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The Arc of the Quad Cities Marketing Research Report

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*THE ARC
MARKETING
RESEARCH
REPORT*

Matt Loeffl & Alison Mangino

BUSN 324 | Professor Hyeong-Gyu Choi

Table of Contents

INTRODUCTION.....	3
SECTION ONE: BIG DATA ANALYSIS OF SECONDARY DATA.....	3
METHOD.....	3
FINDINGS: CONTEXTUAL ANALYSIS OF YOUTUBE VIDEO COMMENTS:	4
<i>Video 1:</i>	<i>4</i>
<i>Video 2:</i>	<i>5</i>
<i>Video 3:</i>	<i>6</i>
FINDINGS: SOCIAL MEDIA ANALYTICS OF TWITTER HASHTAG	7
<i>#disabilityawareness</i>	<i>8</i>
<i>#notspecialneeds</i>	<i>8</i>
<i>#retard</i>	<i>8</i>
<i>#specialneeds.....</i>	<i>9</i>
<i>#MentalHealth</i>	<i>9</i>
<i>#SpecialNeedsKids</i>	<i>9</i>
SECTION TWO: DATA ANALYSIS RESULTS.....	10
AWARENESS OF THE ARC.....	10
INTENTION TO DONATE	11
ATTITUDE TOWARDS THE “R” WORD	12
INVOLVEMENT IN THE COMMUNITY	12
RECOMMENDATIONS:	13
WORKS CITED	15
APPENDICES.....	16

Introduction

The Arc of the Quad cities is an independent, non-profit organization that looks to help individuals with disabilities. The Arc's key values are to respect, be committed to their individuals, make the initiative, have teamwork, be flexible, and to strive for excellence. They seek to help the individuals specifically that will not be able to live on their own in the future. The services they offer are day classes, employment classes, residential options, and community service programs. This organization is located in Rock Island, Illinois and is partnered with the community. According to our speakers, The Arc relies on funding from the community and their donations. The Arc is designed to meet a range of needs, due to the fact that there is a wide spectrum of that the Arc's services and supports. (The Arc 2017)

The main focus of our research will be to investigate the community awareness and attitude towards those with special needs and the use of the word "retard". We are also looking at the involvement in the Quad City community and their intentions to donate.

Section One: Big Data Analysis of Secondary Data

Method

Initially, we collected information from a variety of different YouTube videos that have been addressed to a segment of those 25 and older. This market is chosen because we are assuming those who would donate are individuals that have a steady income. After speaking with a few students at Augustana who have grown up around the Quad Cities, Danny Olinger, a student who has a sibling with special needs, gave us some real insight on the size of the issue The Arc was dealing with. Danny said, "I have never heard of this program." Since he comes from a background where eventually The Arc could make a huge impact on his family, one would think that they would be aware of the resources in their community. In the discussion with two Arc employees (the executive director, the marketing director), we were able to gain insight on not only all of the services they provide but also they type of people who typically donate and how they access their donor base. The Arc is not just a service that better the lives of those with special needs, but it also helps to better the community by showing the world how those with special needs view the world.

With this being such a great cause, we are really looking forward to uncovering a way for The Arc to better market themselves. This could be in creating a campaign to collect donations or a way to help terminate the "R" word throughout the community.

The Arc's ultimate goal is to increase the amount of individuals that they serve. This will not be possible without gaining more donations to fund this expansion. The Arc's service is to provide those with special needs a support system when it comes to finding a job and assimilating into society. The workforce behind The Arc is consistently striving to help

individuals with employment by having work training for those with special needs. Financial stability is a top strategy for The Arc because they want to be able to support a larger audience base. We understood that one of the biggest strategies for Arc was that they want to have the best quality for each individual they give service too. As an organization that deals with special needs, it can become difficult to see the community using the “R” word in derogatory ways. Since our group has experience in being around those with special needs, we understand why The Arc wants to help such a misunderstood group of people. Those with special needs carry a special place in our hearts and teach us to be better people, which is exactly what The Arc is looking to do with the Quad City community.

For descriptive research we looked analytically into three different hashtags to identify what individuals say what and why. The three hashtags we chose were #retard, #notspecialneeds, and #disabilityawareness. The reasoning behind #retard was that we were looking to see if people were attempting to use the “R” word in a derogatory way or they were just unaware of the stigma it has. As for #notspecialneeds and #disabilityawareness we were looking primarily at disabilities in a more positive light. Although this data was secondary information it helped us understand which audience react the way they do to sensitive subjects. For the two positive hashtags, #notspecialneeds and #disabilityawareness we our research showed that it was more neutral gender for who were to say they hashtag. In addition, for the negative hashtag, #retard the gender that was displayed to more than likely to say the hashtag was males and this is because they are less emotionally connected to the special needs community.

Findings: Contextual Analysis of YouTube Video Comments:

Video 1:



NOT SPECIAL NEEDS | March 21 – World Down Syndrome Day | #NotSpecialNeeds

Our highest phrase was “Syndrome” and all comments were spoken neutrally. This is showing that there are not any users who believe down syndrome to be a terrible disease. Unfortunately, the word “retarded” was used the most negatively. Out of all the words semantria analyzed; 31 were negative, 43 were positive, and the rest (65) were neutral. With the positive and negative

being separated by only ten uses, I think it shows that we are making progress when it comes to special needs, but as a society, we still have a stigma for these individuals. “Love” and “Awesome” were two words that were used most positively. After seeing this in the data, it gives hope that those who are able to interact with special needs people are seeing that they are not terrifying, but they are in fact extremely positive about the interactions that they have had. The top comment for this video was

“My nephew has Down's Syndrome.. He has developed diabetes, heart condition, deafness and many other life limiting conditions as a result of Down's Syndrome in the span of his 26 years of life. He DOES have special needs. He needs services that will provide occupational daycare and occasional respite care. There seems to be so little for Down's Syndrome adults. Please anyone who doesn't have someone with Down's in the family, yes they are sweet and nice but many of them DO have special needs, they are all individuals and unique, but the conditions I listed are TYPICAL complications. I recognize the urge to ‘normalize’ but this is often indicative of “defunding by stealth”. My nephew's progress went into sharp reverse at 11, thrust into an underfunded unit and then into the local college alongside ‘normal’ kids who destroyed his self-confidence. One size does NOT fit all. Some have more special needs than others.”

This comment explains an individual’s personal experience dealing with a family member who has down syndrome. They go on to explain how it is actually important to recognize people with special needs rather than force them to conform along with everyone else. After reading this comment as well as the replies to this comment it seems that those who have a family member with special needs do not feel that this video is shedding the correct light on them. This particular individual feels that those with Down’s do have special needs and we should not be forcing them to confine to what society deems as “normal” but that we as a society should not bully them for their differences, but embrace them as they have done for themselves.

