



# Don't Get Caught... Get Your Shot!

A Survey Research Project conducted by Amanda Novak, Desiree McTear, Kelsey Marineau and Kristin Bowman

## Purpose:

The purpose of this survey study is to understand the attitudes and awareness of college students toward the H1N1 vaccination and how the media can alter those attitudes.

## Objectives:

- To determine the level of awareness that college students have toward the H1N1 flu and vaccination.
- To discover how college students feel about the H1N1 flu and getting vaccinated.
- To determine what variables influence student behavior towards the H1N1 vaccination.
- To find out if student attitudes and decisions can be altered or influenced through media messages.

## Methodology:

This research was conducted by creating an online survey through the web site [surveymonkey.com](http://surveymonkey.com). The survey took about 10 minutes to complete.

This survey was sent out to a random selection of USF students through various social networking sites such as Facebook, Twitter and individual e-mail accounts. The sample population was chosen to depict a diverse representation of students at the University of South Florida. This representation was chosen because of its relevance to the survey. Valid respondents were currently enrolled USF students who have not received the H1N1 vaccine.

The survey was made available from November 26, 2009 until November 30, 2009. It was offered to about 250 students. To increase response rates, notifications about the survey on all social media sites were updated numerous times.

A video was created to accompany the survey in hopes of influencing the behavior of each respondent into getting the H1N1 vaccination. Multiple videos were made and respondents were asked to enter their birthdates to determine what video they would view. The video we created was seen by respondents who had either January or February birthdays. The results of this survey will only reflect on the

students who had these birth dates and watched our video. Based on this, a total of 33 students responded, of which three respondents were screened away from the survey because they were either not a current USF student or they had already received the H1N1 vaccination. The calculated response rate of the students who took our survey and watched our video was 13%. We chose to create a comical music video about the H1N1 vaccine because we thought college students would respond more to humor than to something more serious and intruding.

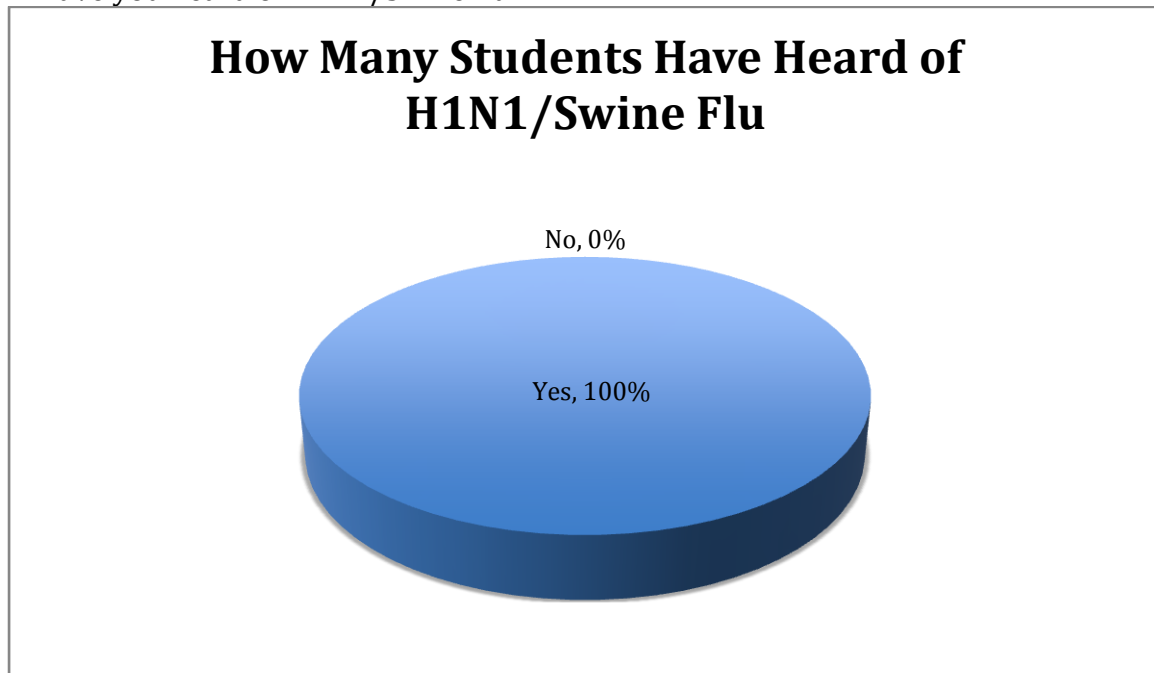
During the time in which the data was collected, a drawing was conducted to pick one random respondent to win a \$25 gift card to a restaurant of their choice. All persons were notified of this before they took the survey.

## Results:

**Objective 1:** To determine the level of awareness that college students have toward the H1N1 flu and vaccination.

- **Out of the 33 responses 100% have heard of H1N1/swine flu.**

2. Have you heard of H1N1/swine flu?

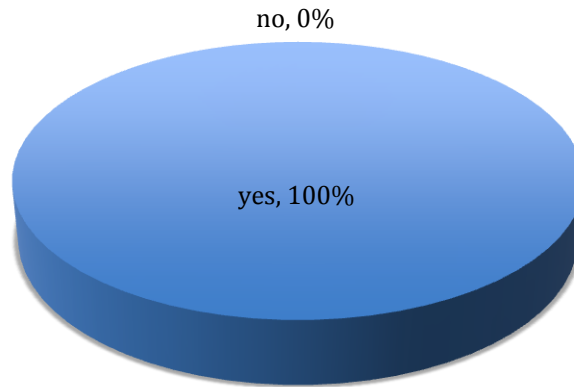


(n=33)

- **Out of the 33 responses 100% have heard of the H1N1/swine flu vaccine.**

3. Have you heard of the H1N1/swine flu vaccine?

## How Many Student Have Heard of the H1N1/Swine Flu Vaccine.

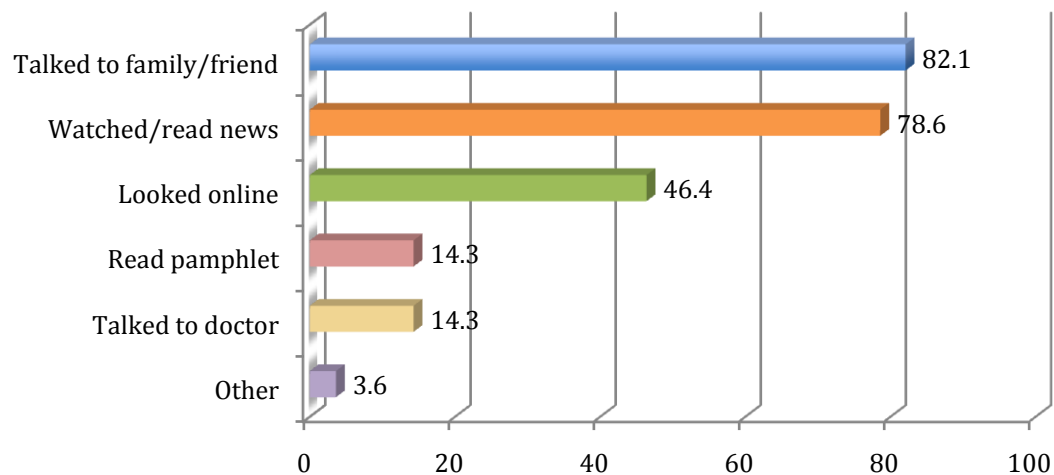


(n=33)

- **Out of the 28 responses, 23 students (82.1%) have had a conversation with a family member or friend to learn more about the H1N1 vaccine and 22 students (78.6%) have watched or read news stories to find out more information.**

18. Which of the following have you done to learn more about the H1N1 vaccine? (check all that apply)

## How Students Have Learned About the H1N1 Vaccine



Other: "Had to learn about it because I'm a RA at USF."  
 (n=28)

- **Of the 30 responses, 26 students (86.7%) either strongly or somewhat agreed that they were very informed on ways to prevent H1N1. 19 students (67.8%) either strongly or somewhat agreed that they were very informed about the H1N1 flu. 11 students (36.7%) were neutral about if they were very informed about the benefits of the H1N1 vaccine. And 14 students (46.7%) either strongly or somewhat agreed they were very informed about the side effects of the H1N1 vaccine.**

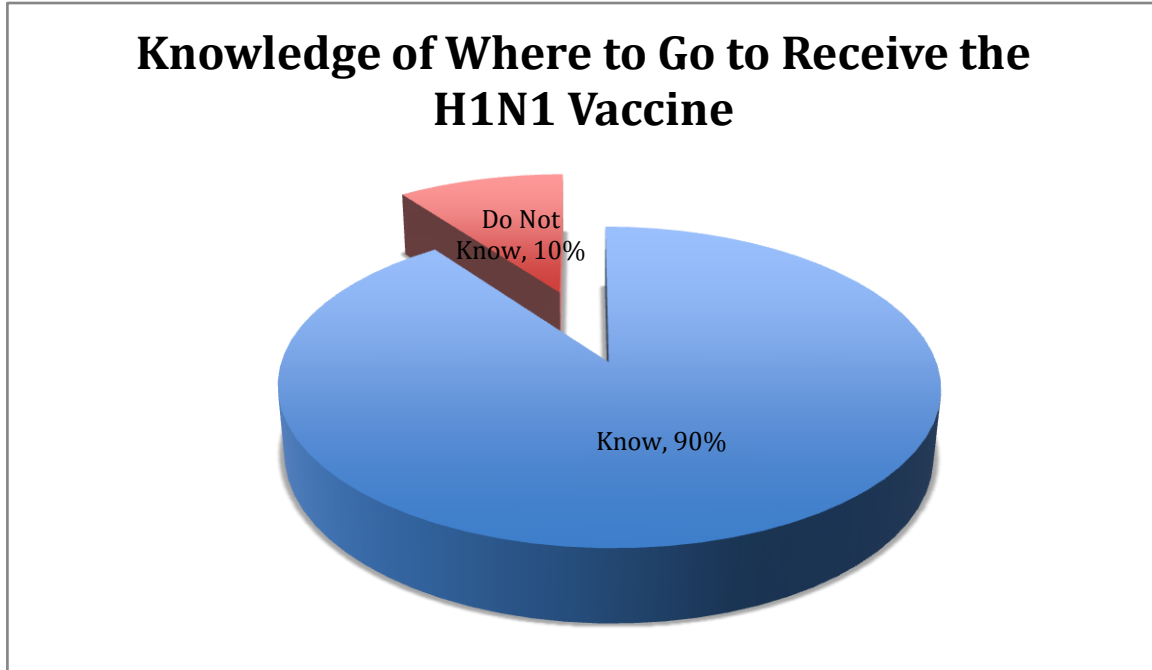
19. To what extent do you agree or disagree with the following statements:

