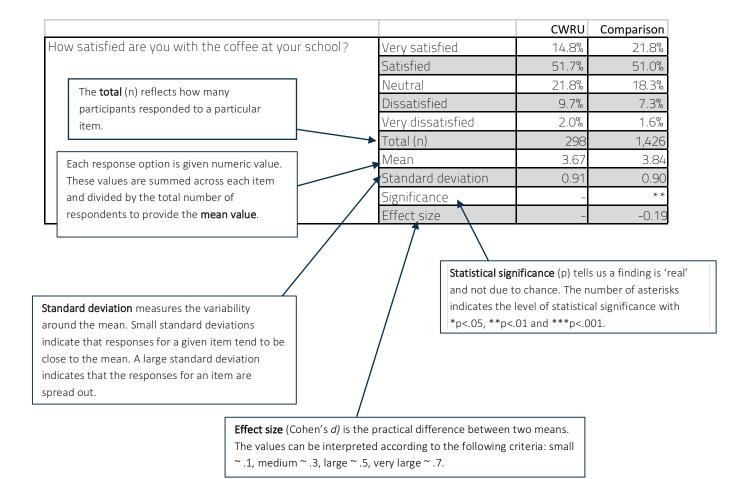


A Practical Guide to Using IR Reports

Many campus stakeholders have asked for insights on how to interpret the results from surveys. This document is designed to provide campus stakeholders with additional tools to understand survey results.

Data Tables

In a move to increase transparency and provide our constituents with additional information, we are now providing tables of results for all items on a survey. The tables are available on the IR website at: https://www.case.edu/ir/srvyresults/. The image below highlights the information included for most of the items. When determining how different CWRU is from other institutions, the following statistics are particularly useful: (1) significance, or the degree to which differences between means might be due to chance, and (2) effect size (Cohen's d), which describes the size of the difference detected.



Reports

Unlike the full table of results referenced earlier, the reports do not include the entire distribution nor the number of responses for each item. The reports aim to summarize data in topical areas. Data in reports are typically formatted as follows:

Satisfaction with Coffee: 15% vs. 22%; (M=3.67, SD=0.91) vs. (M=3.84, SD=0.90); d=-0.19, p<.01

The bullet points include the percentage of students who indicated only the highest category for that response set. fied to very dissatisfied, reports only include the percentage of students who indicated "very satisfied."

In addition, the mean (M) and standard deviation (SD) are included for CWRU and comparison schools. Like the data table in the full table of results, Cohen's d and p-values (p) are included for results which are significantly different. In the reports also contain tables and charts to help facilitate familiarity with the data.

What does all this mean?

The p-value and Cohen's *d* each provide perspectives from which to interpret data. Perhaps the most direct and useful statistic in determining how CWRU is doing when compared to other institutions is the measure of effect size. In essence, the effect size is the practical significance between two means. A large positive Cohen's *d* might indicate that CWRU is doing particularly well in an area or on an item relative to the comparison group. Conversely, a large negative Cohen's *d* could indicate that CWRU is doing poorly in an area or on an item relative to the comparison group.

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