Video 2:



Isn't It a Pity

The top two most used themes were “Hate Humanity” and “Child Abuse”. These are a bit harsh to read, making us feel that those who commented on this video did not agree with what

was being brought to their attention. The most negatively used word was “Hate” and the most positively used word was “Love”. With these two words being complete opposites of each other, we decided to look into the comments more. After some analysis, it becomes easy to see that those who “hate” are those who have not been exposed to another person who has special needs. The most used word in general was “Thank You”. Making us feel that those who watched the video were glad to see that there are people out there looking to help those with special needs and they take advantage of the qualities they bring to the table, rather than dismiss them for being different than our own. The pinned comment was,

“I love this, but it's a conundrum. My son is in a "special" school....but I know that is where his needs will be met, not in his community school. The regular educational model and curriculum did not work with him...so what I am to do? I have him placed where he is learning and work on social inclusion outside of school. Everyone has to buy into this, not just special needs parents.”

This comment is from another individual with a son who has special needs. The particular area that stands out to our group the most is when she states, “Everyone has to buy into this, not just special needs parents.” With this simple sentence, the user is attempting to tell the world that we all need to begin seeing and treating those with special needs as we would any other human being. Yes, they will need more help than you or I, but they are still humans who deserve to be treated with respect. This is something that we cannot do alone, we need society as a whole to be on board with this idea.

Video 3:



Girl Tells the World That Down Syndrome Is 'Not Scary'

The most positively used word was “Beautiful”. With this being said, we took a deeper look into these comments. Those who commented on the video were able to see her as a girl with obvious beauty, many saying inside and out. Unfortunately, we discovered that the most negatively used words were “Retarded” and “Stupid”. Both of these demeaning everything the girl was trying to show the rest of the world. This can mean not only that there are so many preconceived ideas of those with special needs, that some people in our society are having trouble overcoming these stereotypes. The pinned comment was as follow

“My younger brother is 19 and has Down Syndrome. He is currently working with a professional theater company to produce his first original play that he's written over the past year and a half. He was acting in another play and the director noticed that he was always writing stuff when they were rehearsing scenes he wasn't in. She asked to send some of his writing to garner funding to put on the play. "Down Syndrome By The Dozen" written by Jacob Ballantyne will be playing a debut run in Kingston ON this spring. He will also be acting in the production as part of the professional crew. I am so proud of him.”

This comment is from an individual who once again has a family member with special needs, proving that when you are exposed to those with special needs, your ideas of special needs becomes positive. This person goes on to explain that their brother is very successful at his career although he has special needs. This helps emphasize the fact that although some individuals have special needs, they can still accomplish any goals they set. After analyzing some of the replies to this comment, many are saying that they are so proud and find the quotation awesome. There were two comments however that were essentially stating the same idea:

“Then your whole family is stupid/retarded.”

We took this reply as the user was placing the feelings that they had for those with special needs onto the family members because they believed in their brother/son. What we were beginning to notice was that people were making derogatory comments to those posting stories of family members with special needs succeeding in life. We are reasoning that it is because they do not have exposure to those with disabilities such as Downs but could it really be because society assumes those with special needs will never succeed? Users are posting success stories of these people and others do not like that. Because of this they attempt to put the down with these derogatory comments, at times even making remarks about the family as the one mentioned earlier.

Findings: Social Media analytics of Twitter Hashtag

Hashtags are a great way to see what topics are being spoken about. When someone uses a hashtag what they are essentially doing is creating a link to others who are also speaking on similar topics. The reason we chose to analyze hashtags was because they would allow us to easily choose a topic and see what conversations were being had around it. These conversations were typically had with others who has similar mindsets. There were however, people who were trying to prove others wrong, so it was the perfect way for us to accumulate a lot of information quickly. After completing the research, we began to notice that not all hashtag usage was positive. We even chose to analyze a negative hashtag in order to gain more insight on why this may be happening. As a group, we were looking to include all possible situations and gain as much information on those with special needs as well as why the “R” word is used. One of the

discoveries that we made was that the most used social media for hashtags was Twitter, which is the second highest source of social media in the United States behind Facebook. (Hutt).

#disabilityawareness

After some analysis, we were able to see throughout one month the impact that #disabilityawareness had throughout social media. The data states that out of all the mentions, 42% of them were positive & 23% negative. This hashtag is typically used with others such as #autismawareness and #disabilitypride showing that many who use this hashtag are looking to promote special needs as something that is positive. When examining who is using #disabilityawareness portion (58.9%) of users are from the United States while the UK is a following behind (25.2%), there are also countries such as Australia, Canada, & Italy on the list. This information helps us to understand that primarily developed countries are using this hashtag, possibly because developing countries do not have the technology necessary to use a hashtag. There was not much of a difference between men (50.3%) and women (49.7%) proving that no matter what gender, disability awareness is something anyone is able to do. After performing a more in depth analysis of the demographics, we also noticed that many of the mentions were from those 25-34 years of age. We could reason that they are more involved with those who have special needs, but it could also prove that they are more conscious of the situations that those with special needs are put in.

#notspecialneeds

When analyzing this hashtag, #notspecialneeds we had noticed 41% was positive and then 58% was neutral when it was mentioned in the 58 posts. These posts had been reached 155 thousands individuals, which would be about 32% of the quad cities. 41% of the individuals that have posted this hashtag have been from the united states and all of them were females. This being said it shows that females are more likely to be more sensitive and more likely to donate to the cause. The results have shown that all different ages have been the ones that have posted this hashtag. 0% of this hashtag was males so thi shows that males need to be accessed more to be targeted because they are less likely to be connected. Males are needed to interact with special needs individuals because they are more likely to be negative which is told more in another hashtag.

#retard

This hashtag was predominantly used by Men over Women three to one. The age range of those males were between the age 25 to 34 and they lived in the United States commonly. Regarding the actual hashtag itself, it was used mainly on Instagram. The actual usually was paired with other hashtags that expressed a humorous manner such as, #meme, #lol and #funny. This is also reflected through the use of the hashtag in context. The word was used negatively 48% of the time and then 13% positively. This analysis shows that the hashtag was not taken seriously and was often looked at as a funny term.

#specialneeds

Through the use of TalkWalker, we were able to discover that this hashtag was used primarily on Twitter. After looking at how people were mentioning this hashtag, 78% of it was positive while only 12% negative. With this being said, it is primarily being used to spread optimistic thoughts on those with special needs. It is also important to look at the reach that this hashtag was able to obtain with over 129 million people seeing the use of these posts. This means that over 129 million people had the opportunity to join the conversation, with a majority of these people being women. The main uses were used when discussing people with special needs and family members with special needs.

#MentalHealth

The hashtag had 85.2 thousand mentions across all social media platforms. It seemed to have a pretty even balance between positive and negative with 31% of the uses being positive and 33% of them being negative. With this being said, we can conclude that #MentalHealth is used in many different ways. People may use this hashtag to help with awareness and support for those with special needs. Then people may also use this hashtag to bash or offend those with special needs. We believe that The Arc of the Quad Cities could use this data to help them target a larger group of donors. If they are able to find those who have a positive view on mental health issues they may be able to get more of them to become donors.

