Appendix 3
Accounting Program Questionnaire

Participant Information:
Name: ___________________________________ College or University: ________________________________________
Title: ___________________________________ Department: ____________________________________________________
Phone Number: ___________________________ E-Mail Code: _________________________________________________
Fax Number: _______________________________ How many full-time accounting faculty in your program? ____________

Questionnaire:
1. Please indicate the number of full-time accounting faculty who have skills in the following areas:

<table>
<thead>
<tr>
<th>Number</th>
<th>PC(IBM Compatible)</th>
<th>Amiga</th>
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<tbody>
<tr>
<td></td>
<td>MAC</td>
<td>NEXT</td>
</tr>
<tr>
<td></td>
<td>Silicon Graphics</td>
<td>SUN Workstation</td>
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<tr>
<td></td>
<td>Mainframe</td>
<td></td>
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<td></td>
<td>Word processing:</td>
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<tr>
<td></td>
<td>Microsoft Word</td>
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<td></td>
<td>WordPerfect</td>
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<td></td>
<td>Others?</td>
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<td></td>
<td>Paint/Draw/Photo Software:</td>
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<tr>
<td></td>
<td>PBrush</td>
<td>PhotoFinish</td>
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<td></td>
<td>MacPaint</td>
<td>Illustrator</td>
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<td></td>
<td>CorelDraw</td>
<td>Picture Publisher</td>
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<td></td>
<td>PhotoShop</td>
<td>Cricket Draw</td>
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<td></td>
<td>Designer</td>
<td>Free Hand</td>
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<td></td>
<td>CAD</td>
<td>Others?</td>
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<td></td>
<td>CAD</td>
<td>Others?</td>
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<td></td>
<td>Windows</td>
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<td>Optical Scanner Experience:</td>
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<td></td>
<td>Have used a departmental or college of business scanner</td>
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<td>Have used a computer center scanner</td>
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<td></td>
<td>Others?</td>
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<td>Network Experience (use somewhat regularly):</td>
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<td></td>
<td>LAN (Campus)</td>
<td>BitNet</td>
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<td></td>
<td>Internet (international)</td>
<td>Others?</td>
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<td></td>
<td>Spreadsheet Software:</td>
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<td></td>
<td>Lotus 123</td>
<td>Excel</td>
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<td></td>
<td>Others?</td>
<td>Wingz</td>
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<td></td>
<td>Others?</td>
<td>Claris Resolve</td>
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<td></td>
<td>Database Software (Type?):</td>
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<td>Simulation Software (Type?):</td>
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<td>Statistical Analysis Software:</td>
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<td>SPSS</td>
<td>BMD</td>
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<td></td>
<td>SAS</td>
<td>MicroStat</td>
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<td></td>
<td>StatView</td>
<td>Others?</td>
</tr>
</tbody>
</table>
Graphics and Slideshow Software:
- Harvard Graphics
- PowerPoint
- Stanford Graphics
- Cricket Draw
- Persuasion
- 3D Perspective
- Just-Ask-Me
- Hollywood
- Others?

Course Management/Animation Software
- Authorware
- HyperGraphics tbt Author
- Others?
- Quest Author
- Tencore Producer

Hypermedia software:
- Aldus SuperCard
- Multimedia ToolBook
- Cognetics Hyperties
- IBM Advanced Academia System
- IBM Storyboard Live
- INTERGAID HyperWriter
- Instant Replay Professional
- Owl Guide
- Ridgewood PC-Interest
- Claris HyperCard
- Hypertext Software
- Asymetrix ToolBook
- Brightbill-Roberts Hyper PAD
- IBM Storyboard Live
- INTERGAID HyperWriter
- Max Think HyperLAN
- Paul Mace Grasp
- Others?

Programming Languages:
- PASCAL
- FORTRAN
- Others?
- C
- Basic

Math Software:
- MAPLE
- MATHMATICA
- Others?

Full-motion Video Compression:
- Apple's QuickTime
- IBM's Linkway
- Others?
- Intel's DVI
- Iterated System's Fractal

Desktop publishing:
- Aldus PageMaker
- Ventura
- Others?
- Quark
- Others?
2. Please indicate the number of full-time accounting faculty who regularly use the following electronics.

- Monochrome LCD Panel (Brand?
- Color LCD Panel (Brand?
- Electronic Classrooms
- Videodisc
- CD-ROM
- CD-I (Interactive)
- Modem
- Student response pads (wireless)
- Instructor remote control (wireless):
  - Kodak
  - HyperGraphics Remote
  - Cyclops
  - Others?
- Multimedia Presentations in labs or classrooms:
  - MAC
  - IBM
  - Others?
- Teleconferencing or other electronic conferencing
- Interaction (two-way) television teaching
- Silent meetings (only computers communicate)

3. Do your faculty have occasional access to any of the following?

- Virtual reality center or lab?
- Computer imaging lab?
- Multimedia training center?

4. Please indicate the number of full-time accounting faculty who have had experience in using the following hardware/software.