	Strongly Agree (%)	Somewhat Agree (%)	Neutral (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Mean
I feel very informed about the ways to prevent the H1N1 flu.	36.7	50.0	6.7	6.7	0.0	4.17
I feel very informed about the H1N1 flu.	21.4	46.4	21.4	10.7	0.0	3.79
I feel very informed about the benefits of the H1N1 vaccine.	20.0	26.7	36.7	13.3	3.3	3.47
I feel very informed about the side effects of the H1N1 vaccine.	20.0	26.7	23.3	23.3	6.7	3.30

(n=30)

- **Of the 30 responses, 27 students (90%) knew where to go to get vaccinated and 3 students (10%) did not know.**

20. Do you know where to go to receive the vaccine?



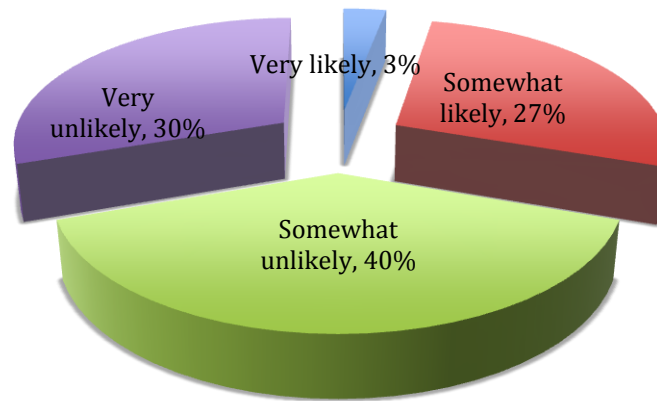
(n=30)

**Objective 2:** To discover how college students feel about the H1N1 flu and getting vaccinated.

- **Of the 33 responses, 23 students (70%) were either very or somewhat unlikely to get the H1N1 vaccine.**

6. How likely are you to get the H1N1 vaccine?

## How likely students are to get the H1N1 vaccine



(n=33)

- Of the 29 responses, 23 students (79.3%) either strongly or somewhat agreed that they don't like to miss work or school because they are sick. 14 students (48.2%) either strongly or somewhat agreed that students are overreacting to H1N1. 11 students (37.9%) were neutral on if the vaccine was safe. 13 students (44.8%) either strongly or somewhat agreed that they were scared to get vaccinated because of the potential side effects. And 24 students (82.7%) either strongly or somewhat disagreed that the H1N1 vaccine is only for children, the elderly and pregnant women.

27. Please indicate your level of agreement or disagreement with the following statements:

	Strongly Agree (%)	Somewhat Agree (%)	Neutral (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Mean
I don't like to miss class or work because I am sick	51.7	27.6	13.8	0.0	6.9	4.17
I think students are overreacting to H1N1	17.2	31.0	27.6	17.2	6.9	3.34

I feel the H1N1 vaccine is safe	10.3	31.0	37.9	13.8	6.9	3.24
I am scared to get the H1N1 vaccine because of its potential side effects	6.9	37.9	13.8	24.1	17.2	2.93
The vaccine is only for children, the elderly, and pregnant women	0.0	10.3	6.9	37.9	44.8	1.83

(n=29)

- Of the 29 responses, 19 students (65.5%) either strongly or somewhat agreed that the media was doing a good job of informing students of symptoms and prevention. 14 students (48.2%) either strongly or somewhat agreed that getting vaccinated is the best way for prevention. 12 students (41.4%) either strongly or somewhat agreed that they were worried about getting the H1N1 virus. 14 students (48.2%) either strongly or somewhat disagreed that the H1N1 vaccinated should be mandatory for college students. 18 students (62.1%) either strongly or somewhat disagreed that it took too much time to get vaccinated.

28. Please indicate your level of agreement or disagreement with the following statements:

	Strongly Agree (%)	Somewhat Agree (%)	Neutral (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Mean
The media is doing a job of informing about symptoms & prevention of H1N1	10.3	55.2	17.2	13.8	3.4	3.55

Getting vaccinated is the best way to prevent getting the H1N1 virus	10.3	37.9	24.1	24.1	3.4	3.28
I am worried about getting the H1N1 virus	6.9	34.5	17.2	27.6	13.8	2.93
The H1N1 vaccination should be mandatory for college students	10.3	20.7	20.7	20.7	27.6	2.66
It takes too much time to get vaccinated	0.0	20.7	17.2	27.6	34.5	2.24

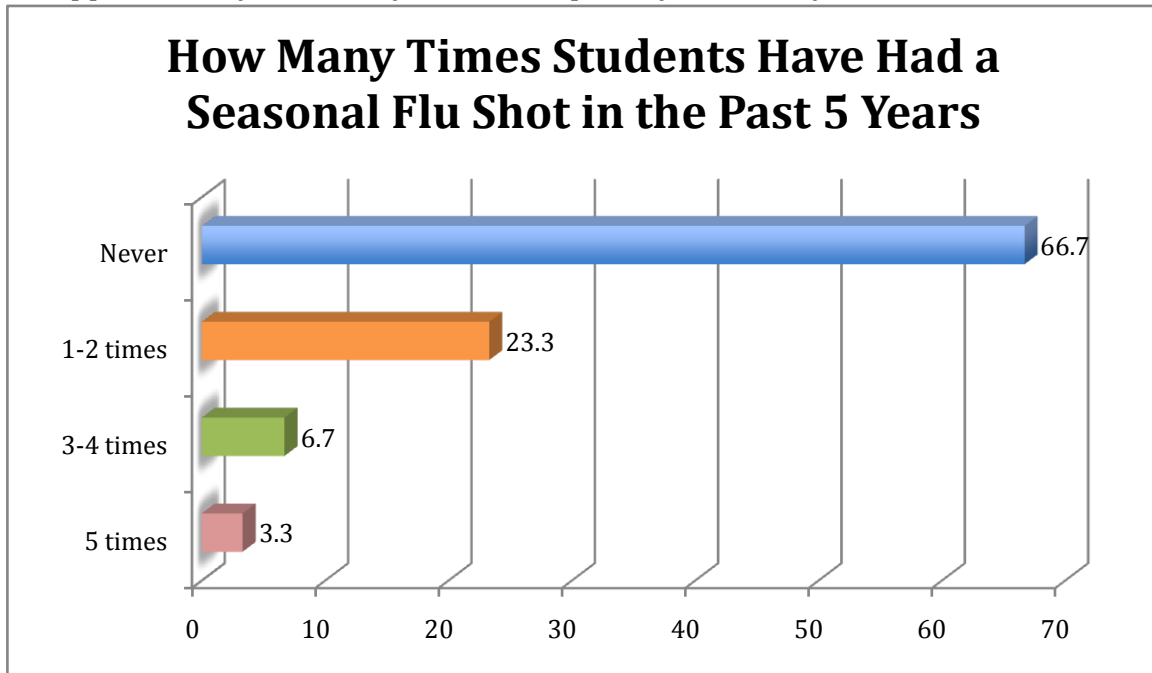
(n=29)

**Objective 3:** To determine what variables influence student behavior towards the H1N1 vaccination.

- **Out of the 30 responses, 20 students (66.7%) have never received a seasonal flu shot in the past five years.**



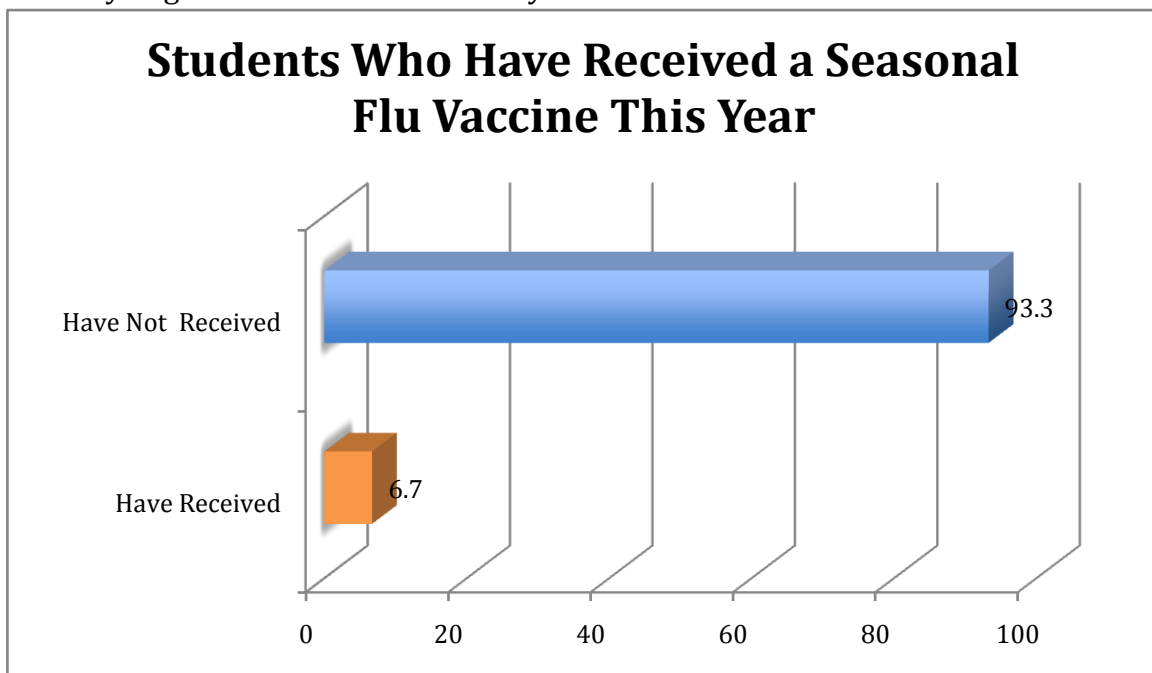
22. Approximately How many time in the past 5 years have you had a seasonal flu shot?



