Going Mobile! The Effects of Mobile Devices on Online Course Evaluations

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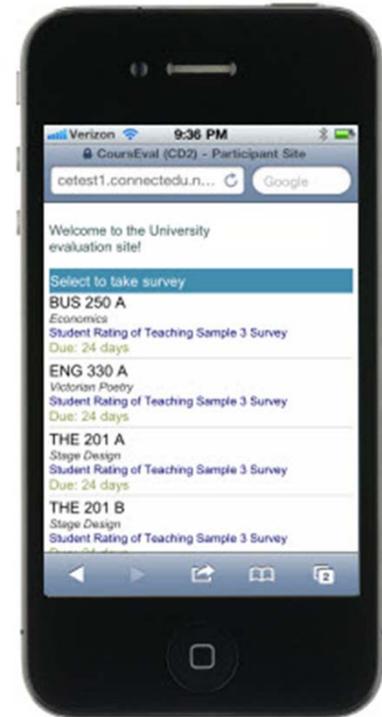
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With help and collaboration from Samantha Loe and Andrea Cruz

CoursEval

- Entirely web based, including mobile

- 290+ institutional customers
  - 150 to 70,000 FTE

- Highly customizable and customer driven
  - 2+ releases per year

- ADA 508 Compliant

- Maps to campus requirements

- Quick, easy, secure, and campus-focused

- Mobile experience

CoursEval Engagement

- Focus on response rates
- Email & LMS messages and reminders
- Easy navigation
- Timely, attractive, analytic & easy-to-read reports
- Incentives for students and faculty
- Feedback and context
- Data warehouse
- Mobile access
  - Paper alternative in the classroom
  - Student & faculty immediacy
  - ADA 508 compliance

A Year of CoursEval Mobile

- Replacing bubble sheets
- Timely response rate info
- Increasing student response
  - Overall
  - Health sciences programs
  - Classrooms
  - Distance learning
- Increasing response rates

Challenges and Solutions

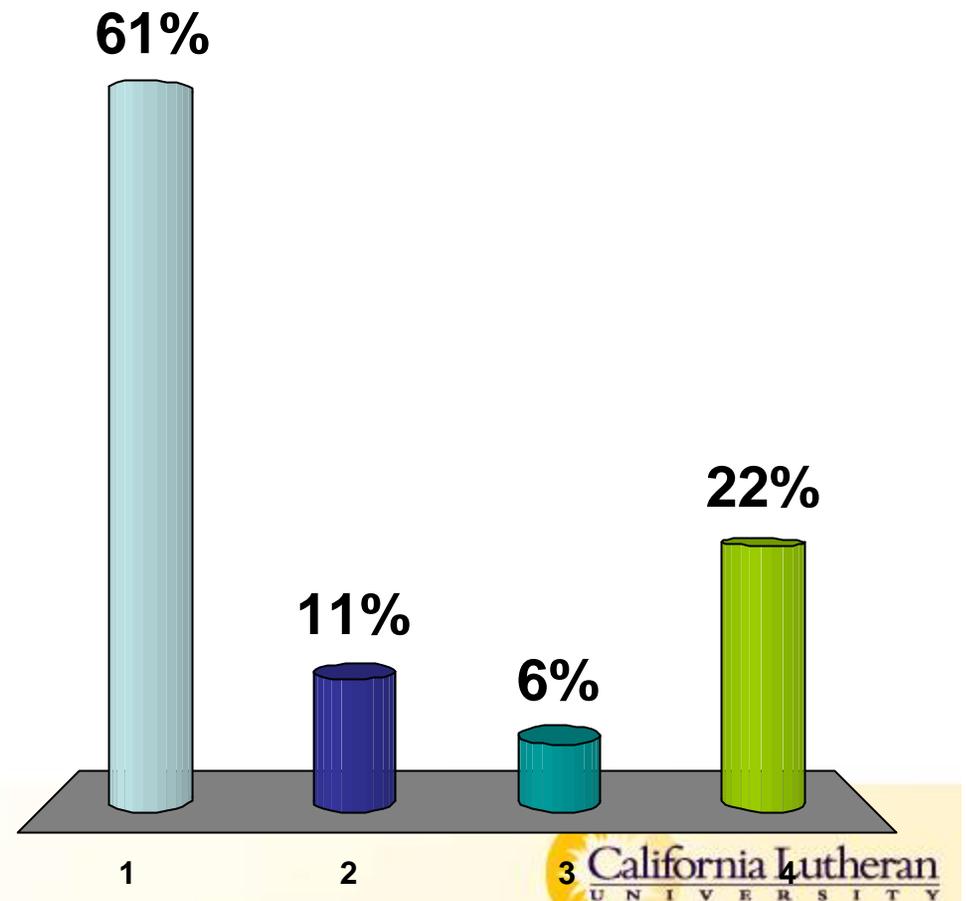| Challenges |
|---|
| In-class administration |
| Limited computer lab space |
| Text Speak (i.e. LOL, IDK) |
| No quality comments or no comments at all |
| Only Freshman and Computer Science students will use the mobile feature because they are tech savvy |

