

1B—CRITICAL EMPIRICAL METHODS IN DIALOGUE #2

Measure Once, Analyze Twice: Putting Quantitative and Qualitative Data in Dialogue

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The University of South Dakota's library instructional team developed and deployed a hybrid evaluation and assessment instrument that elicits quantitative and qualitative data. The quantitative data suggested high satisfaction with instruction. However, open-ended evaluation responses indicated that there was room for improvement in instruction. The skewed results might be due to "Midwestern Nice" (MWN), a disinclination to provide negative responses.

The researchers managed MWN by exploiting the instrument's hybrid structure, which also afforded Freirean dialogue with students. Putting the data in dialogue allowed for a much more nuanced analysis than would have been achieved by analyzing them separately. Participants will learn how to use hybrid evaluation and assessment to manage expectations of the neoliberal workplace and create space for transformational dialogue about teaching and learning. They will discuss using dialogic analysis to uncover meaningful results in the presence of cultural norms like hyper-politeness that can skew evaluation efforts.