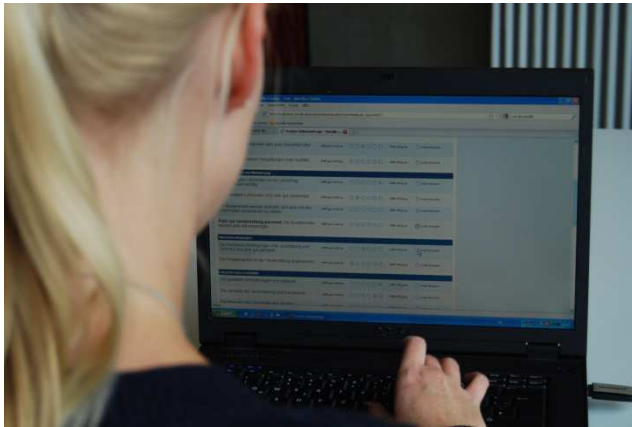




Effects of a study related bonus program on response rates of online evaluations

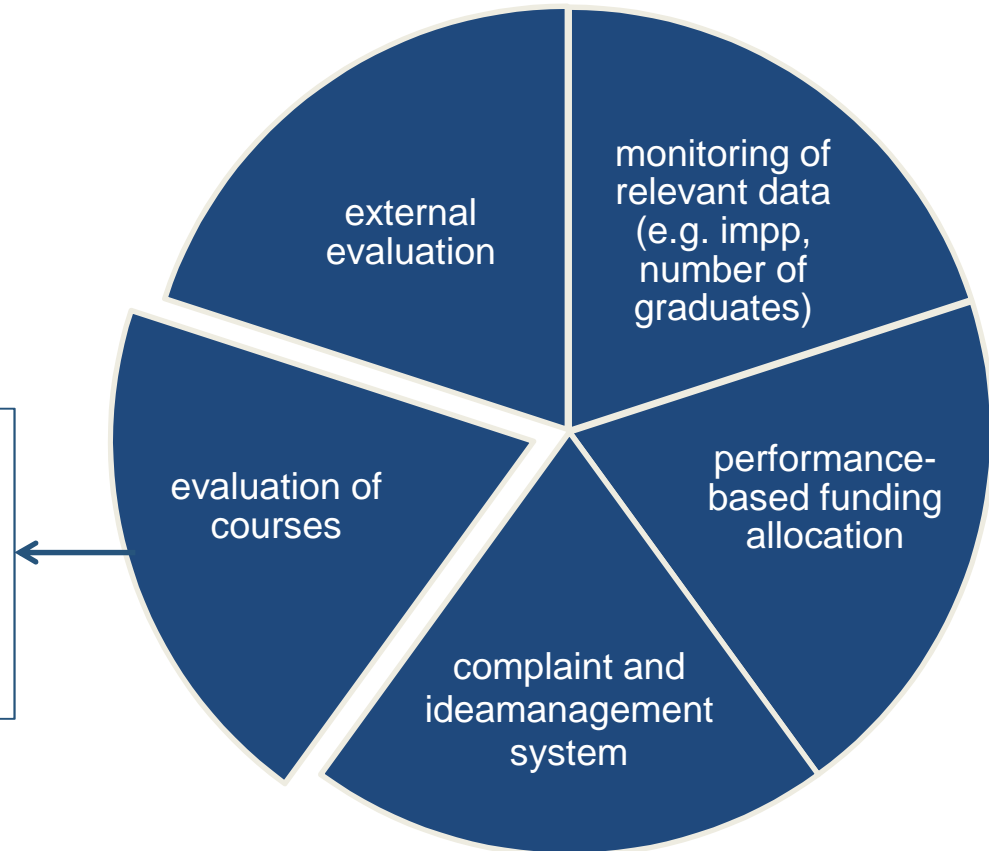
S Geiler, C Grab, TM Böckers, W Öchsner

Background - Quality Management



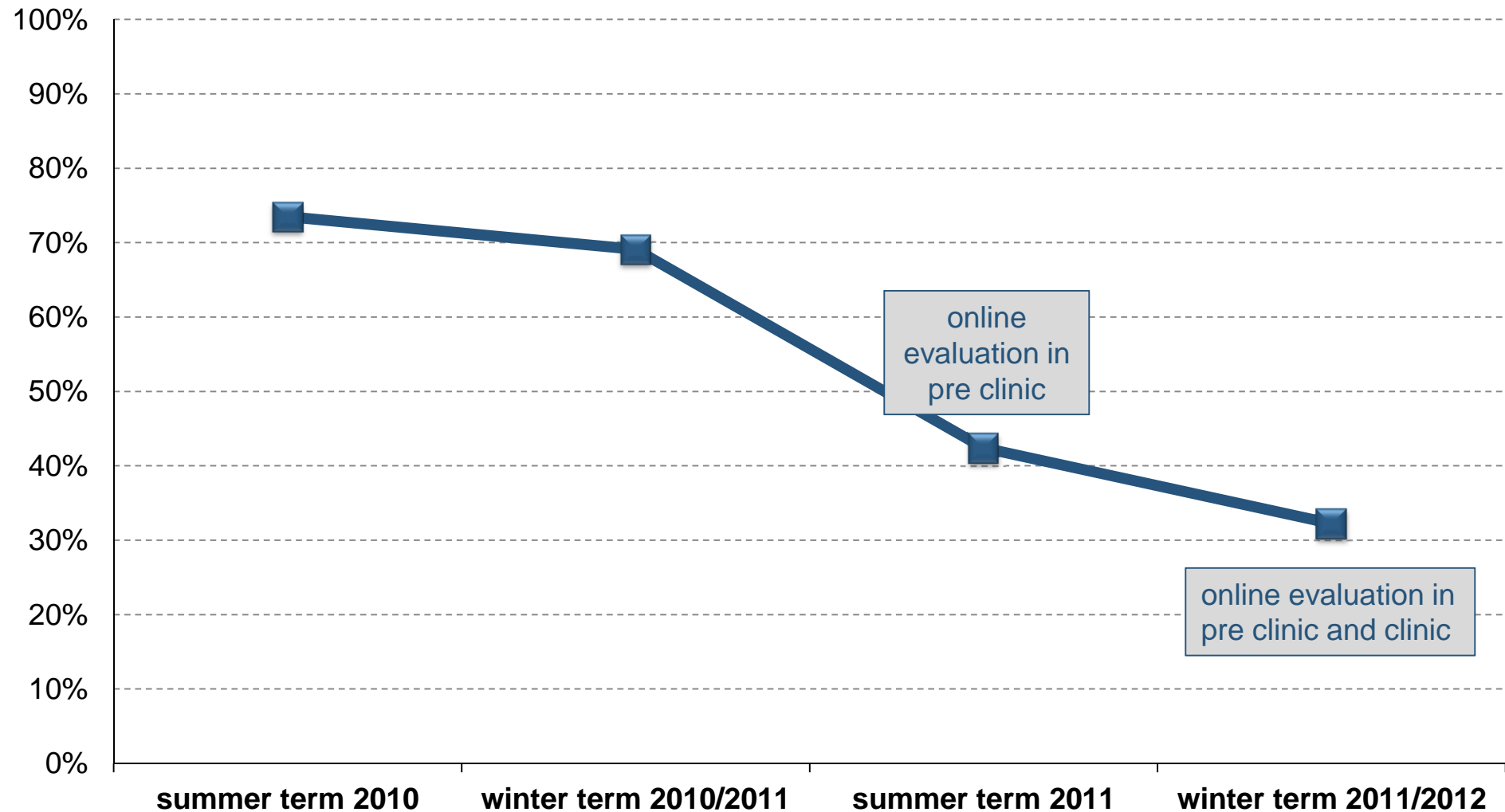
Quality Management of the Medical Faculty of Ulm

- implementation of an internet based evaluation
 - in summer term 2011 in pre clinic
 - in winter term 2011/2012 in pre clinic and clinic



Background - influence on response rates

Development of response rates for mandatory courses



Background - measures to increase response rates

- decline of response rates due to the implementation of the internet based evaluation
- introduction of several measures to increase response rates in order to forestall negative side effects that might come along with reduced response rates:
 - advertisting (announcements in lectures and on the learning platform)
 - evaluation meetings with docents and members of the student association
 - publication of the results of the evaluation on the learning platform
 - **introduction of a bonus program in winter term 2012/2013 for all students (testing phase in summer term 2012 for one cohort)**

