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ABSTRACT

This report describes a study conducted by the Audio-Visual Media Research Group of the Open University to investigate student attitudes, over time, to the value of radio as a course component. Results of a January 1979 survey using a questionnaire are reported with tables and analyzed according to (1) whether a student had access to a VHF radio at home, (2) the way in which a student already used radio, (3) any experience a student may have had with Open University radio before beginning a foundation course, and (4) any expectations students might have of the role radio could play as a course component and how confident they were that they could use radio in this way. The appendices include the questionnaire, data on the samples used, and the percentage of responses to individual questionnaire items. (CHC)

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Student Attitudes to Radio
(Interim Report)

by

Duncan H. Brown

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Institute of Educational Technology,
Open University.

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Background to the Study

This research forms part of a major study being conducted by the Audio-Visual Media Research Group of IET into the use of radio programming and audio cassettes in Open University courses. The aim of the research reported here was to investigate student attitudes, over time, to the value of radio as a course component.

This longitudinal study was originally conceived as involving the collection of two sets of data from the same group of students. The first questionnaire was mailed in November 1978, and the second will be sent to the same students at the end of their first foundation course in November 1979. In this way it was hoped to measure any changes in attitude.

This report covers the results from the first questionnaire.

Design of the Study

Questionnaires were mailed to a sample of 2319 "K" year students who were about to begin their first foundation course in January 1979.¹ Very high response rates ranging from 92 to 95 percent were achieved.² This gave samples ranging from 423 to 455 students from each of the five foundation courses:

It was recognised that many factors could affect a students' use of radio during the foundation year but four were selected as being of particular interest.

- 1). Whether a student had access to a VHF radio at home.
- 2). The way in which a student already used radio.
- 3). Any experience a student may have had of Open University radio before beginning a foundation course.
- 4). Any expectations a student might have of the role radio could play as a course component and how confident the student was that they could use radio in this way.

The questionnaire was designed to provide information about these factors and the samples selected were large enough to allow a comparison of results between faculties to see if differences emerged.

¹A sample questionnaire is contained in Appendix A. Although this is the version sent to T100 students the items were identical for all students

²Further details of the sample sizes and maximum error margins are contained in Appendix B.

QUESTIONNAIRE

Access to VHF Radio at Home

Across all faculties over 90 percent already had VHF radios or said they were going to get one before their course began. It would seem that lack of a VHF radio will not be a significant factor in deciding the amount of listening during the foundation year. However, in written comments a number of students indicated that VHF reception in their home area was either very poor or not available. It may be necessary to include an item in the November 1979 follow-up questionnaire to discover the effect of reception difficulties.

Present Use of Radio

The proportion listening to the BBC radio networks on a fairly regular basis varied between the different foundation courses. If we combine "Most days" and "At least once a week" as indicating regular use the following emerge.

Table 1

Student Use of BBC Radio
(Percentage Listening Once a Week or More)

	Radio 1	Radio 2	Radio 3	Radio 4
A101	33*	38	35	64
D101	40	41	25	58
M101	44	45	26	51
S101	48	47	24	51
T100	49	49	21	47

*Throughout this report all data are given as percentages of respondents.

These data suggest that the students registering for the different foundation courses use radio in different ways. This conclusion is supported by the responses to a question which asked students how frequently they listened to a range of programme types. ("Mostdays" and "At least once a week" are again combined).

Table 2

Student Experience of Programme Types
(Percentage Listening Once a Week or More)

	News Bulletins	Music	Curr.Aff. & Docu.	Talks	Plays
A101	86	79	68	46	34
D101	87	77	67	43	24
M101	88	84	57	32	14
S101	85	85	56	33	19
T100	84	83	56	27	16

From these data it is clear that Maths, Science, and Technology students begin their foundation courses with a much more limited experience of radio than do Arts, and to a lesser extent Social Science students. All groups regularly use radio for News Bulletins and Music but other programme formats are less commonly experienced by the students registering for Maths, Science, and Technology foundation courses.

Another item in the questionnaire which suggests that many students may have had very little practice with the skills required to use Open University radio asked students whether they ever listened to radio without doing anything else. In each foundation course approximately half of the respondents said they NEVER listened without doing something else.

A101	46%
D101	55%
M101	52%
S101	55%
T100	51%

In the November 1979 follow-up questionnaire it will be important to discover whether students did give Open University radio their undivided attention and whether they found this difficult.

Prior Experience of Open University Radio

Unfortunately many students appear to have mis-understood the question which asked them whether they had ever registered for an Open University course before the foundation course they were about to begin. Some seem to have thought that this item was asking whether they had ever applied to take an Open University course while the responses of others simply did not match up with student records held by the University. The data from question 7 were therefore discarded.

Despite this it is clear from another question that many of the students do have some experience of Open University radio before their initial foundation course. Only about a third said that they had never listened to an Open University radio programme.

A101	34%
D101	38%
M101	33%
S101	44%
T100	37%

Expectations of Foundation Course Radio

Students were asked how important they thought it would be to make regular use of four of the course components. In all faculties radio was rated as the least important of these four components. In general the course units were seen as most important followed by tutorials, and television, with radio a rather poor fourth. There is general agreement about the importance of the written course units but the perceived importance of radio varies between faculties. The radio component is given the highest rating by A101 students with D101, T100, S101, and M101 students increasingly less convinced of its importance.

Any students who rated a component as either "Not very important" or "Not at all important" were asked to try to explain why they held that view.

Unfortunately so few of the students wrote in these open-ended comments that it would be unwise to draw too many conclusions. Despite this limitation it is interesting that among the prospective M101 students (the group who gave radio the lowest rating) the most frequent comment was that radio was not a suitable medium for maths. They felt that the lack of a visual element made it at least difficult, if not impossible to teach mathematics by radio.

Another aspect of the results from item 10 seems to support the earlier conclusion that many students have only limited experience of radio except for news bulletins and music, as a background to other activities. The proportion indicating that they could not predict how important a course component would be was highest for radio in all faculties. This proportion ranged from 5 percent for A101 students to 8 percent for the M101 and T100 samples. This could be interpreted as suggesting that a significant group of students were not sure how radio could contribute to their foundation course but were not going to pre-judge the situation.

