

## Hypotheses/Research Questions and Variables

<b>Metho dology</b>	<b>R.Q or Hypothesis</b>	<b>Variables</b>	<b>Methods Paragraph</b>
Focus Group	R.Q.: Why aren't students utilizing the resources provided by CAPS?	- Perception of CAPS	The methodology employed for this study was a focus group, which aimed to collect data to answer the question, "Why aren't students utilizing the resources provided by CAPS?" The primary variables being measured were perception of caps and why the students are not utilizing CAPS resources. Through convenience sampling, participants were selected from Dr. Petry's Public Relation Research class at Florida Gulf Coast University. 5 participants were included. Participants were 18 to 22 years of age, and 2 males and 3 females were included. The focus group consisted of 10 open-ended questions and was facilitated by a moderator and assistant moderator. Questions covered topics ranging from attendance of CAPS to how can CAPS improve. The focus group lasted for 21 minutes.
Social Media Analys is	R.Q.: To what extent does CAPS use its social media handles to promote its services?	- CAPS Social media channels - Number of posts related to serious topics versus inconsequential	The methodology employed for this study was a social media analysis, which aimed to collect data to answer the question, "To what extent does CAPS use its social media handles to promote its services?" The primary variables being measured were CAPS social media channels and the number of posts related to serious topics versus inconsequential topics. Posts were examined for 3 months on Instagram, TikTok, and Facebook.

Survey (10-15 items)	Hypothesis: The influence of others impacts the use of CAPS services.	<ul style="list-style-type: none"> <li>- Word of mouth</li> <li>- application of services</li> </ul>	The methodology employed for this study was a survey which aimed to collect data to confirm the hypothesis that “The influence of others impact the use of CAPS services” The survey will be distributed to FGCU students. Each group member will send a link to the students in their classes to gather information. The survey link will be distributed through canvas messages and/or emails. The survey will consist of 10 items.
Experiment	Hypothesis: There is a correlation between the atmosphere of CAPS and the credibility of services.	<ul style="list-style-type: none"> <li>- Atmosphere of CAPS</li> <li>- Credibility of services</li> </ul>	

## **Transcription**

Brianna's Transcription:

Research Question: Why aren't students utilizing the resources provided by CAPS?

- a. Have you or anyone you know been to CAPS?
  - Some friends have gone- Zion
  - Once but didn't go for psychological reasons -Chris
    1. Told to come back three weeks later and does not help in moment
      - a. Scheduling can help better than what they have going on right now
  - One does not know what caps was-Molly
  - One hasn't been to caps-Sarah
  - Someone has been turned away- Tia
    1. Told her they couldn't make an appointment with her and to go somewhere else to find help
      - a. Not enough staffing so she got turned away
        - i. Staffing is like the advising where you can't get help right away you need an appointment
    2. From hearing about it has steered away from CAPS
      - a. If anyone actually needs help they go anywhere but CAPS
- b. What was your experience like when utilizing these resources?
  - Chris- Tried to figure out strategy for classes due to ADHD
  - Tia- Friend got turned away because not enough staff
  - Zion- Knows someone who has gone and hasn't had a bad experience
- c. From prior knowledge or personal experience what have you heard about CAPS?
  -
- d. Were you satisfied or unsatisfied with your experience at CAPS?
  -
- e. What can CAPS do to improve the overall experience and efficacy of their resources?
  -
- f. Do you think that these improvements are feasible for the university to execute?
  -
- g. Do you think there should be a certain level of training employees need to have?
  - Zion- yes if someone comes the front desk should have training to help the students that need immediate help
    1. If they don't have the resources FGCU should help with other outlets for other students
  - Sarah- If some students have more severe issues then other students, should those have priority over others that need more immediate help.

h. How was the appointment process for you?

■

Tia- doesn't want to go to CAPS if these employees are licensed and trained then what is the point of going if they really won't find and get help

Zion- if they are looking to be a therapist he would go but if not then he would not attend CAPS

- Caps seems very superficial due to scheduling and not immediate help

Molly- Believes in person therapy should be consistent with one person to help the issue over time

What is a possible improvement to help CAPS issues?