Bonus program - description

- the bonus consists of a preferential registration for the courses of the term to come
- the preferential registration option is accorded to the students anonymously if a 80% mark has been fulfilled
- after the evaluation phase students are informed about their registration date

Bonus program - testing phase

- a comparison of means was made after the testing phase (summer term 2012)
- for the courses of one term a t-test for independent samples was calculated (summer term 2011 was compared to summer term 2012)
- no bias could be discovered

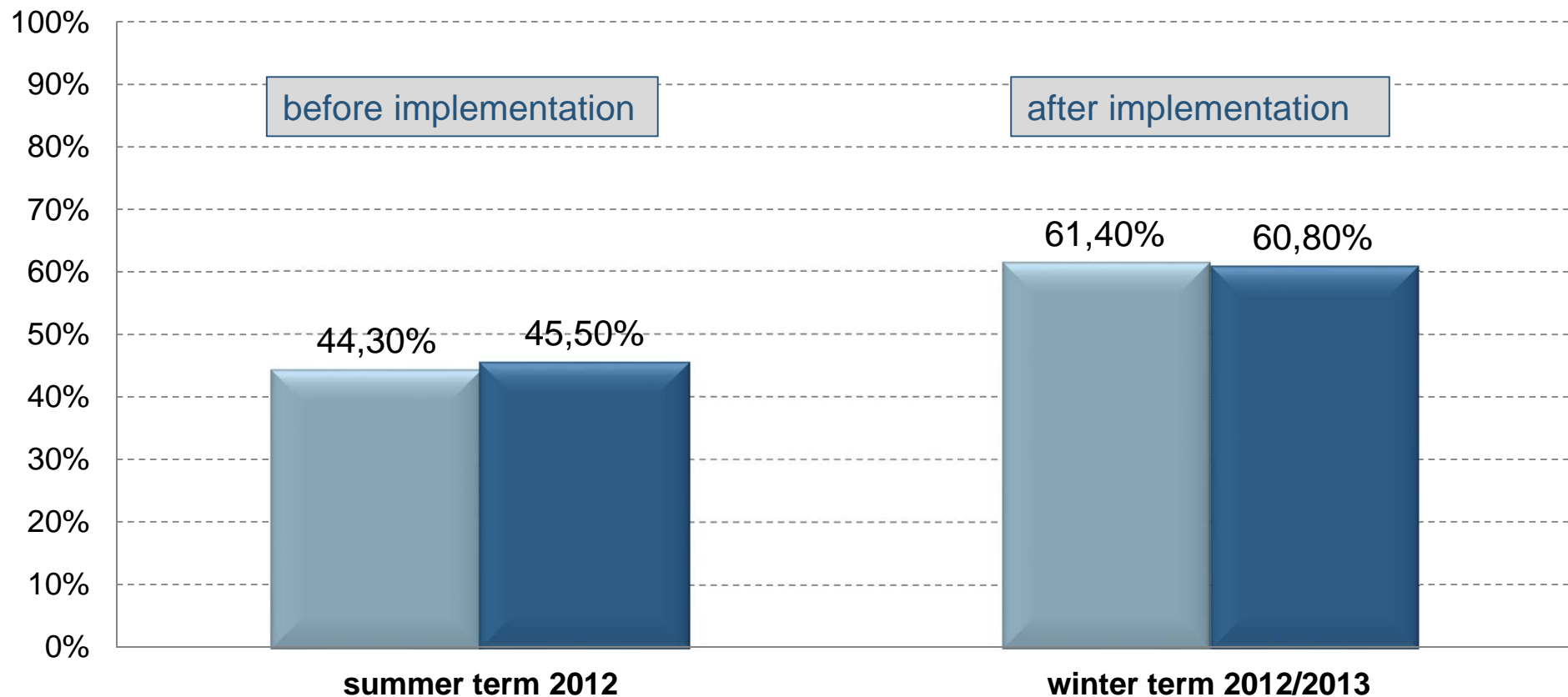
Bonus program - implementation of the program

- the bonus program was extended to all cohorts in winter term 2012/2013
- 24% - 81% of the medical students of one cohort profited from the bonus
- a significant increase in response rates could be achieved

Bonus program - influence on response rates

Response rates before and after the implementation of the bonus program

- ▣ Response rates for lectures
- ▣ Response rates for mandatory courses



Bonus program - influence on response rates

Development of response rates for mandatory courses

