HRK Hochschulrektorenkonferenz

Die Stimme der Hochschulen

02.7.2024

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Title

Correlates of monotonic response patterns in online ratings of a university course / Hye-Sook Park; Yuk Fai Cheong

Publication year

2018

Source/Footnote

In: Higher education. - 76 (2018) 1, S. 101 - 113

Inventory number

47189

Keywords

Ausland: Korea: Studenten, Studium, Lehre; Multimedia / Internet

Abstract

This study examines the prevalence, contexts, and demographic correlates of monotonic response patterns (MRPs) in online student evaluations. Results of two-level hierarchical generalized linear models show evidence of careless monotonic responses to a survey administered to students enrolled in a university-level foreign language course in the Republic of Korea. All else being equal, freshmen and students in classes with fewer survey participants were more likely to choose monotonic response patterns in course evaluations. Possible factors at work in generating MRPs are identified and discussed. The severity of the MRP problem in online ratings underscores the importance for administrators to consider possible validity threats in student evaluations before using them as tools to inform instructional and administrative decisions. It is also important to design course evaluation surveys in such a way as to minimize careless responses and to identify means to induce more thoughtful responses from college students. (HRK / Abstract übernommen)