#SpecialNeedsKids

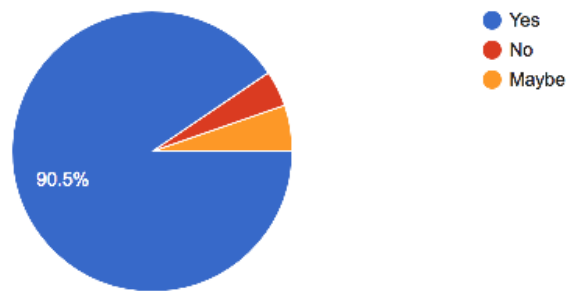
This hashtag was used 67 times and had a sentiment of 75% positive and 7% negative. This data has shown us that when this hashtag is used it is almost always in a positive way. We believe this is so because most people have a much more sensitive spot of children in the first place and then once you change the topic to kids with special needs it gets even bigger. We believe that if Arc was to use children in their advertisements they may be able to attract a bigger audience and donor pool.

Section Two: Data Analysis Results

In order to get a full understanding of how The Arc can better market themselves for donations as well as reduce the use of the “R” word, we needed to get information from those in the Quad Cities. The way we went about this was in a survey asking questions about awareness of The Arc, intentions to donate, attitudes toward the “R” word, and involvement in the community. We then sent it out to faculty and staff of Augustana College.

Have you ever donated to a charitable organization?

169 responses



Throughout our research of The Arc, we have discovered that over 90% of those surveyed donate to a charitable organization. What we would ideally like to do is have all of those people donate to The Arc. It is with the rest of the questions asked throughout the survey that we attempt to discover who this population is so we can give The Arc an idea of how they may be able to better target this population. If you look to Appendix C you will be able to see the information we gathered.

We also used special statistical software called SPSS. What we utilized this for was to input our data into a spreadsheet and calculate statistical information to help us decide which variables were related to one another. Tests such as T-Test, Anova, as well as Cross Tabs were all completed to learn more about the awareness, intention, attitude, and involvement surrounding The Arc.

Awareness of The Arc

60.7% did not know about Arc prior to survey

(AWS 1) T-Test:

Age – 18-24 (M = 1.81, SD = .396) 25 – 75 (M = 1.21, SD = .414)

Conditions; $t(163) = 8.97, p = .000$

Gender – Male (M = 1.77, SD = .423) Female (M = 1.51, SD = .502)

Conditions; $t(158) = 3.237, p = .001$

When looking into our survey results we had taken a poll from 160 people. Out of this 160 people we had noticed that 60.7 percent of people have not heard of the Arc of the quad cities, or just the Arc company in general. When looking deeper into the awareness of the Arc we had looked at 4 different qualities that we felt due to studies had influenced the awareness levels of the Arc. To start off, when looking at age we had seen that the older the individuals the more likely they were to be aware of the Arc. We have believe this is true also because the quad cities in the past have been a older population and now they are slowly merging into a younger population. Next we had noticed in our survey that majority of people that have taken it was female, the split between the two genders is; 64.3% Females, 32.7% Males that had taken our survey. Gender's role in this survey has shown us that the significance of each person's gender may affect the level of awareness. This being said if you access each gender then Arc would be more likely to get the donations they need. Then this blends into the income levels of each individual, the income level shows the most significance in whether a person donates or not. If a person's income level is lower, like in the rock island area, these individuals would be less likely to donate because they need the money for themselves to survive. If a individuals were to live in the Bettendorf area they are more likely to have a high income, this would allow them to donate a little to a lot of money due to the income source. The high income generally equates to having a high education so the education level has shown that your awareness level would be higher if you were educated

Intention to Donate

5 consistently involved

5 & 7 likely to donate

6 fairly likely to donate to special needs

(INT2)T-Test

Gender – Male (M = 4.74, SD = 1.26) Female (M =5.24 , SD = 1.07)

Conditions; $t(158) = -2.5, p = .013$

Age– 18-24 (M = 5.174, SD = 1.2461) 25 – 75 (M = 6.018, SD = 1.2461)

Conditions; $t(163) = -4.332, p = .000$

(INT3) T-Test

Gender – Male (M = 5.17, SD = 1.27) Female (M = 5.67, SD = 1.16)

Conditions; $t(158) = 3.237, p = .001$

After analysis of our market research we came to the conclusion that many individuals in the Quad Cities community are actively involved in donating to Nonprofits or other charitable businesses. After reviewing our specific survey results we also concluded that the same individuals who frequently donated are the same individuals who consider donating specifically to organizations supporting special needs such as the Arc. These individuals participating in

donating are most commonly older individuals with an average steady income and education background.

Attitude Towards the “R” Word

1 horrendous when r word is used

7 derogatory to use “R” word

1 never appropriate to use “R” word

(ATT1) T-Test

Gender – Male (M = 2.23, SD = 1.5) Female (M = 1.25, SD = .69)

Conditions; $t(158) = 5.09, p = .000$

Age

(ATT2) T-Test

Gender– Male (M = 5.59, SD = .42) Female (M = 1.51, SD = .502)

Conditions; $t(158) = -4.576, p = .000$

In our survey we had gathered information that states how people feel about the “R-word”, knowing this would allow us to know how people feel towards this word and then access those feelings when obtaining the donation base. We had asked 3 different question in our survey that would have accessed the individual’s feels. One of the questions was based off of using the “R-word”, majority of the people have stated a 1 out of a seven scale in stating that it was a horrendous use of the word. The next question had asked if the “R-word” was derogatory or not, majority of the individuals had stated a 7 out of a seven scale stating that the “R-word” is derogatory. Lastly the last question we had asked was whether or not the “R-word” was appropriate or not. Majority of the people in our survey had stated that the use of the “R-word” was inappropriate. Out of these results we have noticed that Gender, age and a little education has a role in the results of our survey. We had noticed that females are more likely to feel for the those questions out of our studies, this shows that females are more emotionally attached to things to where they would be more likely to donate if they were emotionally attached to what they are donating too. It also states that the older the person is the more they will donate because they are more likely to have the money to donate with.

Involvement in the Community

Doesn’t have to do with gender, age, or anything else

5 involvement in the community

93.5% know people with special needs

In our survey we had asked 5 question that were specifically asking about the individual's involvement in the community. Majority of the people that have taken the survey had stated a 5 out of a 7 scale that they are involved in the community. Another Involvement question was asking if someone has ever donated to a charitable organization, the statistics shows that 90% of people have donated to charitable organization. Out of that of 160 people 93.7% know someone with special needs, which establishes a wide range of people that are not being reached by the Arc. In this involvement study we did not find any group difference with gender, age, income, or education based off of the T-test. This being said we had looked into the top three sources of news, the top source was social media, the second source was mobile apps and the third one is family and friends. When looking at the involvement side of things we have noticed that the top source of news would be social media and if 90% of people are willing to donate then i believe the Arc's presence on social media should strengthen for a stronger donation base.

RECOMMENDATIONS:

The Arc relies on donations to fulfill their mission as a business. Receiving donations requires more than a simple request from the community. It is important to maintain and value relationships between themselves and donors within the community. It is also important to have their work shared amongst the public to truly understand the meaningful work being achieved. Improving old relationships and creating new relationships with individuals residing in the Quad Cities area is the utmost importance for the Arc. Having a support system from about 700 different regional Arc chapters allows the Quad Cities Arc to take chances in increasing traffic. Not only are relationships with individuals important but also the companies who run their business in the area as well. Creating a partnership among large corporations such as John Deere, The Arsenal, etc. help produce larger more consistent donations. This is supported by the pamphlet the Arc given us during their introduction to the research week 1 of the term. Simply because the partnership creates a win-win scenario for both parties. Reaching out to companies such as United Way are crucial as well. Companies like this help distribute and generate donations from individuals not sure where to donate their money.

