

The University of Oklahoma
Gaylord College of Journalism & Mass Communication

Survey Findings & Research Report Discussion and Suggestions

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JMC 4453-002 PR Research

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Norman, Oklahoma

April 22, 2025

Overview

This survey's goal was to gather insights about student attitudes toward fentanyl and Narcan availability at the University of Oklahoma. This paper will report the results of the data analysis, which was tested against a set of hypotheses. We are trying to capture the relevance of our five hypotheses and the survey results to determine the most effective method for HarborPath.

1. If OU students like to engage with influencers on social media, then they will be more likely to listen to an OU influencer.
2. How often are students exposed to informational content about fentanyl on social media?
3. If students are in Greek organizations, then they will be more likely to engage with a social media campaign.
4. Are females more likely to be vigilant towards exposure to fentanyl?
5. Is there a relationship between year in school and the likelihood of receiving Narcan training?

The survey consisted solely of the University of Oklahoma students, of all ages, genders, affiliations, etc. This allowed us to gain the most insights of all college students. These hypotheses highlight the different subjects and findings we find most important in determining HarborPath's success. The results tested against the hypotheses provided information that was either significant or non-significant in the overall research.

Design & Participants

We determined that a survey was the most effective method for collecting data from a larger number of college students in a short period of time. This approach allowed us to gather detailed information on their knowledge, attitudes, and behaviors related to opioids and use student athletes to educate about Narcan. According to the Pew Research Center (2021), surveys are an important tool because they help researchers gather accurate information about participants behaviors and opinions and when questions are well-designed and clearly, they help reveal trends and compare groups.

A quantitative survey design was selected to ensure accuracy and consistency in responses and allow for meaningful statistical analysis across different demographic groups. The survey was available through the The University of Oklahoma online survey platform, making it easily accessible to students via a computer or mobile device. The survey was a multiple-choice likert-scale to understand college students' awareness and attitudes of the risks of Fentanyl on campus and the use of student athletes as influencers to educate about Narcan. Upon starting the survey, students were first asked to provide their consent to participate in this research. They were provided with the purpose of the research, the approximate number of participants who would be involved, the time to complete the survey, the risks and benefits of their participation, compensation for participating, privacy of the information provided, such as their name, and an email address for questions, concerns, or complaints about the research.

The sampling technique/method used involved college students voluntarily opting to participate in the research study. The survey link was shared through various communication channels, e.g., email, text message, or airdrop to allow students to access it effectively and allowing students from multiple departments to participate. A total of 217 participants completed

the survey, providing valuable perspective to the research. While the sample may not fully represent the entire student population, it was sufficient to observe patterns and extract meaningful information about awareness, attitudes, and behaviors related to the study's focus on athlete influencers, Fentanyl, and Narcan.

The data collection period for this research study lasted a period of two weeks in the month of April of 2025. During this time, college students/participants were invited to complete the survey online at their convenience. We could have collected more data but due graduation preparations, events, and final exams approaching we concluded the data collection mid-April. This may have limited the number of responses, however, the quality and amount of data collected is sufficient to identify certain patterns in awareness, attitudes, and behaviors.

The survey consisted of a structured questionnaire containing 58 questions and designed to take approximately 6 to 12 minutes to complete. The time taken to complete the survey was an important factor, as it was targeted to university students, and they count with limited time in between classes and have busy schedules. As Cleave (2023) explains, shorter surveys not only better respect participants' time, but also tend to produce higher completion rates and more reliable data. Towards the end of the survey a short video showing asking the students their opinion. The use of the short video makes the survey an opportunity to provide brief information of the topic or issue we are studying. Some of the benefits of using a short video is that it makes it more engaging to participants and can portray emotions (Myakal, 2024).

We collected demographic information to better understand the differences among Greek affiliations, traditional and nontraditional students and also gathered academic year, race/ethnicity and gender which allowed us to analyze how the responses varied across different backgrounds and identities. Collecting demographics helped us understand who was

participating and how their background influenced their responses. According to the University of Houston, demographic data provides valuable insight into the composition of an audience, it allows organizations to segment based on characteristics such as age, gender, income, and lifestyle, which helps them better understand needs, create tailor messages and personalized marketing strategies that resonate with different groups (n.d.).