- Provide more therapist
- Needs to be an emergency walk in if there is an urgent issue

EARS:

Moderator: Logan Schneider

Assistant Moderator: Vanessa Gomez

Transcriber 1: Brianna Felisko

Transcriber 2: Delaney Glifort

Transcriber 3: Emaya Martinez

Transcriber 4: Noah Jones

## **Focus Group Questions**

1. Research Question: Why aren't students utilizing the resources provided by CAPS?
  - a. Have you or anyone you know been to CAPS?
  - b. What was your experience like when utilizing these resources?
  - c. From prior knowledge or personal experience what have you heard about CAPS?
  - d. Were you satisfied or unsatisfied with your experience at CAPS?
  - e. What can CAPS do to improve the overall experience and efficacy of their resources?
  - f. Do you think that these improvements are feasible for the university to execute?
  - g. Do you think there should be a certain level of training employees need to have?
  - h. How was the appointment process for you?

## **Focus Group Methods Paragraph**

The methodology employed for this study was a focus group, which aimed to collect data to answer the question, "Why aren't students utilizing the resources provided by CAPS?" The primary variables being measured were

## **Background**

### **Organization:**

Counseling and Psychological Services better known as CAPS is the primary source of therapy services and mental health aid on the Florida Gulf Coast University campus. CAPS is fully accredited by The International Accreditation of Counseling Services, Inc. The amenities are free and available to students who are enrolled in the current semester or for those who have paid the health fees for the current academic term. CAPS is accessible via in person or through teletherapy appointments whichever is more convenient for the student.

CAPS provides a variety of services to FGCU students looking for both individualized aid and collaborative/group assistance. Consultations, individual counseling, psychiatric services, case management, nutrition counseling, relationship counseling, crisis intervention and testing for LD and/orADHD are all services that are provided. If students are looking to partake in services tailored for group interaction CAPS provides group counseling, outreach programs, psychoeducational groups and suicide prevention programs. Students can take an anonymous mental health screening, which is located on the website, before scheduling appointments for services. CAPS also offers students and faculty with access to a Counseling Center Referral System which is a community provider database.

The goal of Counseling and Psychological Services or CAPS is to grow and provide services that encourage emotional, social, intellectual, and cultural well-being of Florida Gulf Coast University students. CAPS provides counseling for students in times of stress, and encourages them to ask for help with their most immediate concerns. The CAPS team has a

central shared goal: to work collaboratively with other departments on campus to create a secure, reliable support network for students. All concerns are addressed with consideration and care with respect for diversity and individuality. CAPS maintains the highest standards of privacy and confidentiality, and serves as a resource to the whole FGCU community. Although CAPS at FGCU's goal is to grow and provide services that help the well-being of FGCU students, there are many issues that arise when students choose to go to CAPS or not. There have been issues that arose from students explaining how CAPS were not able to talk or take them in during signs of distress from the student. Students have explained that the quality and care from CAPS has not helped them and sometimes has done more harm than good. As the word gets around to other students, it is like a domino effect where more and more students do not choose to go to CAPS before seeking out other alternatives off campus.

Issue: Why don't students seek out the mental health resources provided to them on university campuses?

A common thread of anxiety that a number of the students have been facing is a lack of empathy from the front desk of the CAPS service. Leading them to either give up on using the service altogether or raise levels of insecurity. Many refer to the fact that there are not enough people in the office to properly handle the quantity of students looking to use the service. Raising the question if there is a need for a larger field of qualified counselors. To make an appointment with CAPS, students must either visit the front desk, or call to book with a counselor. This for many students can be quite nerve wracking because talking on the phone with someone you do not know about something that is personal is not a comfortable situation to be in. This process is

also tedious, as it would be easier to make an appointment online easily and not have to worry about it until the time of the visit.

