

Case Study on Econometric Model Measuring Popularity of Lecturers

The case study focuses upon the question of identifying the potential reasons for students' choice of a particular professor more often than others, as well as upon the challenge of measuring the impact of each of the identified motives on the professors' popularity.

It describes the model and methods The Warsaw School of Economics developed and applied in a pilot project as well as its findings/results.

The case study illustrates the complexity of students' motives for their evaluation of courses and choice of a particular professor more often than others. It reveals unanticipated tendencies regarding student attitudes towards particular subjects and that the popularity of a professor might be influenced by the subject he/she lectures and reports the research having brought a new strategy and a starting point for further, recurring research on evaluation of professors' popularity

Key words

Evaluation

Performance indicators

Quality improvement

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