

# BAYLOR

## UNIVERSITY

IRT Series

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### Course Evaluation Feedback, Spring 2017

#### Background

Student evaluations of courses at Baylor University are administered every semester to allow students to provide feedback on their courses for instructors and administrators. Each semester, the Office of Institutional Research and Testing (IRT) provides both digital and printed advertisements to remind students to complete their evaluations. Additionally, IRT provides instructors with a list of suggestions for improving response rates for their courses. In order to gather feedback about advertisements and student's motivation for completing their course evaluations, voluntary questionnaires were administered for students to complete.

#### Method

##### *Participants*

A total of 113 students completed questionnaires.

##### *Measures*

The questionnaire included two questions relating to advertisements for course evaluations and motivation for completing the evaluations.

##### *Procedures*

In the last week of the Spring 2017 semester, IRT staff visited two high-traffic locations on campus with questionnaires. Students completed the questionnaires on a voluntary basis, and as no identifying information was collected, all responses were considered anonymous.

##### *Analysis*

Descriptive and qualitative analyses were performed. In some cases, multiple responses were allowed for items. As such, the number of responses may be greater than the actual number of responses. Comments are presented in their entirety without any correction for spelling or grammar. Detailed results are provided in the Appendix.

#### Results

When asked which advertisements they had seen in the past year, most respondents indicated that they had seen *digital signs (TVs) around campus* (38.1%,  $n = 43$ ), *posters, table tents, or door tags around campus* (36.3%,  $n = 41$ ), or *advertisements in the Lariat newspaper* (30.1%,  $n = 34$ ). Electronic *advertisements in the Morning Buzz* and *advertisements on the Lariat website* were selected by the fewest respondents.

Over three-quarters of respondents (82.3%,  $n = 93$ ) indicated that they had completed some of their course evaluations this semester. Respondents indicated that they completed their evaluations primarily due to *reminders/encouragement from instructor(s)* (50.5%,  $n = 47$ ) and *incentives from instructor(s)* (47.3%,  $n = 44$ ). Some respondents also indicated that they completed their evaluations to prevent the pop-ups in Canvas.

Of those who indicated that they had not completed their evaluations (17.7%,  $n = 20$ ), most stated that they did not have time to complete their evaluations or that they plan to complete their evaluations later once the semester is complete.

## **Appendix**

### Detailed Results

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<b>In the past year, have you seen any of the following advertisements for course evaluations?</b>		
<b>Response</b>	<b>#</b>	<b>%</b>
Digital signs (TVs) around campus	43	38.1
Posters/ Table tents/ Door tags around campus	41	36.3
Advertisements in the Lariat newspaper	34	30.1
Baylor Student Activities Facebook posts	28	24.8
None	17	15.0
Stickers on the Lariat newspaper	15	13.3
Advertisements in the Morning Buzz	14	12.4
Advertisements on the Lariat website	13	11.5
Because multiple responses were allowed, the sum of the responses may be greater than the actual number of respondents. Total Responses = 113		

<b>In the past year, have you seen any of the following advertisements for course evaluations? Other Selected:</b>
I get emails
Canvas
Canvas, emails
None
Canvas/emails
N/A
Canvas popups
NA
Nope. Only emails

	N	%
<b>Have you completed any of your course evaluations this semester?</b>		
<b>Yes</b>	93	82.3
<b>No</b>	20	17.7
<b>Total</b>	113	100.0

<b>Yes: Why did you complete your course evaluations?</b>		
<b>Response</b>	<b>#</b>	<b>%</b>
Reminders/encouragement from instructor(s)	47	50.5
Incentive from instructor(s)	44	47.3
Email reminders	38	40.9
To give feedback to instructor(s)	27	29.0
Incentive to win \$20 Amazon gift card	18	19.4
Because multiple responses were allowed, the sum of the responses may be greater than the actual number of respondents. Total Responses = 93		

<b>Yes: Why did you complete your course evaluations? Other Selected:</b>
To make the canvas pop-ups stop
To complain anonymously
Extra credit
Yes
To get rid of the annoying popups on Canvas.
Canvas reminders
Canvas popups
Canvas is annoying.

No: Why not?
Haven't made the time to do so
If I knew how long it would take, I can schedule to complete. Something tells me it takes a long time.
Time Constraints
Waiting until busy project week is over/ exposure to class as long as possible to give most accurate rating.
Lazy
I didn't want to but I plan to next week!
I'm lazy
I complete them after the last day of class
waiting for end of semester
I'm lazy
Busy.
No time
I still have time
I haven't had time, I intend to complete them
Haven't had time yet
Busy with test
Time.
because I'm not done yet, and because I get @ least 2-3 reminders in my email each day. Seems like a system or method redundancy.
I'm busy w/finals
I'm going to write my essays first. Usually the emails help.
not yet