UNIVERSITA' DEGLI STUDI DI BRESCIA
Dipartimento Metodi Quantitativi

uni BS

Seminario

Scaling University Reputation in Students' Perception

Sulis I.* – Tedesco N.* – Zavarrone E.**

*Dipartimento di ricerche economiche e sociali - University of Cagliari

** Istituto di consumi, comportamento e comunicazioni d'impresa - University IULM

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Dipartimento Metodi Quantitativi

C.da S. Chiara, 50 – Brescia

Abstract:

The aim of this research is to calibrate a measurement instrument suitable to measure university reputation in students' perception. The reform which has interested the Italian university system in the last years moves the attention on the accreditation of courses /faculties/ degree programs. In this framework the issue of measuring university reputability is faced on students' point of view. A sampling survey has been carried out on students belonging to two Italian universities, two different faculties (Political Sciences of Cagliari and Economics of Milano Bicocca) and several degree programs in order to assess which aspects on a bunch of 39 formulated in a questionnaire are considered the most important in determining the reputability of a university institution in students' opinion. Possible answers are recorded on two different scales: quantitative, whit possible answers scored in 10 level and qualitative with answers varying from null to very high (6 ordered levels). Both scales have been gathered in the same questionnaire with the aim to study the dimensionality of items and validate the results obtaining by using both quantitative and qualitative scales. A non parametric IRT approach has been adopted to validate dimensions and items in each sub-scale and to verify invariance of results in the two faculties and with the two scales (quantitative and qualitative). The Mokken Scale Analysis for polythomous items has been adopted to verify the degree of scalability of each of the 7 dimensions in which the construct has been operationalized; furthermore the degree to which each sub scale satisfies the desirable proprieties of Monotone Homogeneity Model and Double Monotone Homogeneity Model has been assessed using diagnostic tests.On the basis of the results the number of sub dimensions and items has been selected. The non parametric IRT approach has been chosen for three main reasons: 1) it does not make specific hypothesis about the functional form of Item Characteristic Curves; 2) it returns measures of latent trait, of the position parameters and discrimination parameters of the items easier to interpret and disseminate; 3) it satisfies all assumptions of parametric IRT models. The invariance of the final results in the two university frameworks and on both scales, together with the proprieties owned by the selected set of items ensure that the scale can be candidate as a measurement instrument to compare the degree of reputation of different degree programs/faculties/ universities.

Participation is free but a registration before 10th January 2011 is required: send an e-mail to carpita@eco.unibs.it with your name and affiliation.

Prof. Maurizio Carpita