(n=30)

- **Of the 30 responses, 28 students (93.3%) did not get the seasonal flu vaccine this year.**

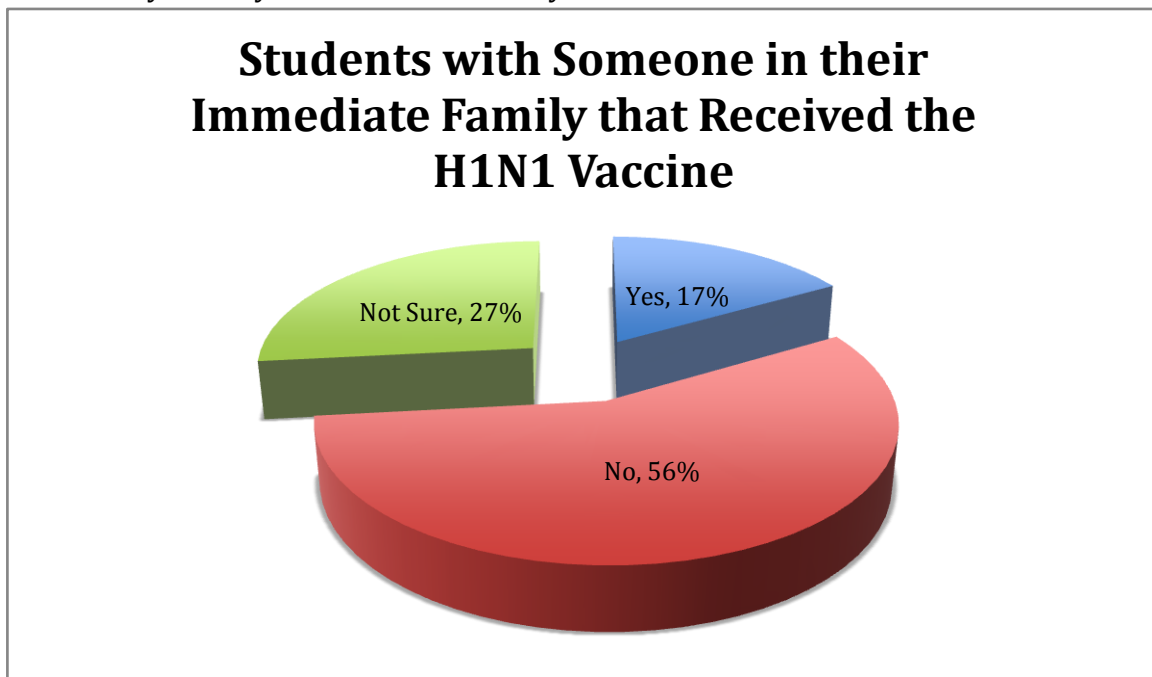
23. Did you get a seasonal flu shot this year?



(n=30)

- **Of the 30 responses, 25 students (83.4%) either had not or weren't sure if anyone in their immediate family received the H1N1 vaccine.**

24. Has Anyone in your immediate family received the H1N1 vaccine?

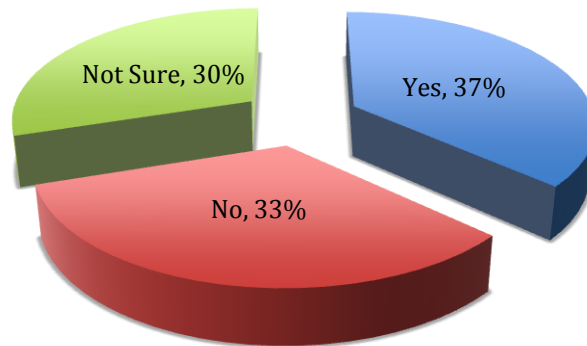


(n=30)

- **Of the 30 responses, 11 students (36.7 %) had a close friend or roommate get the H1N1 vaccine. 10 students (33.3%) had not had a close friend or roommate get the H1N1 vaccine. And 9 students (30%) were unsure if a close friend or roommate had received the H1N1 vaccine.**

25. Have any of your close friends or roommates received the H1N1 vaccine?

## Students with Close Friends or Roommates that Received the H1N1 Vaccine

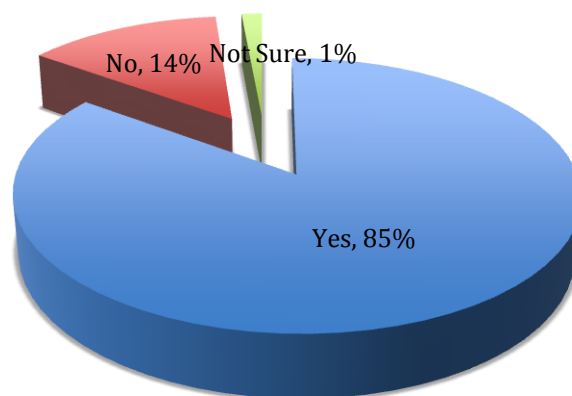


(n=30)

- **Of the 30 responses, 25 students (83.3%) knew someone who had contracted H1N1.**

26. Do you know anyone who has contracted H1N1?

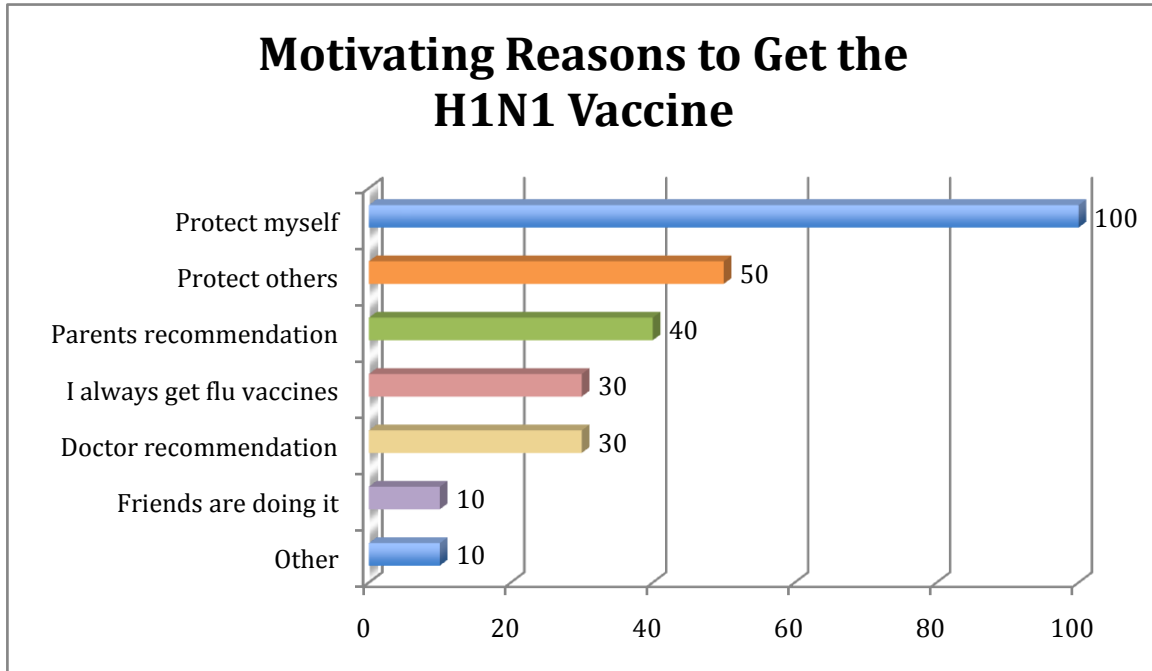
## Students That Know Someone Who Contracted H1N1



(n=30)

- **Of the 10 students that answered this question, all 10 (100%) said protecting themselves from H1N1 was one thing motivating them to getting the vaccine. 5 students (50%) said protecting others. 1 person said our video motivated them.**

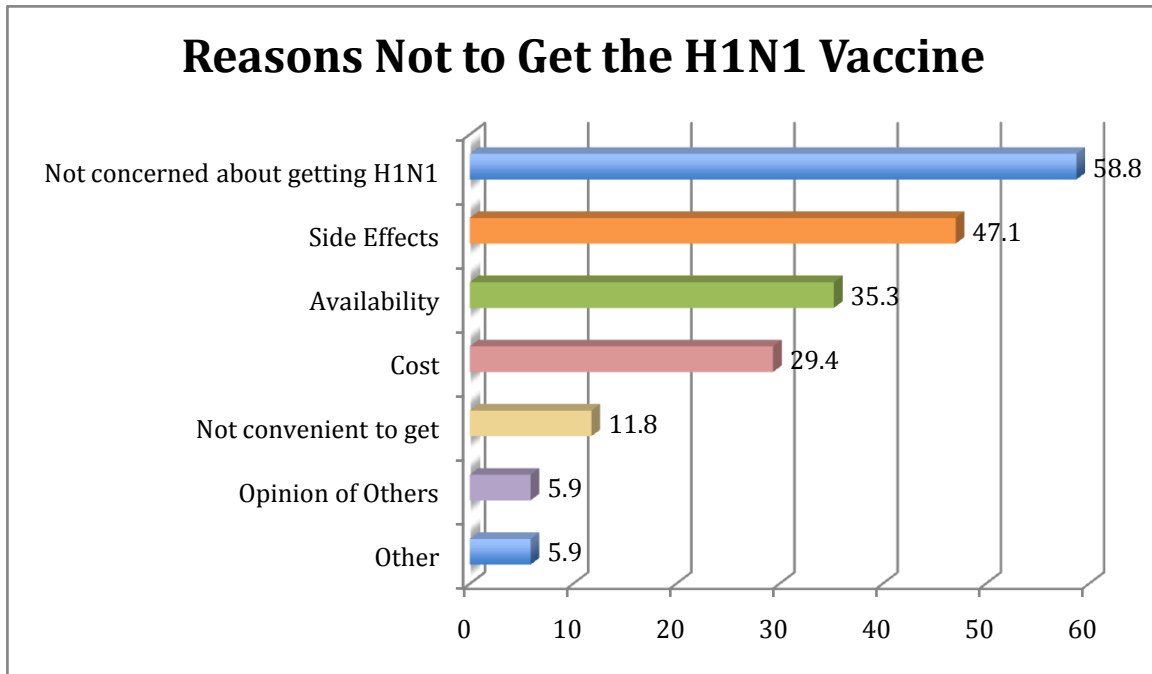
33. What are some reasons that are motivating you to get the H1N1 vaccine? (Check all that apply)



Other: video  
(n=10)

- **Of the 17 students that answered this question, 10 students (58.8%) were not concerned about getting H1N1. 8 students (47.1%) were afraid of the side effects. 6 students (35.3%) said the availability was a factor that would prevent them from getting the vaccine.**

34. What are some reasons that would prevent you from getting the H1N1 vaccine? (Check all that apply)



**Objective 4:** To find out if student attitudes and decisions can be altered or influenced through media messages.

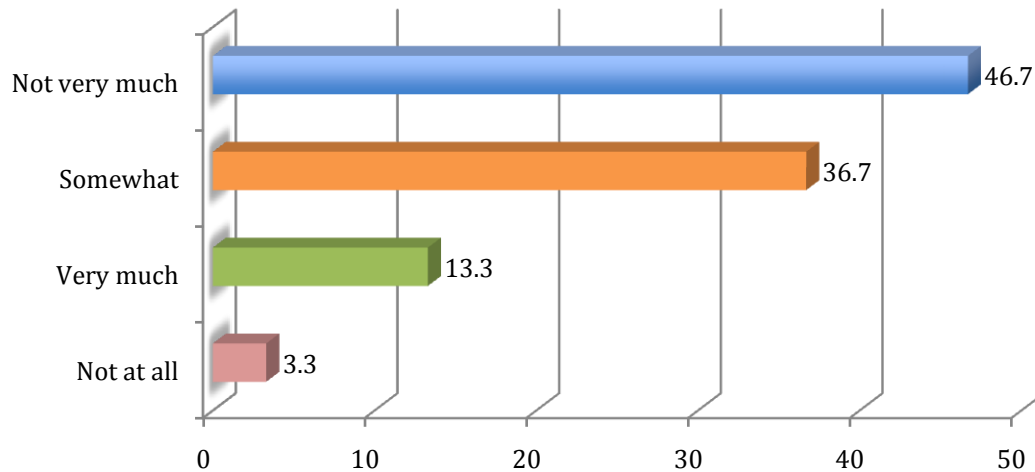
17. What was the message of the video you watched? What is your opinion of the effectiveness of this video in communicating a message about H1N1.

