Student Ratings of Instruction (SRI)  
Paper vs. Online

Possible Benefits of Online SRI

- Environmentally responsible (350,000 sheets of paper/fall and spring)
- Provide access to live response rates to monitor student participation
- Instructor only access to student comments
- Ensure anonymity and confidentiality through advanced security features
- Discover hidden insights in open-ended student comments with text analytics
- Quicker reporting of results

Possible Benefits of Online SRI (cont’d)

- Seamlessly integrating with student information and learning management systems
- Access forms through any web-enabled device including by computer, tablet, mobile, screen reader, etc.
- Improve data quality and consistency (~ 5%)
- Customizable items for courses/instructors
- Easier translation to midterm evaluations for instructors who want them (formative and summative assessments)

Concerns about Online SRI

- Lower response rate
- Different patterns of responding
  - Lower averages overall
  - Different distribution
- Students who don’t attend class can complete
- Administrators, etc. could view comments
Response Rates: Paper-Based versus Online

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Year</th>
<th>Paper Based</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layne et al.</td>
<td>1999</td>
<td>60.6</td>
<td>47.8</td>
</tr>
<tr>
<td>Ha &amp; Marsh, Ha et al.</td>
<td>1998, 2002/2003</td>
<td>NA</td>
<td>50 (average)</td>
</tr>
<tr>
<td>Duncan. D. Nulty (Nine studies combined)</td>
<td>2008</td>
<td>56</td>
<td>33</td>
</tr>
<tr>
<td>SJSU (OIR Newsletter)</td>
<td>2011</td>
<td>73</td>
<td>31</td>
</tr>
<tr>
<td>Dommeyer, Baum, Chapman, and Hanna</td>
<td>2003</td>
<td>75</td>
<td>43</td>
</tr>
<tr>
<td>Fraze, Hardin, Brashear, Smith, and Lockaby</td>
<td>2002</td>
<td>60</td>
<td>43</td>
</tr>
<tr>
<td>Layne, DeCristofer, and McGinty</td>
<td>1999</td>
<td>60</td>
<td>47</td>
</tr>
<tr>
<td>UConn (OIRE)</td>
<td>2012, 2013</td>
<td>67</td>
<td>53</td>
</tr>
</tbody>
</table>

How to Increase the Response Rate

- Communicate the benefits
- Press release and campus newspaper
- Putting up posters
- Banner ads on student portals
- Reminders by faculty
- Promise absolute confidentiality
- Provide small incentive
- Be sensitive to cultural factors
  - Student trust
  - IT readiness
- Remind and urge your students to complete
- Allow class time for students to complete the SRI online using their cell phones, computers or tablets
- Encourage students with your own email to them

Mean and Standard Deviation: Paper-Based versus Online (Fall 2015 Evaluations)

<table>
<thead>
<tr>
<th>Mode of Evaluation</th>
<th>My Overall Rating of the Teaching</th>
<th>My Overall Rating of the Course</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Paper Based Evaluation</td>
<td>4.40</td>
<td>0.94</td>
</tr>
<tr>
<td>Online Evaluation (Online Courses)</td>
<td>4.31</td>
<td>1.05</td>
</tr>
</tbody>
</table>

Mean Rating of the Teaching: Online versus Paper-Based
Mean Rating of the Course: Online versus Paper-Based

What Matters in Student Rating of Instructor Teaching? (Fall 2015 Paper-Based Evaluations)

What Matters in Student Rating of Instructor Teaching? (Fall 2015 Online Evaluations)