Another recommendation after analyzing our research would be for the Arc to have a larger social media presence. The different social media platforms allow for the Arc to represent their company mission and values through a creative and non-aggressive way. Social media also would allow for the Arc to respond to societal issues such as the "R-word" and help end the use. Part of the Arc's mission is to help individuals with special needs get back into the community through work and housing. Responding to major issues towards special needs through social media will help others not familiar with the issues understand the truth. With time as well, individuals with special needs will be able work in positions alongside all other associates. Rather than janitorial and secluded work positions which tends to be the norm for positions individuals with special needs are hired for. The Arc has a tiny social media presence and the

data we gained proves this. We believe by putting more information up on their social media platforms that show how donors and workers are helping people with special needs they would be able to have a greater impact. The more people get to see the changes they are creating through donating their time and resources the more likely they will be to donate again and spread the work of the organization. We saw that many people hear of charitable organizations through word of mouth. If the Arc is able to increase their followers and get more conversations started about what they do and who they help then this could lead to a lot more information and awareness being spread through word of mouth. Once we assessed our data we believe that The Arc of the Quad Cities should increase their social media presence. Because 75% of our respondents said they heard about a charity to donate to through Social media this would be a simple way to create better brand awareness throughout the community. If the Arc was to use a hashtag this would generate a lot of views and allow the Arc to become part of conversations occurring through social media.

After reviewing YouTube comments, individual's thoughts towards special needs were primarily negative, especially if they had no prior interaction with individuals who have a mental disability. They should use this to promote more uplifting and positive information to spread regarding the negative stereotypes floating around. The Arc should reach out to the community through creative marketing collateral to potential donors. They should use an informative and supportive tone when creating this material. We also learned that individuals do not respect the "R-word" nor do they use it properly in any case. All of this ties back to the problem that the Arc is not well known in the community. This is supported by the fact that 60% of survey respondents were unfamiliar with the Arc and what they do.

Along with increased social media presence we also believe that The Arc could sponsor and host more charity events in order to expand awareness of their organization. After researching other company's involvement in the community, we found that there was only one other organization related to special needs that held any events. This other organization was a more specific group focusing on one specific disorder and not all special needs disorders like The Arc does. We believe that because there is such a small amount of community involvement from other organizations related to special needs this could be a huge change for The Arc. By increasing community awareness, we believe they would be able to get many more people to become first-time donors and even more people to become repeat donors. More people are always willing to help when they get to see what their time and resources are being used for. By incorporating more community involvement, they can increase the amount of awareness. As awareness increases then The Arc can use that momentum to then work on increasing people's intentions of donating and supporting a great cause.

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Appendices

Appendix A Cover Letter and Survey

Subject: Please help us help people with mental disabilities

You are being invited to take part in a research study regarding people with mental disabilities. Your input will help us to develop more effective campaigns to raise public awareness of such dire social issue. You will not receive any personal or financial benefit by participating in this study. Once you agree to participate, the enclosed URL will take you to the online survey that contains short paragraphs describing the issue and questionnaires. The survey will last about 5 to 8 minutes.

Notes:

- This study is supervised by Dr. Hyeong-Gyu Choi, assistant professor of Business Administration, Augustana College, Rock Island IL (Hyeong-gyuchoi@augustana.edu, 309-794-7480).
- This study has been approved by Augustana College's IRB
- To the best of our knowledge, you will not be exposed to any risks and discomfort. The research does not involve with any procedure that could cause possible psychological harm or would evoke any negative feeling about the pertinent social issue.
- Your participation is completely voluntary and you can withdraw from the study anytime.

Survey Questionnaires for the Arc of Quad Cities

The Arc of the Quad cities is an independent, non-profit organization that looks to help individuals with disabilities. The Arc's key values are to respect and be committed to their individuals, make the initiative, support teamwork, be flexible, and to strive for excellence. Since those with special needs have to deal with such a tough social stigma, it can become difficult for them to become involved in society. The Arc seeks to help these individuals that need more assistance in this area of their life. The services they offer are day classes, employment classes, residential options, and community service programs. This organization is located in Rock Island, Illinois and is partnered with the community. The Arc relies on funding from the community and their donations to support those with special needs in and around the Quad Cities.

1. How often do you donate to charitable organizations during a year?
(Y/N/Maybe)
2. (Y) If you donate, how did you hear of the organization you donate to?
(short answer)
3. How were you contacted to donate? If you were not contacted, how did you learn about the organization that you donated to?
(no/maybe) How would you learn about the organization you wish donate to?

Intentions to donate

4. How likely are you to donate your resources (e.g., time, money, belongings, etc.) to a charitable organization?
Never again 1 2 3 4 5 6 7 Very likely

5. How much effort would you invest to choose a charitable organization?
Very little effort 1 2 3 4 5 6 7 Lots of effort
6. How willing are you to donate to a charitable organization supporting those with special needs?
Not willing 1 2 3 4 5 6 7 Extremely willing

Involvement

7. How involved are you in your community?
Uninvolved 1 2 3 4 5 6 7 Constantly getting involved
8. Do you know someone with special needs?
(Y/N)

Awareness

9. Do you know of any resources in your community those with special needs can use?
(Y/N)
10. Prior to taking this survey, were you aware of The Arc & the services they offer?
(Y/N)

Attitude toward “R” word

11. Do you believe the word “retard” is derogatory?
Not at all 1 2 3 4 5 6 7 Extremely derogatory
12. To what extent do you feel that it is appropriate to use the word “retard” to people with mental disabilities?
Never 1 2 3 4 5 6 7 Perfectly fine
13. How do you feel when people use the word “retard” toward those with special needs?
Horrendous 1 2 3 4 5 6 7 Completely normal

Demographics

14. Rank your top 3 sources of news from the following:
TV News (e.g., CNN, Fox, CNBC, etc.)
Mobile News App (e.g., Times, USA Today, etc.)
Print Media (e.g., Newspapers, Magazine, etc.)
Friends, family, and/or relatives
Radio
Social Media
Other (please specify)
15. What is your gender?
(Male/Female/Prefer not to say)
16. What is your age?
18-24 years old
25-34ears old
35-44 years old
45-54ears old
65-74ears old

- 65-74 years old
- 75 Years or older
- 17. What is your employment status?
 - Unemployed
 - Employed
 - Self employed
 - Homemaker
 - Student
 - Retired
 - Unable to work
- 18. What is your ethnicity?
 - White
 - Hispanic or Latino
 - Black or African American
 - Native American or American Indian
 - Asian / Pacific Islander
 - Other
- 19. What was your total household income before taxes during the past 12 months?
 - under \$30,000
 - \$30,000 - \$49,999
 - \$50,000 - \$69,999
 - \$70,000 - \$89,999
 - \$90,000 - \$109,999
 - \$110,000+
- 20. Do you have children?
 - (No/Yes/Yes, with special needs)
- 21. What is the highest level of school you have completed?
 - Some high school, no diploma
 - High school graduate or the equivalent
 - Some college, no diploma
 - College degree
 - Graduate degree & higher
- 22. What is your zip code?

