

# OpinionpanelResearch



## Teaching Study Methodology

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# Contents

**1. Background**

**2. Methodology**

**3. Results**

**4. Appendix**

- **A: Questionnaire**
- **B: University List**

# 1. Background

## Background

Previously Opinionpanel have conducted research for HEPI in 2006 and 2007 to explore the student academic experience (including contact hours). HEPI wished to repeat a small part of this research, on time spent in teaching and in private study, to monitor changes in the last 2 years. This research was therefore a follow up study on previous years and was part carried out using the Student Omnibus and topped up using an ad hoc study.

## Objectives

The research repeated questions about hours spent in teaching and in private study to provide data which can be compared to the previous surveys.

## Opinionpanel Research

Opinionpanel is an independent market research company set up to represent the views of students in Higher Education. Opinionpanel owns and operates ***The Applicant Panel***, ***The Student Panel*** and ***The Graduate Panel***; with over 60,000 members Opinionpanel offers the largest panels of this kind in the UK, providing clients with genuinely valid and representative samples. All our research is anonymous, confidential and in line with the Market Research Society (MRS) Code of Conduct. We are an MRS Company Partner.

The vast majority of students have been recruited to ***The Student Panel*** by email invitations from UCAS (Universities and Colleges Admissions Service) within their first few weeks of starting university. UCAS is the UK's central body for handling university applications and are therefore able to invite almost everyone who starts in a given year. This means there is very little systematic bias in the panel. All panellists have verified 'ac.uk' university email addresses which means only bona fide students take part and the problem of multiple identities almost eliminated. All members of ***The Graduate Panel*** are former members of ***The Student Panel*** so secure identity is assured.

## 2. Methodology

### Sampling

In order to be comparable with the previous surveys, the sample for these questions was limited to full time undergraduates in the first or second year at English Higher Education Institutions. This sample was selected from The Student Panel (see page 1 for details on the Student Panel). 2,000 students took part in this research, of which 566 completed the questions in the Student Omnibus (the Student Omnibus is a weekly omnibus survey that goes out to 1,000 nationally representative full-time undergraduate students) and 1,434 students completed the question in an ad hoc study (the ad hoc study was a study especially commissioned for HEPI to top-up the responses).

Participants whose answers added up to 50 plus hours on question 3 were deleted from the sample. This was because 50 or more hours was considered as an unrealistic number of total hours spent in teaching groups per week. 72 respondents were thus deleted from the sample leaving 1,928 students from 112 universities (see Appendix B).

On the Omnibus survey there was one screening question for another client, which tested whether respondents could see and hear video clips on their computer. This question consisted of a simple video clip and respondents were asked what they could see and hear. Those who selected the incorrect answer were screened out of the questionnaire. Very few respondents were screened out and this should not have affected the results of HEPI's study. Response rates were not important as there were no screening questions and the studies were closed immediately upon attainment of the target sample size.

### Questionnaire

The questions were repeated from previous year's questionnaires and were supplied by HEPI (see appendix A). Opinionpanel Research scripted and hosted the questionnaire. It was an online quantitative questionnaire. The questionnaire consisted of three questions which took on average three minutes to complete. The questions asked respondents the number of hours spent in teaching and in private study. It also asked the number of hours spent in various size teaching groups. The 2007 questionnaire also contained a number of other questions surrounding the 2009 questions. In addition, HP2 from the 2009 questionnaire originally came after HP3. There is no reason to believe that this would have impacted the results.

### Data edits

Participants whose answers added up to 50 plus hours on question 3 were deleted from the sample. This was because 50 or more hours was considered an unrealistic number of total hours spent in teaching groups per week. 72 respondents were thus deleted from the sample leaving 1,928 students.

## **Incentives**

All completers of the questionnaire received a £1 incentive in the form of an Amazon gift voucher.

## **Quota**

Strict quotas were set to reflect the UK student population in terms of university type (Russell Group, other Old universities, New universities, other HEIs), year group (1, 2, 3+) and gender. Targets for the quotas were acquired using data supplied by the Higher Education Statistics Agency (HESA) [based on their Student Record 2006/7].

Respondents from The Student Omnibus fell into these quotas naturally and respondents in the ad hoc study topped these quotas up.

## **Weighting**

The results from the current wave were not weighted. However, the results from the 2007 wave were weighted to the subject breakdown for the current wave for comparison purposes.

Other weighting schemes were tried, including: weighting the 2007 data to demographic indicators (gender, year group, uni group) for 2009; weighting the 2007 data to nationally representative demographic indicators; weighting the 2009 data to demographic indicators for 2007; weighting the 2009 data to the subject breakdown for 2007; weighting the 2007 data to subject breakdown and demographic indicators for 2009; weighting the 2009 data to subject breakdown and demographic indicators for 2007. Overall the chosen weighting seemed the most sensible, given the original report's finding that subject was the key causal variable.

## **Fieldwork Dates**

The fieldwork for The Student Omnibus took place between the 11<sup>th</sup> and 22<sup>nd</sup> February 2009. The fieldwork for the ad hoc study took place between the 2<sup>nd</sup> and 3<sup>rd</sup> March 2009.

## 3. Results

Results are presented in a tabulated format using standard Opinionpanel demographic breaks: gender, year group, university type and region. An SPSS file was also created to compare with previous years' data.