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TUG - Which class level completed more evaluations via a mobile device?
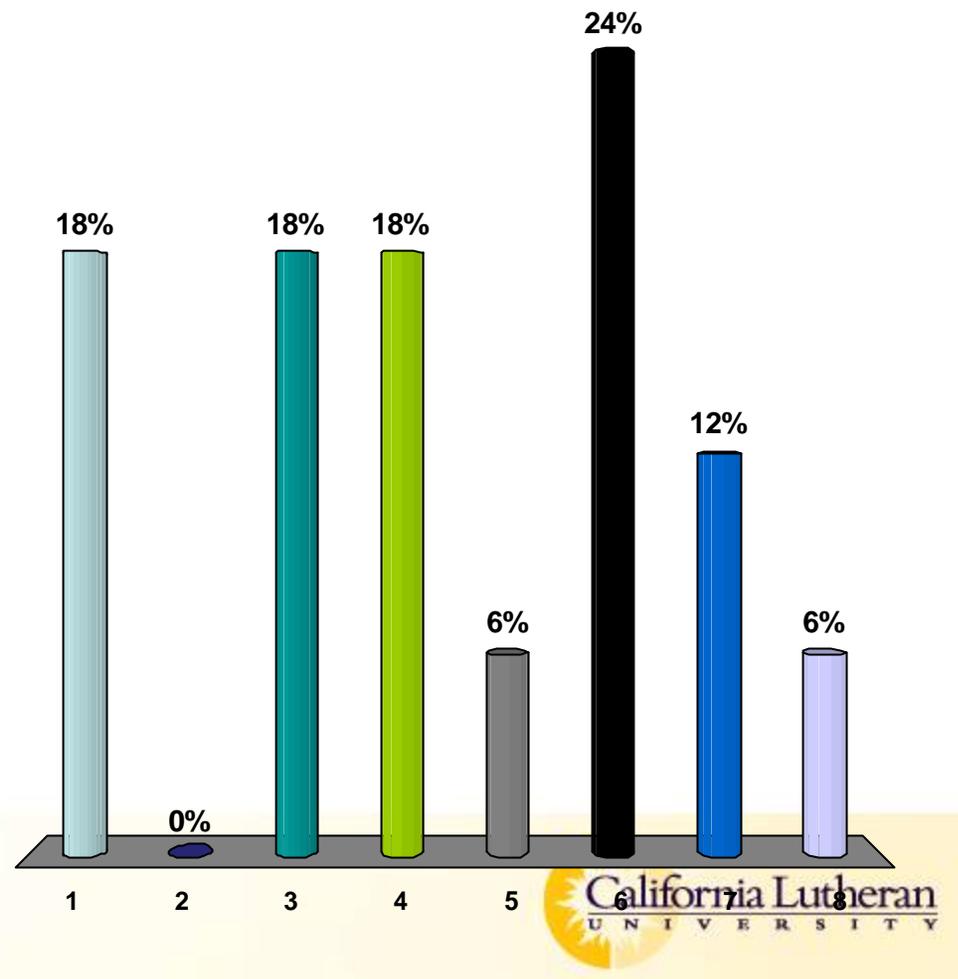
1. Freshmen
2. Sophomore
3. Junior
4. Senior

