

2006 ResNet Online Entertainment Services Survey

Introduction

Increasing numbers of colleges and universities are employing online entertainment services such as Napster, Ruckus, and Cdigix. Despite their growing popularity, many fundamental questions remain unanswered: Why are these services being employed? How are they being funded? What support costs are being incurred? Are they successful? The ResNet Applied Research Group is conducting this survey to help the higher education community begin answering these questions and continue the effort to understand the emerging phenomenon of online entertainment services on college and university campuses.

Using publicly available information, your institution has been identified as a subscriber to one or more entertainment services. Please assist us and the higher education community by responding to this survey and answering the following questions to the best of your knowledge. We encourage you to contact others at your institution to assist with questions or to forward this entire survey to a more appropriate staff member.

The primary respondent to this survey will be required to supply his or her name, e-mail address, and institution to ensure the accuracy and validity of the survey. A list of participating institutions will be published. However, names and e-mail addresses will not be released or in any way linked to survey data in public presentations or publications; we respect and will protect your individual anonymity as you provide information about this new (and, to some, controversial) phenomenon.

Survey organization:

This is a brief survey with a maximum of 32 questions. We estimate that you will need approximately 20 minutes to complete the survey. The exact number of questions and time necessary to respond to them will vary depending on the responses you provide, the level of your preparation, and the time you spend answering open-ended questions.

Respondents who are identified as having significant experience with entertainment services (based on status of the service(s) and the length of time employed) may be contacted for further information. We will respect your wishes if you do not want to be contacted for follow-up as indicated at the end of the survey.

A printable copy of the entire survey is available at <http://resnetsymposium.org/surveys/entertainment>.

Primary Entertainment Service:

To avoid confusion for respondents with multiple service, the term "primary entertainment service" is used throughout the survey to refer to the service with which your institution has the most experience.

Completion deadline:

We ask that you complete the survey by February 27.

Stopping and restarting the survey:

You can stop at any point and return to the survey at a later time. To do this you must, however, complete the entire survey using the same computer (the survey tool uses cookies to track your progress through the survey). To return for any reason:

- Visit the URL that was included in the e-mail you received. You will return to the page of the survey where you left off.
- You can go back and forward through the survey to answer any questions you did not complete previously or to change your responses.
- You can return to the survey to edit your responses even after clicking on the "Done" button as long as you use the same computer.
- Survey responses are saved on a page-by-page basis.

Results:

Results will be presented at the ResNet 2006 Symposium in June and will be available on the [ResNet Symposium web site](#) after July 1. In addition, we may seek to publish or present results elsewhere (EDUCAUSE, ACUTA, etc.). Results will be presented only in aggregate form and responses will not be identifiable by institution or survey respondent in any publications or published reports. We will notify you when results are initially published or presented if you request such notification at the end of the survey.

Still have questions?

Questions regarding the survey can be addressed to resnetresearch-l@uncg.edu

Thanks

We wish to thank Azusa Pacific University for funding the use of SurveyMonkey. We would also like to thank many others within and outside the ResNet community for assisting us in the survey development process.

Demographics (Section 2 of 7)

* 1. What is your name?

* 2. What is your title?

* 3. What is your e-mail address?

* 4. What is the name of your institution?

5. In what department(s) do you work?

Basic Service Information (Section 3 of 7)

* 6. Is your institution or any department in your institution currently employing an online entertainment service? (Choose one)

- Yes
- No, we have ceased employing an entertainment service (Response will change the tense of following questions to past tense and skip inapplicable questions)
- No, we have never employed an entertainment service (Response will end the survey)
- Other - Please explain:

7. Which service(s) is your institution employing? (Choose all that apply)

- Cdigix
- Napster
- Rhapsody
- Ruckus
- Other – Please explain:

8. Is the primary entertainment service in “production” or testing (pilot project, evaluation, trial, etc.)? (Choose one)

- Production
- Testing
- Other – Please explain:

9. For how long has your institution employed the primary entertainment service, including evaluation periods? (Choose one)

- Less than 6 months
- At least 6 months but less than 1 year
- 1 year or longer
- Other – Please explain:

*** 10. Does your institution plan on renewing its commitment to the current primary entertainment service (contract term, semester, year, etc.)? (Choose one)**

- Yes
- No, we are changing to another service (Response will add a question asking why you are changing)
- No, we do not plan on employing a service once our current commitment expires (Response will add a question asking why you are ceasing)
- Other – Please explain:

Selection, Funding, and Access (Section 4 of 7)

11. How important were the following criteria in evaluating and selecting the primary entertainment service (as opposed to other services available)?

Very Important Important Not Important

	Very Important	Important	Not Important
Amount of content offered (number of songs, albums, movies, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of content offered (music, movies, radio, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to offer academic or university-specific content via service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Community" functionality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of service (at time of evaluation, in geographic area, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact on campus resources - ease of installation and support (integration into campus network, required hardware and expertise, customer support provided by service provider, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact on end user - ease of use (support of multiple computer operating systems, quality customer support provided by service, easy-to-use client, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Licensing options and flexibility of service (type of DRM used, transferability of content, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price to institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price to individual user	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Popularity of service among students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Popularity of service at other institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation of service at other institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Were there any other criteria used in evaluating and selecting the primary entertainment service? (Choose one)

No

Yes - Please list all other criteria used and their relative importance:

13. Who played a significant role in deciding to initially pursue, evaluate, or employ an entertainment service? (Choose all that apply)

