

LIST OF COURSES TAUGHT AT UW-MADISON – FALL '98 - FALL '13 (OLD FORM)

| <u>Listing</u> | <u>Course Title</u> | <u>Term</u> | <u>Enrolled</u> | <u>Mean Student Rating</u> | | | |
|----------------|--|--------------|-----------------|--------------------------------------|----------------------------------|--------------------------------|--------------------------------|
| | | | | <u>Effective Teacher¹</u> | <u>Learned a Lot²</u> | <u>Clear Comm.³</u> | <u>Open-Minded⁴</u> |
| J246 | Principles of Advertising | Fall 98/99 | 191 | 4.45 | 4.45 | 4.42 | 4.35 |
| J459 | Advertising Media Planning | Fall 98/99 | 45 | 4.57 | 4.60 | 4.55 | 4.60 |
| J246 | Principles of Advertising | Spring 98/99 | 223 | 4.57 | 4.29 | 4.62 | 4.45 |
| J459 | Advertising Media Planning | Spring 98/99 | 44 | 4.39 | 4.33 | 4.31 | 4.20 |
| J575 | Special Topics: NSAC | Spring 98/99 | 21 | 4.93 | 4.93 | 5.00 | 4.87 |
| J246 | Principles of Advertising | Fall 99/00 | 252 | 4.62 | 4.53 | 4.61 | 4.46 |
| J459 | Advertising Media Planning | Fall 99/00 | 55 | 4.50 | 4.44 | 4.56 | 4.35 |
| J459 | Advertising Media Planning | Spring 99/00 | 50 | 4.68 | 4.53 | 4.59 | 4.37 |
| J829 | Political Communication | Spring 99/00 | 8 | 4.67 | 4.33 | 4.67 | 4.85 |
| J459 | Advertising Media Planning | Summer 00 | 13 | 4.42 | 4.08 | 4.58 | 4.50 |
| J459 | Advertising Media Planning | Fall 00/01 | 37 | 4.60 | 4.67 | 4.55 | 4.80 |
| J849 | Mass Comm. & Individual | Fall 00/01 | 10 | 4.40 | 4.60 | 4.70 | 4.40 |
| J345 | Principles of Strategic Comm. ⁵ | Spring 00/01 | 55 | 4.25 | 4.00 | 4.34 | 3.84 |
| J459 | Advertising Media Planning | Spring 00/01 | 34 | 4.77 | 4.73 | 4.65 | 4.58 |
| J345 | Principles of Strategic Comm. ⁵ | Fall 01/02 | 38 | 4.45 | 4.46 | 4.54 | 4.60 |
| J345 | Principles of Strategic Comm. ⁵ | Fall 01/02 | 45 | 4.45 | 4.46 | 4.54 | 4.60 |
| J614 | Comm. and Public Opinion ⁵ | Fall 01/02 | 104 | 4.53 | 3.61 | 4.53 | 4.51 |
| J447 | Strategic Media Planning | Spring 01/02 | 42 | 4.62 | 4.50 | 4.62 | 4.47 |
| J829 | Political Communication | Spring 01/02 | 20 | 4.71 | 4.65 | 4.76 | 4.59 |
| J345 | Principles of Strategic Comm. ⁵ | Fall 02/03 | 69 | 3.78 | 3.29 | 4.11 | 3.92 |
| J658 | Comm. Research Methods ⁵ | Fall 02/03 | 35 | 4.16 | 3.69 | 4.22 | 4.38 |
| J849 | Mass Comm. & Individual | Fall 02/03 | 14 | 4.78 | 4.89 | 4.67 | 4.56 |
| J345 | Principles of Strategic Comm. ⁵ | Spring 02/03 | 54 | 4.41 | 4.15 | 4.49 | 4.34 |
| J614 | Comm. and Public Opinion ⁵ | Spring 02/03 | 69 | 3.91 | 3.18 | 4.32 | 4.38 |
| J880 | Internet and Democracy | Spring 02/03 | 12 | 4.50 | 4.30 | 4.40 | 4.67 |
| J345 | Principles of Strategic Comm. ⁵ | Fall 03/04 | 40 | 3.97 | 4.03 | 4.42 | 4.19 |
| J658 | Comm. Research Methods ⁵ | Fall 03/04 | 27 | 4.64 | 4.52 | 4.72 | 4.80 |
| J829 | Political Communication | Fall 03/04 | 16 | 4.93 | 4.67 | 5.00 | 4.71 |
| J345 | Principles of Strategic Comm. ⁵ | Spring 03/04 | 48 | 4.61 | 4.38 | 4.77 | 4.58 |
| J447 | Strategic Media Planning | Spring 03/04 | 24 | 4.59 | 4.26 | 4.48 | 4.61 |
| J614 | Comm. and Public Opinion ⁵ | Spring 03/04 | 46 | 4.27 | 3.32 | 4.50 | 4.57 |
| J345 | Principles of Strategic Comm. ⁵ | Fall 04/05 | 39 | 4.82 | 4.65 | 4.94 | 4.83 |
| J658 | Comm. Research Methods ⁵ | Fall 04/05 | 38 | 4.29 | 4.29 | 4.33 | 4.47 |
| J849 | Mass Comm. & Individual | Fall 04/05 | 12 | 4.17 | 4.17 | 4.17 | 4.33 |
| J447 | Strategic Media Planning | Spring 04/05 | 26 | 4.88 | 4.88 | 4.94 | 4.80 |
| J614 | Comm. and Public Opinion ⁵ | Spring 04/05 | 57 | 4.32 | 3.67 | 4.42 | 4.39 |
| J880 | Practicum in Comm. Research ⁵ | Spring 04/05 | 12 | 5.00 | 4.92 | 5.00 | 4.83 |
| J447 | Strategic Media Planning | Spring 05/06 | 26 | 4.90 | 4.70 | 4.95 | 4.90 |
| J829 | Political Communication | Spring 05/06 | 11 | 5.00 | 4.64 | 4.73 | 4.90 |
| J447 | Strategic Media Planning | Fall 06/07 | 23 | 4.84 | 4.72 | 4.84 | 4.95 |
| J880 | Internet & Democracy | Fall 06/07 | 17 | 4.93 | 4.86 | 4.86 | 5.00 |
| J614 | Comm. and Public Opinion | Spring 06/07 | 73 | 4.47 | 4.15 | 4.48 | 4.41 |
| J849 | Mass Comm. & Individual | Spring 06/07 | 13 | 4.77 | 4.77 | 4.75 | 4.62 |

