

# THE STALL SEAT JOURNAL

If holder is damaged or loose,  
please call The Well at 828-WELL.

Vol. MMIX No. 2

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Special Statistics Edition

From listening to students and faculty, we know there is curiosity about how we get the statistics used in the Stall Seat Journals and our other posters.

We love that VCU students are always thinking critically!

In order to avoid just creating a “data dump” in the on-campus stalls (pun intended), this edition combines a retro-look at our first-ever poster series from six years ago (see [www.yourstrategy.org](http://www.yourstrategy.org) for the originals) with a short

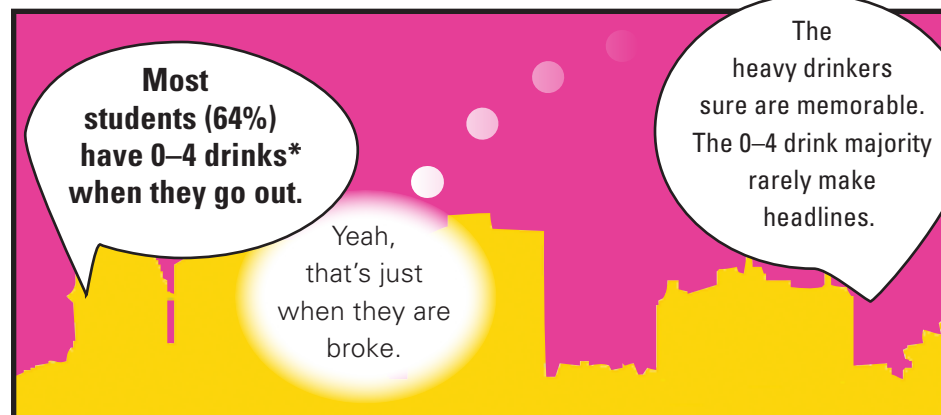
explanation of where our data come from.

For a hardcore, scientifically detailed explanation of this IRB-approved research, contact us at **The Well**.

Looking for some data about

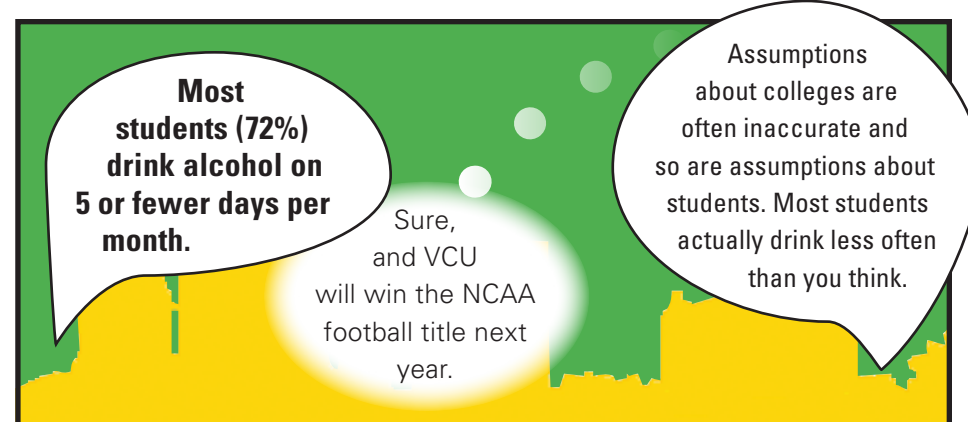
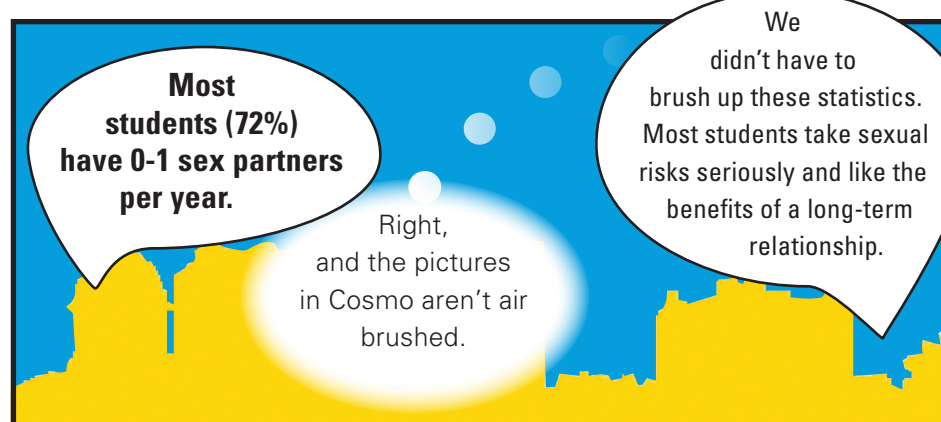
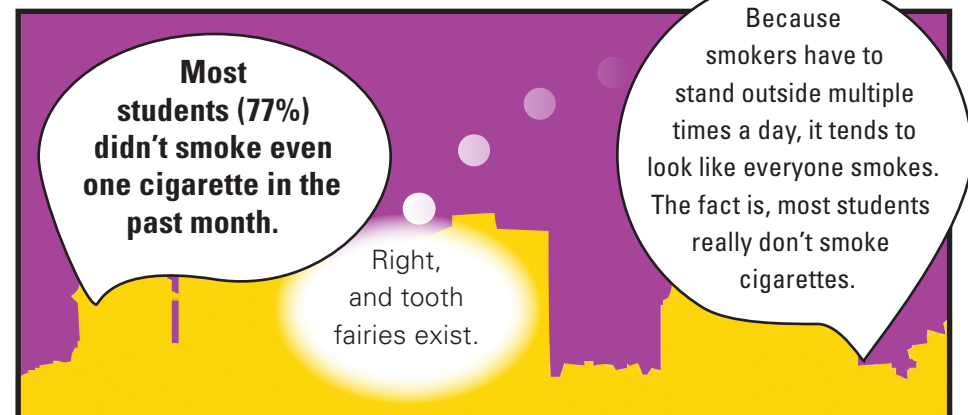
VCU students for a class project? We have data on just about every health topic, including seat belt use to depression to nutrition to prescription drug use to safety.

