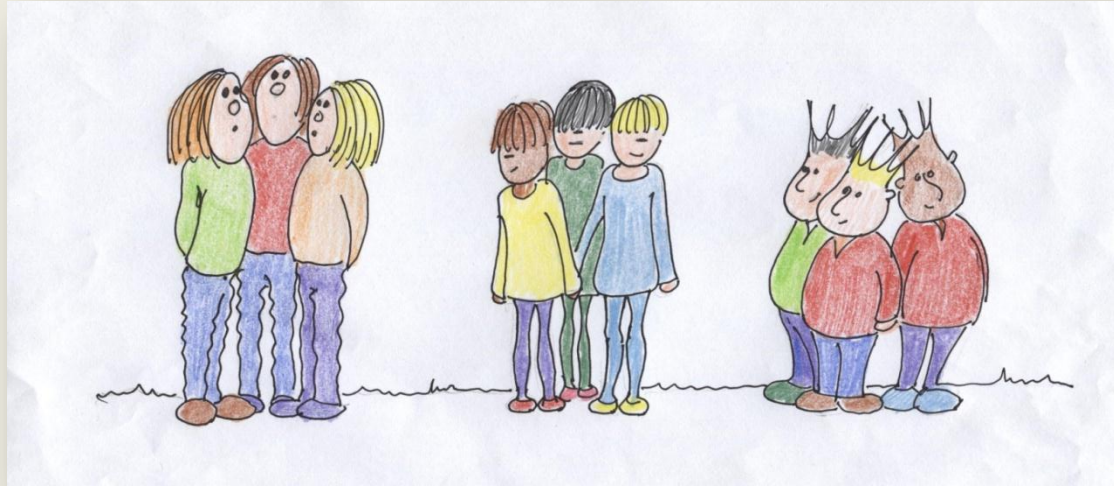
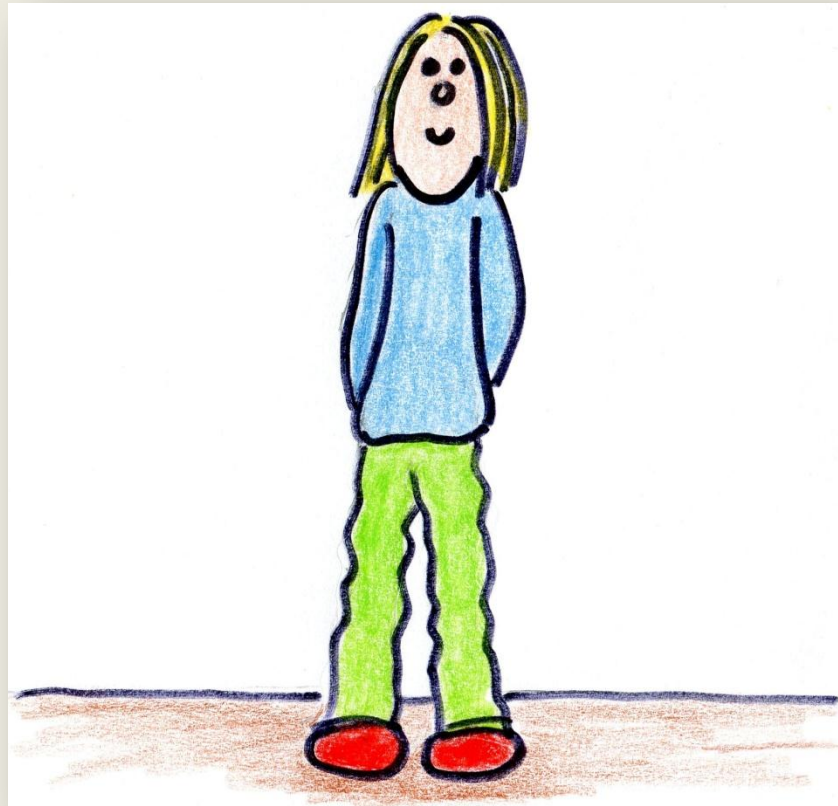




Why are Creative and Media undergraduates in the UK reporting lower satisfaction rates with their courses?

