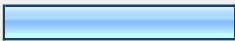



University podcasts	<b>82.3% (289)</b>	8.0% (28)	8.0% (28)	1.7% (6)	1.29	351
Facebook or other social networking group	<b>52.8% (187)</b>	13.8% (49)	19.8% (70)	13.6% (48)	1.94	354
SMS messaging	<b>74.7% (266)</b>	8.1% (29)	9.0% (32)	8.1% (29)	1.51	356
Online chats	<b>57.9% (208)</b>	8.9% (32)	17.5% (63)	15.6% (56)	1.91	359
College website itself	2.8% (10)	3.9% (14)	22.8% (82)	<b>70.5% (253)</b>	3.61	359
Personalized homepage of the college	26.9% (96)	7.8% (28)	31.7% (113)	<b>33.6% (120)</b>	2.72	357
Second Life virtual campus	<b>59.9% (215)</b>	11.4% (41)	18.1% (65)	10.6% (38)	1.79	359
Direct emails from colleges	20.1% (72)	17.0% (61)	<b>36.8% (132)</b>	26.2% (94)	2.69	359
Skype Chats/video conferencing	<b>88.0% (314)</b>	4.8% (17)	3.9% (14)	3.4% (12)	1.23	357
YouTube video postings	<b>78.4% (280)</b>	7.0% (25)	8.7% (31)	5.9% (21)	1.42	357
NAVIANCE (scattergrams)	20.9% (75)	9.5% (34)	32.7% (117)	<b>36.9% (132)</b>	2.85	358
Guidebooks	19.7% (69)	8.6% (30)	33.1% (116)	<b>38.6% (135)</b>	2.91	350
Other (please specify)						36
<b>answered question</b>						<b>363</b>
<b>skipped question</b>						<b>1</b>

RSS feeds	<b>81.5% (287)</b>	16.5% (58)	2.0% (7)	352
Facebook	13.3% (48)	19.4% (70)	<b>67.2% (242)</b>	360
MySpace	<b>64.5% (229)</b>	16.9% (60)	18.6% (66)	355
Other social network	<b>57.6% (204)</b>	21.2% (75)	21.2% (75)	354
You Tube	18.4% (66)	<b>71.5% (256)</b>	10.1% (36)	358
	<b>answered question</b>			<b>361</b>
	<b>skipped question</b>			<b>3</b>

**3. Do you have any content on your blog, webpage, or social network such as myspace or Facebook you do NOT want colleges to see?**

		Response Percent	Response Count
Yes		25.4%	92
No		74.6%	270
	<b>answered question</b>		<b>362</b>
	<b>skipped question</b>		<b>2</b>

**4. Have you changed or cleaned up your webpages because you are worried about college admission officers viewing it?**

		Response Percent	Response Count
Yes		14.7%	53
no		85.3%	308
	<b>answered question</b>		<b>361</b>
	<b>skipped question</b>		<b>3</b>

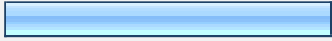


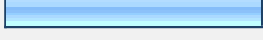


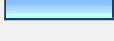











## 6. To what degree do you think the following may impact admission decisions to universities?


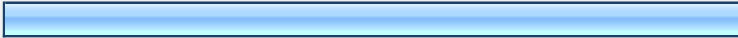





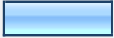




	No impact	moderate impact	high impact	will be denied admission	Rating Average	Response Count
Your email address is juvenile, racy or sexist	17.9% (57)	<b>37.7% (120)</b>	37.1% (118)	7.2% (23)	2.34	318
Your email correspondence contain misspellings or is very informal	26.4% (85)	<b>41.3% (133)</b>	31.7% (102)	0.6% (2)	2.07	322
Your facebook or myspace page shows you drinking	18.9% (61)	33.2% (107)	<b>37.3% (120)</b>	10.6% (34)	2.39	322
your blog or myspace or facebook contains inappropriate or racy information	13.2% (42)	25.7% (82)	<b>44.5% (142)</b>	16.6% (53)	2.65	319
Your essay contains a university name different from the one you applied to	17.6% (58)	17.9% (59)	31.8% (105)	<b>32.7% (108)</b>	2.80	330
Other (please specify)						9
<b>answered question</b>						<b>357</b>
<b>skipped question</b>						<b>7</b>