- ***Of the 20 students that answered this question, most agreed that was message was to influence students to get the H1N1 vaccine.***
  - "Very good communication, the message was the importance of being vaccinated for H1N1"
  - "Get the H1N1 vaccine!! It was an effective video."
  - "I think the message was to convince students to get the vaccination."
- ***Most also felt it was an effective video.***
  - "...I thought the video was a fun way to send this message."
  - "I believe the video was a fun and effective way to get college aged kids to think about the vaccine and it also gave information/answers to the myths many have been hearing about."
  - "...It's a good video."

- **Of the 30 responses, 14 students (46.7%) didn't think the video increased their knowledge of the H1N1 vaccine very much.**

21. To what extent did this video increase your knowledge about H1N1 & the vaccine?

## Effect of Video on Student's Knowledge About H1N1 Vaccine

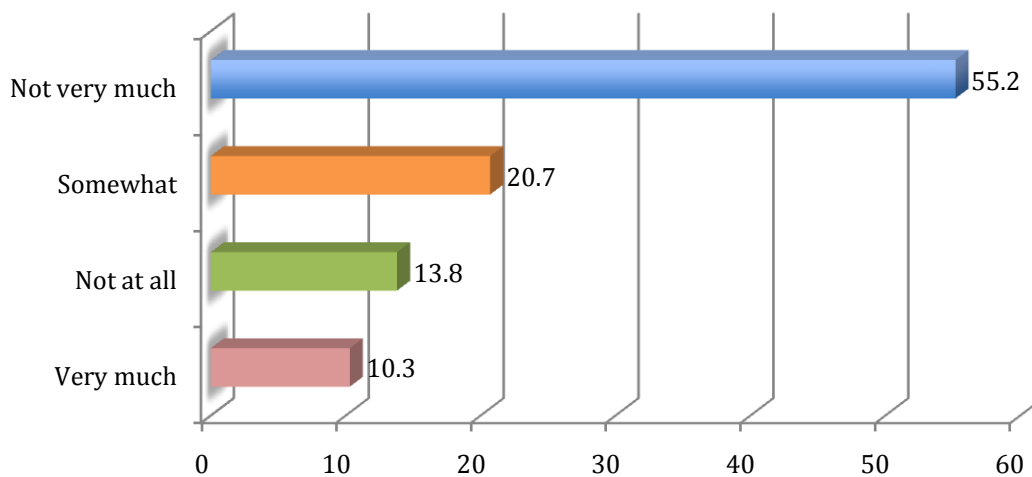


(n=30)

- **Of the 29 responses, 16 students (55.2%) didn't think the video changed their attitudes about H1N1 and the vaccine.**

29. To what extent did this video change some of your attitudes about H1N1 and the vaccine?

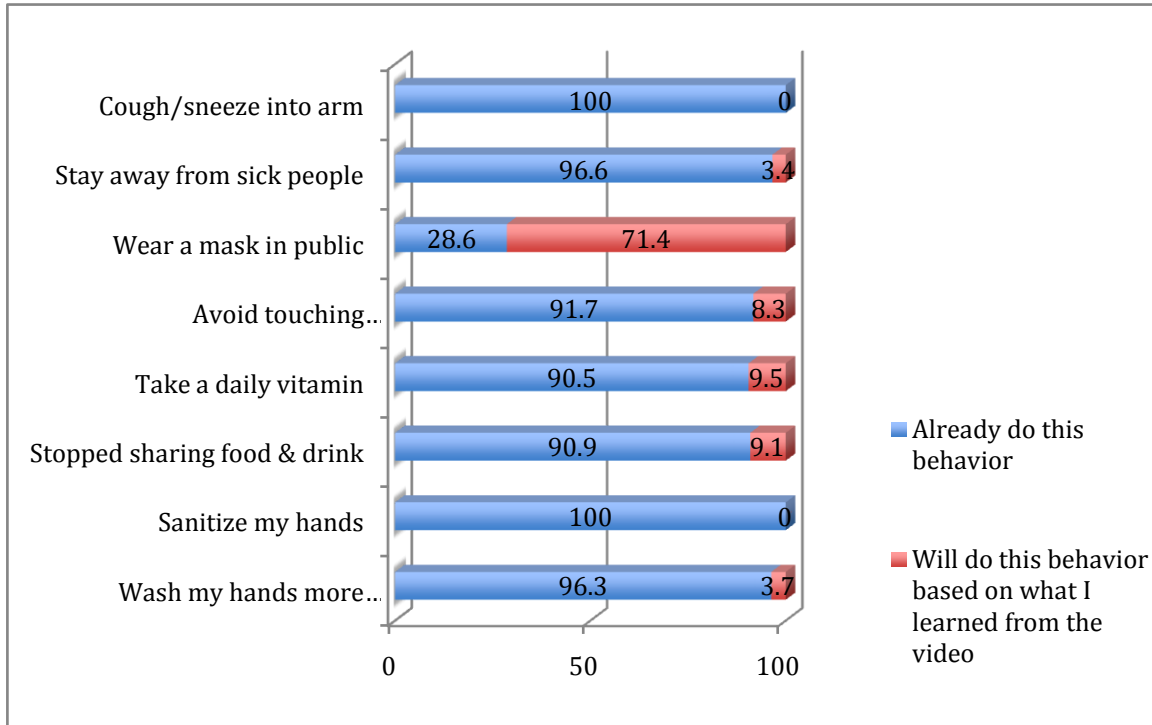
## Videos Effect on Attitudes about H1N1 and the Vaccine



(n=29)

- Of the 29 responses, 2 students said they would stop sharing drinks and food with other, take a daily vitamin and avoid touching their nose, mouth and eyes due to watching our video. Most others have already been taking precautions to prevent from getting the H1N1 flu.

30. Due to an increase in reported cases in H1N1, 1... (leave blank if you don't do the behavior of don't intend to)

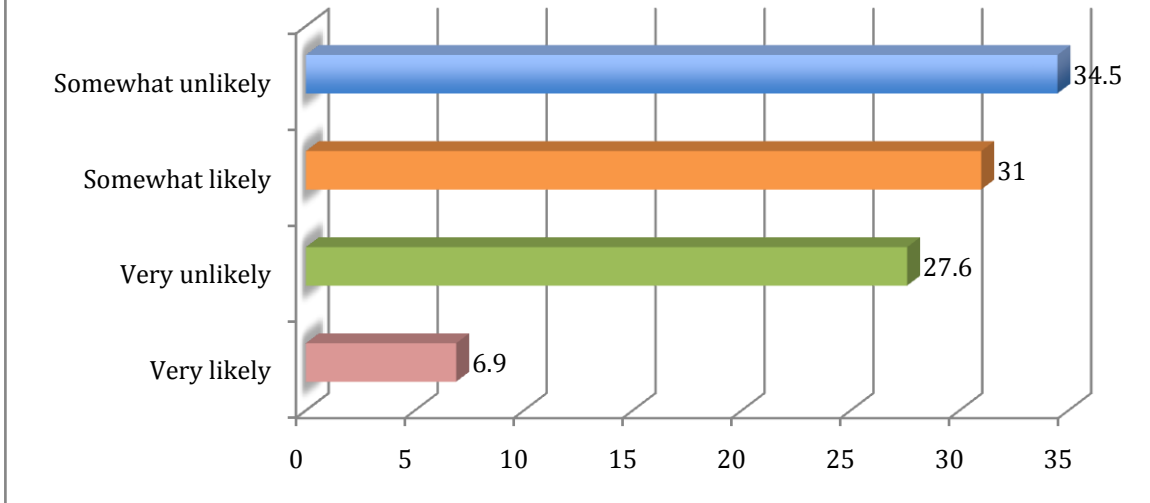


(n=29)

- This question was repeated to see if respondents' views were changed after watching the video. Of the 29 responses, 18 students (62.1%) said they were still somewhat to very unlikely to get the vaccine. When the question was asked earlier to 33 responses, 23 (69.7%) of those students said they were somewhat to very unlikely to get the vaccine. This means are video influenced the behavior of 7.6% of respondents.

31. How likely are you to get the H1N1 Vaccine?

## Likelihood of Students Getting the H1N1 Vaccine

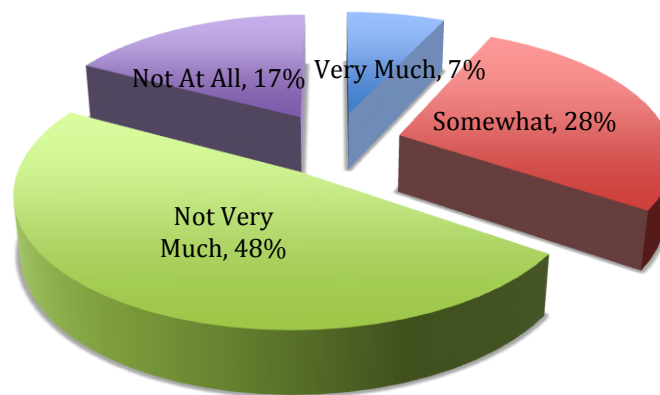


(n=29)

- Of the 29 responses, 14 students (48.3%) said our video didn't change their likelihood to getting the vaccine very much. 10 students (34.5%) said it somewhat to very much increased their likelihood to getting the vaccine.