The absence of a strongly negative reaction to radio is interesting when compared with the relatively low listening rates reported for radio in some foundation courses. It must be remembered that even in M101 a quarter of the students said they thought radio would be "very important". With other courses more students felt radio could play an important part and at the other end of the scale 40 percent of the A101 sample were convinced enough of the role radio could play to say that radio would be "very important" for the successful completion of their studies. By comparison very few said radio would be either "not very important" or "not at all important". Again the M101 sample were at one end of the scale with 17 percent thinking that they would not need to use radio regularly compared with only 5 percent of the A101 sample. Although the desire not to appear too negative before the course even began may have played a part the following data clearly do not show an initial hostility to radio.

Table 3
Student Ratings of the Importance of Radio
as a Course Component

	Very important/ important	Don't know	Not very important/ not at all important
A101	88*	5	5
D101	83	6	8
M101	73	8	17
S101	80	5	13
T100	81	8	9

* Percentages of respondents

When students were asked whether they thought they would experience any difficulties using radio as a course component it is significant that except for one faculty radio was seen as more likely to result in difficulties than television, tutorials, or written course units. The exception was A101 where students were only slightly more concerned about radio and television than tutorials and written course units. With each of the A101 components about two-thirds of the respondents said they did not expect any difficulties.

Once again M101 students have a less positive response to radio than the students registered for other foundation courses but it must be emphasised that even with the M101 sample just over half said they did not expect difficulties, and an additional fifth said they didn't know.

Table 4
Student Expectations of Using Radio
as a Course Component

	I think I may experience difficulties	I do not expect any difficulties	I don't know
A101	14*	65	18
D101	22	60	15
M101	24	53	21
S101	16	65	14
T100	19	62	16

*Percentages of respondents.

Comparatively few students wrote comments explaining the difficulties they felt they might encounter. It was therefore unclear why D101 students were rather more concerned about using radio and television than those registered for A101, S101, or T100. Taken across all courses the concerns fell into two main areas. First, some were worried about possible clashes between outside commitments and the fixed transmission times. A second area of concern was that because they had no experience of studying by radio they might have problems. Here the lack of a visual element for explaining mathematical problems was a particular concern of M101 students but others were equally worried that they would find it difficult to concentrate with a purely auditory medium. Another fear prevalent among M101 students was that the pace of their radio programmes might be too fast and with no chance to ask questions or review earlier sections they might get lost. This may be a result of particular characteristics of mathematics as a discipline but it again points towards a 'fear of the unknown' which seems to affect students reactions to radio far more than their reactions to television, tutorials, or written course units.

CONCLUSIONS

From the results of this first questionnaire it is clear that there were variations in the way students registering for each of the five foundation courses used radio before they joined the Open University. In addition about half of the students never gave radio their undivided attention. It will be interesting to see whether this varied experience of radio affects their ability to use foundation course radio.

Although there was no evidence that students were particularly negatively predisposed towards radio as a course component there was some evidence that more students were concerned that they might have difficulty studying by radio than with some of the other course components.

Although these are only preliminary results they do provide a baseline for the rest of the study. The second questionnaire will be mailed in November 1979 to discover how these students made use of radio in their foundation courses.

APPENDIX A

THE QUESTIONNAIRE

Initial Mailing.



THE OPEN UNIVERSITY

The Open University,
Institute of Educational Technology,
Walton Hall,
Milton Keynes,
MK7 6AA.
Telephone: Milton Keynes 74066
Direct Line: 63781
INSTITUTE OF
EDUCATIONAL TECHNOLOGY

3rd November, 1978

Dear Student,

Over the next two to three years the Open University is conducting a study of the ways in which radio is used in its teaching system. As part of this study I am sending you a questionnaire which is designed to discover how you use the radio programmes offered by the BBC and commercial radio. In addition some of the questions ask you to explain the part you think radio will play in your foundation course next year.

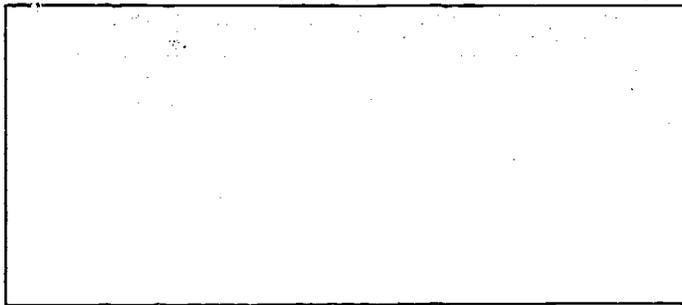
It is important that the University has a clear picture of how new students already use radio, and their expectations of the roles it will play in their future studies. This information is vital if the University is to make the best possible use of the various course components.

I would, therefore, be very grateful if you could find time to complete this questionnaire and return it in the pre-paid envelope.

Yours sincerely,

Duncan Brown,
Audio-Visual Media Research Group.

Enc.



(Cols 2-9)

T100

(Cols 10-13)

Please remember that your responses will NOT be used to assess you or your work.

Where questions refer to "your foundation course" they mean T100. Please base your replies on this course ONLY: Even if you are registered for a second foundation course.

Throughout the questionnaire please circle the one number which corresponds to your answer, eg. (3), unless instructed otherwise.