College Prowler guide	<b>32.4% (113)</b>	23.8% (83)	12.6% (44)	31.2% (109)	1.71	349
Fiske Guide	<b>34.5% (120)</b>	19.8% (69)	12.1% (42)	33.6% (117)	1.66	348
Princeton Review's guide	22.0% (77)	<b>35.7% (125)</b>	24.0% (84)	18.3% (64)	2.02	350
The Insider Guide to College	<b>27.7% (96)</b>	<b>27.7% (96)</b>	21.7% (75)	22.8% (79)	1.92	346
Wikipedia	<b>44.3% (156)</b>	22.2% (78)	13.4% (47)	20.2% (71)	1.61	352
Bulletin boards such as Collegeconfidential.com	<b>31.9% (111)</b>	28.4% (99)	12.6% (44)	27.0% (94)	1.74	348
NAVIANCE scattegrams	17.8% (63)	30.2% (107)	<b>41.2% (146)</b>	10.7% (38)	2.26	354
The university's own promotional material	12.1% (43)	37.9% (134)	<b>44.9% (159)</b>	5.1% (18)	2.35	354
Current student's personal experiences	7.4% (26)	24.3% (85)	<b>62.9% (220)</b>	5.4% (19)	2.59	350
The college rep presentation	7.1% (25)	38.6% (136)	<b>49.4% (174)</b>	4.8% (17)	2.44	352
Visiting the college	5.7% (20)	15.0% (53)	<b>64.6% (228)</b>	14.7% (52)	2.69	353
College podcasts	<b>41.3% (145)</b>	20.8% (73)	4.0% (14)	33.9% (119)	1.44	351
College blogs	<b>37.7% (132)</b>	24.6% (86)	9.7% (34)	28.0% (98)	1.61	350
My friend's opinions	20.9% (74)	<b>51.1% (181)</b>	23.2% (82)	4.8% (17)	2.02	354
My counselor's opinions	8.2% (29)	42.0% (149)	<b>47.3% (168)</b>	2.5% (9)	2.40	355
My teacher's opinions	9.9% (35)	<b>46.2% (163)</b>	40.2% (142)	3.7% (13)	2.31	353
My Parent's opinions.	6.4% (22)	34.3% (118)	<b>55.2% (190)</b>	4.1% (14)	2.51	344
Other (please specify)						6
<b>answered question</b>						<b>359</b>
<b>skipped question</b>						<b>5</b>

admission offer revoked	<b>95.3% (285)</b>	3.3% (10)	1.3% (4)	
probation	<b>80.7% (242)</b>	13.0% (39)	6.3% (19)	
scholarship revoked	<b>94.9% (282)</b>	3.4% (10)	1.7% (5)	
expelled from an organization such as ROTC or Honour society	<b>87.2% (260)</b>	10.4% (31)	2.3% (7)	
enforced counseling	<b>83.9% (251)</b>	11.4% (34)	4.7% (14)	
parental discipline	<b>68.5% (204)</b>	10.7% (32)	20.8% (62)	
<b>Other school of university</b>				
	<b>Not aware</b>	<b>Happened once</b>	<b>Happened more than once</b>	<b>Response Count</b>
Expelled from school	<b>81.5% (212)</b>	8.8% (23)	9.6% (25)	
admission offer revoked	<b>81.6% (208)</b>	11.0% (28)	7.5% (19)	
probation	<b>87.0% (220)</b>	6.7% (17)	6.3% (16)	
scholarship revoked	<b>89.0% (226)</b>	5.9% (15)	5.1% (13)	
expelled from an organization such as ROTC or Honour society	<b>89.3% (226)</b>	5.1% (13)	5.5% (14)	
enforced counseling	<b>87.0% (220)</b>	5.9% (15)	7.1% (18)	
parental discipline	<b>79.3% (199)</b>	6.4% (16)	14.3% (36)	
			Other (please specify)	
			<b>answered question</b>	
			<b>skipped question</b>	

10. What best describes you and your background? Tick all that apply.

		Response Percent	Response Count
United States		39.3%	140
Canada		9.6%	34
Korea (North and South)		10.7%	38
China/Taiwan/Hong Kong		30.9%	110
Singapore/Malaysia/Indonesia/Philippines		7.6%	27
Japan		3.4%	12
India/India Subcontinent		12.6%	45
UK		11.0%	39
Scandinavia/Northern Europe		5.3%	19
Southern Europe		6.7%	24
Africa		5.3%	19
Middle Eastern		8.4%	30
Columbia/Venezuela/Ecuador		1.7%	6
Argentina/Chile/Peru		1.4%	5
Brasil		1.1%	4
Mexico		0.6%	2
Other Latino		1.4%	5
Australia/New Zealand		3.1%	11