### How to cite the research

If using any of the research in any literature, we would be happy if reference is made to *Opinionpanel Research* as the research providers. To comply with the MRS Code, the following information needs to be included in the publication:

- Name of research organization that conducted the survey
- Fieldwork dates
- Data collection method
- The universe effectively represented
- The sample size and its geographical coverage

For example: "Fieldwork for this research was conducted by *Opinionpanel Research* between 11th and 22th of February 2009, and between 2nd and 3rd of March 2009. The sample consisted of 1,928 interviews with students at 112 Higher Education (HE) institutions representative of the UK HE population in terms of gender, year group and university type."

### Placing your findings in the public domain

If the results of the commissioned research accredit Opinionpanel and the results are intended for the public domain, we have an obligation to check the report's conclusions are supported by the data. This is just a check for technical accuracy. We have to charge a £200 fee for checking - this includes one hour of checking. Thereafter the fee is £100 per hour. We have found it is rarely necessary to do more than 1 hour of checking. We have a document that will help you remain within MRS guidelines when analyzing your data.

Thank you for choosing *Opinionpanel Research*. Please contact us by telephone on 020 7288 8772 if you have any questions about the research or analysis.

# 4. Appendix

## Appendix A

### Questionnaire

*Ask all*

**HP1. How many hours of time-tabled sessions did you have scheduled in an average week during term-time?**

**Please include time spent in lectures, tutorials, seminars, supervised practical work – but not time spent working outside the university as part of your course, e.g. on a placement or a fieldwork trip.**

**Don't worry if you can't be precise, just try to give a reasonable average.**

*Numerical*

*Ask all*

**HP2. In an average week during term-time, roughly how many hours have you spent on private study?**

**Please include time spent reading, researching, writing essays and reports, doing unsupervised laboratory work etc.**

**Don't worry if you can't be precise, just try to give a reasonable average.**

*Numerical*

*Ask all*

**HP3. Please think about the size of the various teaching groups you have attended this term / semester, e.g. lectures, tutorials, practicals, supervised fieldwork, etc.**

**On average, roughly how many hours per week have you had with...**

*Multiple numerical responses*

0-5 other students

6-15 other students

16-50 other students

51-100 other students

More than 100 other students

## Appendix B

### University list

University	No. of students
Anglia Ruskin University	22
Aston University	10
Bath Spa University	21
Bishop Grosseteste University College	4
University of Bolton	4
Bournemouth University	29
Brunel University	1
Buckinghamshire Chilterns University College	1
Canterbury Christ Church University	22
Central School Central School	4
University of Chester	18
City University	3
University College Plymouth St. Mark and St. John, Marjon	4
Coventry University	27
Cumbria Institute of the Arts	2
De Montfort University	23
Edge Hill University	2
University College Falmouth	9
Goldsmiths College	7
Harper Adams University College	1
Imperial College of Science, Technology & Medicine	27
University College for the Creative Arts at Canterbury, Epsom, Farnham, Maidstone and Rochester	2
University of Winchester	4
King's College London	18
Kingston University	31



Leeds Metropolitan University	26
Liverpool Hope University	4
Liverpool John Moores University	22
London Metropolitan University	9
London School of Economics and Political Science	13
London South Bank University	12
Loughborough University	18
Middlesex University	16
Newman College	7
Norwich School of Art and Design	6
Oxford Brookes University	27
Queen Mary, University of London	22
Ravensbourne College of Design and Communication	3
Royal Agricultural College	2
Royal Holloway, University of London	13
Sheffield Hallam University	24
Southampton Solent University	8
St George's Medical School	6
St Martin's College	4
Staffordshire University	27
Thames Valley University	2
Arts Institute at Bournemouth, The	9
University of the Arts London	11
Manchester Metropolitan University, The	45
Nottingham Trent University, The	49
Royal Veterinary College, The	11
School of Oriental and African Studies, The	1
University of Bath, The	26
University of Birmingham, The	23
University of Bradford, The	4
University of Brighton, The	29
University of Bristol, The	14

University of Cambridge, The	43
Birmingham City University	26
University of Central Lancashire, The	26
University of East Anglia, The	18
University of East London, The	12
University of Essex, The	11
University of Exeter, The	40
University of Greenwich, The	18
University of Huddersfield, The	26
University of Hull, The	15
University of Keele, The	11
University of Kent at Canterbury, The	18
University of Lancaster, The	20
University of Leeds, The	23
University of Leicester, The	27
University of Lincoln, The	37
University of Liverpool, The	19
University of Newcastle-upon-Tyne, The	18
University of Northumbria at Newcastle, The	32
University of Nottingham, The	31
University of Oxford, The	38
University of Plymouth, The	57
University of Portsmouth, The	38
University of Reading, The	26
University of Salford, The	13
University of Sheffield, The	21
University of Southampton, The	26
University of Sunderland, The	15
University of Surrey, The	28
University of Sussex, The	7
University of Teesside, The	47
University of Warwick, The	18
University of Westminster, The	16
University of Wolverhampton, The	23

University of York, The	32
Trinity and All Saints College	5
University of Chichester	4
University College London	18
University of Northampton	6
University of Worcester	6
University of Derby	8
University of Durham	34
University of Gloucestershire	27
University of Hertfordshire	33
University of London (Institutes and activities)	2
University of Bedfordshire	14
University of Manchester	36
Roehampton University	13
University of the West of England, Bristol	43
Writtle College	3
York St John University College	4
Birmingham College of Food, Tourism and Creative Studies	2
Leeds College of Music	4
University of Buckingham	1