1. Do you have a VHF radio in your home?

Yes 1 No, but I intend to get one before February 1979 2 No, and I shall not be getting one 3 (Col 14)

2. How frequently do you listen to the following?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	
BBC Radio 1	1	2	3	4	(Col 15)
BBC Radio 2	1	2	3	4	(Col 16)
BBC Radio 3	1	2	3	4	(Col 17)
BBC Radio 4	1	2	3	4	(Col 18)
BBC Local Radio	1	2	3	4	(Col 19)
Independent/Commercial Radio . .	1	2	3	4	(Col 20)
Other (<i>please specify</i>)	1	2	3	4	(Col 21)

3. How often do you use the following media for entertainment?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	
Radio	1	2	3	4	(Col 22)
Newspapers/Magazines	1	2	3	4	(Col 23)
Television	1	2	3	4	(Col 24)
Books	1	2	3	4	(Col 25)

4. How often do you use the following media as a source of information about news and current affairs?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	
Radio	1	2	3	4	(Col 26)
Newspapers/Magazines	1	2	3	4	(Col 27)
Television	1	2	3	4	(Col 28)
Books	1	2	3	4	(Col 29)

5. How frequently do you normally listen to the following types of radio programme?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	
Music	1	2	3	4	(Col 30)
Current Affairs & Documentaries	1	2	3	4	(Col 31)
Talks	1	2	3	4	(Col 32)
Plays	1	2	3	4	(Col 33)
Comedy Shows	1	2	3	4	(Col 34)
Sport	1	2	3	4	(Col 35)
Educational	1	2	3	4	(Col 36)
News Bulletins	1	2	3	4	(Col 37)
Quiz Shows and Panel Games	1	2	3	4	(Col 38)
Other (<i>please specify programme names or types</i>)	1	2	3	4	(Col 39)

6. Do you ever listen to the radio without doing anything else?

Yes 1

No 2

(Col 40)

Using the programme types given in the previous question please tell us the types of programme to which you usually give your undivided attention.

7. Have you ever registered for any Open University courses before the foundation course you are about to begin?

Yes 1

No 2

(Col 41)

Please say which courses

8. Have you ever listened to any Open University radio programmes?

Yes, regularly 1 ↓ from courses in _____ _____ _____	Yes, occasionally 2 ↓	No, never 3 ↓	(Col 42)
---	-----------------------------------	---------------------------	----------

9. Have you ever seen or heard any of the university's "Open Forum" programmes on radio or television?

a. "Open Forum" RADIO programmes

Yes, regularly 1	Yes, occasionally 2	No, never 3	(Col 43)
---------------------------	------------------------------	----------------------	----------

b. "Open Forum" TELEVISION programmes

Yes, regularly 1	Yes, occasionally 2	No, never 3	(Col 44)
---------------------------	------------------------------	----------------------	----------

10. To complete your foundation course successfully, how important do you think it will be to have used the following components regularly?

please circle one number in each row

	Very important	Important	Not very important	Not at all important	Don't know	
Radio programmes	1	2	3	4	5	(Col 45)
Television programmes	1	2	3	4	5	(Col 46)
Tutorials	1	2	3	4	5	(Col 47)
Written course units	1	2	3	4	5	(Col 48)

11. If you circled 3 or 4 for any of the rows in question 10 please try to explain why you hold that view.

*please clearly indicate the component(s)
to which you are referring*

12. Do you have any ideas about how you would like radio to be used in your foundation course?

Yes 1

↓
Please try to explain
your ideas

No, I have
no ideas 2

(Col 49)



13. Do you think you will experience any difficulties studying by means of the following components of your foundation course?

please circle one number in each row

	Yes, I think I may experience difficulties	No, I do not expect any difficulties	I don't know	
Radio programmes	1	2	3	(Col 50)
Television programmes	1	2	3	(Col 51)
Tutorials	1	2	3	(Col 52)
Written course units	1	2	3	(Col 53)

14. If, in the previous question, you indicated that you thought you might experience difficulties using any of the components please try to summarise these possible difficulties.

*please clearly indicate the component(s)
to which you are referring*

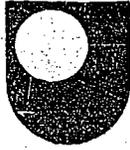
Please return your completed questionnaire as soon as possible in the pre-paid envelope to:

Duncan Brown,
I.E.T.,
The Open University,
Walton Hall,
Milton Keynes,
MK7 6AA

THANK YOU VERY MUCH FOR YOUR HELP

GOOD LUCK WITH YOUR FOUNDATION COURSE

1st Reminder



THE OPEN UNIVERSITY

The Open University,
Institute of Educational Technology,
Walton Hall,
Milton Keynes,
MK7 6AA.
Telephone: Milton Keynes 74066
Direct Line: 63781
INSTITUTE OF
EDUCATIONAL TECHNOLOGY

17th November, 1978

Dear Student,

A couple of weeks ago I sent you a questionnaire to discover the ways in which you use radio and how you think radio might be employed on your foundation course. As yet I have not received a reply from you.

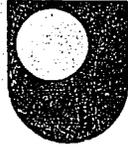
It may be that you have mailed your responses within the past few days in which case I apologise for having bothered you again unnecessarily. If, however, you have not found time to complete your questionnaire I do urge you to do so. Your responses will provide valuable information on which the future plans of the University can be based.

Yours sincerely,

Duncan Brown

Duncan Brown,
Audio-Visual Media Research Group.

2nd Reminder



THE OPEN UNIVERSITY

The Open University,
Institute of Educational Technology,
Walton Hall,
Milton Keynes,
MK7 6AA.
Telephone: Milton Keynes 74066
Direct Line: 63781
INSTITUTE OF
EDUCATIONAL TECHNOLOGY

1st December, 1978

Dear Student,

I am sorry to bother you yet again but I have still not received your completed questionnaire about your use of radio.

You are one of a small sample of students chosen from each foundation course and it is very important that we have your particular response so that we can be sure that our information represents the views of all new students.

If you have recently mailed your replies please ignore this letter, but if you have not yet completed the questionnaire please try to find time. I realise that December is a busy time for many people but would very much appreciate it if you could set aside a few minutes to answer the questions.

In case you have mislaid the original questionnaire I am enclosing a duplicate copy and a second reply paid envelope. I look forward to hearing from you very soon.

Yours sincerely,

Duncan Brown,
Audio-Visual Media Research Group.

Enc.

APPENDIX B

DATA ON SAMPLES USED

Course code	Population size*	Sample size	Achieved sample	Resp rate	Max Error ** margin f.P=50
A101	4840	459	434	95%	+ 4.8%
D101	5170	478	455	95%	+ 4.7%
M101	3410	476	440	92%	+ 4.4%
S101	3300	456	428	94%	+ 4.5%
T100	2420	450	423	94%	+ 4.4%

* The base population was all K year students who were provisionally registered for their first foundation course on 28th October 1978.