Survey Findings

Hypothesis 1: Those who consider themselves an avid fan of OU sports and those who follow OU student athletes on social media are positively correlated, $r(261) = .620$, $p < .001$.

Hypothesis 2a: Students who are in Greek organizations ($M = 2.63$, $SD = .886$) are significantly more likely to follow/engage with influencers than those who are not in Greek organizations ($M = 2.06$, $SD = .820$), $t(247) = 5.307$, $p < .001$.

Hypothesis 2b: Students who are in Greek organizations ($M = 4.23$, $SD = 1.119$) are significantly more likely to make decisions based on influencers than those who are not in Greek organizations ($M = 3.83$, $SD = 1.143$), $t(247) = 2.788$, $p = .003$.

Hypothesis 3: Females are more likely to be vigilant towards exposure to Narcan ($M = 4.74$, $SD = .728$) than men are ($M = 4.51$, $SD = .966$), $t(252) = -1.963$, $p = 0.025$.

Hypothesis 4: There is no significance in the relationship between a student's year in school and their likelihood of receiving Narcan training.

Discussion

The data was collected through a multitude of ways. A questionnaire sent to the University of Oklahoma students was compiled of questions of mixed format. There were close-ended and open-ended questions, fill-in-the-blank questions, etc. An interview was conducted one-on-one with various students leading with open-ended questions to gather qualitative research data upon analysis. The data from all was tested throughout multiple T tests, independent sample tests, balancing variables, coefficients, regressions, group statistics, and descriptives. Amongst all five major findings were concluded as follows: OU sports fans' engagement, Greek life influence, Gender differences in attitudes towards Narcan, and Student drug training enforcement.

OU Sports Fans Engage More With Student-Athletes on Social Media

A significant positive correlation is found between students who consider themselves true OU sports fans to those who also follow Oklahoma student-athletes on social media. This data shows that students who are more involved in/intrigued by the university's athletic programs are more likely to engage with the athletes through social media platforms. This strongly suggests the usefulness of having athletes as influencers or brand ambassadors. For HarborPath, this correlation would be of high strategic value to use these athletes' platforms for product push to reach the OU fanbase. Campaigns that align with athletes' personal brands could infuse heightened visibility and engagement among this audience. Our various studies showed different social, demographic, and academic variables influence student engagement with social media, influencers, athletes, and health-related behaviors at the University of Oklahoma. Our data was collected throughout several student surveys, interviews, and social media analytics. There are five major findings within our testing which is to be discussed. These major findings highlight

trends related to Oklahoma sports, Greek life, gender, and attitudes/understandings toward Narcan. These findings can inform public relations strategies targeting student populations and health communication campaigns on campus.

Greek Life Members Are More Influenced by Social Media Influencers

This major finding is applicable in two of our tests. One being “Students who are in Greek organizations are significantly more likely to follow/engage with influencers. than those who aren't in Greek organizations.” The second being, “Students who are in Greek organizations are significantly more likely to make decisions based on influencers than those who are not in Greek organizations.” These results point to the fact that Greek life students are not only more engaged with influencer media but also more likely to let it to form their opinions or behaviors in their everyday life. This data presents a motivating opportunity for HarborPath to target Greek life students through student-athlete influencers and/or brand ambassadors with relevance in student-life culture. Having these influencers push messages onto these audience's feeds is more likely to be persuasive as opposed to traditional advertising.

Gender Differences in Attitudes Toward Narcan Exposure

Differentiating gender is also a significant factor in attitudes toward Narcan, the fast-acting, life-saving medication used to quickly reverse opioid overdoses. Female students reported higher levels of concern and awareness around Narcan exposure than male students. This gender difference in awareness provides that female students may be more receptive to public health messaging around Narcan and may be more likely to take proactive steps toward overdose prevention.