The mental health professionals at universities sometimes miss what could be a very important sign which could be the decision between life and death. One example of this is shown with 21-year-old Olivia Kong who was juggling 6 classes and at risk of losing her summer internship and her financial aid. Kong called the on-call University of Pennsylvania in the middle of the night and he told her “his office might be able to help during regular business hours.” Olivia King died 3 days later by suicide (Gluckman 2022). This student clearly was in dire need of guidance or just someone to listen to her. We may never know whether the medical professional could have done something to save her life but he at least could have tried. When word gets out of this to other students, this makes them question how useful university resources really are. If they were not willing to help out their fellow classmate how do we know they will be willing to help them. The question arises, was the psychiatrist not experienced enough to realize the signs, did they not believe her, or were they just too busy to have that conversation.

#### Works Cited

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CAPS” Counseling & Psychological Services. (n.d.). Retrieved September 10, 2022, from <https://www.fgcu.edu/wellness/files/caps-ada.pdf>.



Florida Gulf Coast University. (n.d.). - eagle link. Retrieved September 10, 2022, from <https://getinvolved.fgcu.edu/organization/CAPS>

Gluckman, N., & Mangan, K. (2022). With students in mental-health crises, campuses risk doing too little — or too much: When suicide is a risk, campuses struggle with doing too little — or too much. The Chronicle of Higher Education, Retrieved from <https://www.proquest.com/trade-journals/with-students-mental-health-crises-campus-risk/docview/2665618758/se-2>

## Focus Group Content Analysis

= Negative      = Confused      =Feelings based off of reviews of others  
=Suggestions to services.      =Suggested by facility or staff      =Prior  
knowledge/      =personal experiences      suggestions to scheduling

I have some friends that have gone. What's caps? because I exactly didn't know what was happening, it wasn't psychological, I forgot to eat for a day and I was like why are my hands shaking, I thought it was stress. What is CAPS? No never actually I know what caps is I've just never been. Counseling and Psychological Services, go there and you set up a meeting and then they're like hey come back at this time. I know someone that's been turned away from CAPS. I don't know that much about it but she tried going like a month-and-a-half ago and they told her that they couldn't make an appointment with her and basically go somewhere else to find help so that's what I know about CAPS. Yeah and I feel like in the past, I'm on the cheer team and our coaches are always so strong about if you guys have anything going on, then we'll get you an appointment at CAPS, but like any time someone actually does have something going on and they need help, they go anywhere but CAPS. If I can add on to that, I tried to go to caps a few times other than the one time I did, and everytime it wouldnt be like hey come back tomorrow or something, it would be hey come back three weeks from now and I'm like the problem will probably be over by then it probably worse. Scheduling. I feel like they're telling you hey come back way later and its like what if the issue is happening right now like what if I need someone to talk to because my grandma died or something. That can just be an influx of people that are actually wanting to come. I forgot to mention that there was one other time that was because I was struggling trying to figure out strategies for classes because I was having trouble kind of like paying attention in them, ADHD and all that, and like scheduling, homework, all that sort of stuff. I'd imagine the big problem with CAPS is that they just dont have enough people to give help. I only know one person thats gone and she never had a bad experience with it, but I'd imagine its like advisors for your college, there aren't enough people to help for the amount of students that go here which is why there's probably scheduling issues, because I mean if you only have like I don't know how many we have but if there's only 10 people to help and there's what 15000 students at the school it's just not going to work. I think that might be the reason my friend got turned away too because they were only able to help her like within that week or two like you said like it's a couple weeks until they're able to help but it might be like an issue they have right now and they don't have the resources or like the people to be able to help you at that moment. So is it like a virtual appointments also or only like in person appointments? No. I feel like I would trust it and certain circumstances not all like I feel like they would have to be depending on your issue. these guys are better prepared, if you need someone to talk to go for the counselor. I just dont trust people I guess So I feel like I really wouldn't want to tell Someone my problems if they weren't licensed to give me feedback that I need to get better. My thing is like what is that person doing because I can talk about my problems over and over and over again and maybe that's going to help for a little bit but if they're not going to give me proper feedback or like proper things that I need to do to work on that certain thing or if they're just listening to it there's a difference, there's a fine line between that. Yeah for me it depends on like what CAPS is looking to stand on are they looking to like be a therapist and like give students