32. Did this video change your likelihood of getting the H1N1 vaccine?

## Videos Effect on Students Deciding to Get the H1N1 Vaccine



(n=29)



- **Of the 29 responses, 19 students (65.5%) either strongly or somewhat agreed that USF has appropriately informed student about how to prevent the spread of H1N1. 17 students (58.6%) either strongly or somewhat agreed that USF appropriately informed students of the risks of H1N1. 13 students (46.4%) were neutral on the belief that USF appropriately informed students of the need to get the vaccine. 8 students (27.6%) were neutral on whether USF had appropriately informed students of when and where to get the H1N1 vaccine.**

35. Please indicate to what extent you agree or disagree with the following statements:

	Strongly Agree (%)	Somewhat Agree (%)	Neutral (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Mean
USF has appropriately informed students about how to prevent the spread of H1N1	31.0	34.5	27.6	3.4	3.4	3.86
USF has appropriately informed students about the risks of H1N1	24.1	34.5	20.7	13.8	6.9	3.55
USF has appropriately informed students about the need to get the H1N1 vaccine	14.3	17.9	46.4	14.3	7.1	3.18
USF has appropriately informed students about when & where they can get the H1N1 vaccine	17.2	24.1	27.6	20.7	10.3	3.17

(n=29)

38. What could students do to increase the likelihood that students will get the vaccine?

- ***Of the 13 students who answered this question, some believed offering the vaccine free will increase the likelihood to getting it.***
  - “Give free vaccinations!”
  - “Provide it for free on campus.”
  - “Offer it in multiple locations on campus for free.”
- ***Some also believe the university should promote locations of where the vaccine is being offered.***
  - “... e-mail to us updates of H1N1 as well as where to get the vaccine.”
  - “Make sure that students know where to get it and once it becomes available on campus.”
  - “Promote where to get it more. Send out e-mails.”

## **Summary and Conclusions:**

The online H1N1 survey was a tool used to understand the attitudes and awareness of college students toward the H1N1 vaccination and how the media can alter those attitudes by looking at how much students know about the H1N1 flu and vaccine, how students feel about the H1N1 flu and getting the vaccine, what variables influence their behaviors toward the H1N1 vaccine and if their attitudes and decisions can be altered or influenced through media messages. Two hundred and fifty students were given the survey through various social media web sites such as Facebook, Twitter and individual e-mails. Thirty-three students choose to participate in our survey of which three were screened away because they were either not a current USF student or they had already received the H1N1 vaccination.

The data collected depicted that all students had heard of both the H1N1 flu and it's vaccination. However, while over 50% felt they were well informed of the H1N1 flu, the vaccine's side effects and ways to prevent the spread of the H1N1 flu, around 40% were unsure of the benefits of the vaccine. We found it interesting that close to 90% of our respondents had known someone who had contracted the H1N1 virus; however, over 90% of them have not received this year's seasonal flu shot and close to 70% do not plan on getting the H1N1 vaccine. It seemed ironic that in the beginning of the survey over 50% of students felt worried about getting the H1N1 virus, but close to 75% believed students were overreacting to the H1N1 virus. Then towards the end of the survey about 60% of students said they were not worried about the flu. Our group feels students' reflection on the H1N1 vaccine and flu is unsteady and they do not really know how they feel about it. It seems that most students think the vaccine is unsafe and they are scared to get it because of its potential side effects. Respondents do seem to feel the media is doing a good job at informing students on the symptoms and prevention of the H1N1 virus and our survey testifies to this as almost all of participants have already been doing most all of the prevention methods.

Our video seemed to have a positive effect on our recipients as a near 7% changed their views from unlikely to getting the vaccine to likely at the end of the survey. Most comments on our video were positive ones and our survey shows at least one person who was definitely influenced by our video to get the vaccine.

It's interesting that in the beginning of the survey 90% of students said they knew where to get the vaccine, but in the comments at the end of the survey where it talked about what USF could do to influence students to get the vaccine most said they should to send alerts on where to get them.

Overall, the information provided by the survey is not very reliable as students' reactions and emotions changed throughout the entire survey.

## Appendices:

## Research Class Survey

Students in a Public Relations Research class at the University of South Florida are conducting a research study for a class project about the H1N1 flu and its vaccine.

The survey will take only a few minutes of your time. You will be asked to watch a short video clip and answer questions based on the video regarding your knowledge and opinions of the H1N1 vaccination.

Your identity will be protected. We won't be asking questions that are too personal, so please share any thoughts or opinions with us, whether positive or negative.

Those who qualify for the survey will be rewarded with an entry into a drawing for a \$25 gift card to the restaurant or store of your choice. Once again, thank you for participating and please proceed with the survey.

# Research Class Survey

## Screener Questions

**\* Are you a USF student?**

Yes

No

**\* Have you heard of H1N1/swine flu?**

Yes

No

**\* Have you heard of the H1N1/swine flu vaccine?**

Yes

No

**\* Have you contracted the H1N1/ swine flu virus?**

Yes

No

Not sure

**\* Have you received the H1N1/swine flu vaccine?**

Yes

No

# Research Class Survey

## Vaccine Likelihood

For the purposes of this study, we will refer to the virus as H1N1, instead of "swine flu."

### How likely are you to get the H1N1 vaccine?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

# Research Class Survey

## Birthday Month

\* **What month were you born?**

# Research Class Survey

## Video 1

Please take a couple of minutes to watch a short student-made video about H1N1.



If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

**Were you able to view this video?**

Yes

No



# Research Class Survey

Other

## Video 2

Please take a couple of minutes to watch a short student-made video about H1N1.



If you were **not** able to view this video via Surveymonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

**Were you able to view this video?**

Yes

No

# Research Class Survey

## Video 3

Please take a couple of minutes to watch a short student-made video about H1N1.



If you were **not** able to view this video via Surveymonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

**Were you able to view this video?**

Yes

No

# Research Class Survey

## Video 4

Please take a couple of minutes to watch a short student-made video about H1N1.



If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

**Were you able to view this video?**

Yes

No

# Research Class Survey

## Video 5

Please take a couple of minutes to watch a short student-made video about H1N1.



If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

**Were you able to view this video?**

Yes

No

# Research Class Survey

## Video 6

Please take a couple of minutes to watch a short student-made video about H1N1.



If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

**Were you able to view this video?**

Yes

No

# Research Class Survey

## Video 7

Please take a couple of minutes to watch a short student-made video about H1N1.



If you were **not** able to view this video via Surveymonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

### Were you able to view this video?

Other

Yes

No

# Research Class Survey

## Video 8

Please take a couple of minutes to watch a short student-made video about H1N1.



Other

If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

**Were you able to view this video?**

Yes

No

# Research Class Survey

## Video 9

Please take a couple of minutes to watch a short student-made video about H1N1.



If you were **not** able to view this video via Surveymonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

**Were you able to view this video?**

Yes

No



# Research Class Survey

## Knowledge of H1N1

We're going to ask you about your current knowledge on the H1N1 virus. For the purposes of this study, we will refer to the virus as H1N1, instead of "swine flu."

**What was the message of the video you watched? What is your opinion of the effectiveness of this video in communicating a message about H1N1?**

**Which of the following have you done to learn more about the H1N1 vaccine? (Check all that apply)**

- Looked for information online
- Watched or read news stories
- Had a conversation with a doctor about it
- Read a pamphlet
- Had a conversation with a family member or friend about it
- Other (please specify)

Other

**To what extent do you agree or disagree with the following statements:**

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I feel very informed about the H1N1 flu.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I feel very informed about the benefits of the H1N1 vaccine.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I feel very informed about ways to prevent the H1N1 flu.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I feel very informed about the side effects of the H1N1 vaccine.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

**Do you know where to go to receive the vaccine?**

- Yes
- Other
- No

## Research Class Survey

**To what extent did this video increase your knowledge about H1N1 and the vaccine?**

- Very much
- Somewhat
- Not very much
- Not at all

# Research Class Survey

## Experience with H1N1

This next section will ask you about your experience with H1N1.

**Approximately how many times in the past five years have you had a seasonal flu shot?**

- 5 times
- 3-4 times
- 1-2 times
- Never

**Did you get a seasonal flu vaccine this year?**

- Yes
- No

**Has anyone in your immediate family received the H1N1 vaccine?**

- Yes
- No
- Not sure

**Have any of your close friends or roommates received the H1N1 vaccine?**

- Yes
- No
- Not sure

**Do you know anyone who has contracted H1N1?**

- Yes
- No
- Not sure

# Research Class Survey

## Attitudes about H1N1

This section has questions that tap into your attitudes about H1N1 and the vaccine.

**Please indicate your level of agreement or disagreement with the following statements.**

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
The vaccine is only for children, the elderly, and pregnant women.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
I feel the H1N1 vaccine is safe.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
I think people are overreacting to H1N1.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
I'm scared to get the vaccine for the H1N1 virus because of its potential side effects.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
I don't like to miss class or work because I am sick.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>

# Research Class Survey

## Attitudes about H1N1 (continued)

Please indicate your level of agreement or disagreement with the following statements.

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Getting vaccinated is the best way to prevent getting the H1N1 virus.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
The media are doing a good job of informing people on the symptoms and prevention of H1N1.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
The H1N1 vaccination should be mandatory for college students.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
It takes too much time to get vaccinated.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I am worried about getting the H1N1 virus.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

To what extent did this video change some of your attitudes about H1N1 and the vaccine?

- Very much
- Somewhat
- Not very much
- Not at all

# Research Class Survey

## Behavior related to H1N1

This next set of questions taps into your behavior regarding H1N1 and the vaccine.

**Due to an increase in reported cases of H1N1, I... (leave blank if you don't do the behavior or don't intend to)**

	Already do this behavior	Will do this behavior based on what I learned from the video
Cough or sneeze into my arm instead of my hand	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
Sanitize my hands	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>
Stay away from sick people	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
Stopped sharing drinks and food with others	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>
Take a daily vitamin	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
Try to avoid touching my nose, mouth and eyes	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>
Wash my hands more frequently	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
Wear a mask in public places	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>

**\* How likely are you to get the H1N1 vaccine?**

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

**Did this video change your likelihood of getting the H1N1 vaccine?**

	Very Much	Somewhat	Not Very Much	Not At All
Choices:	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>

# Research Class Survey

## Reasons to Receive Vaccine

**What are some reasons that are motivating you to get the H1N1 vaccine?  
(Check all that apply)**

- My parents recommended it.
- To protect others from catching H1N1 from me.
- I always get flu vaccines.
- To protect myself from getting H1N1.
- My doctor recommended it.
- My friends are getting vaccinated.
- Other (please specify)

# Research Class Survey

## Reasons not to get vaccine

**What are some reasons that would prevent you from getting the H1N1 vaccine? (Check all that apply)**

Cost

Not convenient to get vaccine

Opinion of others

Not worried about the flu

Availability

Afraid of side effects

Other (please specify)



# Research Class Survey

## Communication

**Please indicate to what extent you agree or disagree with the following statements:**

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
USF has appropriately informed students about the risk of H1N1.	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
USF has appropriately informed students about how to prevent the spread of H1N1.	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
USF has appropriately informed students about the need to get the H1N1 vaccine.	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
USF has appropriately informed students about when and where they can get the H1N1 vaccine.	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>

**What could USF do to increase the likelihood that students will get the vaccine?**

# Research Class Survey

## Demographics

This section will be used to classify your data with others like yourself.