		Response Percent	Response Count
UK		29.8%	105
<b>USA</b>		<b>81.3%</b>	286
Canada		28.1%	99
Japan		3.4%	12
Singapore		6.0%	21
Korea		2.3%	8
Other Asian		8.2%	29
Australia/New Zealand		11.6%	41
Latin America		0.3%	1
European		10.8%	38
African		1.4%	5
Middle Eastern		1.4%	5
		Other (please specify)	16
		<b><i>answered question</i></b>	<b>352</b>
		<b><i>skipped question</i></b>	<b>12</b>

messenger	(71)	(65)	(83)	(55)	9.4% (33)	(57)	350
Update facebook or myspace	<b>39.7%</b> <b>(138)</b>	22.7% (79)	21.3% (74)	9.2% (32)	5.2% (18)	4.3% (15)	348
contributing to a blog	<b>88.3%</b> <b>(286)</b>	7.7% (25)	3.4% (11)	0.6% (2)	0.3% (1)	0.3% (1)	324
reading news or sports	<b>43.8%</b> <b>(148)</b>	33.1% (112)	18.9% (64)	4.4% (15)	0.3% (1)	1.2% (4)	338
researching colleges	24.7% (85)	<b>30.5%</b> <b>(105)</b>	26.7% (92)	11.6% (40)	4.4% (15)	4.1% (14)	344
watching youtube or looking at photos	<b>44.9%</b> <b>(153)</b>	24.9% (85)	18.2% (62)	10.0% (34)	2.9% (10)	2.3% (8)	341
surfing the net	<b>29.2%</b> <b>(99)</b>	<b>29.2%</b> <b>(99)</b>	18.0% (61)	13.3% (45)	4.7% (16)	7.7% (26)	339
online gaming	<b>76.5%</b> <b>(247)</b>	11.1% (36)	7.1% (23)	2.5% (8)	0.9% (3)	3.4% (11)	323
Shopping/looking for things to buy	<b>80.2%</b> <b>(260)</b>	14.2% (46)	2.8% (9)	2.2% (7)	1.5% (5)	2.2% (7)	324
	<b><i>answered question</i></b>						<b>353</b>
	<b><i>skipped question</i></b>						<b>11</b>

I have MSM on when I do homework.	22.5% (79)	20.2% (71)	19.7% (69)	<b>37.6% (132)</b>	2.72	351
I text message a moderate amount (20 messages or less a day)	<b>38.2% (134)</b>	24.2% (85)	17.1% (60)	20.5% (72)	2.20	351
I text message a lot (more than 20 times a day)	<b>70.8% (247)</b>	12.6% (44)	7.4% (26)	9.2% (32)	1.55	349
I listen to my MP3 player on the way to or from school	20.7% (73)	14.5% (51)	13.9% (49)	<b>50.9% (179)</b>	2.95	352
I am required to blog, or contribute to wiki or discussion board for one of my classes	<b>53.7% (189)</b>	13.6% (48)	14.2% (50)	18.5% (65)	1.97	352
I am required to listen to a podcast as part of one of my classes	<b>85.5% (301)</b>	7.7% (27)	4.0% (14)	2.8% (10)	1.24	352
I regularly use laptops during class.	<b>46.2% (163)</b>	25.5% (90)	15.0% (53)	13.3% (47)	1.95	353
	<b><i>answered question</i></b>					<b>355</b>
	<b><i>skipped question</i></b>					<b>9</b>

Admission blogs describing how to get in	9.7% (34)	27.1% (95)	<b>63.2% (222)</b>	2.54	351
Podcasts of actual courses	29.9% (105)	<b>47.3% (166)</b>	22.8% (80)	1.93	351
Printed brochures	17.8% (63)	<b>48.7% (172)</b>	33.4% (118)	2.16	353
Personalized emails	17.0% (60)	38.6% (136)	<b>44.3% (156)</b>	2.27	352
Individual SMS messages	<b>60.1% (211)</b>	28.2% (99)	11.7% (41)	1.52	351
Actual visits from the College reps	3.4% (12)	31.2% (110)	<b>65.4% (231)</b>	2.62	353
Online chat with college admission people	25.0% (88)	<b>42.9% (151)</b>	32.1% (113)	2.07	352
Interviews with actual students about their experiences	13.6% (48)	40.9% (144)	<b>45.5% (160)</b>	2.32	352
Materials in my own language to help my parents understand	<b>38.7% (136)</b>	34.2% (120)	27.1% (95)	1.88	351
	<b><i>answered question</i></b>				<b>353</b>
	<b><i>skipped question</i></b>				<b>11</b>