61%
11%
6%
22%

1   2   3   4

CLU TUG Mobile Data by Class Level

Class Level	Count	Percentage
Freshman	62	15%
Sophomore	122	30%
Junior	**134**	**33%**
Senior	90	22%

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Which Education/Psychology graduate program completed more evaluations via a mobile device?

1. Counseling & Guidance
2. Special Education
3. Deaf & Hard of Hearing
4. Educational Leadership (Master's)
5. Educational Leadership (Doctorate)
6. Teacher Preparation
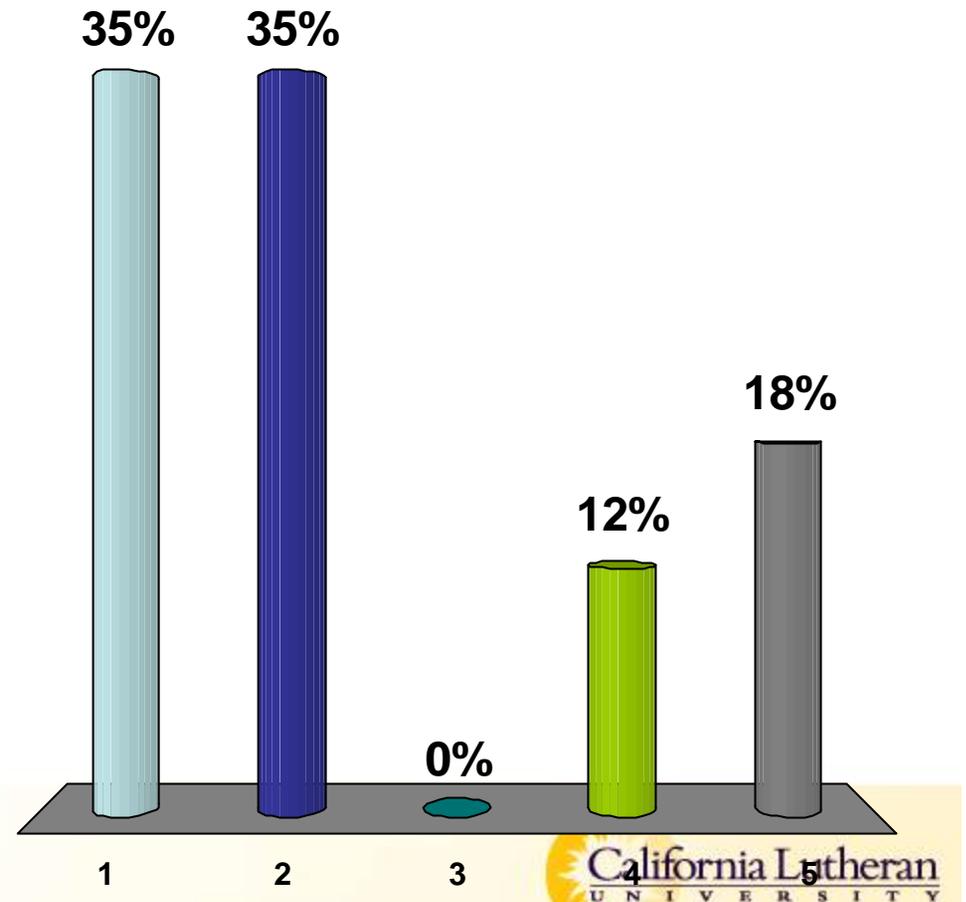7. Psychology (Master's)
8. Psychology (Doctorate)

