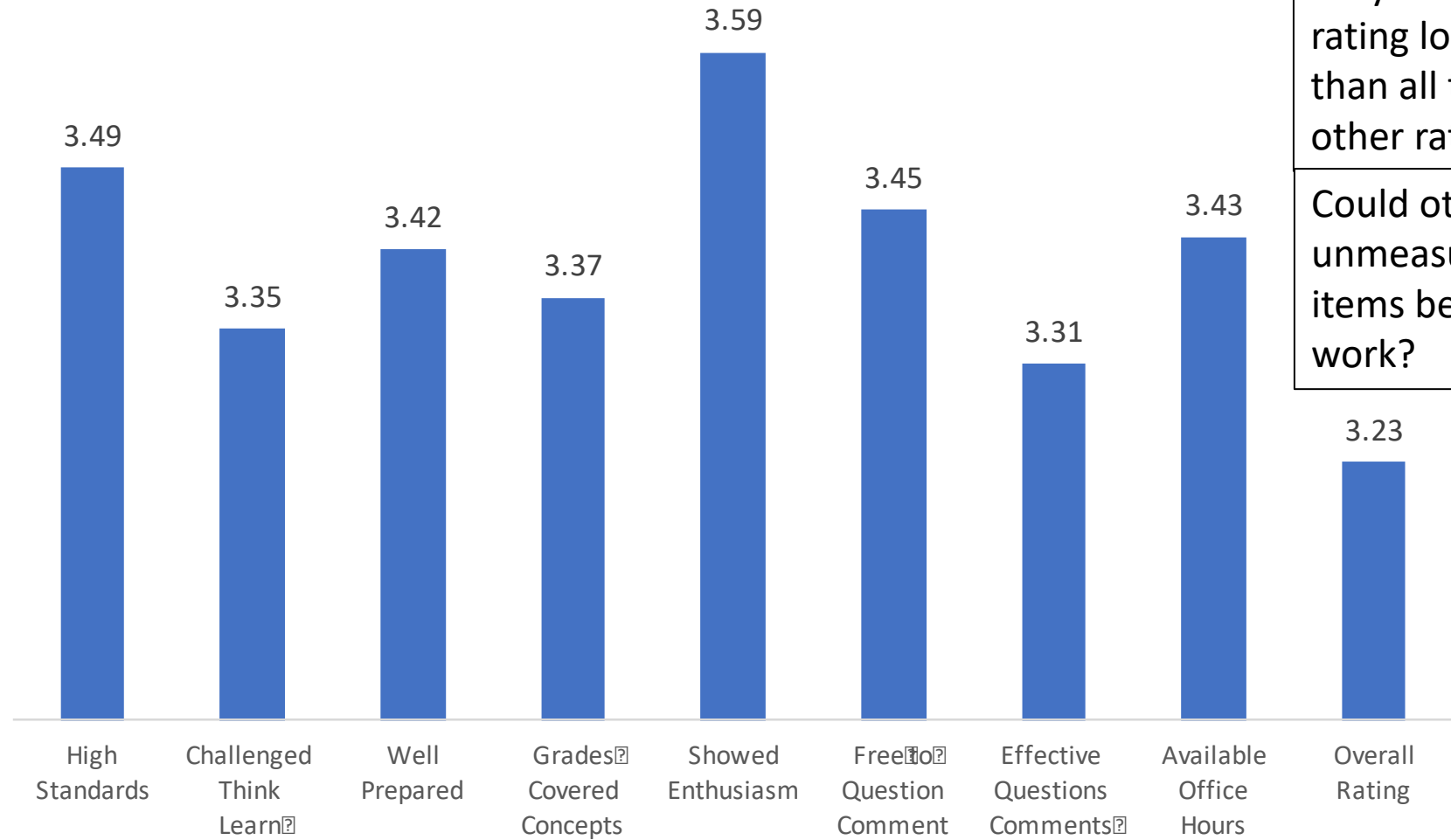


## **PROJECT 2:**

Effects of Professor Performance and  
Student Behavior Dimensions on  
Overall Profession Evaluation in  
Marketing Courses at Miami University

## 2016 Teaching Performance Measures



Why is overall rating lower than all the other ratings?

Could other unmeasured items be at work?

# Key Research Questions

1. What are the effects of professor performance measures on student evaluations of the instructor?
  - What implicit weights do students put on individual measures when making overall rating?
  - Which individual measures are most important to determining the overall rating?
2. What are the effects of student behavior measures on their overall evaluation of the instructor?
  - To what extent and in what ways do student behaviors influence professor evaluations (or vice versa)?
3. Do these findings vary by the type of course?
  - How does the type of course affect the relationships found in 1 and 2 above?

