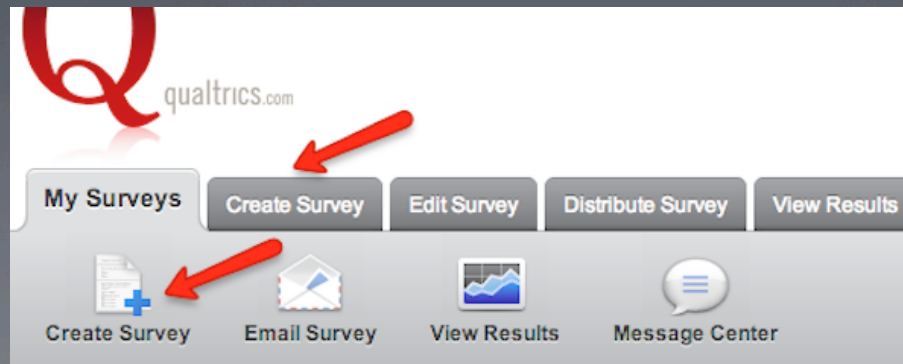


Survey Switch: Increasing Quality of Student Work Through the Use of Peer Critiques

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Survey Switch

- Developed for students working in teams in marketing research course
- Conducting survey research for real clients
- Each team creates online survey



Original Survey Switch

- In class, each team takes and critiques 2 *other* teams' surveys
- Discuss issues encountered and suggestions for improvements with teams



Survey Switch on Snow Day

- Write critique of two surveys on forums created on Blackboard discussion board
- Grade based on the quality of the critiques

Features and Benefits

- Teams receive written feedback from their classmates
 - Aids them in making revisions *before* submitting their surveys to be graded and launched



Features and Benefits

- Increased engagement with, and comprehension of, lecture topics
- Easily adapted for other projects/courses