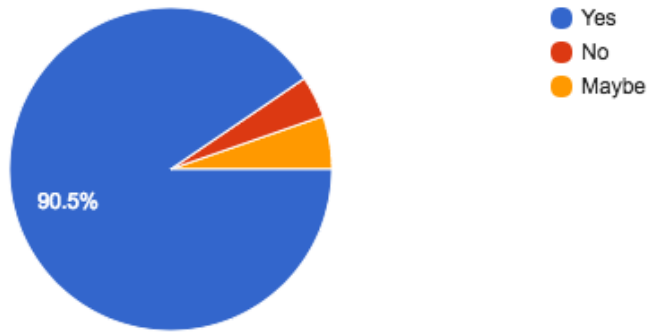
Appendix B
Code Book

- Q#1 Have you ever donated to a charitable organization? (Donate)
- Q#2: How would you learn about the organization you wish donate to? (Learn1)
- Q#3: If you had donated how did you hear of the organization you donated to?
- Q#4 How likely are you to donate your resources (e.g., time, money, belongings, etc.) to a charitable organization? (INT1)
- Q#5 How do you feel when people use the word "retard" toward those with special needs? (ATT1)
- Q#6 How much effort would you invest to choose a charitable organization? (INT2)
- Q#7 How involved are you in your community? (INV1)
- Q#8 Do you know someone with special needs? (INV2)
- Q#9 How willing are you to donate to a charitable organization supporting those with special needs? (INT3)
- Q#10 Prior to taking this survey, were you aware of The Arc of the Quad Cities and the services they offer?(AWS1)
- Q#11 Do you believe the word "retard" is derogatory? (ATT2)
- Q#12 To what extent do you feel that it is appropriate to use the word "retard" to people with mental (ATT3)
- Q#13 Do you know of any resources in your community those with special needs can use? (Know_RES)
- Q#14 Mark your top 3 sources of news from the following (News)
- Q#15 What is your gender? (Gender)
- Q#16 What is your age? (Age)
- Q#17 What is your employment status? (EMP)
- Q#18 What is the highest level of school you have completed? (EDU)
- Q#19 Do you have children? (KIDS)
- Q#20 What is your ethnicity? (ETHN)
- Q#21 What is your annual household income? (INCOM)
- Q#22 What is your zip code? (ZIP)

Appendix C Survey Results

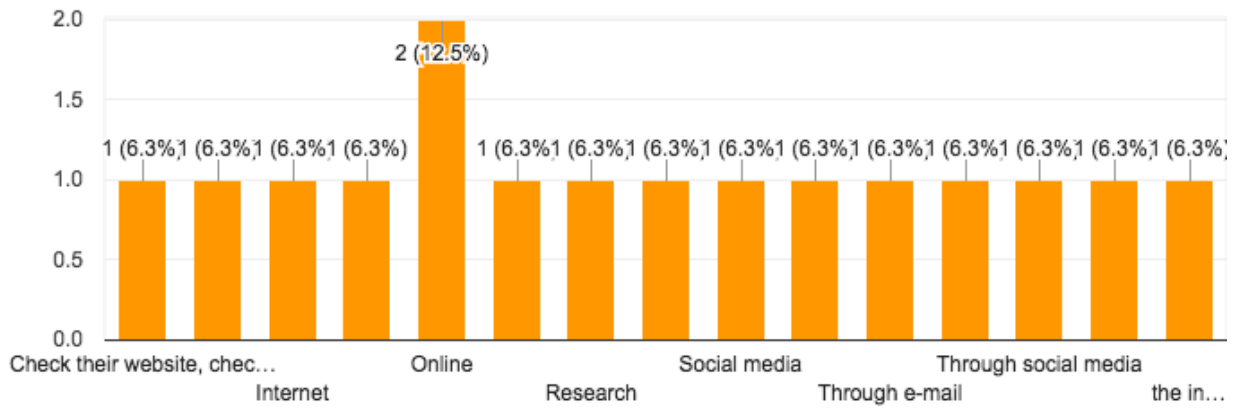
Have you ever donated to a charitable organization?

169 responses



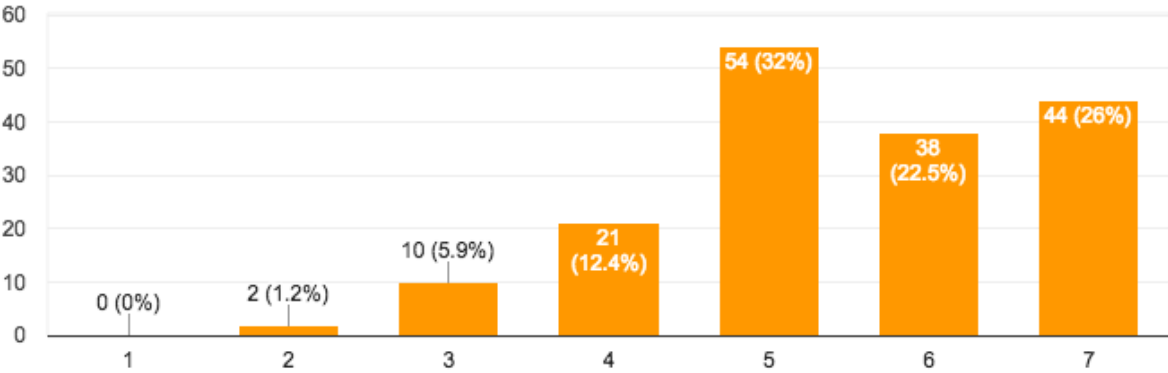
How would you learn about the organization you wish donate to?

16 responses



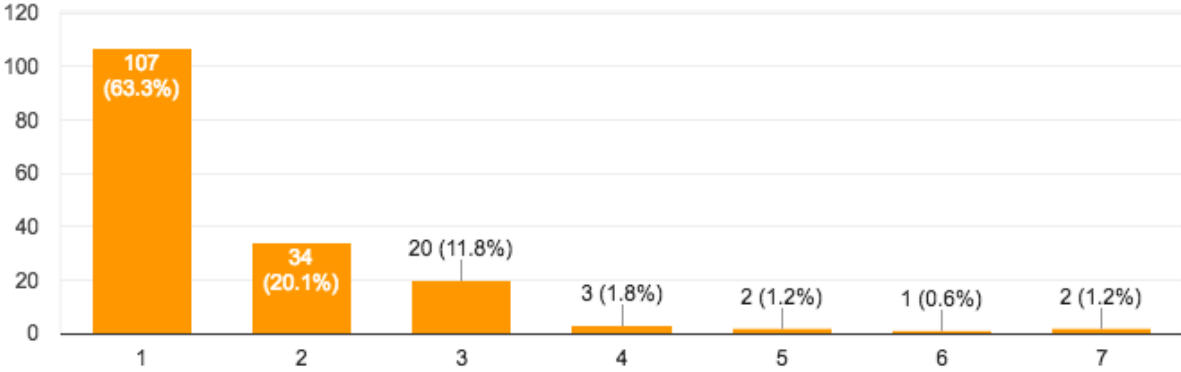
How likely are you to donate your resources (e.g., time, money, belongings, etc.) to a charitable organization?