### What is your sex?

Male

Female

### What year are you in school?

Freshman

Sophomore

Junior

Senior

Grad Student

### What is your age?

17 or younger

18-19

20-21

22-23

24 or older

### What is your race? (Check all that apply)

Caucasian, non-Hispanic

Hispanic/Latino

African American

Asian/Pacific Islander

Native American

Other (please specify)

# Research Class Survey

## What is your religious affiliation?

Protestant Christian

Roman Catholic

Evangelical Christian

Jewish

Muslim

Hindu

Buddhist

Non-believer


Other (please specify)


**If you would like to be entered into the drawing for a \$25 gift card, please provide your name and email address below.**


Name


Email


# Research Class Survey


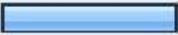

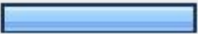
1. Are you a USF student?		
		Response Percent      Response Count
Yes		100.0%      33
No		0.0%      0
answered question		33
skipped question		0

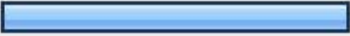

2. Have you heard of H1N1/swine flu?		
		Response Percent      Response Count
Yes		100.0%      33
No		0.0%      0
answered question		33
skipped question		0

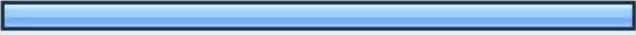
3. Have you heard of the H1N1/swine flu vaccine?		
		Response Percent      Response Count
Yes		100.0%      33
No		0.0%      0
answered question		33
skipped question		0

4. Have you contracted the H1N1/ swine flu virus?		
	Response Percent	Response Count
Yes	0.0%	0
No 	100.0%	33
Not sure	0.0%	0
answered question		33
skipped question		0

5. Have you received the H1N1/swine flu vaccine?		
	Response Percent	Response Count
Yes	0.0%	0
No 	100.0%	33
answered question		33
skipped question		0

6. How likely are you to get the H1N1 vaccine?		
	Response Percent	Response Count
Very likely 	3.0%	1
Somewhat likely 	27.3%	9
<b>Somewhat unlikely</b> 	39.4%	13
Very unlikely 	30.3%	10
answered question		33
skipped question		0

7. What month were you born?			Response Percent	Response Count
January			54.5%	18
February			45.5%	15
March			0.0%	0
April			0.0%	0
May			0.0%	0
June			0.0%	0
July			0.0%	0
August			0.0%	0
September			0.0%	0
October			0.0%	0
November			0.0%	0
December			0.0%	0
			answered question	33
			skipped question	0

8. Were you able to view this video?			Response Percent	Response Count
Yes			100.0%	32
No			0.0%	0
			answered question	32
			skipped question	1

9. Were you able to view this video?		
	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		33

10. Were you able to view this video?		
	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		33

11. Were you able to view this video?		
	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		33

12. Were you able to view this video?		
	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		33

13. Were you able to view this video?		
	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		33







14. Were you able to view this video?		
	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		33



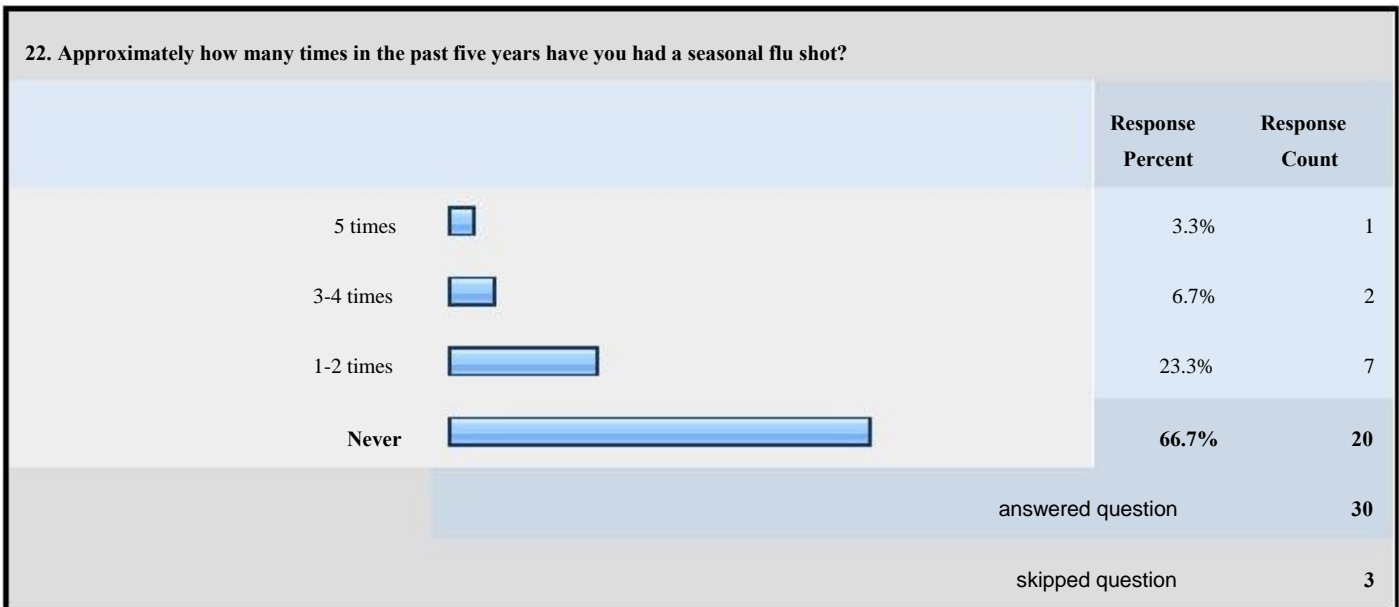
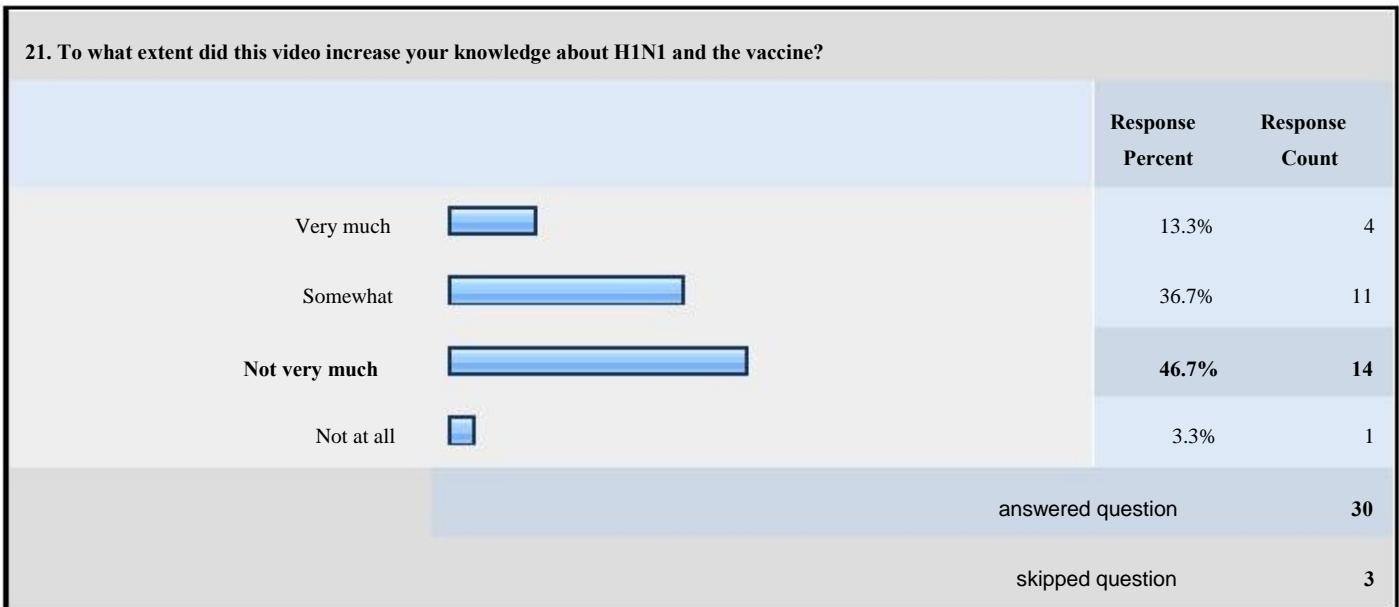
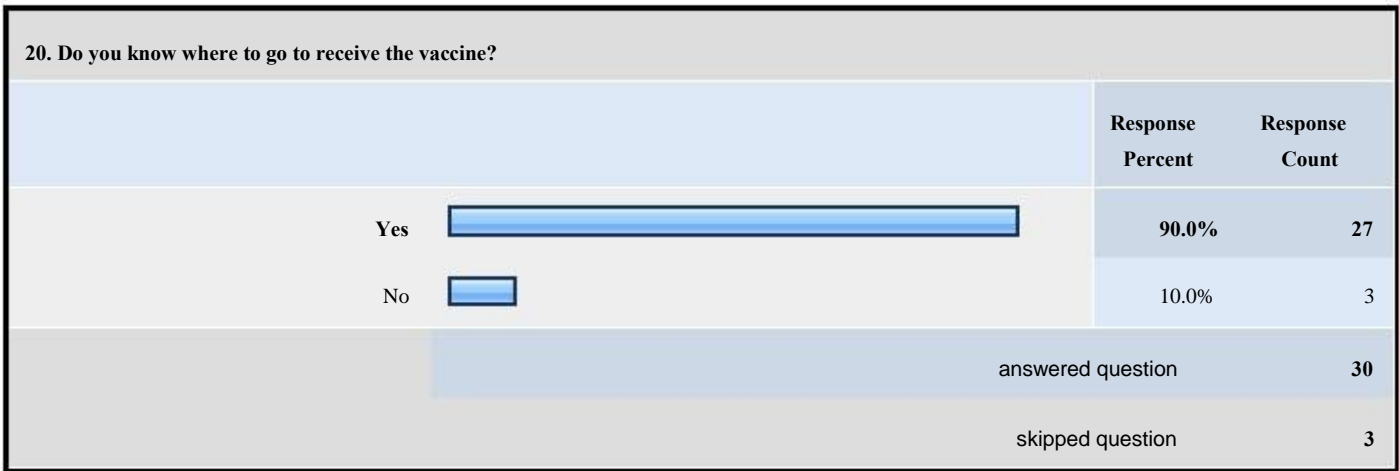
15. Were you able to view this video?		
	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		33