Marzenna Hiles

How do we know what
students think of our courses?



Different student survey instruments

- USA – NSSE
- USA – Noel-Levitz = 3 types
(Parent Satisfaction Inventory)
- Australia – AUSSE and CEQ
- UK – HEPI & Which?
- UK – NSS

UK National Student Survey

currently undergoing HEFCE ten year review
(NSSE Pilot Study)

The UK NSS was set up in 2005 to help prospective students evaluate and choose courses.

It considers student satisfaction; how well the course and university meet student expectations.

$$\begin{aligned} & \text{Expectation} \\ & - \text{Fulfilment} \\ & = \text{Satisfaction} \end{aligned}$$

The UK National Student Survey uses twenty-two questions

- Q. 1-4, THE TEACHING ON MY COURSE
- Q. 5-9, ASSESSMENT AND FEEDBACK
- Q. 10-12, ACADEMIC SUPPORT
- Q. 13-15, ORGANISATION AND MANAGEMENT
- Q. 16-18, LEARNING RESOURCES
- Q. 19-21, PERSONAL DEVELOPMENT
- Q. 22, OVERALL SATISFACTION.

NSS Creative and Media Subjects

CREATIVE AND MEDIA
SUBJECTS HAVE
LOWEST
SATISFACTION
SCORES

(NSS 2013, question 22)



What do **students** think?

- **Erm..... that question.....I think I probably would've just put something in the middle and sort of moved on to the next one, because I think it's really unclear' - How art and design students understand and interpret National Student Survey. Report by GLAD for HEA (Blair, Orr and Yorke 2012).**
- **Interviewed 12 **students** at two HEIs.**

What **students** say

Q 1-4, Staff: students not sure if this includes technicians.

Q 4, Intellectually stimulating – confused academic with ‘intellectually stimulating’. Art and Design students see themselves as ‘creatives’, not academics.

Q 5-9, Feedback: on-going? Written? Chats in studio?

Q 15, Course organisation: students thought this meant how they contributed to its running.

Q 22, Overall satisfied? No good definition of quality.

Why do **tutors** think C&M students are unhappy?

- **I can't believe it's not better: paradox of NSS scores for A & D** (Vaughan and Yorke 2009) **Tutors** interviewed at 17 Higher Education Institutes
 - More students have dyslexia (and so do tutors)
 - Lack of resources (30% more students, same resources)
 - Students reflect tutors' unhappiness
 - Some tutors do not promote NSS to ensure low response rates
 - NSS does not relate to A & D subjects
 - Hard to assess group work or how students learn
 - Lots of Part-time tutors and specialists

More student survey research

**'Student experience' surveys: some methodological considerations and an empirical investigation.
(Yorke 2009)**

- Students recall most recent events
- Both NSS and CEQ present rosier picture of students than perhaps they should
- Quality of degree is reflected in NSS data – some Student Union officers are reportedly advising students to give high feedback scores

