

Course Assessment Summary Report
COMM 1233: Media, Community, & Citizenship

The department completed its assessment of COMM 1233 during the 2021-2022 academic year. This included nine, on-campus, one honors on-campus, and two online sections of the course taught by two full-time instructors. A total of 880 students enrolled during this time period (85 per on-campus section, 45 per online section, and 25 per honors section). This is a summary of the section assessment reports, which are available upon request.

Goals for the Assessment

Due to the COVID-19 pandemic, we postponed the procedural goals outlined in the 2021 assessment report. The department will address the following goals during the 2022-2023 academic year:

The procedural goals include:

- Discuss whether the course has an appropriate level of rigor for course objectives 2 and 3.
- Increase the number of items in the assessment question bank and consider increasing the number of items on the pre- and post-tests in the next assessment.

Assessment Procedures

Course instructors reviewed the pool of assessment questions in August 2021 to ensure that the pre- and post-test assessments addressed all course objectives and outcomes in the UA Humanities Core. Items that demonstrated potential reliability and validity issues in the previous year were revised. In addition, the instructors and the course’s graduate teaching assistant develop a larger bank of test questions to use in the assessment. From this question bank, instructors selected ten items for use in the pre- and post-test assessments. Pre-tests were administered during the first week of each semester, and post-tests were administered during the last week of each semester.

Assessment Results

The average scores (out of 10 points) showed substantial student achievement from pretest to posttest:

	Pretest (N)	Posttest (N)
Fall, Sec 001	5.42 (85)	9.27 (82)
Fall, Sec 002	4.73 (82)	9.46 (73)
Fall, Sec 003	5.25 (84)	9.44 (79)
Fall, Sec 004	5.12 (85)	9.55 (73)
Fall, Sec 903/904	6.38 (45)	8.80 (35)
Spring, Sec 001	5.28 (85)	8.19 (74)
Spring, Sec 002	5.19 (83)	9.5 (81)
Spring, Sec 003	4.65 (84)	9.56 (79)
Spring, Sec 004	5.2(87)	9.68 (79)
Spring, Sec 005	4.59 (86)	7.94 (64)
Spring, Sec 903/904	5.57 (44)	8.78 (36)
Spring, Sec 001H	6.13 (16)	9.87 (15)

Course Objective 1: Define literacy and its importance (micro & macro level) (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	68%	97.5%
Fall, Sec 002	66.5%	97%
Fall, Sec 003	72%	96%
Fall, Sec 004	68%	97%

Fall, Sec 903/904	83.5%	92%
Spring, Sec 001	67.5%	85.5%
Spring, Sec 002	68.5%	93.5%
Spring, Sec 003	66%	92%
Spring, Sec 004	71%	96%
Spring, Sec 005	59.5%	87%
Spring, Sec 903/904	68.5%	93.5%
Spring, Sec 001H	72%	100%

Course Objective 2: Develop a critical awareness of personal media usage and generate goals to help yourself and others (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	57.5%	93.5%
Fall, Sec 002	51.5%	97%
Fall, Sec 003	50%	96.5%
Fall, Sec 004	46.5%	95.5%
Fall, Sec 903/904	59%	87.5%
Spring, Sec 001	62%	79.5%
Spring, Sec 002	57.5%	98%
Spring, Sec 003	48%	97%
Spring, Sec 004	54.5%	98%
Spring, Sec 005	47%	72.5%
Spring, Sec 903/904	66.5%	85%
Spring, Sec 001H	59.5%	100%

Course Objective 3: Explore the economic structures of media industries (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	38.5%	92.5%
Fall, Sec 002	36.5%	96%
Fall, Sec 003	33%	92%
Fall, Sec 004	38%	94.5%
Fall, Sec 903/904	53%	86.5%
Spring, Sec 001	42%	73%
Spring, Sec 002	35%	95.5%
Spring, Sec 003	63%	95%
Spring, Sec 004	39.5%	96.5%
Spring, Sec 005	35%	75.5%
Spring, Sec 903/904	39%	87%
Spring, Sec 001H	57%	100%

Course Objective 4: Explore government's role in shaping how media develops and changes over time (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	52%	95.5%
Fall, Sec 002	39.5%	94.5%
Fall, Sec 003	52.5%	97%