the right help or is it more like in high school like this counseling services where it's just someone that you can talk to for like an hour that you don't just everything that's going on in yourself. Other than my own. It seems like a thing. I would hope so just in the event that like someone does come and they're like well we don't have any availability at any point a student can freak out I would just hope that they have the training to de escalate and be like okay well let's work through these steps or I can offer you different services, a good thing that CAPS could do because they don't have the resources to really help students then maybe it's on the school like partnering with local therapists in like hey we have a large community of students who may be in need like what can you guys do to partner with us and kind of work with us for a better solution. I don't know if this would help or not but I feel like each student or whoever like is making an appointment for whatever issue they have like depending on how severe their issue is maybe they can line get them in sooner I guess. Yeah if you're like someone's issue is worse than others then they'll pick that person over and same with the people who work there like the people who schedule when they're talking I don't know if they're going to like say what the issue is when they're making the appointment but then they could know if like the issue is more important than another issue. Is there like a screening you have to go through before you even enter or is there a priority because some people I feel like should be a little more prioritized than others just due to just a screened scanning? There's not, no, okay. There should definitely be some sort of scale, and if you call and you're in tears or something, you need to push that one up. Like a hotline or something. Once again I feel like that would 100% depend on the situation itself like if I just need someone to talk to or like vent to or something then yeah over the phone that's fine, might even be better so you don't have to see the person's face for that, but if it's a situation like I need help I'm really concerned about my future or something like I'm really depressed over this or something then yeah the in person one would be way better. And a consistent in person one because if it's going to be over like say stress you're like going to be stressed out this whole week of time and this is what you need to talk about during that week or my big test is on this date I feel like each therapist needs to know each person like in a way and their schedule or timeline of what they need at that time, so scheduling must be part of that one. If that's the case then they should have like people to help. Or like maybe more like resources or connections so like if they can't necessarily help they can be like we can give you recommendations for A, B, and C that can help you. Or maybe just be like here's a very good option say Better Help off the top of my head if FGCU does something with Better Help whether that be they set aside a certain amount of therapist or something for FGCU students or it's free to get Better Help because it's kind of expensive for FGCU students something similar to that. There definitely needs to be some sort of emergency walk-in thing like if you really need to talk like things got bad you could walk in and talk to someone who's like on standby or something. No. I think I might have seen it like in the bathroom sometimes they have those posters on the wall I think I might have seen it on there but I've never liked looked into it. I've literally never seen an EARS poster in the bathroom. Yes. Yes. I think they should start talking about it. And like what we were talking about having it in the orientation or university colloquium could really help people. Which is good and a lot of people probably need it. And like for people who are having suicidal thoughts and can't get into CAPS and the people crying coming into caps they should refer them to that since they can't come up another system that quickly. So EARS is just kinda like somebody's always there to listen like a psychiatrist or anything like that? So I don't

know if you guys know sometimes they have stuff like on the lawn like the welcome home because I remember a few weeks ago I did attend one of those first week events and they had all their organizations tabling so I feel like that is a way to show that they're trying to get it across to students so that kind of helps a little bit And I did find out some stuff so yeah I guess that's like a good start to getting everyone aware about it. I have another like random thing to say that I just thought of but the dogs that they have for CAPS I feel like it's like an inconsistency that they have like the dogs walking around campus like once a week or whatever for you to like see the dog and be like we're CAPS we can help you, you can come see the dog and pet the dog to make yourself feel better but then when you actually need CAPS and call to make an appointment they're like they can't fit you in at that time so like they're advertising themselves like throughout campus for you to go seek help with them and then like you can't get help for 5 weeks. It seems very superficial like you know when they built the CAPS building it's like hey we have this but it felt like it was more saying that we have it and not like hey if you need this we're here use it whenever you need it kind of thing. It feels like it's almost virtue signaling by using that word, they're like hey we have this and everything don't worry we are like we are one of those good universities and then it's like if you tried to actually get in you're probably not going to be able to, it feels like almost a facade. Yeah. Yeah. Yeah. Or at least that's what I would have assumed based off what they described it as, so if something's gone wrong, come in and then there'll be someone available to help me. It sounds like it's more basically an advisor for your health, just feels like an academic advisor. I assumed you could schedule an appointment if you wanted to and you could go consistently or if you just need to go in on one random day you can go in but I don't think it's either of those.