- Admissions or Enrollment Management
- Auxiliary Services department
- Central IT department
- Executive staff (President, Chancellor, etc.)
- Housing department
- IT Security group/team/officer
- Legal counsel
- Public Affairs or Communications
- Student Affairs department/division
- Students (Student Government, Residence Hall Association, etc.)
- Other – Please explain:

14. How is the primary entertainment service being funded? (Choose all that apply)

- All on-campus residents** pay for service through housing-specific technology or communication fee(s)
- All on-campus residents** pay for service through room and board fees
- All on-campus residents** pay for service through a separate fee (other than room and board)
- All students** pay for service through tuition
- All students** pay for service through technology or communication fee(s)
- All students** pay for this service through a separate fee (other than technology or communication fee)
- Those who opt** to use the service pay a fee
- Those who opt** to use the service pay a monthly subscription fee
- Those who opt** to use the service pay a per-use fee
- Our institution received a grant(s) which pays for some or all of the service
- I do not know
- Other – Please explain:

**15. Do you expect to change the funding model in the next 1-2 years?
(Choose one)**

- Yes
- No
- Not sure
- Decision has not been made
- Other – Please explain:

*** 16. Who has access to the primary entertainment service? (Choose all that apply)**

- Students living in institutionally-owned or –managed housing
- Students not living in institutionally-owned or –managed housing
- Faculty, staff, or other university-affiliated persons (Response will add question asking if the price differs from that charged to students)
- Other – Please explain:

*** 17. Is your institution an Internet2 member? (Choose one)**

- Yes (Response will add question asking if your primary service uses Internet2)
- No
- Not sure
- Other - Please explain:

Purpose and Success (Section 5 of 7)

18. In your professional opinion and to the best of your knowledge, why is your institution employing an entertainment service? (Choose all that apply)

- Generate additional revenue
- Generate positive publicity for institution
- Enhance "technological reputation" of institution
- Reduce network bandwidth usage
- Reduce security or support concerns related to popular peer-to-peer services
- Provide legal, ethical alternative to unlawful peer-to-peer transactions
- Reduce copyright-related reports, lawsuits, or conduct offenses
- Requests or urging from lawmaking official(s) or body(s)
- Requests or urging from senior administrators (president, provost, trustee(s), etc.)
- Requests or urging from students
- Remain competitive with other institutions offering entertainment services
- Other – Please explain:

19. How important will the following measures be in judging the success of the primary entertainment service?

	Very Important	Important	Not Important
Increase in institutional enrollment or retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in on-campus residency or retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in positive publicity for institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduction in number of copyright-related lawsuits or conduct offenses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduction in network bandwidth used by peer-to-peer applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduction in number of DMCA "takedown notices"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student satisfaction and feedback	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage of service(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Are there any other measures you will be using to judge the success of the primary entertainment service? (Choose one)

- No
- Yes - Please list all other measures and their relative importance:

21. Based on the measures above, how successful has the primary entertainment service been? (Choose one)

- Exceeded our expectations and has been exceptionally successful
- Met all or most of our expectations
- Met some expectations but failed to meet others
- Failed to meet most expectations
- Failed to meet all expectations
- We have not had the service long enough to determine its success
- We have no established or agreed-upon method(s) or measurement(s) to determine its success
- Other – Please explain:

22. In general, how positive or negative has the feedback from your students been? (Choose one)

- Overwhelmingly positive
- More positive than negative
- Equally positive and negative
- More negative than positive
- Overwhelmingly negative
- It is too difficult or complex to classify in this manner
- We have received little or no feedback from students
- Other – Please explain:

Challenges, Surprises, and Recommendations (Section 6 of 7)

* 23. Has implementing this service resulted in significant unexpected service or support burdens on your resources (must provide servers or other equipment, additional bandwidth, "back end" support, significant end-user support, etc.)? (Choose one)

- Yes ([Response will add question asking what burdens were encountered](#))
- No, all significant burdens were expected or foreseen
- No, there have been no significant burdens on our resources
- Other – Please explain:

24. What have been the greatest challenges in pursuing, evaluating, and implementing an entertainment service?

25. What have been the biggest surprises?

26. Given the opportunity, what would your institution have done differently?

27. What did your institution do particularly well?

28. Based on your experiences, the success of your service, and the satisfaction of your students and staff, would you recommend that other institutions implement a similar entertainment service?

Conclusion (Section 7 of 7)

29. May the researchers contact you for additional information or to clarify or follow-up on your responses? (Choose one)

- Yes
- No
- Other – Please explain:

30. Would you like to be notified when results of this survey and related research are initially published? (Choose one)

- Yes
- No
- Other – Please explain:

31. Please share any additional information about the entertainment service(s) your institution is employing, how it is being used, or any other information relevant to this survey and related research.

Thank you!

The ResNet Applied Research Group and the ResNet Steering Committee thank you for the time you spent completing this survey. Please feel free to contact us at resnetresearch-l@uncg.edu if you have any questions. In addition, please contact us if you are interested in assisting with this survey, other surveys, or other research concerning residential computer networks.

The ResNet Applied Research Group would like to thank Azusa Pacific University for their generous support in developing and administering this survey.

CONFIDENTIALITY STATEMENT

Results of this survey will only be published in aggregate form. Individual and institution names will not be associated with the data in any publications or published reports. A list of participating institutions will be presented with survey results.