Fall, Sec 004	49%	99.5%
Fall, Sec 903/904	56%	93.5%
Spring, Sec 001	41%	87.5%
Spring, Sec 002	47%	95.5%
Spring, Sec 003	44%	98.5%
Spring, Sec 004	40.5%	99.5%
Spring, Sec 005	39%	84%
Spring, Sec 903/904	52.5%	89.5%
Spring, Sec 001H	62.5%	100%

Course Objective 5: Recognize content patterns across media messages and describe the underlying implications of these patterns (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	56.5%	86.5%
Fall, Sec 002	45%	89.5%
Fall, Sec 003	58%	91.5%
Fall, Sec 004	55.5%	93%
Fall, Sec 903/904	69%	83%
Spring, Sec 001	54%	86.5%
Spring, Sec 002	52.5%	94%
Spring, Sec 003	44.5%	96.5%
Spring, Sec 004	56.5%	95%
Spring, Sec 005	51%	80%
Spring, Sec 903/904	54%	86.5%
Spring, Sec 001H	57%	93.5%

Humanities Core Outcome 1: Understand and articulate basic structures, themes, and principles of the discipline being introduced (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	59.5%	93%
Fall, Sec 002	59%	98%
Fall, Sec 003	56.5%	97%
Fall, Sec 004	53%	96.5%
Fall, Sec 903/904	68%	86%
Spring, Sec 001	63.5%	80%
Spring, Sec 002	59.5%	96%
Spring, Sec 003	52%	97%
Spring, Sec 004	57%	97.5%
Spring, Sec 005	50%	78%
Spring, Sec 903/904	66.5%	86.5%
Spring, Sec 001H	59.5%	100%

Humanities Core Outcome 2: Understand and articulate the processes by which artistic and humanistic values and aesthetics are formed and challenged over time (avg. % correct)

	Pretest	Posttest
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Fall, Sec 001	63%	98.7%
Fall, Sec 002	54.3%	99%
Fall, Sec 003	61%	99%
Fall, Sec 004	60.7%	97%
Fall Sec 903/904	71.3%	93%
Spring, Sec 001	60%	93%
Spring, Sec 002	56.3%	98%
Spring, Sec 003	49.3%	99%
Spring, Sec 004	56.3%	99.7%
Spring, Sec 005	52.7%	85.3%
Spring, Sec 903/904	58%	91%
Spring, Sec 001H	77.3%	100%

Humanities Core Outcome 3: Understand and articulate important philosophical, religious, and ethical ideas inherent in the discipline being introduced and inscribed by writers, artists, and thinkers (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	46.7%	91.3%
Fall, Sec 002	38.3%	92%
Fall, Sec 003	45.3%	90.7%
Fall, Sec 004	41%	95%
Fall, Sec 903/904	56.7%	85.3%
Spring, Sec 001	43.7%	74.3%
Spring, Sec 002	45.3%	92.3%
Spring, Sec 003	43.7%	91.3%
Spring, Sec 004	46.7%	95.7%
Spring, Sec 005	38%	75.3%
Spring, Sec 903/904	52.7%	88.7%
Spring, Sec 001H	50.3%	100%

Humanities Core Outcome 4: Understand and articulate connections among cultural achievements of various groups of people of different of different ethnicities, religious backgrounds, racial origins, and sexual identities. (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	48.5%	87.5%
Fall, Sec 002	41%	89.5%
Fall, Sec 003	49.5%	91.5%
Fall, Sec 004	51.5%	95%
Fall, Sec 903/904	60.5%	89%
Spring, Sec 001	47.5%	81%
Spring, Sec 002	49.5%	95%
Spring, Sec 003	42.5%	96.5%
Spring, Sec 004	50.5%	94.5%
Spring, Sec 005	45.5%	80%
Spring, Sec 903/904	48%	85.5%
Spring, Sec 001H	57%	93.5%

Summary of Instructors' Comments & Feedback

Across sections, instructors reported satisfaction with the overall levels of student achievement. They did not report consistent problems or issues with the assessment procedures or results.

Conclusions

The 2021-2022 assessment results are consistent with the 2020-2021 assessment results. Across on-campus, online, and honors sections, students made gains in both course objectives and humanities core outcomes.

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*Dr. Matthew Spialek
Director of Undergraduate Studies*