18% 0% 18% 18% 6% 24% 12% 6%

1 2 3 4 5 6 7 8

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GR School of Education and Psychology Data

Class Level	Count	Percentage
Counseling & Guidance	**29**	**34%**
Special Education	10	12%
Deaf & Hard of Hearing	0	0%
Educational Leadership Master's	0	0%
Educational Leadership Doctorate	2	2%
Teacher Preparation	15	18%
Psychology Master's	18	21%
Psychology Doctorate	11	13%

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Which School of Management graduate program completed more evaluations via a mobile device?
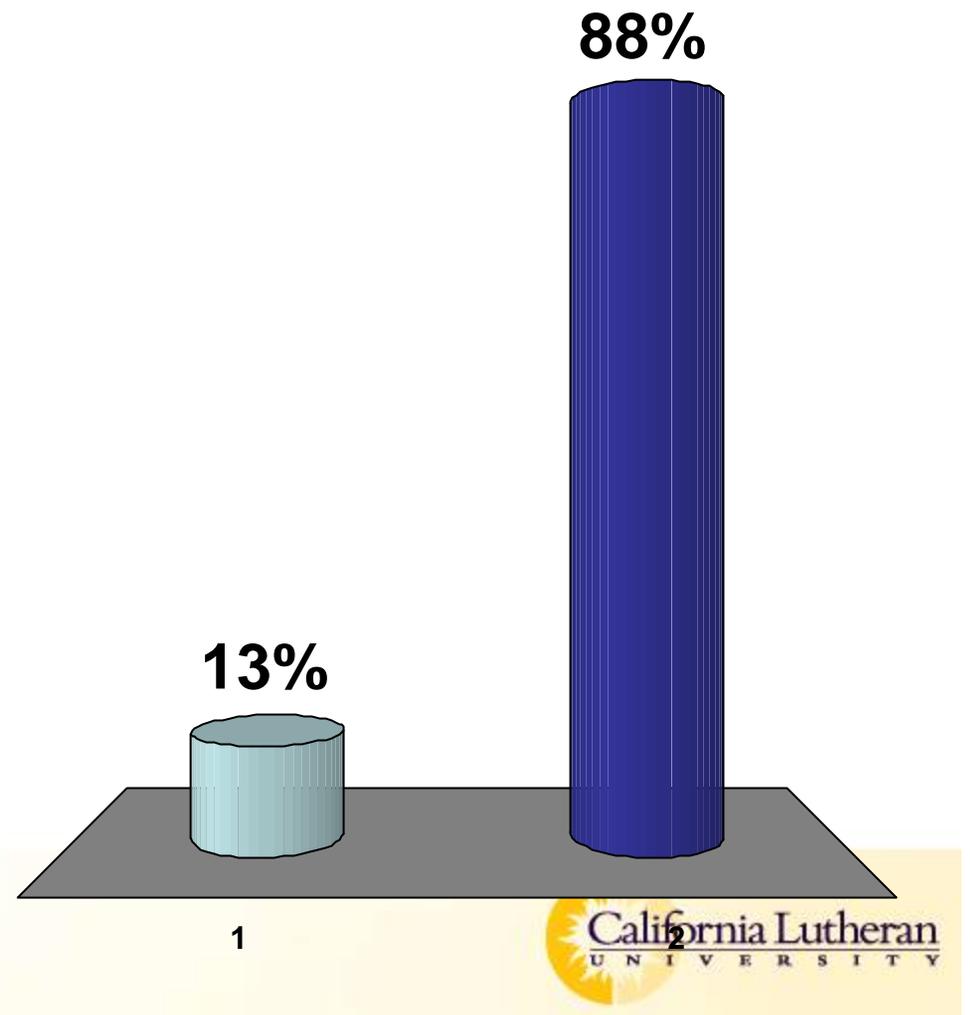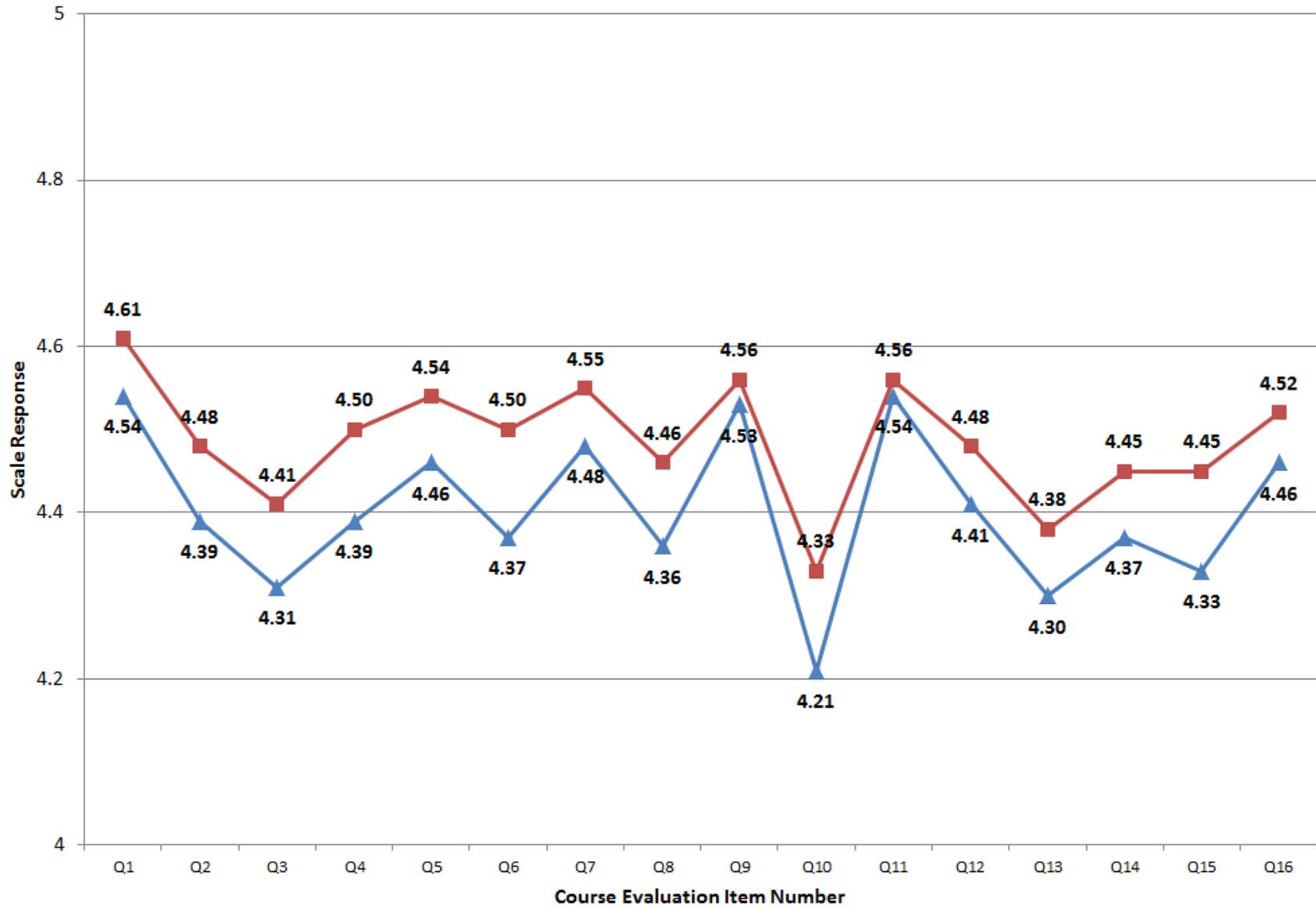
1. MBA
2. MSIST
3. MSECON
4. MSCS
5. MPPA

35%   35%

18%

12%

0%

1   2   3   4   5

School of Management Data

Class Level	Count	Percentage
MBA	**33**	**66%**
MSIST	3	6%
MSECON	0	0%
MSCS	5	10%
MPPA	9	18%

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Overall mean scores for mobile were lower than non-mobile.

