Interpreting Online Student Evaluation/Knowledge Survey Reports

A typical online student evaluation/knowledge survey report is divided into three sections:

Scaled Items  Graphics  Student Comments (roughly spell checked)

1. SCALED ITEMS

In the report, all scaled items (questions) will include these statistics: (listed in the order each appears on report figure)
Percentage selecting that response; Counts (total # selecting that response); # of replies (total # responding to the item); # of forms (total # of possible respondents); Calculated mean (numerical average) value

Example:

Q15: Approximately what percentage of this course was dedicated to contemporary ethical issues?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Count</th>
<th>Replies</th>
<th>Forms</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0%</td>
<td>0</td>
<td>Less than 10%</td>
<td>75</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

Replies 75; Forms 76; Mean 3.77

2. GRAPHICS

Our bar graphs present item mean values in original item order (as the order the question appear on the survey) and/or rank ordered (from the highest mean value to the lowest).

EXPLANATION OF THE MEAN VALUE OR "AVERAGE"

The mean value is the mathematical measure of central tendency one normally thinks of as the numerical “average.” It is computed by adding all the scores and dividing that sum by the # of scores.

Our online evaluation forms assign numerical values from left to right. For example: If a scale has five possible responses titled Unsatisfactory, Needs Improvement, Satisfactory, Very Satisfactory, Outstanding then:

Unsatisfactory = 1    Needs Improvement = 2    Satisfactory = 3,    Very. Satisfactory = 4    Outstanding = 5

If you have ten student respondents, and five rate the item as Very Satisfactory and the other five rate the item as Outstanding, then the mean value is calculated by:

Mean = \( \frac{\text{# of respondents who selected Very Satisfactory} \times 4 + \text{# of respondents who selected Outstanding} \times 5}{\text{Total # of Respondents for the Item}} \)

Mean = \( \frac{5 \times 4 + 5 \times 5}{10} = \frac{20 + 25}{10} = \frac{45}{10} = 4.5 \)

A mean value of 4.5 translates to: Students rate your performance as midway between V. Satisfactory and Outstanding.

3. STUDENT COMMENTS - These are roughly spell checked and spotted obscenities are deleted.

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