

Data Collection Efforts for School Spirit Project

(1) Observation of percent of students on campus who wear school-related garments.

The student-observers from Human Behavioral Measurement will record four pieces of data from another class in which they are enrolled: the total number of male students present in the class, the number of female students in the class, the number of male students with apparel identifying Butler University in some way or form, the number of female students with apparel identifying Butler University in some way or form.

(2) Observation of cars in student parking lots to determine percent that have school decals, bumper stickers, license-plate frames, etc.

Students will go to all parking lots and count both the total number of cars in a that lot and the number of cars with Butler University decals/stickers.

(3) Questionnaire measures of school identification/affiliation

This questionnaire includes a modified version of the Collective Self-Esteem Scale (Luhtanen and Crocker, 1992) and a visual measure of closeness to a group (Tropp and Wright, 2001).

(4) Percent of alumni giving, from U.S. News and World Report's annual publication, "America's Best Colleges" (usually published in late August or early September).