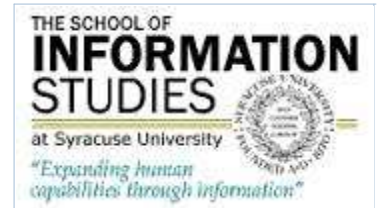


Welcome!

We greatly appreciate your responses to our survey. With your help we hope to understand the information technology profession better in order to develop improved recruitment and retention strategies in the IT field. This research would not be possible without your valuable input and we appreciate the time you are taking to participate. **Thank you!**

(@itwf.syr.edu - July 2007)



SU IRB # 06-260

INVITATION TO PARTICIPATE

You are invited to participate in a research study that will help identify students' beliefs and perceptions of the Information Technology occupation. Taking part in this study is completely voluntary. It is hoped that published results from this and related studies will contribute to the improvement of work expectations for specific career paths.

This survey will take you approximately 12 minutes to complete.

INFORMED CONSENT

We would like to receive your permission to use information gathered from you in our research study. Please read all the statements below before agreeing to participate in the survey.

CONFIDENTIALITY

Your information and responses will remain completely confidential. Only aggregated data will be reported in journals or other professional communications.

ANSWERS TO QUESTIONS

If you have questions about the research or your rights as a participant, please contact:

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Syracuse University
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CONCLUDING STATEMENT

By filling out this survey, I acknowledge that I have read and understood the above statements, and

that I agree to participate in the study.

Thank you very much for your interest.

Please enter your StudyResponse ID number to be eligible for the Amazon.com gift certificate drawing.

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A. We are interested in hearing about your personal beliefs and perceptions of the Information Technology (IT) field -- e.g., why do you think someone might choose an IT profession? What aspects of the IT field might you or an IT professional like or not like? Please use the space below to write a few sentences on the topic.

B. You are about to watch a 2-minute long video clip on the IT profession. Please click on the clip and watch it carefully. When finished, please proceed to question C.

C. Keeping in mind the video clip you just watched, please answer the following questions.

Answer Scale: 1-Strongly Disagree to 6-Strongly Agree

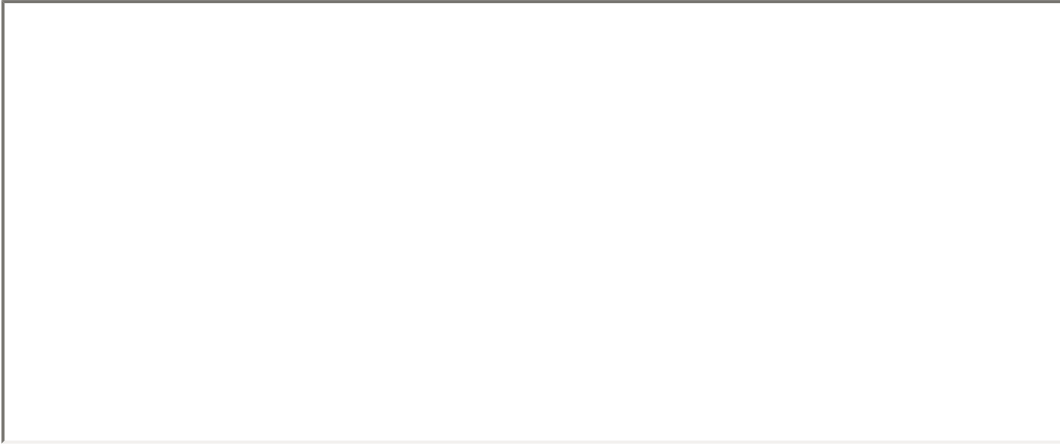
Strongly Disagree **Strongly Agree**

(1)	(2)	(3)	(4)	(5)	(6)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 2. That video gave me positive ideas about IT.
- 3. That video answered a lot of my questions about IT.
- 4. That video enabled me to fully grasp what IT is all about.
- 5. That video did not teach me anything new.
- 6. I like that video.

- 7. The picture of IT depicted in the video is too simplistic.
- 8. A career in IT is all about people and technology.
- 9. One can be successful in IT without people skills.
- 10. An IT person must enjoy helping users.
- 1. That video reinforced my idea that IT is not for me.