| <u>Listing</u> | <u>Course Title</u> | <u>Term</u> | <u>Enrolled</u> | <u>Mean Student Rating</u> | | | |
|-----------------------------|-------------------------------|--------------|-----------------|--------------------------------------|----------------------------------|--------------------------------|--------------------------------|
| | | | | <u>Effective Teacher¹</u> | <u>Learned a Lot²</u> | <u>Clear Comm.³</u> | <u>Open-Minded⁴</u> |
| J345 | Principles of Strategic Comm. | Fall 07/08 | 44 | 4.56 | 4.58 | 4.68 | 4.63 |
| J829 | Political Communication | Fall 07/08 | 13 | 4.92 | 4.77 | 4.77 | 4.77 |
| J901 | Colloquium in Mass Comm. | Fall 07/08 | 25 | 4.56 | 4.38 | 4.59 | 4.65 |
| J614 | Comm. and Public Opinion | Spring 07/08 | 65 | 4.86 | 4.55 | 4.93 | 4.90 |
| J447 | Strategic Media Planning | Summer 08 | 11 | 5.00 | 5.00 | 5.00 | 5.00 |
| J345 | Principles of Strategic Comm. | Fall 08/09 | 45 | 4.82 | 4.88 | 4.91 | 4.88 |
| J849 | Mass Comm. & Individual | Fall 08/09 | 6 | 5.00 | 5.00 | 5.00 | 5.00 |
| J901 | Colloquium in Mass Comm. | Fall 08/09 | 22 | 4.88 | 4.19 | 4.80 | 4.80 |
| J658 | Comm. Research Methods | Spring 08/09 | 27 | 4.71 | 4.36 | 4.73 | 4.77 |
| J345 | Principles of Strategic Comm. | Fall 09/10 | 33 | 4.92 | 4.85 | 4.85 | 4.83 |
| J829 | Political Communication | Fall 09/10 | 14 | 4.81 | 4.71 | 4.90 | 4.81 |
| J345 | Principles of Strategic Comm. | Spring 09/10 | 38 | 4.76 | 4.73 | 4.67 | 4.59 |
| J614 | Comm. and Public Opinion | Spring 09/10 | 78 | 4.33 | 3.74 | 4.47 | 4.48 |
| J345 | Principles of Strategic Comm. | Fall 10/11 | 31 | 4.93 | 4.86 | 4.93 | 4.88 |
| J658 | Comm. Research Methods | Fall 10/11 | 29 | 4.52 | 4.18 | 4.62 | 4.59 |
| J614 | Comm. and Public Opinion | Spring 10/11 | 65 | 4.69 | 4.41 | 4.74 | 4.77 |
| J829 | Political Communication | Spring 10/11 | 9 | 4.86 | 4.86 | 5.00 | 4.71 |
| J849 | Mass Comm. & Individual | Fall 11/12 | 14 | 4.93 | 5.00 | 4.93 | 4.93 |
| J880 | Practicum in Comm. Research | Spring 11/12 | 8 | 5.00 | 4.86 | 5.00 | 5.00 |
| J345 | Principles of Strategic Comm. | Fall 13/14 | 29 | 4.96 | 4.96 | 4.92 | 4.72 |
| J849 | Mass Comm. & Individual | Fall 13/14 | 15 | 4.91 | 4.82 | 4.90 | 4.80 |
| OVERALL MEAN RATINGS | | | 2709 | 4.63 | 4.45 | 4.67 | 4.63 |