169 responses



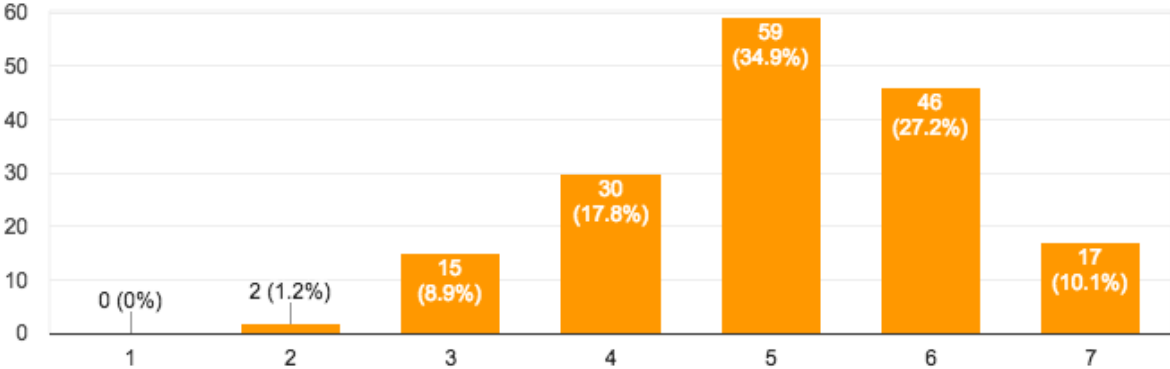
How do you feel when people use the word "retard" toward those with special needs?

169 responses



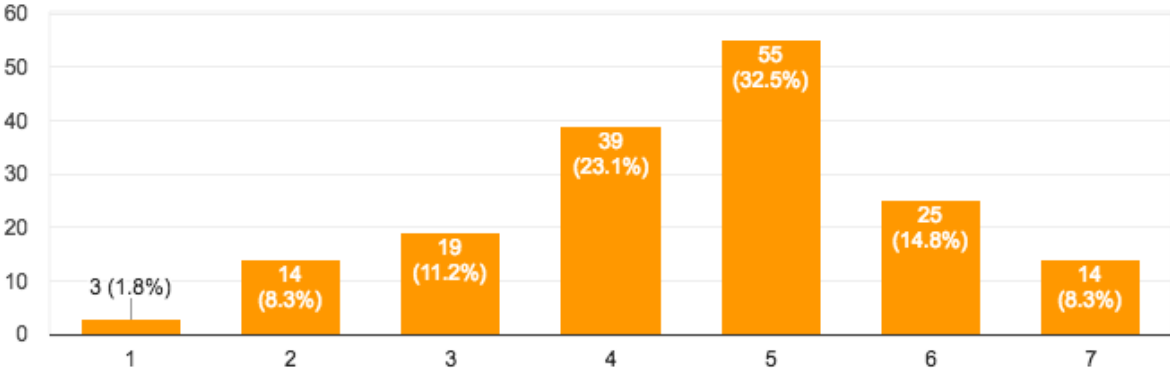
How much effort would you invest to choose a charitable organization?

169 responses



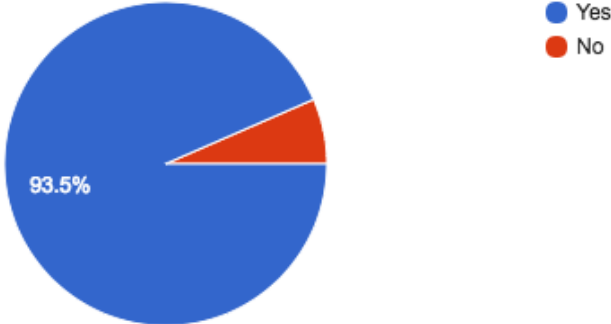
How involved are you in your community?

169 responses



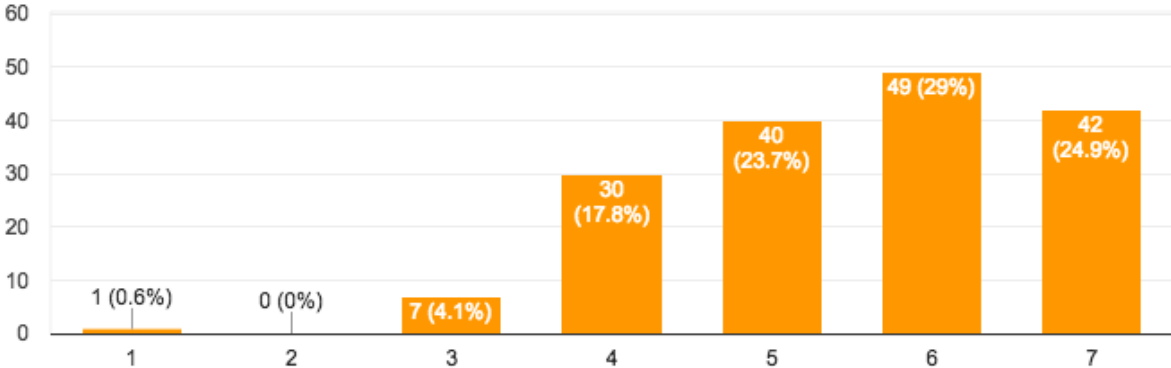
Do you know someone with special needs?

169 responses



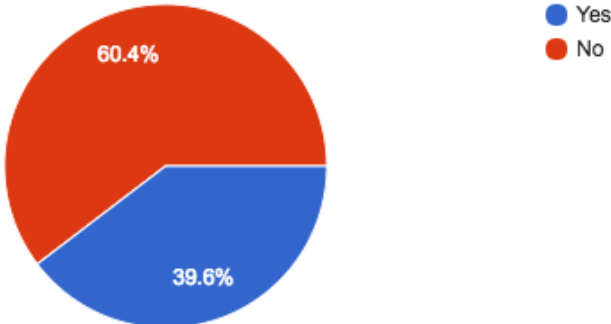
How willing are you to donate to a charitable organization supporting those with special needs?