## **Focus Group Design Methods**

The methodology employed for this study was a focus group, which aimed to collect data to answer the question, “Why aren’t students utilizing the resources provided by CAPS?” The primary variables being measured were perception of caps and why the students are not utilizing CAPS resources. Through convenience sampling, participants were selected from Dr. Petry’s Public Relation Research class at Florida Gulf Coast University. 5 participants were included. Participants were 18 to 22 years of age, and 2 males and 3 females were included. The focus group consisted of 10 open-ended questions and was facilitated by a moderator and assistant moderator. Questions covered topics ranging from attendance of CAPS to how can CAPS improve. The focus group lasted for 21 minutes.

## **Focus Group Discussion**

The discussion for the focus group led to the discovery that there was an apparent lack of confidence regarding CAPS. Amongst the discourse a sizable portion of the 21 minutes were met with questions answered with questions. Additionally, the most common phrases in the discourse were “I think” and “I feel”. Most of the responses were speculative, and oftentimes the subjects

attempting to understand the organization better or trying to remedy possible shortcomings for CAPS.

## **Social Media Content Analysis Roles**

Instagram: Logan

- Below are the posts from Nov 3 to January 27.
- Initially we were going to try to shoot for Nov 3 - July 3, we found that in a month and a half on Instagram made up for as many posts as Facebook had in eight months on facebook.
- The posts on Instagram tended to be a lot more consistent and frequent than on any of the other platforms.
- The comment section has been turned off on all posts, leaving no space for feedback. That being said it avoids possible cyberbullying.
- The likes on a post never tend to get over 20, and consistently clock out at about 13.

mental health (Twitter  
Repost)

collab with another  
organization  
collab with another  
organization  
staff related  
collab with another  
organization  
staff related  
special day  
special day  
mental health  
special day  
staff related  
collab with another  
organization  
special day  
mental health tips  
staff related

mental health tips

collab with another  
organization  
staff related  
mental health tips  
staff related  
special day  
special day  
staff related and special  
day  
services  
staff related  
special day  
mental health suggestions  
special day  
staff related  
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services

## Group 5 - PR Research Final Project

staff related	special day	services
special day	mental health suggestions	mental health day with
special day	services	suggestions
services	services	special day
special day	services	
special day	staff spotlight	
special day	mental health holiday	

Categories : Staff Related , Mental Health Tips and Services Holiday Related , Collab

Facebook: Vanessa

Data from November 3 - July 3

mental health	holiday post	special day
national holiday month	services	other school service
repost from instagram	collab with another	special day
mental health info for a	organization	other school service
holiday	mental health suggestions	other school service
collab with another	and special day	business announcement
organization	services	business announcement
mental health	services	staff spotlight
staff related	services	mental health suggestions
staff related	special day	and special day
mental health event	services	special day
mental health event	services	mental health holiday
mental health event	services	mental health joke
mental health event	mental health tips	mental health holiday
mental health tips	services	staff spotlight
business announcement	business announcement	mental health day with
general post	general post	suggestions
business announcement	other school services	business announcement
and mental health	other school services	mental health holiday
suggestion	other school services	mental health services
business announcement	other school services	special holiday
business announcement	other school services	mental health holiday
what to do	other school services	mental health holiday
collab with another	other school services	mental health tips
organizations	other school services	mental health holiday
mental health and special	other school services	news event
day	other school services	special holiday

Categories : Staff Related , Mental Health Tips and Services , Business , Events , Holiday Related , Unrelated

We decided to look at all of the CAPS Facebook Posts for approximately 4 months and observe the topics that the posts were about. The categories/ topics that emerged from this 4 month analysis were staff related posts, mental health tips and services, business related posts, events, holiday related posts and some unrelated material. The categories with the highest amount of posts were the unrelated categories and the holiday related posts.

