



**COMMUNITY  
RESEARCH AND  
CONSULTING**

---

**SPRING 2023**

*PRESENTATION  
BOOKLET*





## TABLE OF CONTENTS

---

INTRODUCTION .....	3
1. EXECUTIVE SUMMARY .....	4
2. COURSE OVERVIEW .....	5
3. METHODOLOGY .....	6
4. ANALYSIS .....	7
5. FINDINGS.....	8

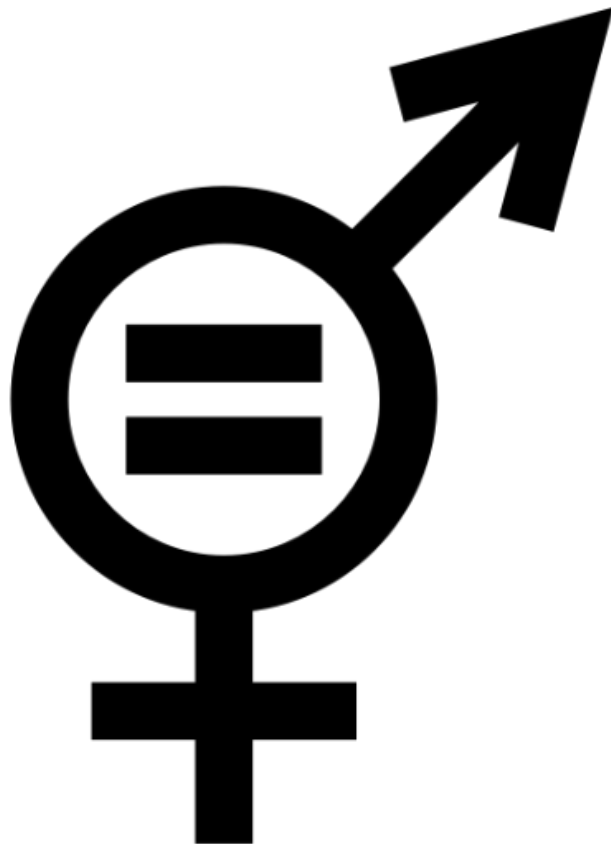
## INTRODUCTION

---

Throughout this semester, students from the Community Research and Consulting class (COMD210) and the Siena College Research Institute worked in collaboration to survey public opinion on gender equity.

This course has allowed for students to learn and explore the topic of gender inequality across various topics such as health, the economy, society, and justice. In addition, the class also learned how to create their research project and curated a web survey to be able to analyze New Yorkers opinions on this topic.

854 New Yorkers were surveyed on April 14th through 17th on their opinions concerning gender inequality to examine the progress in our societies, and where some inequalities and bias may still be held.



## 1. EXECUTIVE SUMMARY

---

A Siena College class of 24 interdisciplinary students from all class years partnered with the Siena College Research Institute to study the opinions of New York residents on issues related to gender. This hands-on and experiential community-based course included guest presentations from community organizations such as Equinox, Inc., the Capital Region Chamber Women's Business Council, and the Sr. Thea Bowman Center for Women. Additionally, students also attended events in the community including the Take Back the Night rally hosted in Albany, New York on April 20<sup>th</sup>, 2023.

Throughout the semester the class crafted a questionnaire that was administered as a web survey to New York residents. The data from this survey was analyzed and findings are available today to the public. The following are skills practiced by the class.

- **Literature Review:** Students read an assortment of academic literature and journalist reporting on issues relating to gender.
- **Interviewing:** Students learned the fundamentals of qualitative and quantitative interviewing.
- **Questionnaire Design:** The class wrote a public opinion survey keeping in mind the elements of objective and clear question wording.
- **Data Analysis:** The class analyzed frequencies and crosstabs to describe the information contained in the data. Additionally, the class was exposed to the applications of factor and cluster analysis.
- **Visualization:** Students demonstrate findings in the form of charts or infographics.
- **Communication:** Students practiced how to write a press release.
- **Presentation:** Students exhibited what they learned from the process.

## 2. COURSE OVERVIEW

---

This course investigates the concepts of community, social justice, change and development. Students in this class study those ideas and implement them. Employing Community Based Research (CBR), students conducted research and developed a collaborative and progressive social research project.

Students investigated methodological approaches to community-based sociological research and implemented best practices in a real-world setting through a partnership between Siena College and locally-based community partners. Students applied learned theories and practices to a hands-on project of designing and conducting community-based collaborative research with the objective of presenting evidence-based recommendations to the community.

This course is inherently different, in that it is experience-based. Thus, theoretical sociological research concepts were taught, at times through an environmental lens, and then students will directly apply those learned concepts to a real-world setting.