Student Year Does Not Impact Narcan Training Likelihood

There was no significant correlation between a student's year in school and their likelihood of receiving/voluntarily participating in Narcan training. This finding proves that knowledge or participation in Narcan/overdose training does not necessarily increase with time spent attending the university. The lack of awareness or engagement across all class levels points to a lack of either provision, access, or desire in students to attend training. The university would progress in such data if a higher push to receive the training was implemented, if that may be necessary year-to-year certificates of completion. Students would be of higher gain with the knowledge of Narcan across the board in the prevention of accidental/purposeful drug overdose.

Suggestions

The research has concluded valuable insights concerning student engagement and awareness within the OU community. A significant positive correlation exists between avid fans of OU sports and their active engagement with OU student-athletes on social media platforms. This strong connection offers a prime opportunity to harness student-athletes as influential figures in campus-wide initiatives. Moreover, students affiliated with Greek organizations demonstrate a notably higher propensity to engage with influencers and make decisions based on their endorsements, making them a key demographic for targeted marketing strategies.

The research also reveals a gender-based difference in health awareness, with female students exhibiting greater vigilance towards exposure to Narcan, highlighting the need for tailored educational campaigns. Interestingly, there is no significant relationship between a student's year in school and their likelihood of receiving Narcan training, suggesting that training programs should be universally accessible to all students, regardless of their academic standing.

Based on these research insights, a communication strategy is recommended to effectively engage different segments of the student population. Given the demonstrated link between OU sports enthusiasm and social media interaction with student-athletes, collaborating with popular student-athletes to promote key initiatives can be impactful. This approach not only capitalizes on existing connections but also taps into the aspirational nature of sports fandom.

For students involved in Greek life, a targeted influencer marketing campaign should be developed. This campaign should feature influencers who resonate with the values and interests of the Greek community, focusing on themes such as leadership, community involvement, and academic success. In addressing Narcan awareness, a gender-sensitive approach is essential. Educational campaigns should be tailored to address the specific concerns and needs of female students while ensuring that all students, regardless of gender or year of study, have equal access to Narcan training opportunities.

To amplify the impact of these strategies, a combination of digital and traditional “channels” is recommended. Social media platforms should be leveraged to disseminate engaging content and facilitate interactive discussions. Campus media, such as the student newspaper and radio station, can be utilized to reach a broad audience. Furthermore, partnerships with student organizations and campus departments can help to extend the reach of campaigns and build credibility.

To effectively engage OU sports fans, the primary strategy is to partner with recognizable and respected OU student-athletes. This involves identifying student-athletes who possess a strong social media presence and positive reputations within the student body. These athletes can then be enlisted to promote specific initiatives through their social media channels, sharing personal stories and testimonials to create authentic connections with their followers.

For students affiliated with Greek organizations, the focus should be on developing a targeted influencer marketing campaign that features individuals who are either alumni of Greek life or well-known personalities who align with the values of the Greek community. This approach ensures that the messaging resonates with the target audience and is perceived as credible and trustworthy.

In addressing Narcan awareness and training, it is crucial to implement a two-sided approach. First, a gender-specific messaging campaign should be developed, tailoring the content to address the specific concerns and questions that female students may have about Narcan. Second, Narcan training opportunities should be made readily available to all students, regardless of their year of study. This can be achieved through online modules, in-person training sessions, and partnerships with campus health services.

To ensure the effectiveness of these communication strategies, the messaging should be clear, concise, and tailored to the specific audience. For OU sports fans, the messaging should emphasize the importance of supporting fellow Sooners and getting involved in initiatives that benefit the OU community. For students in Greek life, the messaging should focus on themes of leadership, community service, and academic excellence. When addressing Narcan awareness, the messaging should be informative, empowering, and sensitive to the concerns of the audience.

The following channels are recommended for distributing these messages:

- **Social Media:** Platforms such as Instagram, X, and Tiktok should be utilized to share engaging content, promote events, and facilitate discussions.
- **Campus Media:** The student newspaper, radio station, and television channel can be utilized to reach a broad audience with targeted messaging.

