

Montana State University Library Social Media Survey

Thank you for completing this brief survey. You rock!! These questions are designed for the MSU-Bozeman community. The survey was developed by MSU Librarians to help us better understand social media use and expectations.

* Required

1. How do you identify yourself within the MSU-Bozeman community? *

Mark only one oval.

- Freshman Student
- Sophomore Student
- Junior Student
- Senior Student
- Graduate Student
- Faculty
- Staff
- Alumni
- Bozeman Community Member
- Other:

2. What is your major or discipline?

.....

3. What city and state are you from?

for example, Bozeman, MT

.....

4. What is your gender?

.....

5. Which social media networks are you aware of?

Check all that apply.

- Facebook
- Twitter
- Tumblr
- Instagram
- Pinterest
- Foursquare/Swarm
- Flickr
- YouTube
- Vine
- Snapchat
- Yik-Yak
- Blogs
- Other:

6. What is your use of social media?

Mark only one oval.

- Heard of it
- Visited in past month
- Posted in past month

7. How many social media sites have you visited in the past month?

Mark only one oval.

- 0
- 1
- 2
- 3
- 4
- 5+

8. Which social media sites have you visited in the past month?

Check all that apply.

- Facebook
- Twitter
- Tumblr
- Instagram
- Pinterest
- Foursquare/Swarm
- Flickr
- YouTube
- Vine
- Snapchat
- Yik-Yak
- Blogs
- Other:

9. How often do you use social media?

Mark only one oval.

- Never
- Rarely
- Monthly
- Weekly
- Daily

10. How often do you use the following social media sites?

Mark only one oval per row.

	Never	Rarely	Monthly	Weekly	Daily
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tumblr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foursquare/Swarm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flickr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yik-Yak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. What is the value of each of these social media of networks to you?

Mark only one oval per row.

	No Value	Little value	Some value	High value
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tumblr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foursquare/Swarm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flickr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yik-Yak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What is your opinion of social media?

Mark only one oval per row.

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Social media takes up more time than it is worth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media is a valuable way to connect with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You feel a social pressure to be active on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You feel a possibility of missing out if not active on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. What are barriers to your use of social media?

Check all that apply.

- Privacy
- Time
- Confidence in the social network
- Unfamiliarity with the social network
- Lack of reliable internet access
- Lack of mobile connectivity
- Other:

14. From where do you typically access social media?

Mark only one oval per row.

	Often	Sometimes	Rarely	Never
Desktop Computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablet Device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile Phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How often do you use social media to connect with the library?

Mark only one oval.

- Never
- Rarely
- Monthly
- Weekly
- Daily

16. What is your opinion of the MSU Library and social media?

Mark only one oval per row.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The Library should use social media to connect with students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You expect to see shareable content from the Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. I expect to see the following types of content from the MSU Library

Mark only one oval per row.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Historical photographs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Book-related posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
About the Library and librarians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community posts about Bozeman/Montana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student interactions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scholarly publishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Which social media accounts would you like to use to connect with the MSU Library?

Check all that apply.

- Facebook
- Twitter
- Tumblr
- Instagram
- Pinterest
- Foursquare/Swarm
- Flickr
- YouTube
- Snapchat
- Yik-Yak
- Blogs

19. Which social media accounts have you used to connect with the MSU Library?

Check all that apply.

- Facebook
- Twitter
- Tumblr
- Instagram
- Pinterest
- Foursquare/Swarm
- Flickr
- YouTube
- Blogs

20. **Optional: if you would like to speak with us more about social media, please leave your contact information.**

Name (first, last):

.....

21. Email

.....

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