### Timeline of Course Activities

1. Across a month of class readings, activities, and discussions, the class learned in depth of the various issues revolving gender equity. Students explored deeply all aspects of gender equality and its presence in the economy, the healthcare system, the criminal justice system, and in society.
2. Then, students explored various methodological approaches to data collection including qualitative and quantitative interviewing. With assistance from the Siena College Research Institute, students learned how to conduct a community-based quantitative research project.
3. In a collaborative manner, all students provided their own ideas to the questionnaire design and democratically agreed on the final version of the survey instrument. The survey was tested by the class before being administered to an online panel of New York residents.
4. In April, a representative sample of 854 New Yorkers was collected from a proprietary online panel. The data was cleaned and weighted the data to match the demographics in current New York State.
5. Lastly, students analyzed the data to identify the key discoveries around issues surrounding gender to develop a press release and today's presentation.

### 3. METHODOLOGY

---

This study was conducted April 14 - 17, 2023, among 854 New York State residents as part of a Community-Based Research course at Siena College with support from the Siena College Research Institute. The survey was written by the students of COMD210 and programmed by the Siena College Research Institute in the survey software program, Voxco. Of the 854 respondents, 854 respondents were drawn from a proprietary online panel (Lucid). Quotas by region were set to ensure a representative number of residents were drawn from New York City, the suburbs, and upstate New York. Data from collection modes was statistically adjusted by age, party by region, race/ethnicity, region, and gender to ensure representativeness. It has an overall margin of error of +/- 3.8 percentage points including the design effects resulting from weighting.

The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices.

For more information, call Don Levy at (518) 783-2901. For survey crosstabs: [www.Siena.edu/SCRI/](http://www.Siena.edu/SCRI/).

## 4. ANALYSIS

During the course, the class was exposed to a variety of descriptive statistics used to describe the information contained within the data. The primary tool used to generate the descriptive statistics was SPSS.

- **Frequencies:** Students reviewed variable frequency output from SPSS of each question in the survey. Unweighted frequencies are the raw results of each question and weighted frequencies are statistically adjusted frequencies so that the results can be generalizable to the opinions of New York residents.
- **Crosstabulations:** The class looked at the responses to each survey question by a variety of demographic variables to identify variations in opinions and behaviors of New York residents. For this research, the primary demographic variable of interest in this data was gender.

Siena College Poll Conducted by the Siena College Research Institute  
April 14 - 17, 2023  
854 New York State Residents  
MOE +/- 3.8%

Q36. Which of the following statements best describes your belief?															
	Total	Gender		Age				Region			Child in HH		Ideology		
		M	F	18-34	35-49	50-64	65+	NYC	Sub	Ups	Yes	No	Lib	Mod	Cons
Men and women have the same opportunities in the workplace	40%	52%	30%	42%	52%	31%	34%	46%	40%	33%	56%	32%	32%	35%	58%
Men and women do not have the same opportunities in the workplace	54%	42%	65%	53%	45%	62%	60%	51%	51%	60%	41%	62%	64%	57%	38%
Don't know	5%	6%	5%	5%	4%	7%	5%	3%	8%	7%	3%	7%	3%	8%	4%

Q37. Which of the following statements best describes your belief?

- **Factor Analysis:** Within the survey, there was a 10-question gender roles and gender stereotypes series. The data from these 10 questions was recoded so that all numerical values pointed in the same direction meaning that response categories that indicated more progressive gender views were attributed a higher value than traditional gender views. Using SPSS, the 10 variables were reduced down to a list of 9 that pointed towards an underlying latent variable, a theoretical construct of a respondent's view towards gender roles.
- **Cluster Analysis:** Using the 9 questions that factored together, a K-means cluster was used to sort the respondents into two clusters, those with a progressive view on gender and those with a traditional view on gender. Additional crosstabs were generated using this cluster assignment as the demographic variable of interest.



## 5. FINDINGS

In addition to today's presentation, the class also wrote a press release highlighting the key findings of this survey of New York residents.

- **Equal Opportunity:** Residents believe that there is equal access to education and healthcare for men and women, but there are inequalities in the workplace and government.
- **Obstacles to Equality:** A majority of New Yorker's believe sexual harassment is a major obstacle to men and women being equal.
- **Workplace:** Nearly half of respondents say their employer has more men in leadership positions than women.
- **Gender Wage Gap:** More than half of New York residents believe women being treated differently by employers is a major reason for the pay gap between men and women.
- **Political Issues:** Although nearly all respondents say that a woman is equally as capable as a man to hold the office of President, nearly half of New Yorkers agree that they are not ready to elect a LGBTQ+ President.