- **Student Organizations:** Partnering with student organizations can help to extend the reach of campaigns and build credibility.
- **Campus Events:** Hosting or participating in campus events provides opportunities to engage with students in person and promote key initiatives.

To ensure the ongoing success of these communication strategies, it is essential to establish clear metrics for evaluating their effectiveness. This may include tracking social media engagement, monitoring website traffic, and conducting surveys to gauge student attitudes and behaviors. The data collected through these efforts should be used to refine communication strategies and ensure that they continue to resonate with the target audiences. Additionally, ongoing research should be conducted to stay abreast of emerging trends and identify new opportunities for engaging students in meaningful ways. By continuously evaluating and refining its communication strategies, the university can effectively connect with students, promote positive behaviors, and foster a strong sense of community.

Appendix

IF YOU HAD TO CHOOSE ONE SINGLE INFLUENCER OR ACCOUNT THAT YOU LIKE THE MOST, WHO WOULD IT BE?

Black Box

I CONSIDER MYSELF AN AVID FAN OF MY UNIVERSITY'S SPORTS TEAMS.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

WHEN MY SCHOOLS TEAMS PERFORM WELL, I FEEL BETTER ABOUT LIFE IN GENERAL.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

IT'S IMPORTANT TO ME THAT MY UNIVERSITY HAS SPORTS TEAMS THAT PERFORM WELL.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I FOLLOW SOME STUDENT ATHLETES FROM MY UNIVERSITY ON SOCIAL MEDIA.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

ROUGHLY HOW MANY PLAYERS/ ATHLETES AT YOUR UNIVERSITY DO YOU FOLLOW ON SOCIAL MEDIA?

- ☐ None
- ☐ 1-5
- ☐ 6-10
- ☐ 11-24
- ☐ 25-50
- ☐ 51 or more

WHICH COLLEGE SPORT IS THE MOST IMPORTANT/ APPEALING TO YOU?

- ☐ Men's Basketball
- ☐ Baseball
- ☐ Softball
- ☐ Women's Basketball
- ☐ Soccer
- ☐ Football
- ☐ Gymnastics
- ☐ Other (Please Specify)

I CAN GENERALLY ACHIEVE THINGS THAT I SET MY MIND TO DOING.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I AM A CAPABLE PERSON.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

GENERALLY, I CAN HANDLE THE PROBLEMS THAT LIFE THROWS AT ME.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

SHORT VIDEO PROVIDED

IF THERE WAS AN ATHLETE IN THE PREVIOUS VIDEO, WHAT SPORT DID THEY PLAY?

- ☐ Football
- ☐ Men's Basketball
- ☐ Women's Basketball
- ☐ Baseball
- ☐ Softball
- ☐ There wasn't a sport in there

IF THERE WAS A UNIVERSITY MENTIONED IN THE PREVIOUS VIDEO.
WHAT WAS IT?

- ☐ Virginia Commonwealth University
- ☐ Ole Miss
- ☐ The University of Oklahoma
- ☐ Clemson
- ☐ Not sure/Don't know

WHAT WAS THE SUBJECT OF THE VIDEO YOU SAW?

- ☐ Fentanyl risks
- ☐ Narcan availability
- ☐ Cats
- ☐ College Sports
- ☐ Don't know/Couldn't tell

IF A STUDENT LIKE ME WERE EXPOSED TO FENTANYL, THE EFFECTS
COULD BE EXTREMELY SEVERE, INCLUDING DEATH.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

EXPOSURE TO OPIOIDS IS EXTREMELY RARE AND PROBABLY WON'T
HAPPEN TO A STUDENT LIKE ME.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

FENTANYL EXPOSURE IS A VERY SERIOUS RISK TO STUDENTS LIKE ME.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

FENTANYL EXPOSURE IS A LEADING CAUSE OF DEATH FOR PEOPLE LIKE
ME.