** This denotes the 95% confidence interval for an observed percentage value of 50. e.g. + 4.8% indicates the range around the observed value of 50%. This is the maximum error margin and would be lower with other observed values.

APPENDIX C

PERCENTAGE RESPONSES TO
INDIVIDUAL QUESTIONNAIRE ITEMS

A101 Sample
(N = 434)

(Cols 2-9)

(Cols 10-13)

Please remember that your responses will NOT be used to assess you or your work.

Where questions refer to "your foundation course" they mean your replies on this course ONLY: Even if you are registered for a second foundation course. Please base your replies on this course ONLY.

Throughout the questionnaire please circle the one number which corresponds to your answer, eg. (3), unless instructed otherwise.

1. Do you have a VHF radio in your home?

Yes 85.3
 No, but I intend to get one before February 1979 10.6
 No, and I shall not be getting one 2.8
 No response 1.4

(Col 14)

2. How frequently do you listen to the following?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never.	No response	
BBC Radio 1	18.0	15.0	17.5	41.5	8.1	(Col 15)
BBC Radio 2	18.4	19.8	25.3	28.6	7.8	(Col 16)
BBC Radio 3	12.4	22.4	34.1	24.4	6.7	(Col 17)
BBC Radio 4	45.9	18.2	18.0	14.1	3.9	(Col 18)
BBC Local Radio	9.9	10.4	17.7	49.3	12.7	(Col 19)
Independent/Commercial Radio	9.2	9.0	11.1	58.3	12.4	(Col 20)
Other (please specify)	1.4	2.1	1.4	28.6	66.6	(Col 21)

3. How often do you use the following media for entertainment?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	68.9	16.6	8.8	3.7	2.1	(Col 22)
Newspapers/Magazines	63.4	24.4	8.1	2.5	1.6	(Col 23)
Television	73.5	19.6	2.8	3.0	1.2	(Col 24)
Records	69.4	23.5	4.8	1.2	1.2	(Col 25)

4. How often do you use the following media as a source of information about news and current affairs?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	74.2	10.6	9.9	3.2	2.1	(Col 26)
Newspapers/Magazines	70.3	20.7	5.8	0.9	2.3	(Col 27)
Television	76.5	15.2	3.7	2.8	1.8	(Col 28)
Books	19.1	25.1	36.4	16.6	2.8	(Col 29)

5. How frequently do you normally listen to the following types of radio programme?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Music	57.8	21.4	13.8	3.5	3.5	(Col 30)
Current Affairs & Documentaries	35.9	31.8	20.5	8.5	3.2	(Col 31)
Talks	14.7	31.1	33.4	16.1	4.6	(Col 32)
Plays	8.3	26.0	40.6	21.2	3.9	(Col 33)
Comedy Shows	2.8	19.8	35.5	35.9	6.0	(Col 34)
Sport	5.3	12.4	20.5	54.6	7.1	(Col 35)
Educational	4.4	28.1	41.9	19.6	6.0	(Col 36)
News Bulletins	77.6	8.5	6.7	3.7	3.5	(Col 37)
Quiz Shows and Panel Games	5.1	28.6	28.3	33.4	4.6	(Col 38)
Other (please specify programme names or types)	2.1	1.6	2.3	23.3	70.7	(Col 39)

6. Do you ever listen to the radio without doing anything else?

Yes 50.7

No 45.9

No response 3.5
(Col 40)

Using the programme types given in the previous question please tell us the types of programme to which you usually give your undivided attention.

7. Have you ever registered for any Open University courses before the foundation course you are about to begin?

Yes 13.4

No 83.6

No response 3.0
(Col 41)

Please say which courses

8. Have you ever listened to any Open University radio programmes?

No response 2.8

Yes, regularly 8.3

Yes, occasionally 54.8

No, never 34.1

(Col 42)

from courses in _____

9. Have you ever seen or heard any of the university's "Open Forum" programmes on radio or television?

a. "Open Forum" RADIO programmes

Yes, regularly 2.1

Yes, occasionally 38.2

No, never 55.1

No response 4.6

(Col 43)

b. "Open Forum" TELEVISION programmes

Yes, regularly 4.4

Yes, occasionally 58.1

No, never 34.8

No response 2.8

(Col 44)

10. To complete your foundation course successfully, how important do you think it will be to have used the following components regularly?

please circle one number in each row

	Very important	Important	Not very important	Not at all important	Don't know	No response	
Radio programmes	40.3	47.5	4.6	0	5.1	2.5	(Col 45)
Television programmes	46.8	42.4	5.1	0.5	3.2	2.1	(Col 46)
Tutorials	68.7	23.5	3.7	0.2	1.8	2.1	(Col 47)
Written course units	88.0	8.5	0	0	0.9	2.5	(Col 48)

11. If you circled 3 or 4 for any of the rows in question 10 please try to explain why you hold that view.

please clearly indicate the component(s) to which you are referring

12. Do you have any ideas about how you would like radio to be used in your foundation course?

Yes 36.2

No, I have no ideas 56.7

No response 7.1
(Col 49)

↓
Please try to explain your ideas



13. Do you think you will experience any difficulties studying by means of the following components of your foundation course?

please circle one number in each row

	Yes, I think I may experience difficulties	No, I do not expect any difficulties	I don't know	No response	
Radio programmes	<u>14.3</u>	<u>65.2</u>	<u>17.7</u>	<u>2.8</u>	(Col 50)
Television programmes . . .	<u>14.7</u>	<u>67.3</u>	<u>14.7</u>	<u>3.2</u>	(Col 51)
Tutorials	<u>11.5</u>	<u>67.3</u>	<u>17.3</u>	<u>3.9</u>	(Col 52)
Written course units	<u>11.5</u>	<u>65.4</u>	<u>19.1</u>	<u>3.9</u>	(Col 53)

14. If, in the previous question, you indicated that you thought you might experience difficulties using any of the components please try to summarise these possible difficulties.

please clearly indicate the component(s) to which you are referring

Please return your completed questionnaire as soon as possible in the pre-paid envelope to:

Duncan Brown,
I.C.T.,
The Open University,
Walter Hall,
Milton Keynes,
MK7 6AA

25 THANK YOU VERY MUCH FOR YOUR HELP
GOOD LUCK WITH YOUR FOUNDATION COURSE



D101 Sample
 (N = 455)

(Cols 2-9)

(Cols 10-13)

Please remember that your responses will NOT be used to assess you or your work.

