A TOOL TO SUPPORT EDUCATIONAL INSTITUTIONS’ EVALUATION

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There is a current concern of educational institutions in all levels about the satisfaction of its students. Research involving procedures that are usually used in the administration areas, such as marketing, finance, etc. have been frequently carried out with the purpose of measuring whether the quality of the services offered by the educational institutions is in agreement to the students’ demand. Thus, the educational field needs tools that provide support to these studies and take into account the peculiarities of this area. In this poster we present a web-based research tool for quantitative and qualitative data analysis that provides support in the elaboration of questionnaires, application of these questionnaires through the Web, collecting and structuring the data in databases, analyzing open-ended questions (items), carrying out descriptive and advanced statistical analyses, and preparing conclusive reports.