I consent to participate in this study.
- No, I do not consent to participate in this study. (This will send them to a thank you page)

Survey Questions

Section: Fall 2019

1. How much did your required textbooks cost for the Fall 2019 semester?
 - a) \$0-100
 - b) \$101-200
 - c) \$201-300
 - d) \$301-400
 - e) \$401-500
 - f) \$501-600
 - g) \$601 or more
 - h) Other (please specify)

2. How much did you spend on required textbooks for the Fall 2019 semester?
 - a) \$0-100
 - b) \$101-200
 - c) \$201-300
 - d) \$301-400
 - e) \$401-500
 - f) \$501-600
 - g) \$601 or more
 - h) Other (please specify)

3. Excluding textbooks, how much did your required course materials for the Fall 2019 semester cost? (*Required course materials may include: lab materials, art supplies, handbooks, guides, course packets, and other print or digital learning materials*)
 - a) \$0-100
 - b) \$101-200
 - c) \$201-300
 - d) \$301-400
 - e) \$401-500
 - f) \$501-600
 - g) \$601 or more
 - h) Other (please specify)

4. Excluding textbooks, how much did you spend on required course materials for the Fall 2019 semester?
 - a) \$0-100
 - b) \$101-200
 - c) \$201-300
 - d) \$301-400
 - e) \$401-500
 - f) \$501-600

Current Question Total: 28 (maximum)

- g) \$601 or more
 - h) Other (please specify)
5. What percentage of your required textbook and course materials are covered by financial aid for the Fall 2019 semester?
- a) I do not receive financial aid
 - b) None
 - c) Less than 25%
 - d) 26% to 50%
 - e) 51% to 75%
 - f) 76% to 99%
 - g) All of my costs
 - h) Other (please specify)

Section: Spending

6. In the past year (Fall 2019 and Spring 2019), how often did you purchase required textbooks and course materials?
- a. Always (More than 80% of the time)
 - b. Mostly (51- 80% of the time)
 - c. Sometimes (21- 50 % of the time)
 - d. Rarely (1- 20% of the time)
 - e. Never
 - f. Not applicable
7. What measures have you taken to reduce your required textbook costs? Check all that apply.
- I do not attempt to reduce textbook costs
 - Buy lifetime access to a digital version of a textbook
 - Buy textbooks from a source other than the campus bookstore
 - Buy used copies from the campus bookstore
 - Check out the textbook from the library
 - Download textbook from the Internet
 - Rent digital textbooks
 - Rent only the digital textbook chapters needed for the course
 - Rent printed textbooks
 - Request book through Interlibrary Loan (ILL)
 - Sell used textbooks
 - Share books with classmates
 - Use a reserve copy from the library
 - Other (please specify)
8. Would you rent one or more of your required textbooks if it saved you money? (Show logic if no "rent" option was selected for #7)

Current Question Total: 28 (maximum)

- a) Yes, either printed or digital
 - b) Yes, only if printed
 - c) Yes, only if digital
 - d) No
 - e) Maybe
9. In your time at William & Mary, what percentage of required textbooks have you actually used for the classes for which they were assigned?
- a) Most (More than 80%)
 - b) Many (51- 80%)
 - c) Some (21- 50%)
 - d) A few (1- 20%)
 - e) None – I have not used any of my required textbooks.
10. In your academic career, has the cost of required textbooks caused you to:
- Take fewer courses
 - Not register for a specific course
 - Drop a course
 - Withdraw from a course
 - Earn a poor grade because I could not afford to buy the textbook
 - Fail a course because I could not afford to buy the textbook
 - Not purchase the required textbook
 - Choose a different major
 - Other (Please specify)
 - Not Applicable

Section: Format Preferences

11. What is your preference for accessing required textbooks?
- a) Prefer a physical hard copy
 - b) Prefer e-book or digital copy
 - c) I do not have a preference
 - d) Other (please specify)
12. What is your preference for accessing optional textbooks?
- a) Prefer a physical hard copy
 - b) Prefer e-book or digital copy
 - c) I do not have a preference
 - d) Other (please specify)
13. Select the top three study aids you find to be most useful to support your learning:
- Interactive practice questions

Current Question Total: 28 (maximum)

- Online Flash cards
- PowerPoint slide shows
- Video
- Audio
- Study App
- Other (please specify)
- Not Applicable

14. Which source for digital study aids do you prefer? (Show logic for #13 if “Not Applicable” is not selected)

- a) E-book Textbook
- b) Free Online Resource (e.g. YouTube, Khan Academy, etc.)
- c) I do not have a preference
- d) Other (please specify)

15. If W&M partnered with the W&M bookstore to provide all of your textbooks by the first day of class, would you be willing to be charged a fee for all of these textbooks?

- a) Yes
- b) No
- c) Maybe
- d) Not applicable

16. What fee would be reasonable to pay per semester for this service (for all of your textbooks)? (open response)

17. What questions do you have about such a textbook service? (open response)

18. What ideas do you have to address the issue of textbook affordability at William & Mary? (open response)

Section: Demographic Questions

19. What degree are you seeking?

- a) Bachelor’s
- b) Master’s
- c) Doctorate
- d) Other (please specify)
- e) Not applicable

20. What is your enrollment status?

- a) Full-time
- b) Part-time

Current Question Total: 28 (maximum)

- c) Non-Degree Seeking
- d) Co-Enrolled (at another institution)

21. Are you a transfer student? (show logic if they selected bachelor's & FT/PT)

- a) Yes
- b) No

22. What is your current academic classification?

- a) Freshman
- b) Sophomore
- c) Junior
- d) Senior
- e) Graduate or Professional Student
- f) Other (please specify)

23. In what semester and year did you begin coursework at William & Mary? (e.g. Fall 2018)
(open response)

24. What is your primary major? (Show logic if Bachelor's is selected)

- a) List of different major areas of study.

25. What is your secondary major? (Show logic if Bachelor's is selected)

- a) Not applicable
- b) Add education and environmental studies
- c) List of different major areas of study.

26. What is your minor? (Show logic if Bachelor's is selected)

- a) Not applicable
- b) List of different minor areas of study.

27. What is your school? (Show logic if Graduate or Professional Student is selected)

- a) Arts & Sciences
- b) Law School
- c) School of Business
- d) School of Education
- e) VIMS

28. How many credits are you taking at W&M this semester?

- a. Less than 12
- b. 12-14
- c. 15-17
- d. 18+