Where questions refer to "your foundation course" they mean Please base
 your replies on this course ONLY: Even if you are registered for a second
 foundation course.

Throughout the questionnaire please circle the one number which corresponds to
 your answer, eg. 3, unless instructed otherwise.

1. Do you have a VHF radio in your home?

Yes 89.2 No, but I intend to get one before February 1979 6.6 No, and I shall not be getting one 3.5... No response 0.7...
(Col 14)

2. How frequently do you listen to the following?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
BBC Radio 1	24.8	14.9	21.1	31.0	8.1	(Col 15)
BBC Radio 2	21.5	19.1	20.7	29.0	9.7	(Col 16)
BBC Radio 3	9.0	15.6	29.0	36.3	10.1	(Col 17)
BBC Radio 4	40.2	18.2	15.4	20.7	5.5	(Col 18)
BBC Local Radio	9.2	14.9	16.9	42.4	16.5	(Col 19)
Independent/Commercial Radio	18.0	10.8	10.5	45.9	14.7	(Col 20)
Other (please specify)	1.5	2.4	1.3	32.5	62.2	(Col 21)

3. How often do you use the following media for entertainment?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	71.2	14.1	7.5	5.3	2.0	(Col 22)
Newspapers/Magazines	67.0	23.1	4.8	3.1	2.0	(Col 23)
Television	75.8	18.7	3.3	1.5	0.7	(Col 24)
Books	56.6	30.8	10.3	1.3	1.1	(Col 25)

4. How often do you use the following media as a source of information about news and current affairs?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	77.1	7.9	9.9	4.0	1.1	(Col 26)
Newspapers/Magazines	78.7	17.1	2.6	0.2	1.3	(Col 27)
Television	80.0	13.4	4.0	1.5	1.1	(Col 28)
Books	16.5	28.8	36.3	14.3	4.2	(Col 29)

5. How frequently do you normally listen to the following types of radio programme?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Music	58.0	19.3	13.0	6.6	3.1	(Col 30)
Current Affairs & Documentaries	35.6	31.4	20.7	10.5	1.8	(Col 31)
Talks	11.9	31.0	34.1	18.7	4.4	(Col 32)
Plays	4.2	20.2	36.7	34.9	4.0	(Col 33)
Comedy Shows	2.0	20.2	29.9	42.2	5.7	(Col 34)
Sport	6.2	16.9	22.2	50.3	4.4	(Col 35)
Educational	4.4	30.5	36.9	24.0	4.2	(Col 36)
News Bulletins	80.2	6.8	5.9	4.2	2.9	(Col 37)
Quiz Shows and Panel Games	3.3	22.6	27.9	41.5	4.6	(Col 38)
Other (please specify programme names or types)	1.8	3.3	1.1	27.5	66.4	(Col 39)

6. Do you ever listen to the radio without doing anything else?

Yes 44.6

No 54.5

No response 0.9

(Col 40)

Using the programme types given in the previous question please tell us the types of programme to which you usually give your undivided attention.

7. Have you ever registered for any Open University courses before the foundation course you are about to begin?

Yes 10.1

No 87.9

No response 2.0

(Col 41)

Please say which courses

8. Have you ever listened to any Open University radio programmes?

No response 2:6

Yes, regularly 4:8

Yes, occasionally 54:5

No, never 38:0

(Col 42)

from courses in _____

9. Have you ever seen or heard any of the university's "Open Forum" programmes on radio or television?

a. "Open Forum" RADIO programmes

Yes, regularly 2:2

Yes, occasionally 33:8

No, never 58:2

No response 5:7

(Col 43)

b. "Open Forum" TELEVISION programmes

Yes, regularly 6:2

Yes, occasionally 61:5

No, never 29:0

No response 3:3

(Col 44)

10. To complete your foundation course successfully, how important do you think it will be to have used the following components regularly?

please circle one number in each row

	Very important	Important	Not very important	Not at all important	Don't know	No response	
Radio programmes	36.3	46.4	6.8	1.5	5.9	3.1	(Col 45)
Television programmes	49.2	38.9	4.4	0.7	4.0	2.9	(Col 46)
Tutorials	62.0	28.8	4.0	0.4	2.4	2.4	(Col 47)
Written course units	85.3	10.1	0	0.2	2.0	2.4	(Col 48)

11. If you circled 3 or 4 for any of the rows in question 10 please try to explain why you hold that view.

please clearly indicate the component(s) to which you are referring

12. Do you have any ideas about how you would like radio to be used in your foundation course?

Yes 30.3

↓
Please try to explain your ideas

No, I have no ideas 64.4

No response 5.3
(Col 49)



13. Do you think you will experience any difficulties studying by means of the following components of your foundation course?

please circle one number in each row

	Yes, I think I may experience difficulties	No, I do not expect any difficulties	I don't know	No response	
Radio programmes	21.8	59.6	14.7	4.0	(Col 50)
Television programmes . . .	18.7	66.4	10.1	4.8	(Col 51)
Tutorials	12.3	65.7	17.6	4.4	(Col 52)
Written course units	10.8	67.3	16.0	5.9	(Col 53)

14. If, in the previous question, you indicated that you thought you might experience difficulties using any of the components please try to summarise these possible difficulties.

please clearly indicate the component(s) to which you are referring

Please return your completed questionnaire as soon as possible in the pre-paid envelope to:

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I.C.P.,
The Open University,
Walter Hall,
Wilton Keynes,
MK7 6AA

THANK YOU VERY MUCH FOR YOUR HELP

GOOD LUCK WITH YOUR FOUNDATION COURSE

M101 Sample
(N = 440)

(Cols 2-9)

(Cols 10-13)

Please remember that your responses will NOT be used to assess you or your work.