# Data

- Student evaluations of every section of marketing courses at Miami University during the fall and spring semesters for 2013-2017:
  - Course term
  - InstID
  - Course type
    - 1 = FSB Core
    - 2 = MKT Core
    - 3 = MKT Elective
    - 4 = MKT Capstone
  - 6 measures of student behavior (“s” prefix)
  - 15 measures of professor performance (“i” prefix)
  - Data is provided in order of questions asked

# Student Behavior Measures

Please mark each statement appropriately. For any that are not relevant to the course or you, mark NA

I took responsibility for helping to make this course a positive learning experience.	Never	Rarely	Sometimes	Often	Always	N/A
I attended class.	Never	Rarely	Sometimes	Often	Always	N/A
I prepared for class.	Never	Rarely	Sometimes	Often	Always	N/A
When I attended class, I was actively engaged.	Never	Rarely	Sometimes	Often	Always	N/A
I stayed up-to-date in the course work.	Never	Rarely	Sometimes	Often	Always	N/A
I sought help when I needed it.	Never	Rarely	Sometimes	Often	Always	N/A

- Scale coding for student behavior measures:
  - Never = 0, Rarely = 1. Sometimes = 2, Often = 3, Always = 4
  - N/A is coded as -1 but is omitted from all calculations of measures

# Labels for Student Behavior Measures

Measure	Survey Question
sPositive	I took responsibility for helping to make this course a positive learning experience.
sAttended	I attended class.
sPrepared	I prepared for class.
sEngaged	When I attended class, I was actively engaged.
sUpToDate	I stayed up-to-date in the course work.
sHelp	I sought help when I needed it.

# Professor Performance Measures

To what extent do you agree with each of the following statements?

The instructor held students to high academic standards.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
The instructor effectively challenged me to think and to learn.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
The instructor was well prepared.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
Examinations and/or other graded components covered course concepts in a challenging manner.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
The instructor showed enthusiasm for the subject.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
I felt free to ask questions and to make comments in class.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
The instructor dealt with questions and comments effectively.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
The instructor was generally available during office hours (Answer N/A is you did not use office hours).	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A

# Professor Performance Measures

## Overall

What is your overall rating of the instructor?

Unsatisfactory

Poor

Average

Good

Excellent

## To what extent do you agree with each of the following statements?

My instructor welcomed students' questions.

Strongly  
Disagree

Disagree

Neutral

Agree

Strongly Agree

N/A

My instructor offered opportunities for active participation to understand course content.

Strongly  
Disagree

Disagree

Neutral

Agree

Strongly Agree

N/A

My instructor demonstrated concern for student learning.

Strongly  
Disagree

Disagree

Neutral

Agree

Strongly Agree

N/A

In this course I learned to analyze complex problems or think about complex issues.

Strongly  
Disagree

Disagree

Neutral

Agree

Strongly Agree

N/A

My appreciation for this topic has increased as a result of this course.

Strongly  
Disagree

Disagree

Neutral

Agree

Strongly Agree

N/A

I have gained an understanding of this material.

Strongly  
Disagree

Disagree

Neutral

Agree

Strongly Agree

N/A



# Professor Performance Measures

- Scale coding for “Overall”:
  - Unsatisfactory = 0, Poor = 1, Average = 2, Good = 3, Excellent= 4
- Scale coding for other professor performance measures:
  - Strongly Disagree = 0
  - Disagree = 1
  - Neutral = 2
  - Agree = 3
  - Strongly Agree = 4
  - N/A is coded as -1 but is omitted from all calculations of measures

# Labels for Professor Performance Measures

Measure	Survey Question
iStandards	The instructor held students to high academic standards.
iChallenged	The instructor effectively challenged me to think and to learn.
iPrepared	The instructor was well prepared.
iConcepts	Examinations and/or other graded components covered course concepts in a challenging manner.
iEnthusiasm	The instructor showed enthusiasm for the subject.
iAskQues	I felt free to ask questions and to make comments in class.
iQuesEffect	The instructor dealt with questions and comments effectively.
iHours	The instructor was generally available during office hours.
iRating	What is your overall rating of the instructor?
iWelQues	My instructor welcomed students' questions.
iParticipate	My instructor offered opportunities for active participation to understand course content.
iDemo	My instructor demonstrated concern for student learning.
iAnalyProb	In this course I learned to analyze complex problems or think about complex issues.
iTopic	My appreciation for this topic has increased as a result of this course.
iUnderstand	I have gained an understanding of this material