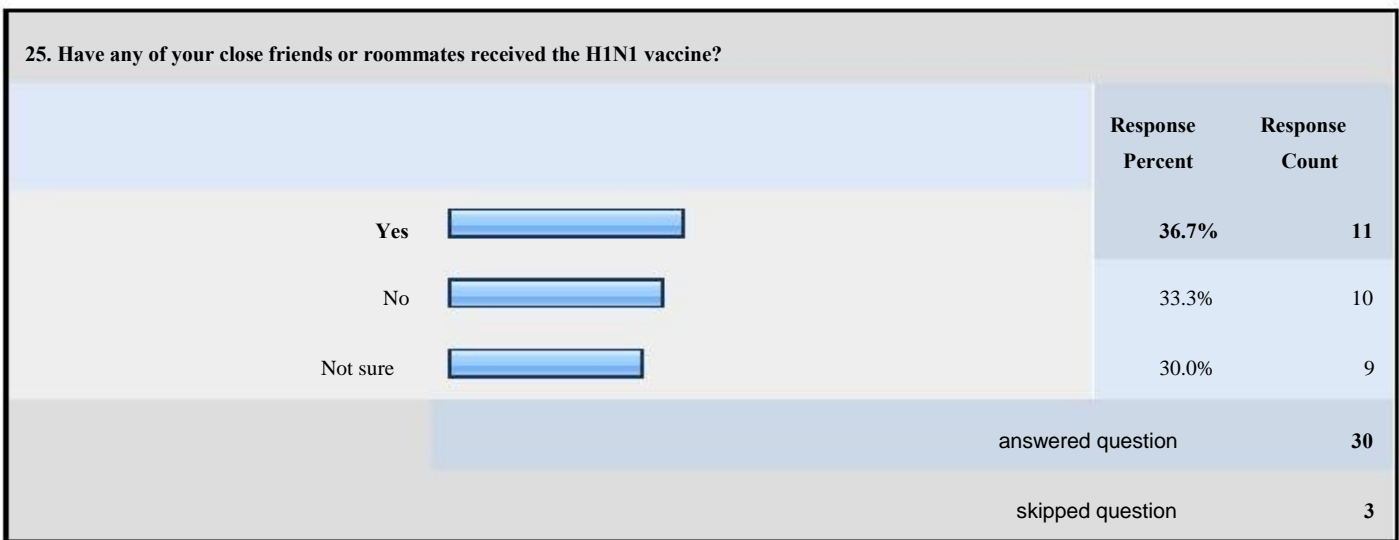
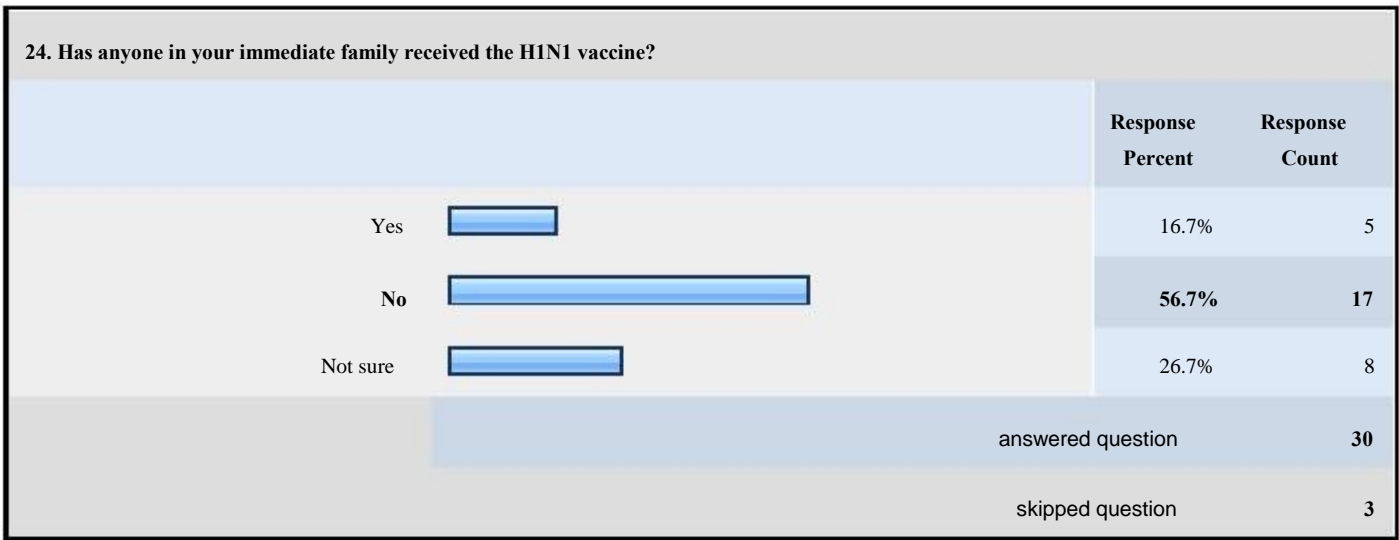
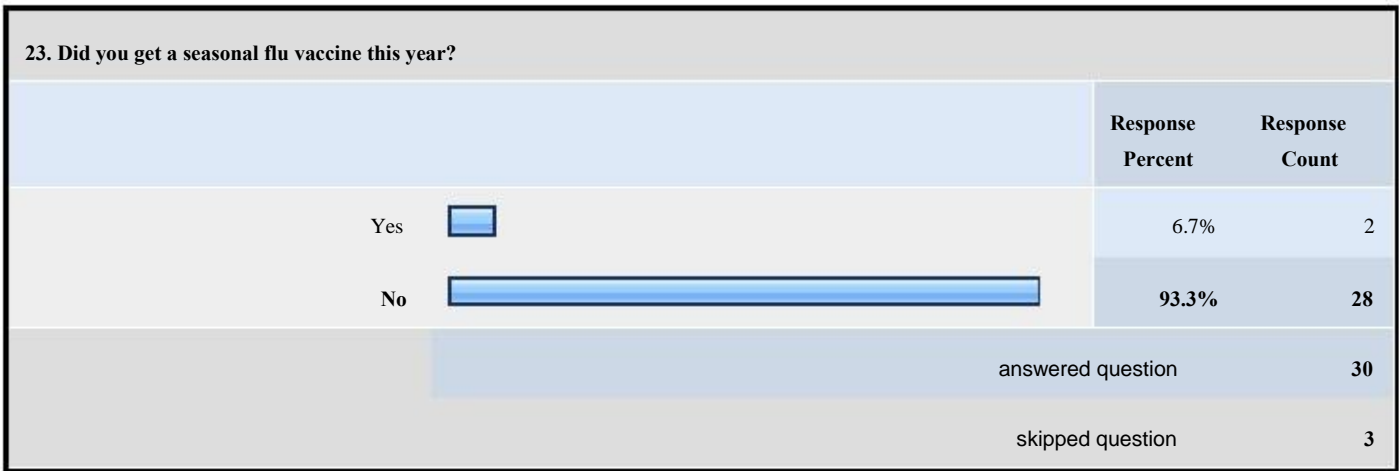
16. Were you able to view this video?		
	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		33

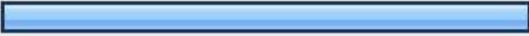


17. What was the message of the video you watched? What is your opinion of the effectiveness of this video in communicating a message about H1N1?		Response Count
		20
answered question		20
skipped question		13

18. Which of the following have you done to learn more about the H1N1 vaccine? (Check all that apply)			Response Percent	Response Count
Looked for information online			46.4%	13
Watched or read news stories			78.6%	22
Had a conversation with a doctor about it			14.3%	4
<b>Had a conversation with a family member or friend about it</b>			<b>82.1%</b>	<b>23</b>
Read a pamphlet			14.3%	4
Other (please specify)			3.6%	1
			answered question	<b>28</b>
			skipped question	<b>5</b>

19. To what extent do you agree or disagree with the following statements:							
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Rating Average	Response Count
I feel very informed about the H1N1 flu.	21.4% (6)	<b>46.4% (13)</b>	21.4% (6)	10.7% (3)	0.0% (0)	3.79	28
I feel very informed about the benefits of the H1N1 vaccine.	20.0% (6)	26.7% (8)	<b>36.7% (11)</b>	13.3% (4)	3.3% (1)	3.47	30
I feel very informed about the side effects of the H1N1 vaccine.	20.0% (6)	<b>26.7% (8)</b>	23.3% (7)	23.3% (7)	6.7% (2)	3.30	30
I feel very informed about ways to prevent the H1N1 flu.	36.7% (11)	<b>50.0% (15)</b>	6.7% (2)	6.7% (2)	0.0% (0)	4.17	30
						answered question	<b>30</b>
						skipped question	<b>3</b>









26. Do you know anyone who has contracted H1N1?			Response Percent	Response Count
Yes			83.3%	25
No			13.3%	4
Not sure			3.3%	1
answered question				30
skipped question				3

27. Please indicate your level of agreement or disagreement with the following statements.							
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Rating Average	Response Count
I'm scared to get the vaccine for the H1N1 virus because of its potential side effects.	6.9% (2)	<b>37.9% (11)</b>	13.8% (4)	24.1% (7)	17.2% (5)	2.93	29
I feel the H1N1 vaccine is safe.	10.3% (3)	31.0% (9)	<b>37.9% (11)</b>	13.8% (4)	6.9% (2)	3.24	29
I think people are overreacting to H1N1.	17.2% (5)	<b>31.0% (9)</b>	27.6% (8)	17.2% (5)	6.9% (2)	3.34	29
I don't like to miss class or work because I am sick.	<b>51.7% (15)</b>	27.6% (8)	13.8% (4)	0.0% (0)	6.9% (2)	4.17	29
The vaccine is only for children, the elderly, and pregnant women.	0.0% (0)	10.3% (3)	6.9% (2)	37.9% (11)	<b>44.8% (13)</b>	1.83	29
answered question							29
skipped question							4