Facebook: CAPS Facebook page has a number of informative posts, school announcements, helpful updates, statistics, and company collaborations on its page. A reason for the majority of the posts go on Facebook is because it's where they have the most interaction and chance to reach their audience. In a 5 month period, CAPS made 73 posts on its Facebook page.

TikTok: Delaney

CAPS 'most recent upload is a Halloween video. The TikTok shows staff from CAPS showing their Halloween costumes. This is not an informative post. CAPS has only posted twice within the past 3 months.

TikTok: Brianna

- The one other tik tok that was posted by CAPS was a tik tok of a waterfall captioned Happy Mindfulness Day. This tik tok was intended to show a relaxing element of mindfulness but, I do not see how this post is informative at all.

## **Survey Design**

Hypothesis: The influence of others impacts the use of CAPS services.

Method Paragraph: The methodology employed for this study was a survey which aimed to collect data to confirm the hypothesis that “The influence of others impact the use of CAPS services” The survey will be distributed to FGCU students. Each group member will send a link to the students in their classes to gather information. The survey link will be distributed through canvas messages and/or emails. The survey will consist of 10 items.

Link to Survey:

[https://docs.google.com/forms/d/e/1FAIpQLSdXkH-0m-bluO9M89VLrtWRqStwy8yqDzhe5CoB2ufqdJFhFQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdXkH-0m-bluO9M89VLrtWRqStwy8yqDzhe5CoB2ufqdJFhFQ/viewform?usp=sf_link)



## **Survey Question Ideas**

Intro: The following survey is to gain information about your knowledge and awareness of FGCU's Counseling and Psychological Services. All responses are anonymous and will be used for an assignment in an on campus research class. The survey will take 5 minutes to complete.

Items: 10-15

Item 1: I have attended CAPS.

No                                      Yes

Please select the number below that best represents how you feel about the following statements.

Item 2: I know what CAPS is.

Item 3: I believe CAPS is accessible and easy to set appointments with.

Item 4: I am satisfied with my experience at CAPS.

Item 5: My opinion on CAPS is based on others' experiences

Item 6: I have not attended CAPS due to someone else's experience.

Item 7: My overall perception of CAPS has changed after utilizing its resources.

Item 8: I trust the opinions and suggestions of CAPS from my friends.

Item 9: If other students tell me negative information regarding campus facilities I believe them.

Item 10: I tend to believe the recommendations of others, regardless of information gathered from alternate sources.

## Annotated Bibliography

1. Hodges, Kuper, A., & Reeves, S. (2008). Discourse analysis. *BMJ*, 337(aug07 3), a879–a879. <https://doi.org/10.1136/bmj.a879>

This article highlights the nuances and dichotomy of discourse, specifically on a peer to peer basis. When researching CAPS we have been able to understand that a large portion of students' understanding of the organization comes from peer to peer discourse. Typically coming from negative or exploratory conversations related back to CAPS. Within this article, we are able to pull information that highlights the weight of these conversations and their ramifications.

2. Kearney. (2005). *Social anxiety and social phobia in youth : characteristics, assessment, and psychological treatment*. Springer. <https://doi.org/10.1007/b99417>

A portion of the research we are conducting revolves around the social interactions college friends/acquaintances interact and the expectations they have with each other when discussing mental health. A critical part of that relationship that must be acknowledged is social anxiety. Especially when regarding the pressures that counseling requires.

3. Pamukçu, B., Meydan, B. Turkish University Students' Expectations about Counseling. *Int J Adv Counselling* 41, 544–560 (2019).

<https://doi.org/10.1007/s10447-019-09378-6>

This article shines a light on the expectations that students have going into counseling, where their anxieties lie and what sort of things they look to achieve through the process. Related to this research project this article establishes groundwork from which we could build upon. The idea of our research is to achieve a better understanding of students'

subjective view of CAPS from the perspective of how the organization represents itself.