169 responses



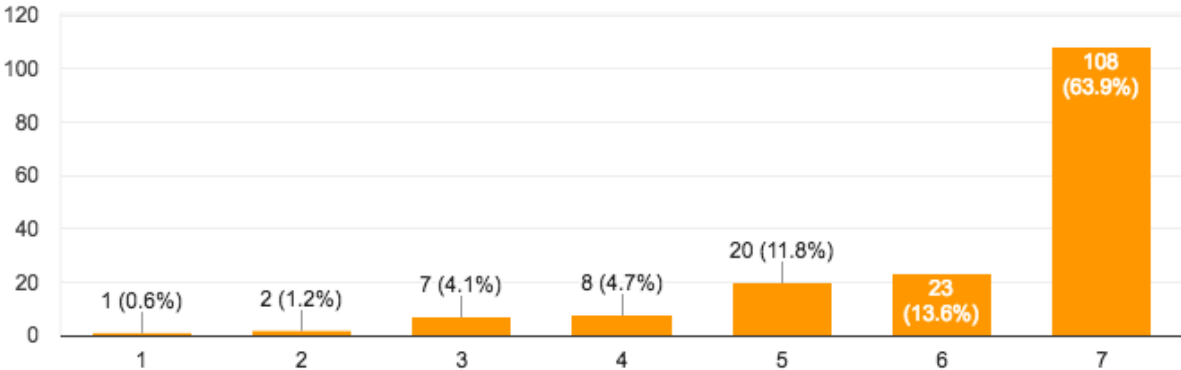
Prior to taking this survey, were you aware of The Arc of the Quad Cities and the services they offer?

169 responses



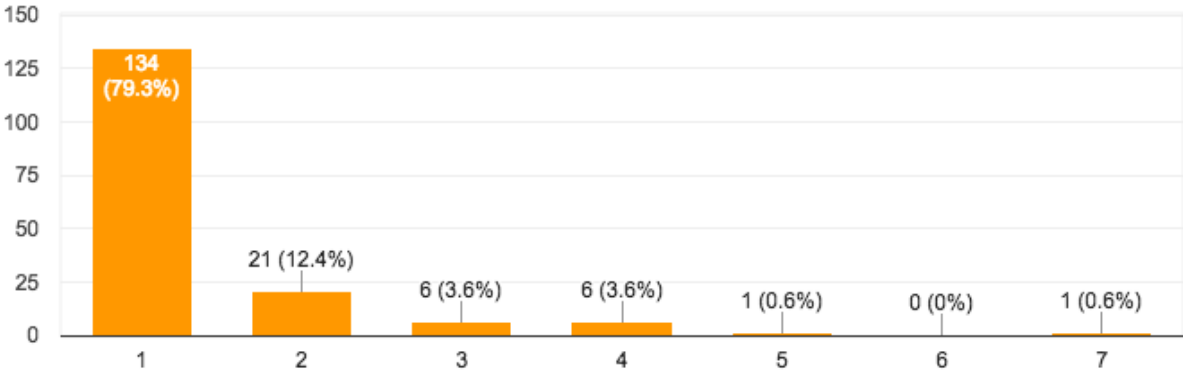
Do you believe the word "retard" is derogatory?

169 responses



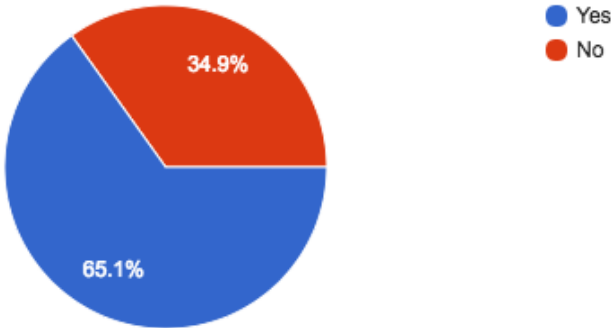
To what extent do you feel that it is appropriate to use the word "retard" to people with mental disabilities?

169 responses



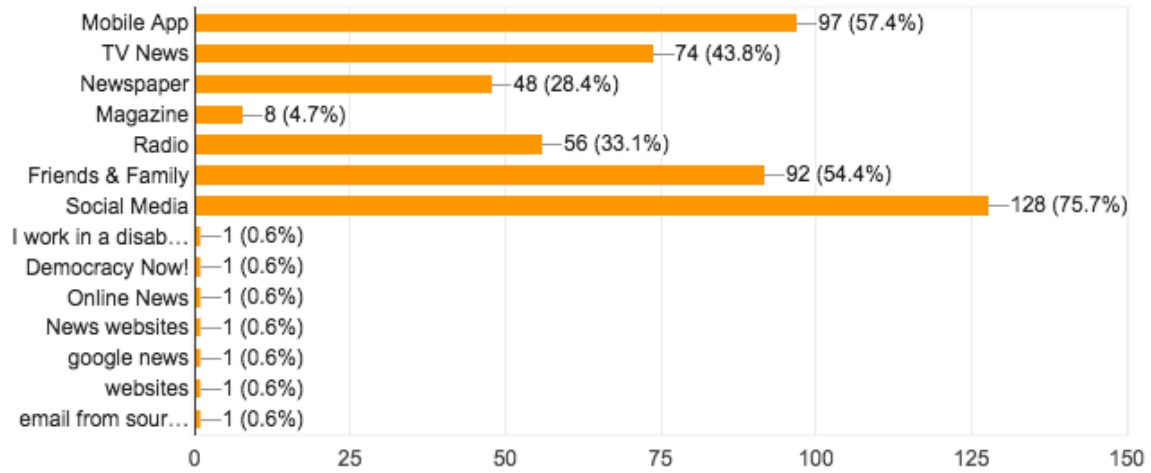
Do you know of any resources in your community those with special needs can use?

169 responses



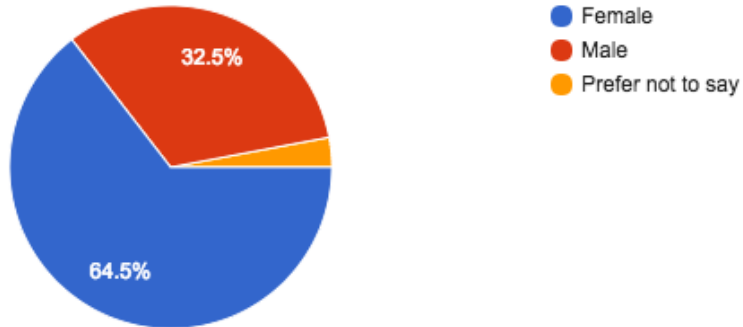
Mark your top 3 sources of news from the following:

169 responses



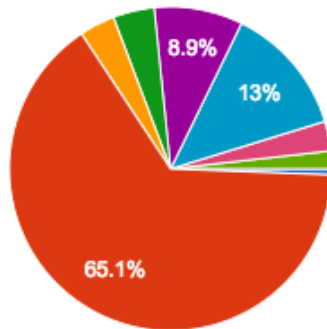
What is your gender?

169 responses



What is your age?

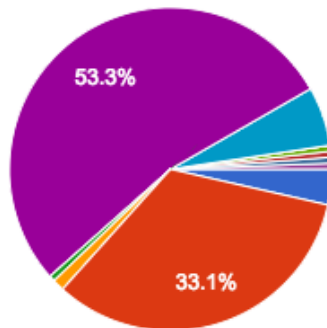
169 responses



- Under 18 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years or older

What is your employment status?

169 responses

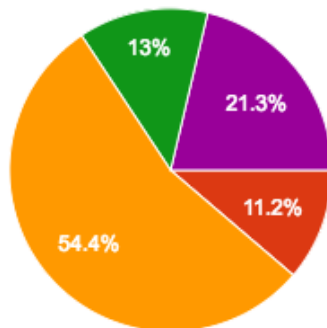


- Unemployed
- Employed
- Self Employed
- Homemaker
- Student
- Retired
- Unable to work
- Student + employed

▲ 1/2 ▼

What is the highest level of school you have completed?