- Videocamera operating
- Videodisc operating
- Analog Video Computer Inputs (Multimedia Cards):
  - DVA 4000
  - IBM
  - Nuvista
- Analog Video Computer Outputs (Converters):
  - Mediator
  - RGB/Videolink
  - Video Spigot
- Video Frame grabbing and editing on a computer
- Video authoring:
  - Video Toaster
  - VideoLink
  - Wavefront
  - MediaMogul (for CD-I
  - Others?
- Producing course materials for an optical disc:
  - Produced a CD-ROM course-aid
  - Produced a CD-I course-aid
  - Produced a videodisc course-aid
  - Produced a rewritable laser disc course-aid
  - Others?
- Video Editor Hardware/Software:
  - AVID
  - SONY
  - Others?
Appendix 3

5. Please indicate the number of full-time accounting faculty who have had experience with the following interactive presentation controls:

- [ ] VideoDisc with HyperCard Controls
- [ ] CD-I (Compact Disc/Interactive)
- [ ] Other?
- [ ] Video Disc with ToolBook Controls
- [ ] CD-ROM with hypertext or hypermedia software

6. Please indicate the number of full-time accounting faculty who are provided with the following hardware:

- [ ] XT or AT IBM Compatible
  - [ ] Monochrome
  - [ ] CGA
  - [ ] Other?
- [ ] EGA
- [ ] VGA
- [ ] MAC (Model?
  - [ ] Monochrome
  - [ ] Color (Type?
- [ ] Other?:

- [ ] UNIX System Computer (Type?
- [ ] Laptop or Notebook Portable
- [ ] CD-ROM Player
- [ ] CD-I Player
- [ ] VideoDisk Player
- [ ] Scanner (Monochrome)
- [ ] Scanner (Color)

7. Please indicate the number of full-time accounting faculty who have departmental or faculty office access to the mainframe computer at your university:

- [ ] Terminal to mainframe
- [ ] Network (Campus)
- [ ] Network (Internet)

8. Consider the following facts:

a. The entire works of some books and journals can be downloaded in seconds to your desktop computer from around the world if you are connected to Internet. Due to added key work search and other services available, this service is in many ways vastly superior to having all of these works in hard copy on your bookshelves. Soon hypermedia "books" containing text, graphics, animations, and full-motion video will be available on the National Research and Education Network (NREN).

b. Electronic hypertext and hypermedia on computer discs, compact interactive (CD-I) discs, full-motion video segments, and/or videodiscs allow for nonlinear sequencing, reader interactions and random access features not practical in hard copy or videotape.

c. Electronic texts are cheaper to reproduce than hardcopy. For example, a single five-inch compact disc will hold 250,000 pages of text and 8,000 pictures. Such a disc can be reproduced for a mass market at less than $1.00 per disc and will play on a CD player costing less than $500 that will also play audio compact discs. Sony and Philips are introducing hand-held battery models with color LCD screens for CD discs.

Given these facts and other emerging technologies such as full-motion video compressors for desktop computers, do you think hard copy books and journals will continue to play a major role after year 2,000? Please share with us any thoughts you may have as to the future of hard copy in college courses, professional training, and the publishing industry as it exists at the present time. Mention any foreseen trends on such factors as network repositories for teaching and research, impacts on collaboration, and immersions into cyberspace for educational purposes.

9. Aside from computer spreadsheets, have your accounting faculty members used commercially prepared electronic aids in your accounting classes or labs?

- [ ] Yes If your answer is yes, please answer the following questions.
- [ ] No If your answer is no, go on to question 10.

a. What types of electronic aids have been used?
b. In which accounting courses have they been used?

c. What proportion of class time in each course has been devoted to the use of these aids?

d. What has been student reaction to these electronic aids?

e. Have any of your faculty members conducted research to determine the impact of these aids on student interest and performance?

f. Any other comments?

10. Aside from computer spreadsheets, have your accounting faculty members produced any electronic aids for use in accounting classes or labs?

   _____ Yes  If your answer is yes, please answer the following questions.
   _____ No   If your answer is no, go on to question 11.

   a. What types of electronic aids have been used?

   b. What hardware and software has been required?

   c. In which accounting courses have they been used?

   d. What proportion of class time in each course has been devoted to the use of these aids?
e. What has been student reaction to these electronic aids?

f. Have any of your faculty members conducted research to determine the impact of these aids on student interest and performance?

g. Do you think your institution will increase rewards for merit raises, promotion, and tenure in terms of creative and scholarly teaching/learning materials development?

h. Any other comments?

11. Are electronic aids other than spreadsheets provided for your accounting students outside of the classroom (on campus computer networks, for example)?

   _____ Yes If your answer is yes, please answer the following questions.
   _____ No If your answer is no, go on to question 12.

   a. Is any of the material provided purchased from textbook authors or other commercial sources?

   b. Is any of the material provided prepared from scratch by faculty members?

   c. What has been student reaction to this material?

   d. Any other comments?

12. Do you think that these technologies, when used in class, lead to active student participation, or do these technologies promote passivity?
13. Do you think there are some accounting courses or course modules that could be taught almost entirely by interactive "smart" computers? If so, what courses or course modules?

14. Do you think extensive the development of computer-based teaching materials would be considered an appropriate task for accounting faculty members as a major basis for tenure, promotion, and merit evaluations?

15. What percent of your accounting faculty colleagues do you think would resist exploring the use of electronic aids and multimedia technologies in their own courses? What do you think are their main objections?

16. Have your accounting faculty members written any papers or presented any programs concerning the following topics?
   _____ Trends in educational technologies.
   _____ Promises and hopes of emerging educational technologies.
   _____ Fears and concerns about emerging educational technologies.

   Any references or photocopies that can be provided about these topics will be appreciated.

17. What academic departments, other than the Computer Science Department, have taken the lead on your campus in generating multimedia classroom, lab and network learning materials?

**Demographic Information:**

18. What is the approximate total enrollment at your college or university?

19. What is the approximate number of annual graduates in your accounting programs?
Two-year accounting programs: ______________
Four-year accounting programs: ______________
Five-year accounting programs: ______________
Doctoral accounting programs: ______________

20. Is the College or School of Business at your institution accredited by the ACCSB? (check one)

_____ Yes
_____ No

21. Is the Department of Accounting at your institution accredited by the ACCSB? (check one)

_____ Yes
_____ No

Thank you for your participation in this survey.
Please return this questionnaire in the postage-paid envelope provided or send to:

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210-736-7347