



## Thirteen Strategies to Measure College Teaching: A Consumer S Guide to Rating Scale Construction, Assessment, and Decision-Making for Faculty, Administrators, and Clinicians (Hardback)

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By Ronald A Berk

Stylus Publishing, United States, 2006. Hardback. Book Condition: New. 226 x 155 mm. Language: English . Brand New Book. \* Student evaluations of college teachers: perhaps the most contentious issue on campus\* This book offers a more balanced approach\* Evaluation affects pay, promotion and tenure, so of intense interest to all faculty\* Major academic marketing and publicity\* Combines original research with Berk s signature wacky humorTo many college professors the words student evaluations trigger mental images of the shower scene from Psycho, with those bloodcurdling screams. They re thinking: Why not just whack me now, rather than wait to see those ratings again. This book takes off from the premise that student ratings are a necessary, but not sufficient source of evidence for measuring teaching effectiveness. It is a fun-filled-but solidly evidence-based--romp through more than a dozen other methods that include measurement by self, peers, outside experts, alumni, administrators, employers, and even aliens. As the major stakeholders in this process, both faculty AND administrators, plus clinicians who teach in schools of medicine, nursing, and the allied health fields, need to be involved in writing, adapting, evaluating, or buying items to create the various scales to measure teaching performance. This is...

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