Where questions refer to "your foundation course" they mean Please base
your replies on this course ONLY: Even if you are registered for a second
foundation course.

Throughout the questionnaire please circle the one number which corresponds to
your answer, eg. (3), unless instructed otherwise.

1. Do you have a VHF radio in your home?

Yes 91.8

No, but I intend
to get one before February 1979 5.9

No, and I shall not
be getting one 1.4

No response .. 0.9 ..

(Col 14)

2. How frequently do you listen to the following?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never.	No response	
BBC Radio 1	22.7	21.1	15.9	35.5	4.8	(Col 15)
BBC Radio 2	21.6	23.0	21.8	28.2	5.5	(Col 16)
BBC Radio 3	8.9	16.8	31.6	35.9	6.8	(Col 17)
BBC Radio 4	35.9	15.5	19.3	24.8	4.5	(Col 18)
BBC Local Radio	10.2	11.6	22.3	44.3	11.6	(Col 19)
Independent/Commercial Radio	15.5	13.6	18.0	45.2	7.7	(Col 20)
Other (please specify) . . .	2.3	2.5	2.7	34.8	57.7	(Col 21)

3. How often do you use the following media for entertainment?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	66.8	19.1	8.4	5.7	0	(Col 22)
Newspapers/Magazines	62.7	22.5	9.1	5.0	0.7	(Col 23)
Television	75.9	17.3	3.2	3.4	0.2	(Col 24)
Books	49.3	30.7	15.9	3.4	0.7	(Col 25)

4. How often do you use the following media as a source of information about news and current affairs?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	72.0	14.3	6.6	5.7	1.4	(Col 26)
Newspapers/Magazines	71.6	18.9	5.7	3.0	0.9	(Col 27)
Television	76.8	13.2	4.5	4.3	1.1	(Col 28)
Books	11.8	19.1	38.6	27.7	2.7	(Col 29)

5. How frequently do you normally listen to the following types of radio programme?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Music	59.8	24.5	9.5	5.0	1.1	(Col 30)
Current Affairs & Documentaries	29.3	27.5	22.3	17.7	3.2	(Col 31)
Talks	4.3	27.5	34.8	29.5	3.9	(Col 32)
Plays	2.3	11.6	34.5	48.2	3.4	(Col 33)
Comedy Shows	2.3	20.9	33.2	40.2	3.4	(Col 34)
Sport	5.2	18.6	24.5	47.7	3.9	(Col 35)
Educational	4.8	20.9	40.0	29.3	5.0	(Col 36)
News Bulletins	78.9	9.1	5.2	5.5	1.4	(Col 37)
Quiz Shows and Panel Games	4.1	20.0	30.9	41.4	3.6	(Col 38)
Other (please specify programme names or types)	2.3	1.6	1.8	31.6	62.7	(Col 39)

6. Do you ever listen to the radio without doing anything else?

Yes ^{47.5}

No ^{51.6}

^{0.9} No response
(Col 40)

Using the programme types given in the previous question please tell us the types of programme to which you usually give your undivided attention.

7. Have you ever registered for any Open University courses before the foundation course you are about to begin?

Yes ^{10.5}

No ^{88.0}

^{1.6} No response
(Col 41)

Please say which courses

8. Have you ever listened to any Open University radio programmes?

Yes, regularly 8.0

Yes, occasionally 58.4

No, never 32.5

No response 1.1

(Col 42)

from courses in _____

9. Have you ever seen or heard any of the university's "Open Forum" programmes on radio or television?

a. "Open Forum" RADIO programmes

Yes, regularly 1.6

Yes, occasionally 35.5

No, never 59.3

No response 3.6

(Col 43)

b. "Open Forum" TELEVISION programmes

Yes, regularly 3.6

Yes, occasionally 50.5

No, never 43.9

No response 2.0

(Col 44)

10. To complete your foundation course successfully, how important do you think it will be to have used the following components regularly?

please circle one number in each row

	Very important	Important	Not very important	Not at all important	Don't know	No response	
Radio programmes	25.5	47.7	15.0	1.8	8.4	1.6	(Col 45)
Television programmes	54.8	33.4	5.5	0	4.8	1.6	(Col 46)
Tutorials	65.0	27.3	3.4	0.2	2.7	1.4	(Col 47)
Written course units	88.0	8.9	0	0	1.8	1.4	(Col 48)

11. If you circled 3 or 4 for any of the rows in question 10 please try to explain why you hold that view.

please clearly indicate the component(s) to which you are referring

12. Do you have any ideas about how you would like radio to be used in your foundation course?

Yes 31.4
.....

No, I have 63.2
no ideas

No response 5.5
.....
(Col 49)

↓
Please try to explain
your ideas



13. Do you think you will experience any difficulties studying by means of the following components of your foundation course?

please circle one number in each row

	Yes, I think I may experience difficulties	No, I do not expect any difficulties	I don't know	No response	
Radio programmes	<u>23.6</u>	<u>52.5</u>	<u>21.1</u>	<u>2.7</u>	(Col 50)
Television programmes . . .	<u>14.5</u>	<u>70.5</u>	<u>12.0</u>	<u>3.0</u>	(Col 51)
Tutorials	<u>9.1</u>	<u>75.7</u>	<u>12.0</u>	<u>3.2</u>	(Col 52)
Written course units	<u>10.7</u>	<u>72.5</u>	<u>13.9</u>	<u>3.0</u>	(Col 53)

14. If, in the previous question, you indicated that you thought you might experience difficulties using any of the components please try to summarise these possible difficulties.

please clearly indicate the component(s) to which you are referring

Please return your completed questionnaire as soon as possible in the pre-paid envelope to:

Duncan Brown,
I.B.P.,
Sheffield University,
Walter Hall,
Wilton Keynes,
MK7 6JA

THANK YOU VERY MUCH FOR YOUR HELP

GOOD LUCK WITH YOUR FOUNDATION COURSE

S101 Sample
(N = 428)

(Cols 2-9)

(Cols 10-13)

Please remember that your responses will NOT be used to assess you or your work.