1. True
2. False

88%

13%

1
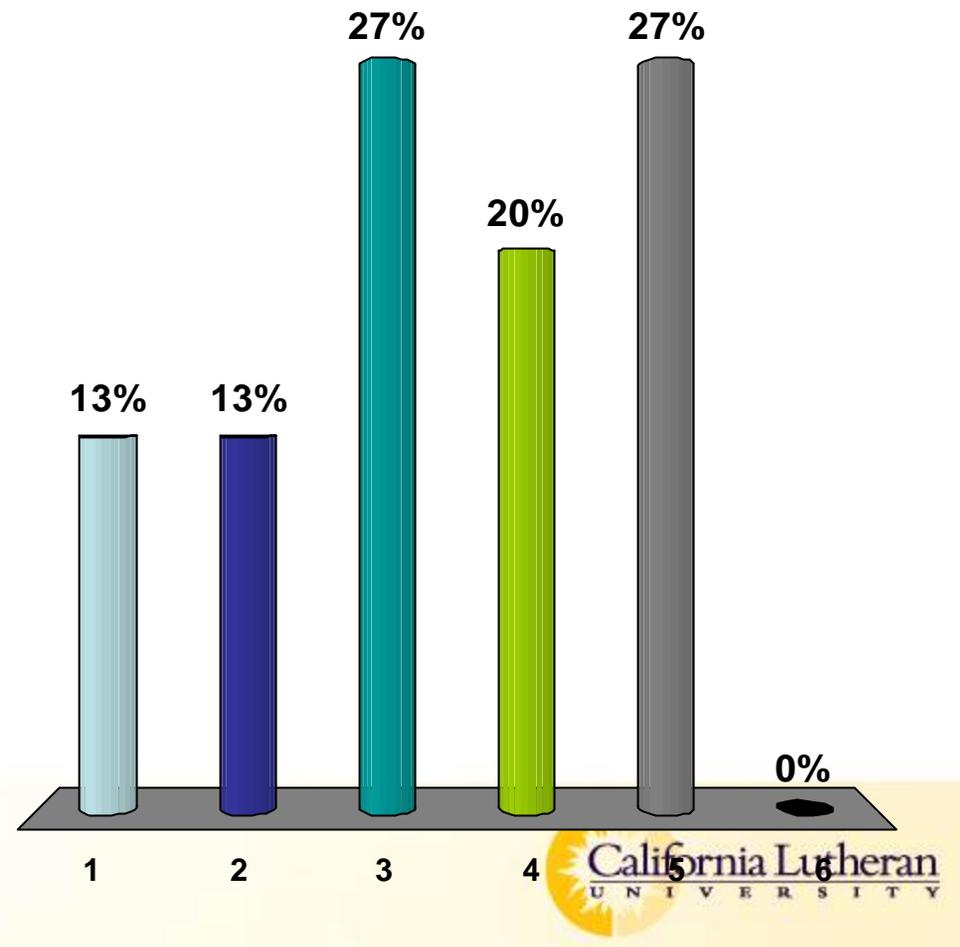
2

2011-2012 Mobile versus Non-Mobile Overall Mean Scores

*5 pt scale: 1=Disagree, 5=Agree

Which group left more comments on evaluations via mobile devices than non-mobile.