28. Please indicate your level of agreement or disagreement with the following statements.

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Rating Average	Response Count
It takes too much time to get vaccinated.	0.0% (0)	20.7% (6)	17.2% (5)	27.6% (8)	<b>34.5% (10)</b>	2.24	29
I am worried about getting the H1N1 virus.	6.9% (2)	<b>34.5% (10)</b>	17.2% (5)	27.6% (8)	13.8% (4)	2.93	29
The media are doing a good job of informing people on the symptoms and prevention of H1N1.	10.3% (3)	<b>55.2% (16)</b>	17.2% (5)	13.8% (4)	3.4% (1)	3.55	29
Getting vaccinated is the best way to prevent getting the H1N1 virus.	10.3% (3)	<b>37.9% (11)</b>	24.1% (7)	24.1% (7)	3.4% (1)	3.28	29
The H1N1 vaccination should be mandatory for college students.	10.3% (3)	20.7% (6)	20.7% (6)	20.7% (6)	<b>27.6% (8)</b>	2.66	29
answered question							29
skipped question							4

29. To what extent did this video change some of your attitudes about H1N1 and the vaccine?

	Response Percent	Response Count
Very much 	10.3%	3
Somewhat 	20.7%	6
<b>Not very much</b> 	<b>55.2%</b>	<b>16</b>
Not at all 	13.8%	4
answered question		29
skipped question		4








30. Due to an increase in reported cases of H1N1, I... (leave blank if you don't do the behavior or don't intend to)			
	Already do this behavior	Will do this behavior based on what I learned from the video	Response Count
Wash my hands more frequently	96.3% (26)	3.7% (1)	27
Sanitize my hands	100.0% (29)	0.0% (0)	29
Stopped sharing drinks and food with others	90.9% (20)	9.1% (2)	22
Take a daily vitamin	90.5% (19)	9.5% (2)	21
Try to avoid touching my nose, mouth and eyes	91.7% (22)	8.3% (2)	24
Wear a mask in public places	28.6% (2)	71.4% (5)	7
Stay away from sick people	96.6% (28)	3.4% (1)	29
Cough or sneeze into my arm instead of my hand	100.0% (25)	0.0% (0)	25
		answered question	29
		skipped question	4

31. How likely are you to get the H1N1 vaccine?			Response Percent	Response Count
Very likely			6.9%	2
Somewhat likely			31.0%	9
Somewhat unlikely			34.5%	10
Very unlikely			27.6%	8
		answered question		29
		skipped question		4

32. Did this video change your likelihood of getting the H1N1 vaccine?						
	Very Much	Somewhat	Not Very Much	Not At All	Rating Average	Response Count
Choices:	6.9% (2)	27.6% (8)	48.3% (14)	17.2% (5)	2.24	29
answered question						29
skipped question						4

33. What are some reasons that are motivating you to get the H1N1 vaccine? (Check all that apply)			
		Response Percent	Response Count
To protect myself from getting H1N1.		100.0%	10
To protect others from catching H1N1 from me.		50.0%	5
My doctor recommended it.		30.0%	3
My parents recommended it.		40.0%	4
I always get flu vaccines.		30.0%	3
My friends are getting vaccinated.		10.0%	1
Other (please specify)		10.0%	1
answered question			10
skipped question			23



34. What are some reasons that would prevent you from getting the H1N1 vaccine? (Check all that apply)			Response Percent	Response Count
Availability			35.3%	6
Cost			29.4%	5
Afraid of side effects			47.1%	8
Opinion of others			5.9%	1
<b>Not worried about the flu</b>			<b>58.8%</b>	<b>10</b>
Not convenient to get vaccine			11.8%	2
Other (please specify)			5.9%	1
			answered question	17
			skipped question	16

35. Please indicate to what extent you agree or disagree with the following statements:								
	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	Rating Average	Response Count	
USF has appropriately informed students about the risk of H1N1.	24.1% (7)	<b>34.5% (10)</b>	20.7% (6)	13.8% (4)	6.9% (2)	3.55	29	
USF has appropriately informed students about how to prevent the spread of H1N1.	31.0% (9)	<b>34.5% (10)</b>	27.6% (8)	3.4% (1)	3.4% (1)	3.86	29	
USF has appropriately informed students about the need to get the H1N1 vaccine.	14.3% (4)	17.9% (5)	<b>46.4% (13)</b>	14.3% (4)	7.1% (2)	3.18	28	
USF has appropriately informed students about when and where they can get the H1N1 vaccine.	17.2% (5)	24.1% (7)	<b>27.6% (8)</b>	20.7% (6)	10.3% (3)	3.17	29	
							answered question	29
							skipped question	4

**36. What could USF do to increase the likelihood that students will get the vaccine?**

	Response Count
	13
answered question	13
skipped question	20

**37. What is your sex?**

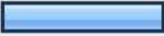




	Response Percent	Response Count
Male	27.6%	8
Female	72.4%	21
answered question		29
skipped question		4

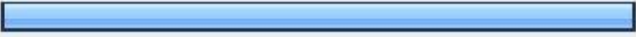
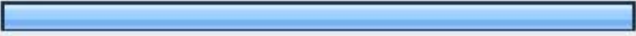
**38. What year are you in school?**

	Response Percent	Response Count
Freshman	3.4%	1
Sophomore	20.7%	6
Junior	17.2%	5
Senior	44.8%	13
Grad Student	13.8%	4
answered question		29
skipped question		4

39. What is your age?			Response Percent	Response Count
17 or younger			3.4%	1
18-19			17.2%	5
<b>20-21</b>			<b>34.5%</b>	<b>10</b>
22-23			27.6%	8
24 or older			17.2%	5
			answered question	29
			skipped question	4

40. What is your race? (Check all that apply)			Response Percent	Response Count
<b>Caucasian, non-Hispanic</b>			<b>65.5%</b>	<b>19</b>
Hispanic/Latino			20.7%	6
African American			6.9%	2
Asian/Pacific Islander			6.9%	2
Native American			3.4%	1
Other (please specify)			3.4%	1
			answered question	29
			skipped question	4

41. What is your religious affiliation?			Response Percent	Response Count
Protestant Christian			25.0%	7
<b>Roman Catholic</b>			<b>46.4%</b>	<b>13</b>
Evangelical Christian			7.1%	2
Jewish			0.0%	0
Muslim			0.0%	0
Hindu			0.0%	0
Buddhist			0.0%	0
Non-believer			7.1%	2
Other (please specify)			14.3%	4
			answered question	<b>28</b>
			skipped question	5

42. If you would like to be entered into the drawing for a \$25 gift card, please provide your name and email address below.			Response Percent	Response Count
Name			100.0%	19
Email			100.0%	19
			answered question	19
			skipped question	14

## Research Class Survey

What was the message of the video you watched? What is your opinion of the effectiveness of this video in communicating a message about H1N1?		Response Count
		20
	answered question	20
	skipped question	13

Response Text		
1	That many are at risk of contracting H1N1 and should get vaccinated.	Nov 27, 2009 9:03 PM
2	That the vaccine will prevent you from getting the swine flu and that you will not become sick with swine flu if you do get the shot. Its a good video.	Nov 28, 2009 3:20 AM
3	Get the swine flu vaccine. I believe the video was a fun and effective way to get college aged kids to think about the vaccine and it also gave information/answers to the myths many have been hearing about the vaccine.	Nov 28, 2009 2:29 PM
4	Get the vaccine.... i still wont get it.	Nov 28, 2009 3:03 PM
5	get your vaccine  it was okay, it didn't give me more information than what i already know	Nov 29, 2009 10:56 PM
6	Prevention is better than cure. Educational that a HINI vaccine does exist and its benefits	Nov 29, 2009 11:03 PM
7	The video is trying to persuade people to get the swine flu shot. I thought it was funny and informative. Something that people would sit through and watch the whole video bc it caught their interest.	Nov 29, 2009 11:15 PM
8	the message was promoting the H1N1 vaccination. it was pretty effective, but i'm not going to go rush out and get the vaccine tomorrow or anything.	Nov 30, 2009 5:54 AM
9	I think the message was to convince students to get the vaccination..	Nov 30, 2009 6:50 AM
10	That swine flu is very serious and that people should not ignore it.	Nov 30, 2009 12:22 PM
11	Get the vaccination. The video was a little bit cheesy but it gets the point across.	Nov 30, 2009 12:56 PM
12	Get the H1N1 vaccine!! It was an effective video.	Nov 30, 2009 4:05 PM
13	The message was to go and get the H1N1 virus vaccine because the virus can be dangerous.	Nov 30, 2009 5:56 PM
14	Informing about the vaccine and its possible risks and the misunderstandings of it	Nov 30, 2009 6:09 PM
15	that chick singing is hot, not sure what the video actually says...	Nov 30, 2009 6:44 PM
16	To get the vaccine for swine flu. Moderately effective.	Nov 30, 2009 6:55 PM
17	Targeting young people to get the vaccine to be safe. It's cute but kind of cheesy.	Nov 30, 2009 7:06 PM
18	Very good communication, the message was the importance of being vaccinated for H1N1	Nov 30, 2009 7:07 PM
19	The message was to get the swine flu shot because you should not risk getting the disease. I thought the video was a fun way to send this message.	Nov 30, 2009 7:23 PM
20	wash your hands.	Nov 30, 2009 8:23 PM

## Research Class Survey

What could USF do to increase the likelihood that students will get the vaccine?		Response Count
		answered question
		skipped question

Response Text		
1	I think USF & teachers show more concern with work that will need to get done if for some reason the school closes because of H1N1 rather than the concern of students contracting the virus. It should be on BlackBoard & e-mailed to us updates of H1N1 as well as where to get the vaccine	Nov 26, 2009 12:42 AM
2	Make it mandatory upon entering the University as a Freshman.	Nov 26, 2009 3:04 AM
3	Make sure that people know where to get it and once it becomes available on campus	Nov 26, 2009 9:43 PM
4	Give free vaccinations!	Nov 27, 2009 2:48 AM
5	Show the rates of it's effectiveness. Prove that it's worth it.	Nov 27, 2009 9:06 PM
6	provide it for free on campus	Nov 28, 2009 3:25 AM
7	continue marketing it and make more people aware	Nov 28, 2009 3:06 PM
8	offer it in multiple locations on campus for free	Nov 29, 2009 11:05 PM
9	Have more stock of the vaccine.	Nov 29, 2009 11:06 PM
10	More fliers/talk about the vaccine. There's a lot about prevention, but I haven't seen anything about the vaccine.	Nov 29, 2009 11:18 PM
11	offer it to students at a lower cost	Nov 30, 2009 5:57 AM
12	Promote where we can get it more. Send out emails.	Nov 30, 2009 12:43 PM
13	Include the vaccine info on all of the H1N1 prevention posters and signs around campus.	Nov 30, 2009 12:59 PM