Appendix one

Survey: 300-level accounting students' attitudes towards accounting

This survey is divided into two parts. Please complete each section to the best of your ability. By answering one question on this survey, you consent to providing the information on this survey.

Part A: Demographics

Please tick one:

1. Female □ Male □
2. International student □ Domestic student □

Please tick Yes or No:

Did you study accounting at high school?	Yes □ No □
Did you intend to major in accounting before starting university?	Yes □ No □

For the following sections place a number next to each statement which ranks the extent of your agreement with the statement, according to the following scale:

6 AGREE STRONGLY
5 AGREE
4 AGREE SLIGHTLY
3 DISAGREE SLIGHTLY
2 DISAGREE
1 DISAGREE STRONGLY

A number of questions may seem to be controversial, others you may feel neutral about, however, please attempt to choose the rating that best describes what you believe or how you feel.

Part B: Attitude towards Accounting and Accountants

For this section place a number next to each statement which ranks the extent of your agreement with the statement, according to the following scale:

6 AGREE STRONGLY
5 AGREE
4 AGREE SLIGHTLY
3 DISAGREE SLIGHTLY
2 DISAGREE
1 DISAGREE STRONGLY

Please place a number in each column describing how you feel 'Before starting University' and 'Now'

	Before starting University	Now (After the completion of a 300-level accounting course)
1. The accounting profession is well respected.		
2. Accounting is just a lot of rule memorising.		
3. Accountants work alone more than they work with people.		
4. My peers would think I made a good career decision if I became an accountant.		
5. Accounting is interesting.		
6. Being an accountant has a lot of prestige.		
7. Accounting is a lot of fixed rules; it doesn't involve conceptual skills or judgment.		
8. Accounting is a profession, on a par with medicine and law.		
9. Accountants find little personal satisfaction in their work.		
10. I would enjoy being an accountant.		
11. Accountants are boring people.		
12. My family would like me to become an accountant.		
13. Accountants are number crunchers; they seldom work with people.		
14. I like accounting.		
15. Professionally-qualified accountants interact with lots of people.		
16. A career in accounting gives me job security.		
17. A career in accounting would be personally rewarding.		
18. A career in accounting would be financially rewarding.		
19. Accountants have good communication and social skills.		
20. Accounting is boring, dull, theoretical, cut and dry.		
21. A career in accounting allows you to be creative and innovative.		
22. I would feel personally satisfied (or proud) pursuing a career in accounting.		
23. Accounting is a field with broad exposure to business.		
24. Accounting involves critical thinking, dealing with complex problems and reflective thinking.		
25. Accountants are unimaginative, conservative, shallow, short term oriented.		
26. Accountants are honest, ethical, professional and possess integrity.		
27. An accountant is a powerful member of society.		
28. Accountants need to be forward thinkers and skilled strategists		

29. Accountants only consult clients on financial related problems.		
30. A career in accounting will provide a lot of opportunity for leadership and management responsibility.		

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If you wish to receive the findings from this survey, please email me at