



Mass Communicating: The Forum on Media Diversity

Student survey on criteria for selecting a university:

The attached tables reflect the findings of an online survey distributed by the Forum on Media Diversity to students at the institutions that are participating in the “Diversity That Works” conference. This instrument attempted to identify criteria that are most important to multicultural students as they select a university. While the survey is limited by its small sample size and its overrepresentation of white respondents, a number of interesting trends do emerge from the responses.

Each of the cultural groups represented in the survey (African American, Asian American, Hispanic/Latino, Native American and Others) indicated that a university’s overall academic reputation was the most important factor when selecting a university. Scholarships and financial assistance ranked second for each group. While a majority of students in each minority group responded that minority faculty, multicultural curricula, and a university’s reputation as a diverse institution are important, few respondents deemed these to be the most important factors in selecting a university. Only African American students (25.9 percent) indicated a strong consideration for the diversity of the student body when choosing a university.

This preliminary effort at identifying criteria emphasized by students when they select a university illuminates interesting trends and suggests the need for more systematic analyses that will further inform efforts to promote diversity in mass communication education.

Which of the following is the MOST IMPORTANT to you when you select a university?

	African American	Asian American	Hispanic/Latino	Native American	Others
Minority faculty	3.7	0.0	4.5	0.0	0.5
Scholarship	29.6	18.8	22.7	42.9	13.1
Multicultural curriculum	0.0	12.5	18.2	0.0	0.9
Diversity of student body	25.9	6.3	0.0	0.0	2.3
Proximity	7.4	0.0	0.0	0.0	2.3
University’s academic reputation	33.3	56.3	54.5	42.9	76.1
University’s reputation as a diverse institution	0.0	6.3	0.0	0.0	0.9
Other	0.0	0.0	0.0	14.3	3.8
N	27	16	22	7	213

Minority faculty:

	Very important	Somewhat important	Not important	<i>N</i>
African American	33.3	48.1	18.5	27
Asian American	31.3	50	18.8	16
Hispanic/Latino	27.3	45.5	27.3	22
Native American	28.6	42.9	28.6	7
Others	7.0	34.6	58.4	214

Scholarship/Funding:

	Very important	Somewhat important	Not important	<i>N</i>
African American	81.5	14.8	3.7	27
Asian American	75.0	25.0	0.0	16
Hispanic/Latino	63.6	27.3	9.1	22
Native American	85.7	14.3	0.0	7
Others	53.1	35.2	11.7	213

Multicultural curriculum:

	Very important	Somewhat important	Not important	<i>N</i>
African American	55.6	25.9	18.5	27
Asian American	75.0	12.5	12.5	16
Hispanic/Latino	36.4	31.8	31.8	22
Native American	28.6	28.6	42.9	7
Others	23.5	45.5	31.0	213

Diversity of student body:

	Very important	Somewhat important	Not important	<i>N</i>
African American	51.9	33.3	14.8	27
Asian American	75.0	18.8	6.3	16
Hispanic/Latino	45.5	36.4	18.2	22
Native American	42.9	14.3	42.9	7
Others	27.1	49.1	23.8	214

Proximity to where you live:

	Very important	Somewhat important	Not important	<i>N</i>
African American	29.6	37.0	33.3	27
Asian American	31.3	43.8	25.0	16
Hispanic/Latino	45.5	36.4	18.2	22
Native American	28.6	42.9	28.6	7
Others	24.3	48.1	27.6	214

University's academic reputation for overall quality:

	Very important	Somewhat important	Not important	<i>N</i>
African American	81.5	18.5	0.0	27
Asian American	93.8	6.3	0.0	16
Hispanic/Latino	81.8	13.6	4.5	22
Native American	100	0.0	0.0	7
Others	94.4	5.1	0.5	215

University's reputation as a diverse institution:

	Very important	Somewhat important	Not important	<i>N</i>
African American	48.1	48.1	3.7	27
Asian American	56.3	31.3	12.5	16
Hispanic/Latino	54.5	18.2	27.3	22
Native American	42.9	28.6	28.6	7
Others	20.6	51.4	28.0	214

Survey conducted by Lyle Perkins, Masudul Biswas and Ralph Izard, Forum on Media Diversity, Louisiana State University. For additional information, see www.masscommunicating.lsu.edu