Where questions refer to "your foundation course" they mean Please base
your replies on this course ONLY: Even if you are registered for a second
foundation course.

Throughout the questionnaire please circle the one number which corresponds to
your answer, eg. (3), unless instructed otherwise.

1. Do you have a VHF radio in your home?

Yes **86.2**

No, but I intend
to get one before **8.6**
February 1979

No, and I shall not **2.8**
be getting one

No response **2.3**

(Col 14)

2. How frequently do you listen to the following?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never.	No response	
BBC Radio 1	26.4	21.3	17.1	29.4	5.8	(Col 15)
BBC Radio 2	21.5	25.9	21.7	23.8	7.0	(Col 16)
BBC Radio 3	8.6	15.4	32.5	33.2	10.3	(Col 17)
BBC Radio 4	35.3	16.1	17.5	23.6	7.5	(Col 18)
BBC Local Radio	8.9	11.7	19.9	46.5	13.1	(Col 19)
Independent/Commercial Radio	16.8	12.4	15.9	45.1	9.8	(Col 20)
Other (please specify)	1.6	1.6	2.6	31.3	62.9	(Col 21)

3. How often do you use the following media for entertainment?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	70.1	15.4	8.6	4.9	0.9	(Col 22)
Newspapers/Magazines	63.1	25.0	7.2	2.8	1.9	(Col 23)
Television	77.6	16.1	2.8	2.6	0.9	(Col 24)
Books	53.0	32.4	12.9	0.7	1.4	(Col 25)

34

4. How often do you use the following media as a source of information about news and current affairs?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	70.8	12.1	12.1	3.5	1.4	(Col 26)
Newspapers/Magazines	72.9	20.3	4.4	1.2	1.2	(Col 27)
Television	80.8	12.4	3.3	2.6	0.9	(Col 28)
Books	18.7	22.0	36.0	18.2	5.1	(Col 29)

5. How frequently do you normally listen to the following types of radio programme?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Music	59.8	25.2	10.0	3.5	1.4	(Col 30)
Current Affairs & Documentaries	30.4	25.5	21.3	19.9	3.0	(Col 31)
Talks	7.5	25.2	33.9	29.0	4.4	(Col 32)
Plays	3.7	15.0	33.9	43.5	4.0	(Col 33)
Comedy Shows	1.9	16.8	40.2	35.5	5.6	(Col 34)
Sport	3.7	18.9	20.1	51.6	5.6	(Col 35)
Educational	6.3	26.6	35.3	27.1	4.7	(Col 36)
News Bulletins	77.1	8.2	6.5	6.1	2.1	(Col 37)
Quiz Shows and Panel Games	3.5	21.5	29.9	40.4	4.7	(Col 38)
Other (please specify programme names or types)	0.9	1.6	1.9	29.2	66.4	(Col 39)

6. Do you ever listen to the radio without doing anything else?

Yes 44.4

No 55.1

No response 0.5
(Col 40)

Using the programme types given in the previous question please tell us the types of programme to which you usually give your undivided attention.

7. Have you ever registered for any Open University courses before the foundation course you are about to begin?

Yes 10.5

No 88.8

No response 0.7
(Col 41)

Please say which courses

8. Have you ever listened to any Open University radio programmes?

Yes, regularly 8.2

Yes, occasionally 46.3

No, never 43.9

No response 1.6

(Col 42)

from courses in _____

9. Have you ever seen or heard any of the university's "Open Forum" programmes on radio or television?

a. "Open Forum" RADIO programmes

Yes, regularly 2.8

Yes, occasionally 27.1

No, never 64.5

No response 5.6

(Col 43)

b. "Open Forum" TELEVISION programmes

Yes, regularly 8.9

Yes, occasionally 55.6

No, never 33.6

No response 1.9

(Col 44)

10. To complete your foundation course successfully, how important do you think it will be to have used the following components regularly?

please circle one number in each row

	Very important	Important	Not very important	Not at all important	Don't know	No response	
Radio programmes	29.2	50.7	12.1	0.9	5.1	1.9	(Col 45)
Television programmes	63.1	31.5	2.8	0	1.2	1.4	(Col 46)
Tutorials	67.8	26.2	2.1	0	1.9	2.1	(Col 47)
Written course units	89.7	7.9	0.2	0	0.2	1.9	(Col 48)

11. If you circled 3 or 4 for any of the rows in question 10 please try to explain why you hold that view.

please clearly indicate the component(s) to which you are referring

12. Do you have any ideas about how you would like radio to be used in your foundation course?

Yes 34.1

No, I have 58.9 no ideas

No response 7.0
(Col 49)

↓
Please try to explain your ideas



13. Do you think you will experience any difficulties studying by means of the following components of your foundation course?

please circle one number in each row

	Yes, I think I may experience difficulties	No, I do not expect any difficulties	I don't know	No response	
Radio programmes	<u>16.1</u>	<u>65.0</u>	<u>14.0</u>	<u>4.7</u>	(Col 50)
Television programmes . . .	<u>11.0</u>	<u>77.3</u>	<u>7.5</u>	<u>4.2</u>	(Col 51)
Tutorials	<u>7.0</u>	<u>78.3</u>	<u>10.0</u>	<u>4.7</u>	(Col 52)
Written course units	<u>11.0</u>	<u>71.7</u>	<u>12.1</u>	<u>5.1</u>	(Col 53)

14. If, in the previous question, you indicated that you thought you might experience difficulties using any of the components please try to summarise these possible difficulties.

please clearly indicate the component(s) to which you are referring

Please return your completed questionnaire as soon as possible in the pre-paid envelope to:

Duncan Brown,
I.C.T.,
The Open University,
Walton Hall,
Milton Keynes,
MK7 6AA

THANK YOU VERY MUCH FOR YOUR HELP
GOOD LUCK WITH YOUR FOUNDATION COURSE

T100
(N = 423)

(Cols 2-9)

(Cols 10-13)

Please remember that your responses will NOT be used to assess you or your work.