1. Item wording: "Apart from the inherent advantages and disadvantages of this course — class size, course objectives, etc. — the instructor was an effective teacher," with scale of one ("strongly disagree") to five ("strongly agree").
2. Item wording: "I feel I learned a lot from this course," scale of one ("strongly disagree") to five ("strongly agree").
3. Item wording: "The instructor communicates clearly and effectively," with scale of one ("strongly disagree") to five ("strongly agree").
4. Item wording: "The instructor showed open-mindedness and a tolerance for differences of opinion," with scale of one ("strongly disagree") to five ("strongly agree").
5. Course team-taught with others professors in the School of Journalism and Mass Communication.

LIST OF COURSES TAUGHT AT UW-MADISON – FROM SPRING '14 (NEW FORM)

| <u>Listing</u> | <u>Course Title</u> | <u>Term</u> | <u>Enrolled</u> | <u>Mean Student Rating</u> | |
|-----------------------------|-------------------------------|--------------|-----------------|--|--|
| | | | | <u>Average for 10 Course Items</u> | <u>Average for 11 Instructor Items</u> |
| J345 | Principles of Strategic Comm. | Spring 13/14 | 23 | 4.45 | 4.69 |
| J829 | Political Communication | Spring 13/14 | 7 | 4.67 | 4.78 |
| J345 | Principles of Strategic Comm. | Fall 14/15 | 36 | 4.63 | 4.82 |
| J880 | Practicum in Comm. Research | Fall 14/15 | 9 | 4.82 | 4.81 |
| J345 | Principles of Strategic Comm. | Spring 14/15 | 40 | 4.57 | 4.80 |
| J829 | Political Communication | Spring 14/15 | 5 | 4.85 | 4.82 |
| J345 | Principles of Strategic Comm. | Fall 15/16 | 36 | 4.10 | 4.61 |
| J849 | Mass Comm. & Individual | Fall 15/16 | 18 | 4.69 | 4.74 |
| J345 | Principles of Strategic Comm. | Spring 15/16 | 39 | 4.75 | 4.85 |
| J614 | Comm. & Public Opinion | Spring 15/16 | 76 | 4.33 | 4.71 |
| J880 | Computational Social Science | Spring 15/16 | 9 | 4.73 | 4.74 |
| J345 | Principles of Strategic Comm | Fall 16/17 | 36 | 4.57 | 4.83 |
| J345 | Principles of Strategic Comm | Spring 16/17 | 35 | 4.25 | 4.56 |
| J614 | Comm. & Public Opinion | Spring 16/17 | 71 | 4.32 | 4.64 |
| J614 | Comm. & Public Opinion | Fall 17/18 | 90 | 4.41 | 4.78 |
| J801 | Mass Comm. & Individual | Fall 17/18 | 16 | 4.58 | 4.49 |
| J345 | Principles of Strategic Comm | Spring 17/18 | 40 | 4.40 | 4.64 |
| J345 | Principles of Strategic Comm | Fall 18/19 | 49 | 4.63 | 4.81 |
| J813 | Practicum in Comm. Research | Spring 18/19 | 8 | 4.89 | 4.97 |
| J345 | Principles of Strategic Comm | Spring 20/21 | 40 | 4.49 | 4.82 |
| J813 | Practicum in Comm. Research | Spring 20/21 | 8 | 5.00 | 5.00 |
| OVERALL MEAN RATINGS | | | 691 | 4.58 | 4.76 |

Updated: January 10, 2020