1. Traditional Undergrads
2. 15 Week Graduate
3. ADEP
4. 11 Week Graduate
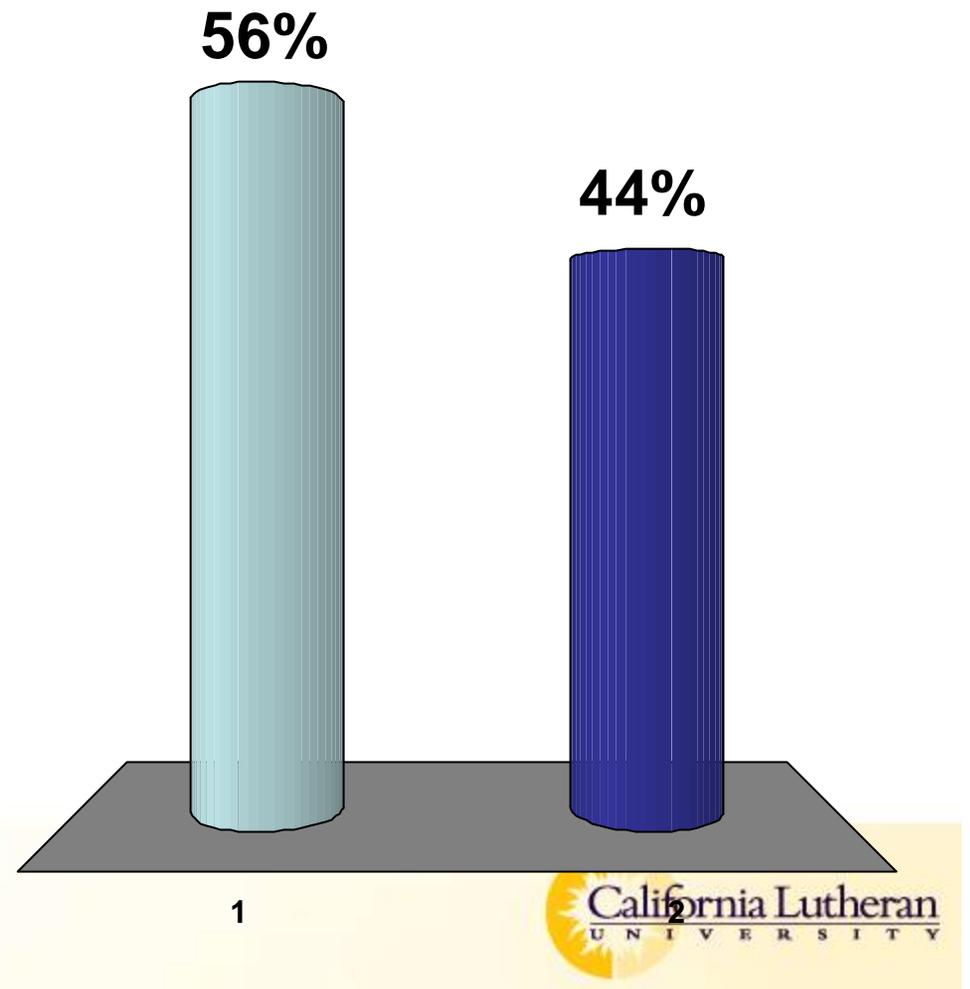5. All of the above
6. None of the above

27%   27%
20%
13%   13%
0%

1   2   3   4   5   6

Comment Comparison

Mobile					Non-Mobile			
Percentage of comments received	TUG	15 GR	ADEP	11 GR	TUG	15 GR	ADEP	11 GR
	56%	48%	43%	32%	50%	57%	55%	37%
Average length of comments (# words)	23	**33**	18	26	18	**33**	29	29

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More spelling errors were found in the evaluations completed via a mobile device.

1. True
2. False

56%

44%

1

2

Spelling Error Data

	Mobile				Non-Mobile			
	TUG	15 GR	ADEP	11 GR	TUG	15 GR	ADEP	11 GR
Average spelling error of comments (# errors)	0.21	0.35	0.31	0.30	0.27	0.26	0.29	0.42

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What we noticed with the comments

- Spelling errors and ESL students
- Capitalization
- Text speak
- Most misspelled word??????

Knowledgeable!!!!!!!!

Questions