### SIENA COLLEGE COMD 210 RESEARCH TEAM

SIENA COLLEGE, LOUDONVILLE, NY

Siena College Research Institute

[www.siena.edu/scri](http://www.siena.edu/scri)

For Immediate Release:

Monday, May 1, 2023

Contact:

Travis Brodbeck, 518-782-6997, [tbrodbeck@siena.edu](mailto:tbrodbeck@siena.edu)

PDF version; crosstabs; website:

[www.Siena.edu/SCRI](http://www.Siena.edu/SCRI)

#### **Special Siena College Poll: Student Survey on Gender-based Issues**


### **Majority of New Yorkers say women do not have equal opportunities in the workplace or in government**

*Sexual harassment and different expectations from society cited as major obstacles to achieving equal rights between men and women in the United States*


**41% say 19<sup>th</sup> Amendment is most important milestone in advancing women's position**

**Loudonville, NY.** According to a new Siena College Research Institute poll conducted as part of a Community-Based Research course (COMD 210) at Siena College, across issues in the equal rights movement, in the workplace, and in politics, men and women share different views. Students from the course developed a series of questions querying the workplace, healthcare, and politics with the objective to viewing these issues through the lens of gender.





**SIENA**  
Siena College Research Institute



MESSAGES today

30% of New Yorkers say that in their place of employment, there are an equal number of men and women in leadership position

@sienaresearch




# DID YOU KNOW?

## 52% OF NEW YORKERS FEEL THE U.S. IS ON THE WRONG TRACK.


Based on a survey conducted from April 14-17, 2023 with 854 NY residents



**SIENA**  
Siena College Research Institute



**SIENA**  
Siena College Research Institute



43% of New York City residents say that a suit is their daily attire when working


Based on a survey conducted from April 14 - 17, 2023 with 854 New York Residents

BASED ON A SURVEY CONDUCTED FROM  
APRIL 14-17, 2023 FROM 854 NY  
RESIDENTS

# GENDER ISSUES IN NEW YORK STATE

What our citizens relate on, where the splits are

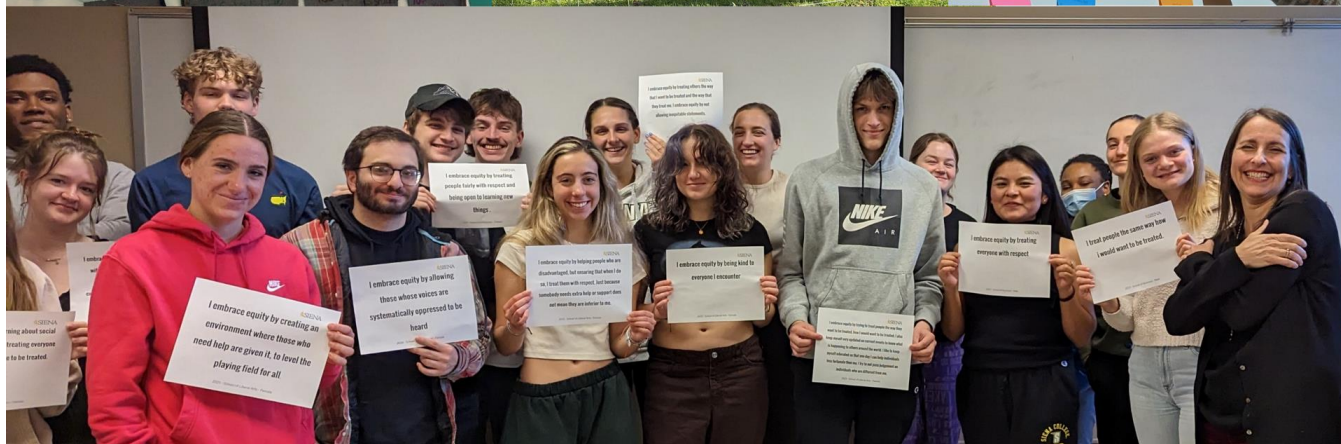
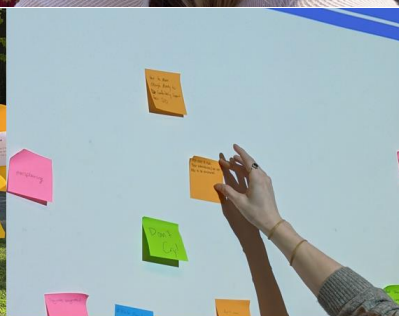
MEN	WOMEN
63% of men believe sexual harassment contributes to women not having equal rights to men in the U.S.	68% of women believe sexual harassment contributes to women not having equal rights to men in the U.S.
Women in Power 41% of men believe there is not enough women in power	Women in Power 53% of women believe there is not enough women in power



**SIENA**  
Siena College Research Institute



### PHOTO GALLERY





## **THANK YOU!**



### **Student Roster**

Yaritci Alvarez Guzman

Grace Armstrong

Dylan Brooks

Seven Buchanan

Casey Church

Owen Clark

Sullivan Curran

Abigail DeBenedictus

William Fizer

Marc Gallo

Miranda Gilbert

Rachel Hayes

John Holly

Morgan Jones

Kristen Kiernan

Junior Seydou Kone

Miykael Locke

Isabella McClave

Christina Peppy

Olivia Pitillo

John Scheurer

Cian Serowick

Elizabeth Shamlan

Elizabeth Simmes