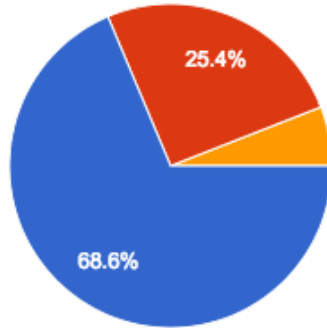
169 responses



- Some high school credits, no diploma
- High school graduate or the equivalent
- Some college credits, no diploma
- College degree
- Graduate degree or higher

Do you have children?

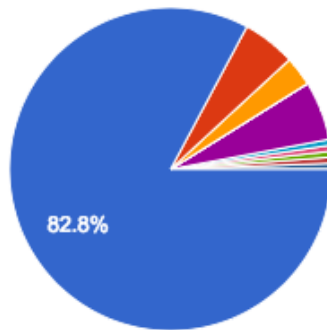
169 responses



- No
- Yes
- Yes, with special needs

What is your ethnicity?

169 responses

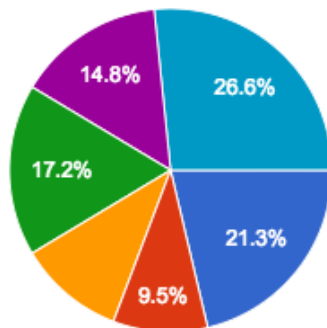


- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian / Pacific Islander
- White is not an ethnicity. It is a race...
- White and Asian
- Asian / white

▲ 1/2 ▼

What is your annual household income?

169 responses



- Under \$30,000
- \$30,000 - \$49,999
- \$50,000 - \$69,999
- \$70,000 - \$89,000
- \$90,000 - \$109,999
- \$110,000 or more

Appendix D
SPSS Data

T-Test with Gender

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
INT2	Equal variances assumed	3.232	.074	-2.657	158	.009	-.5071	.1909
	Equal variances not assumed			-2.517	90.354	.014	-.5071	.2015
INT3	Equal variances assumed	.126	.723	-2.499	158	.013	-.5031	.2013
	Equal variances not assumed			-2.428	96.292	.017	-.5031	.2072
ATT1	Equal variances assumed	29.434	.000	5.092	158	.000	.8806	.1729
	Equal variances not assumed			4.063	63.046	.000	.8806	.2168
ATT2	Equal variances assumed	14.295	.000	-4.576	158	.000	-.9385	.2051
	Equal variances not assumed			-4.238	85.582	.000	-.9385	.2214
AWS1	Equal variances assumed	44.580	.000	3.237	158	.001	.260	.080
	Equal variances not assumed			3.431	121.130	.001	.260	.076

T-Test with Age

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
INT2	Equal variances assumed	.435	.510	-1.464	163	.145	-.2770
	Equal variances not assumed			-1.526	124.444	.130	-.2770
INT3	Equal variances assumed	.001	.981	-1.327	163	.186	-.2662
	Equal variances not assumed			-1.294	103.740	.198	-.2662
ATT1	Equal variances assumed	5.151	.025	1.751	163	.082	.3145
	Equal variances not assumed			1.865	131.793	.064	.3145
ATT2	Equal variances assumed	16.825	.000	-2.950	163	.004	-.6067
	Equal variances not assumed			-3.271	145.512	.001	-.6067
AWS1	Equal variances assumed	.418	.519	8.966	163	.000	.593
	Equal variances not assumed			8.839	106.878	.000	.593

T-Test with Income

		Levene's Test for Equality of Variances		t-test for Equality of Variances			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
INT2	Equal variances assumed	.267	.606	-0.763	95	.447	-0.1868
	Equal variances not assumed			-0.769	94.854	.444	-0.1868
INT3	Equal variances assumed	.923	.339	-1.990	95	.050	-0.4953
	Equal variances not assumed			-1.996	94.045	.049	-0.4953
ATT1	Equal variances assumed	.274	.602	-0.258	95	.797	-0.0556
	Equal variances not assumed			-0.252	77.824	.802	-0.0556
ATT2	Equal variances assumed	.229	.634	-0.451	95	.653	-0.1085
	Equal variances not assumed			-0.449	91.614	.654	-0.1085
AWS1	Equal variances assumed	12.568	.001	2.038	95	.044	.194
	Equal variances not assumed			2.018	87.965	.047	.194

Anova with Education and Income

INT1	Between Groups	17.872	2	8.936	6.105	.003
	Within Groups	237.122	162	1.464		
	Total	254.994	164			
INT2	Between Groups	1.674	2	.837	.624	.537
	Within Groups	217.138	162	1.340		
	Total	218.812	164			
INT3	Between Groups	7.133	2	3.567	2.427	.092
	Within Groups	238.079	162	1.470		
	Total	245.212	164			
INV1	Between Groups	6.946	2	3.473	1.746	.178
	Within Groups	322.230	162	1.989		
	Total	329.176	164			
INV2	Between Groups	.010	2	.005	.076	.927
	Within Groups	10.257	162	.063		
	Total	10.267	164			
AWS1	Between Groups	1.592	2	.796	3.410	.035
	Within Groups	37.802	162	.233		
	Total	39.394	164			
ATT1	Between Groups	2.953	2	1.477	1.225	.296
	Within Groups	195.229	162	1.205		
	Total	198.182	164			
ATT2	Between Groups	2.424	2	1.212	.737	.480
	Within Groups	266.279	162	1.644		
	Total	268.703	164			
ATT3	Between Groups	.993	2	.496	.632	.533
	Within Groups	127.189	162	.785		
	Total	128.182	164			

Cross Tab with how people choose an NGO and media source

		Sum of Squares	df	Mean Square	F	Sig.
INT1	Between Groups	22.703	3	7.568	5.245	.002
	Within Groups	232.291	161	1.443		
	Total	254.994	164			
INT2	Between Groups	5.849	3	1.950	1.474	.224
	Within Groups	212.963	161	1.323		
	Total	218.812	164			
INT3	Between Groups	3.574	3	1.191	.794	.499
	Within Groups	241.639	161	1.501		
	Total	245.212	164			
INV1	Between Groups	3.959	3	1.320	.653	.582
	Within Groups	325.216	161	2.020		
	Total	329.176	164			
INV2	Between Groups	.176	3	.059	.938	.424
	Within Groups	10.090	161	.063		
	Total	10.267	164			
AWS1	Between Groups	7.936	3	2.645	13.538	.000
	Within Groups	31.458	161	.195		
	Total	39.394	164			
ATT1	Between Groups	2.842	3	.947	.781	.506
	Within Groups	195.340	161	1.213		
	Total	198.182	164			
ATT2	Between Groups	13.752	3	4.584	2.895	.037
	Within Groups	254.951	161	1.584		
	Total	268.703	164			
ATT3	Between Groups	1.026	3	.342	.433	.730
	Within Groups	127.156	161	.790		
	Total	128.182	164			