D. Please use the space below to express your reaction/s to the video clip -- e.g., if you strongly disagree or agree, please explain. And/or if watching this clip made you change your ideas about IT.



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E. Below are the thoughts of an IT professional on the topic of: *The Demands of IT outside work*. Please read the text carefully and answer the subsequent questions.

Would you say that people that are your friends look at you and think that you are *THE* IT guy?

"It's happened. Sure. I think I get more IT work sometimes outside of work than I get at inside of work. And I spend eight hours here! So, I think that there's always the friends you have who will always be calling you and say "Oops, I did something to my computer! How do I make this work? Or I would really like to create a video, I would really like to create digital imaging, something like that." And just don't know how to do it and the perception is always that the IT guy knows everything. Of course! Somewhere along the line, we must have as IT people learn all there is to know about computers. But at the same time I think that everybody in this field loves to learn what they don't know about computers and we have enough of a familiarity of how things work to kind of roll our sleeves, dive in and actually look like we know what we're doing!"

Keeping in mind what you just read, please answer the following questions.

Answer Scale: 1-Strongly Disagree to 6-Strongly Agree

	Strongly Disagree					Strongly Agree
	(1)	(2)	(3)	(4)	(5)	(6)

- | | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. This is a realistic description of life outside work of an IT professional. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. IT professionals are typically asked to fix computer-related issues for their family and friends. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. IT professionals can solve challenging computer-related problems. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. IT professionals rarely solve IT related issues outside work. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

If you are a student in an IT major, please answer the following questions. If not, please go directly to question F. Thank you!

Keeping in mind what you just read, please answer the following questions.

Answer Scale: 1-Strongly Disagree to 6-Strongly Agree

	Strongly Disagree					Strongly Agree
	(1)	(2)	(3)	(4)	(5)	(6)

- | | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 6. I don't like playing with technology. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. I enjoy keeping up with technology. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. Keeping up with technology would be a challenge. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- 9. IT is too technical a field for me.
- 1. I have helped many of my friends and family with an IT related problem.
- 2. I am the first one my friends call if they have an IT related problem.
- 3. I enjoy helping others with their computers.
- 4. I enjoy being asked for computing help.
- 5. I feel good when I learn more about computers.

F. Please read the statements below about the IT profession and indicate to which extent you agree or disagree with them.

Answer Scale: 1-Strongly Disagree to 6-Strongly Agree

	Strongly Disagree					Strongly Agree
	(1)	(2)	(3)	(4)	(5)	(6)
10. I am interested in the technical side of IT.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I am interested in the business/management side of IT.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1. IT is a well respected profession.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. IT professionals are thought of as very smart.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. IT professionals can solve complicated problems.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. IT professionals help organizations perform better.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. IT professionals are regarded by their family and friends as computer geniuses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I would be proud to be in the IT field.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I would dislike being an IT person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am enthusiastic about the IT profession.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I can't wait for the newest technologies to come out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you are a student in an IT major, please answer the following questions. If not, please go directly to question H. Thank you!

G. Please read the statements below about the IT profession and indicate to which extent you agree or disagree with them.

Answer Scale: 1-Strongly Disagree to 6-Strongly Agree

	Strongly Disagree					Strongly Agree
	(1)	(2)	(3)	(4)	(5)	(6)
1. If someone called me a nerd I would consider it an insult.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I think that other people think of me as a nerd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I don't consider myself a nerd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. My family thinks of me as a computer nerd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Some of my colleagues are definitely computer nerds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I don't mind being stereotyped as a geek.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I don't mind being stereotyped as a nerd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Being seen as a nerd by others is not a problem for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

H. Please select your gender.

- Female
- Male

I. Please select your age.

- 18 to 25 years old
- 26 to 35 years old
- 36 to 55 years old
- Older than 55 years old

J. Please select your racial identification. (check all that apply)

- American Indian or Alaskan Native
- Native Hawaiian or Pacific Islander
- Asian
- White
- Black or African American
- Other

K. Please select your ethnic identification. (check all that apply)

- Hispanic or Latino
- Unknown
- Not Hispanic or Latino

Thank you very much for completing this survey! Your input is very valuable to us. The comment box below is optional, but you can use it if you would like to give us some additional feedback about our survey.

Please don't forget to click [Submit form](#) at the end of this page!

Do you have any additional comments or suggestions about this research project?

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Submit form