Where questions refer to "your foundation course" they mean Please base
 your replies on this course ONLY: Even if you are registered for a second
 foundation course.

Throughout the questionnaire please circle the one number which corresponds to
 your answer, eg. 3, unless instructed otherwise.

1. Do you have a VHF radio in your home?

Yes 87.9
 No, but I intend to get one before February 1979 8.0
 No, and I shall not be getting one 2.6
 No response 1.4

(Col 14)

2. How frequently do you listen to the following?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
BBC Radio 1	27.9	21.3	23.9	21.3	5.7	(Col 15)
BBC Radio 2	24.6	23.9	25.8	19.4	6.4	(Col 16)
BBC Radio 3	6.9	14.4	33.8	35.9	9.0	(Col 17)
BBC Radio 4	32.4	14.9	25.3	22.7	4.7	(Col 18)
BBC Local Radio	9.0	14.4	18.2	45.2	13.2	(Col 19)
Independent/Commercial Radio	18.7	16.8	14.2	41.1	9.2	(Col 20)
Other (please specify)	2.6	2.8	2.6	30.7	61.2	(Col 21)

3. How often do you use the following media for entertainment?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	73.5	14.7	7.1	3.8	0.9	(Col 22)
Newspapers/Magazines	64.1	25.1	6.9	2.8	1.2	(Col 23)
Television	78.7	15.6	3.3	1.4	0.9	(Col 24)
Records	45.2	38.5	13.0	2.6	0.7	(Col 25)

4. How often do you use the following media as a source of information about news and current affairs?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Radio	67.8	13.5	8.0	5.7	5.0	(Col 26)
Newspapers/Magazines	75.4	16.3	2.8	0.9	4.5	(Col 27)
Television	77.5	13.0	2.6	1.9	5.0	(Col 28)
Books	13.0	22.9	40.0	16.8	7.3	(Col 29)

5. How frequently do you normally listen to the following types of radio programme?

please circle one number in each row

	Most days	At least once a week	Only rarely	Almost never	No response	
Music	61.2	22.2	7.6	2.8	6.1	(Col 30)
Current Affairs & Documentaries	28.4	27.9	22.7	14.7	6.4	(Col 31)
Talks	8.3	18.9	38.5	26.2	8.0	(Col 32)
Plays	3.5	12.1	36.4	40.7	7.3	(Col 33)
Comedy Shows	2.8	21.5	38.1	29.8	7.8	(Col 34)
Sport	4.5	25.8	24.9	37.6	7.3	(Col 35)
Educational	2.8	24.6	36.9	27.9	7.8	(Col 36)
News Bulletins	74.7	9.7	4.5	5.7	5.4	(Col 37)
Quiz Shows and Panel Games	2.6	24.8	33.3	31.7	7.6	(Col 38)
Other (please specify programme names or types)	1.7	1.9	1.9	25.5	69.0	(Col 39)

6. Do you ever listen to the radio without doing anything else?

Yes 44.4

No 50.6

No response 5.0

(Col 40)

Using the programme types given in the previous question please tell us the types of programme to which you usually give your undivided attention.

7. Have you ever registered for any Open University courses before the foundation course you are about to begin?

Yes 11.1

No 84.2

No response 4.7

(Col 41)

Please say which courses

8. Have you ever listened to any Open University radio programmes?

No response! :2.

Yes, regularly *7.8*

Yes, occasionally *53.7*

No, never *37.4*

(Col 42)

from courses in _____

9. Have you ever seen or heard any of the university's "Open Forum" programmes on radio or television?

a. "Open Forum" RADIO programmes

Yes, regularly *1.7*

Yes, occasionally *37.4*

No, never *57.7*

No response! :3.

(Col 43)

b. "Open Forum" TELEVISION programmes

Yes, regularly *5.2*

Yes, occasionally *61.7*

No, never *31.9*

No response! :2.

(Col 44)

10. To complete your foundation course successfully, how important do you think it will be to have used the following components regularly?

please circle one number in each row

	Very important	Important	Not very important	Not at all important	Don't know	No response	
Radio programmes	<i>29.3</i>	<i>51.8</i>	<i>8.5</i>	<i>0.9</i>	<i>8.0</i>	<i>1.4</i>	(Col 45)
Television programmes	<i>52.2</i>	<i>39.5</i>	<i>3.1</i>	<i>0.5</i>	<i>3.3</i>	<i>1.4</i>	(Col 46)
Tutorials	<i>65.2</i>	<i>26.0</i>	<i>3.5</i>	<i>0.5</i>	<i>3.3</i>	<i>1.4</i>	(Col 47)
Written course units	<i>86.8</i>	<i>10.2</i>	<i>0.2</i>	<i>0</i>	<i>1.4</i>	<i>1.4</i>	(Col 48)

11. If you circled 3 or 4 for any of the rows in question 10 please try to explain why you hold that view.

please clearly indicate the component(s) to which you are referring

12. Do you have any ideas about how you would like radio to be used in your foundation course?

Yes 32.2

Please try to explain your ideas

No, I have no ideas 63.8

No response 4.0
(Col 49)



13. Do you think you will experience any difficulties studying by means of the following components of your foundation course?

please circle one number in each row

	Yes, I think I may experience difficulties	No, I do not expect any difficulties	I don't know	No response	
Radio programmes	18.7	61.5	16.3	3.5	(Col 50)
Television programmes	14.4	74.5	7.3	3.8	(Col 51)
Tutorials	9.7	72.6	14.2	3.5	(Col 52)
Written course units	8.5	72.8	14.4	4.3	(Col 53)

14. If, in the previous question, you indicated that you thought you might experience difficulties using any of the components please try to summarise these possible difficulties.

please clearly indicate the component(s) to which you are referring

Please return your completed questionnaire as soon as possible in the pre-paid envelope to:

Duncan Brown,
I.B.T.,
The Open University,
Walter Hall,
Milton Keynes,
MK7 6AA

THANK YOU VERY MUCH FOR YOUR HELP
GOOD LUCK WITH YOUR FOUNDATION COURSE