We'd love to introduce you to our data!



\* One drink = 12 oz beer or 4 oz wine or 1 oz of 100-proof liquor.

These statistics are from the VCU undergraduate survey, Spring 2007. Think these stats are impressive? Check out the health of VCU graduate students at [www.yourstrategy.org](http://www.yourstrategy.org).



## Win a Wii! One in six students will get a chance

Between Feb. 12 and 25, the Wellness Resource Center will be conducting the National College Health Assessment online survey. One in six VCU students will be selected randomly to participate. Selected students will receive a letter announcing that they have been chosen, and an e-mail will be sent to their VCU accounts with their personal access codes. All who take this confidential survey will have a chance to win one of hundreds of prizes, including Starbucks gift cards, VCU T-shirts, and a Nintendo Wii.

## The Critical Thinker's Guide to Student Health Statistics

### So, how do you get the stats, anyway?

Each year, we obtain a list of all students enrolled during the spring semester at VCU. A random sample is selected.

In February, the American College Health Association, using a secure system that protects confidentiality, emails our selected participants a link to the National College Health Assessment. This instrument has been used for many years and has been analyzed extensively for reliability and validity.

VCU students respond at high rates because we explain why we need their help and we offer a chance to win some great prizes (see **"Win a Wii!"**).

### Well, are the statistics accurate?

While every survey has a margin of error (ours is usually +/- 3%), we believe our numbers are accurate for several reasons. First, we get a large random sample (e.g. Spring 2007, n=1,842). Second, our sample's demographics are very similar to the VCU population's as a whole. Third, our numbers are very similar to national survey findings at other colleges and universities.

Finally, and perhaps most convincingly, we triangulate (you know, double-check our data) with clicker survey findings in VCU small groups.

### Ok, then, what are the clicker survey findings?

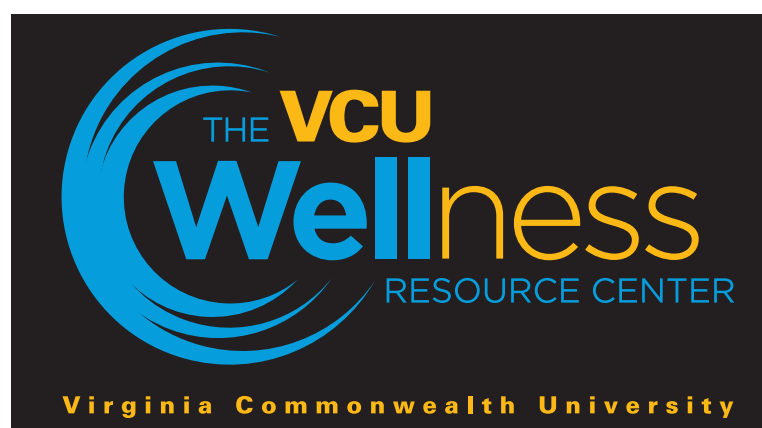
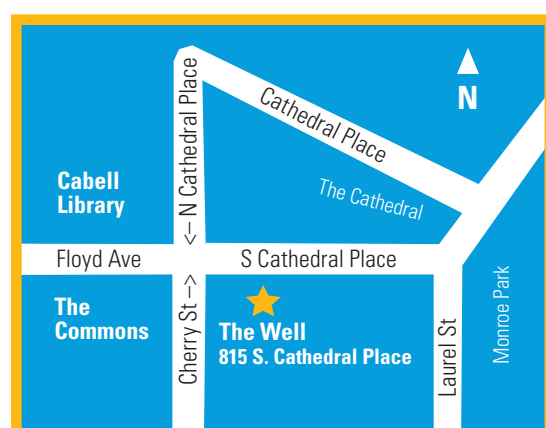
Clickers are immediate and anonymous audience response devices. **The Well** owns hundreds of anonymous clickers and over the past several years, we have gathered triangulation data in literally hundreds of VCU classes.

We ask students about their “perception” of reality and then we ask them what they really do about things like smoking, alcohol use, and sex.

In every class, our clicker statistics are identical to our campus-wide survey statistics!

If you haven't participated in a clicker stats session, find students who have, and ask them what they saw... OR invite us to your classroom or group for a fun and informative clicker experience.

**Seeing is believing!**



**The Stall Seat Journal is published by The Well**

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804-828-WELL  
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For strategies, history, research:  
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Are you a stall hopper? Look for the January Stall Seat Journal in the bathroom stall next door.