- ☐ Strongly Disagree
 - ☐ Somewhat disagree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat agree
 - ☐ Strongly agree
-

I AM NOT THE KIND OF PERSON WHO NEEDS TO BE AWARE OF THE RISKS OF FENTANYL EXPOSURE.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I CAN REDUCE THE RISK OF EXPOSURE TO FENTANYL BY AVOIDING CERTAIN ACTIVITIES OR BEHAVIORS.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

STUDENTS LIKE ME CAN GET ACCESS TO NARCAN AT OU.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I WOULD BE EMBARRASSED TO ASK FOR ACCESS TO NARCAN AT OU.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

HOW COMPETENT WOULD YOU FEEL TO USE NARCAN IN THE EVENT THAT YOU SAW A FELLOW STUDENT OVERDOSING?

- ☐ Extremely incompetent
- ☐ Somewhat incompetent
- ☐ Neither competent nor incompetent
- ☐ Somewhat competent
- ☐ Extremely competent

IF A PERSON IS OVERDOSING ON FENTANYL, NARCAN CAN SAVE THEIR LIFE.

- ☐ Strongly Disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

WHAT IS YOUR CURRENT YEAR?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Senior+
- ☐ Graduate student

ARE YOU INVOLVED IN ANY SORT OF GREEK ORGANIZATION? (I.E. A FRATERNITY OR SORORITY)

- ☐ Yes
- ☐ No
- ☐ Don't know/Prefer not to respond

WOULD YOU CONSIDER YOURSELF TO BE A TRADITIONAL STUDENT? (I.E. ENTERED INTO FULL-TIME COLLEGE STUDY DIRECTLY FROM HIGH SCHOOL.)

- ☐ Yes
- ☐ No
- ☐ Maybe/ Don't know

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR GENDER IDENTITY?

- ☐ Male
- ☐ Female
- ☐ Non-binary/Third gender
- ☐ Prefer not to say

ARE YOU OF SPANISH, HISPANIC, OR LATINO ORIGIN?

- ☐ Yes
- ☐ No

CHOOSE ONE OR MORE RACES THAT YOU CONSIDER YOURSELF TO BE

- ☐ White or Caucasian
- ☐ Black or African American
- ☐ American Indian/ Native American or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Other
- ☐ Prefer not to say

YOU MAY HAVE BEEN RECRUITED BY A STUDENT TO TAKE THIS SURVEY. IF SO, DO YOU REMEMBER A NUMBER OR CODE THAT THEY GAVE YOU?

LOOKED AT OTHERS' STORIES/ CONTENT

- ☐ Never.
- ☐ Very Rarely/ hardly ever
- ☐ Occasionally /Periodically
- ☐ At least a few times per week
- ☐ Daily
- ☐ Multiple times per day

GONE TO SOMEONE ELSE'S PROFILE WHO IS IN MY IRL SOCIAL NETWORK (E.G. FRIENDS OR FRIENDS OF FRIENDS).

- ☐ Never.
- ☐ Very Rarely/ hardly ever
- ☐ Occasionally /Periodically
- ☐ At least a few times per week
- ☐ Daily
- ☐ Multiple times per day

GONE TO SOMEONE ELSE'S PAGE WHO I DO NOT KNOW. (I.E. INFLUENCERS OR OTHER FAMOUS PEOPLE)

- ☐ Never.
- ☐ Very Rarely/ hardly ever
- ☐ Occasionally /Periodically
- ☐ At least a few times per week
- ☐ Daily
- ☐ Multiple times per day

HOW OFTEN WOULD YOU SAY THAT YOU MAKE A PURCHASE OR ENGAGE IN AN ACTIVITY BECAUSE IT WAS ENDORSED BY AN ONLINE INFLUENCER?

- ☐ Never
- ☐ Sometimes
- ☐ Occasionally
- ☐ Frequently
- ☐ Constantly

IF YOU FOLLOW ANY ONLINE INFLUENCERS, WHICH TYPES DO YOU MOST PREFER? (SELECT UP TO 3.)

- ☐ Health and Beauty
- ☐ Fashion
- ☐ Lifestyle
- ☐ Food
- ☐ Travel
- ☐ Gaming
- ☐ Family Influencers
- ☐ Other

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