To take this a step further would be to look at the idea of the sort of expectations a student would have before even reaching out to CAPS.

4. Price. (2016). College Students' Therapy Preferences: The Role of Psychological Mindedness. *Journal of College Student Psychotherapy*, 30(3), 206–217.

<https://doi.org/10.1080/87568225.2016.1177436>

This article details the specific kind of stress that university students face and more specifically shines a light on the necessity of a counseling organization on a campus for a university. As a source for this research project it will provide the foundations on why the research is pivotal for understanding the psyche of the target demographic for CAPS as an organization. Beyond that the source also highlights the anxiety that university students may likely be facing looking into counseling in the first place.

### **Survey Discussion:**

Overall, the participants had a decent understanding of CAPS from the survey results. More than half of the participants answered Yes for the statement 'I know what CAPS is' and about half of the participants have actually attended CAPS. When the survey got to the statement regarding how accessible CAPS was, the participants' answers were not in unison. With these

results, not many participants felt CAPS is easily accessible for appointments while some participants differed otherwise. These results are important to note because although some may feel CAPS is easily accessible for appointments, a majority of the participants did not experience easy accessibility for CAPS and we come to the question of why. Along with the accessibility statement, it is important to note that the participants have not been influenced by their peers' perception of CAPS. Although participants did not base their own opinions from the negative ones peers have discussed with them, it was noted that the majority of participants trust the opinions and suggestions from their peers. These participants have formed their own opinions based on their own experiences with CAPS and not based on what information they received from their peers.

The limitation to this survey was that we did not have enough responses. We would need more participants to complete the survey in order to accurately analyze the data and come to a final conclusion. A lot of the data we received from this survey did not give us an answer as to why students do not choose to use CAPS. An opportunity for future research could be to send out a survey only for students who have attended CAPS on their own and not based on others opinions. This survey could give us researchers a more accurate response to how CAPS can be portrayed as a negative experience.

### **Focus Group Results( Delaney)**

In response to our first research question, a focus group was conducted. A content analysis was performed in order to understand our results of the focus group. Categories immediately emerged while reading the transcript which include, negative feelings, confusion, feelings based off of reviews of others, suggestions for services, suggestions by faculty or staff, prior knowledge, personal experiences, and suggestions to scheduling. The results of the focus group found that there were more negative feelings towards CAPS, as well as suggestions for services. The students who participated in the focus group were not very familiar with CAPS and the services that they offer. If a statistical analysis were to be performed, a longitudinal experiment would be the best test. Over time, the focus group subjects could have learned more about CAPS, and would have therefore, skewed the results of the focus group.

## Results (Social Media, Noah)

In response to our research questions a content analysis was conducted on different social media platforms, Instagram, Twitter, Tiktok, and Facebook. Searching through different posts on how CAPS communicated their services across all of their social media platforms. All of the posts were classified down into smaller groups to gain a better understanding of statistics on how the pages are being used. Dating back 4 months, CAPS has made over 80 posts on all platforms and were categorized into 6 groups: staff related posts, health posts and services, business posts, special event posts, holiday related posts, and unrelated. Stats show that there's not much activity and use on these social media pages that encourage students to educate themselves about the service and use the service.

See Appendix \* for all content that was analyzed on the social media platforms.

## **Inclusion of Constructs**

**Word of Mouth** - Publicity one way or the other had by consumers relating to a product or service. Within the research for CAPS word of mouth has been used to control the overall perception of whether or not CAPS is a resource that is worth the time/stress for a student to go through in order to schedule an appointment.

**Anxiety** - Feeling of stress induced by a situation that provokes uneasiness in a person, typically resulting in a lack of confidence and/or affirmation. Within the constructs of this research the feeling that would lean students away from seeking counseling.

**Apathy** - A lack of compassion or empathy. When attempting set appointments some of the students were dissuaded by apathetic members of the front desk personnel of CAPS.

**Awareness** - An acquired knowledge or understanding. When conducting research we learned that students were not fully aware of the range or full extent of the services offered by CAPS (ie. the EARS service).