



## Using Qualitative Methods in Institutional Assessment

By Shaun R. Harper, Samuel D. Museus

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Using Qualitative Methods in Institutional Assessment, Shaun R. Harper, Samuel D. Museus, This volume advocates the broad use of qualitative methods in assessment across American higher education: campus cultures, academic success and retention programs, student experiences and learning, and teaching effectiveness. The chapter authors suggest that responses to demands for increased accountability will be insufficient if researchers continue to rely almost exclusively on statistical analyses to assess institutional effectiveness. Instead, they recommend a variety of qualitative approaches that can produce rich and instructive data to guide institutional decision-making and action. In addition, they dispel common myths and misconceptions regarding the use of qualitative methods in assessment. This is the 136th volume in the Jossey-Bass quarterly report series New Directions for Institutional Research, sponsored by the Association for Institutional Research. Always timely and comprehensive, New Directions for Institutional Research provides planners and administrators in all types of academic institutions with guidelines in such areas as resource coordination, information analysis, program evaluation, and institutional management.



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