More student survey research

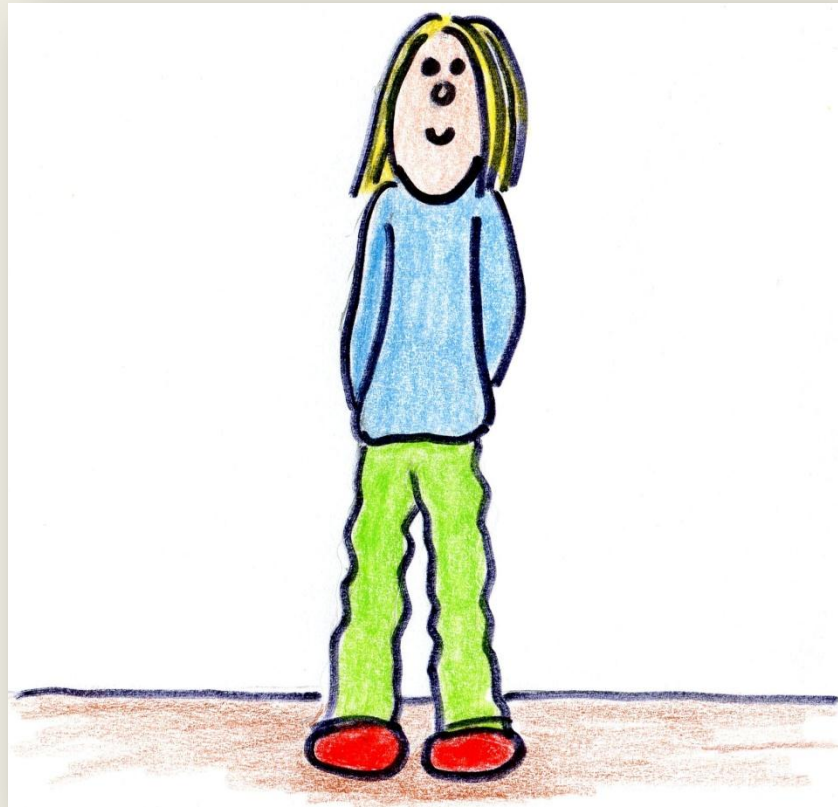
Bowman and Hills (2011) - American study of 171 students using NSSE feedback

- Students overinflate their achievements

Porter (2010) – Paper presented at Association for Institutional Research, Chicago

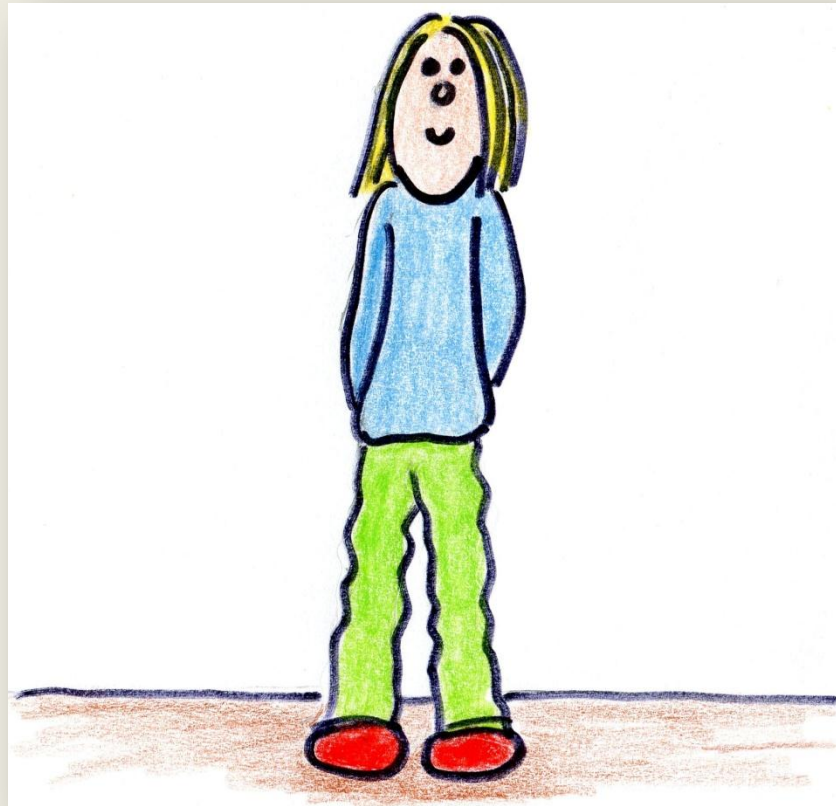
- USA NSSE is in decline
- Can students recall events accurately?
- Can how students see themselves affect student responses – are errors loaded in positive direction to improve student self-image?

Can student surveys, including NSS, accurately reflect Creative and Media students' course experiences?



Thank you

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