

DIGITAL DAY STUDENT QUESTIONNAIRE





BIMA Digital Day

YOUR AGE:

SCHOOL:

CITY:

YOUR GENDER:

FEMALE	MALE	NON-BINARY	OTHER	PREFER NOT TO SAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE TICK THE BOX THAT BEST DESCRIBES YOUR ETHNIC GROUP OR BACKGROUND

WHITE (White British, White Irish, any other white background)	BLACK (Caribbean, African, any other black background)	ASIAN (Indian, Pakistani, Bangladeshi, Chinese, Any other Asian background)	MIXED/MULTIPLE ETHNIC GROUPS (White & black Caribbean, white & black African, white & Asian, any other mixed background)	OTHER ETHNIC GROUPS (Arab, any other ethnic group)	I WOULD PREFER NOT TO SAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. HOW AWARE WERE YOU OF THE VARIOUS OPPORTUNITIES AND CAREER PATHS WITHIN THE DIGITAL INDUSTRY? (PLEASE CIRCLE ONE NUMBER FOR EACH)

BEFORE DIGITAL DAY:

Not at all aware Very aware

1 2 3 4 5 6 7 8 9 10

AFTER DIGITAL DAY:

Not at all aware Very aware

1 2 3 4 5 6 7 8 9 10

2. BASED ON YOUR UNDERSTANDING OF THE OPPORTUNITIES WITHIN THE DIGITAL INDUSTRY, WOULD YOU LIKE TO PURSUE A CAREER IN DIGITAL?

I'M VERY KEEN	I'M INTERESTED	I'M LIKELY TO PURSUE	I'M NOT INTERESTED
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IF YOU ARE NOT INTERESTED, PLEASE EXPLAIN WHY:

3. WHICH OF THE FOLLOWING ROLES IN DIGITAL WOULD YOU BE MOST INTERESTED PURSUING A CAREER IN?

ACCOUNT & CAMPAIGN MANAGEMENT		CONTENT MANAGEMENT & COPYWRITING	
EGAMING DESIGN & DEVELOPMENT		USER INTERFACE (UI) DESIGN & DEVELOPMENT	
GRAPHIC DESIGN		USER EXPERIENCE (UX) DESIGN	
MOBILE APPS DEVELOPMENT		SALES & BUSINESS DEVELOPMENT	
WEB DEVELOPMENT		CONSULTING/STRATEGY	
PROJECT / PROGRAMME MANAGEMENT		BUSINESS INTELLIGENCE & ANALYTICS	
MARKETING / SOCIAL MEDIA		SEO / PPC / DIGITAL / DISPLAY ADVERTISING	
ECOMMERCE		CRM	

WHAT EXCITES YOU MOST ABOUT THOSE ROLES, AND WHY?

4. WHICH OF THE FOLLOWING INDUSTRIES DO YOU THINK NEED DIGITAL SKILLS:

AUTOMOTIVE		MANUFACTURING	
EDUCATION		MEDIA, ENTERTAINMENT & THE ARTS	
ENERGY, UTILITIES & TELECOMS		PROFESSIONAL SERVICES	
FMCG		PUBLIC SERVICE & NOT FOR PROFIT	
FINANCIAL SERVICES		RETAIL & FASHION	
HEALTHCARE		TECHNOLOGY	
LEISURE, SPORT & TRAVEL			

5. DOES YOUR SCHOOL GIVE YOU OPPORTUNITIES AND TOOLS TO LEARN ABOUT SKILLS WITHIN THE DIGITAL INDUSTRY?

YES		NO	
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IF YES, PLEASE TELL US WHAT YOU ENJOY MOST:

IF NO, WHAT COULD YOUR SCHOOL DO TO HELP YOU LEARN MORE ABOUT DIGITAL IN THE FUTURE? PLEASE TICK AS MANY AS YOU LIKE:

LUNCHTIME CLUB	
UP-TO-DATE TECHNOLOGY AVAILABLE IN LESSONS (IPADS ETC)	
ADDITIONAL TIME DEDICATED IN LESSONS TO RAISE AWARENESS OF DIGITAL SKILLS AND TECHNOLOGY AVAILABLE	
CODING LESSONS	
ACCESS TO EMERGING TECH (VR ETC)	
EXTERNAL SPEAKERS COMING INTO SCHOOL FROM COMPANIES / AGENCIES	
OPPORTUNITY TO DO PLACEMENTS / WORK EXPERIENCE	

6. WHICH OF THE FOLLOWING ACTIVITIES TO HELP YOU LEARN OR DEVELOP YOUR DIGITAL SKILLS OUTSIDE OF SCHOOL, ARE YOU ALREADY PARTICIPATING IN OR INTERESTED IN? TICK ALL THAT APPLY.

	Participating in	Interested in
JOIN A CODE CLUB		
LEARN ONLINE		
JOIN AN AFTER SCHOOL CLUB		
START AN AFTER SCHOOL CLUB		
LOOK FOR LOCAL ACTIVITIES		
TAKE PART IN IDEA*		
LEARN FROM FRIENDS OR FAMILY		

*IDEA is an international programme which helps you to develop digital, enterprise and employability skills for free.

7. WOULD YOU RECOMMEND DIGITAL DAY TO YOUR FRIENDS?

YES		NO	
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PLEASE EXPLAIN YOUR ANSWER:

8. DESCRIBE WHAT 'DIGITAL' MEANS TO YOU IN 3 WORDS:

1.

2.

3.

THANKS FOR YOUR HELP!