NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE *ASSESSING:*	**Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.**
MAGIS	
YOUR GROUP NAME:	
INSTRUCTOR	

A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%

Comments (space will expand as you type)
Table of contents (for presentation) = agenda
Black on red is hard to read
Slides visually appealing
Think about headlines to make sure they reflect the content
As you can see over here - please look and see if you can see anything -- if the audience cannot see then do not show it

Qu - Objectives - first but not second
Qu - Structure of the interview guideline - flow of the process v. questions
Qu - Would you recommend?
Qu - Number / profile of interviewees
Qu - How treat data?
Qu - Google summary how does the data emerge - analysis by category
Qu - Satisf - cat in middle - what is it?
Qu - what type of codes have you got here? (open)

You have a good direction here. You do need some more primary data collection. (interviewing). It would be helpful to explain how your interview progressed. It would be also useful to go into some details about the analysis process.
Focus on explaining your results based on categories.

Grade (%) 20%

Wei

- On the questions, instead of "What are your pleasant or negative experience during treatment?", the open question could be "Do you have any pleasant or negative experience during treatment?"
- The objective is to study service quality of hospitals in Taiwan, but from the summary of Google review it sounds like most points can be universal to medical industry in general. How do you plan to proceed with extracting the findings unique to Taiwanese environment?
- Interesting combination of data collection: first-hand interview and second-hand internet reviews. I would like to hear more about how you plan to conduct the analysis of two different sources of data, separately or combined?
- How do you select or filter the rich amount of Google reviews?

Petch J

- ❖ extracting reviews is one of the interesting way. The data are varies already in the rating. showing satisfied and dissatisfied
- ❖ In my opinion, an online reviews have some bias in the data, it's quite hard to verify the validity if the writer/reviewer is real or really came from the target group you are choosing.
- ❖ Using both interviews as primary and support with the reviews as a secondary data is good. But it's quite hard to see the clear connections between these data. One suggestion, the search for review data collection, you may pick the topics/highlights that you found in the interviews, then finding the data that supports what you found on the interviews. Find some paper that shows you the connection between data collection (interviews-online reviews)
- ❖ Seems like a lot of effort went through the translation process.
- ❖ Refinement needed. I understand what data you try to extract. However it's hard to catch what you are trying to show us. Maybe more explanation, clarify those what you are trying to say more will help us catch up with your report.

Sarah

- I was not able to get the connection being established between the interview, and the Google review. Maybe, you can discuss in the process how you may connect the data your team will gather in both media.
- Maybe, it's also good to have some filtering process for the Google reviews, especially in terms of credibility, and the people placing the reviews.
- I am looking forward to more data. Usually, medical processes are very sensitive. Doctors have to prioritize/triage, while almost all patients consider their cases urgent. Maybe, create a level showing how critical the cases are in the point of view of medical industry, and in the point of view of patients.

Marx

- The interview questions might need a bit of editing to align with objectives, reduce bias and ensure neutrality
- I do think though that google reviews is a possible data source, but data from there would need a little bit of cleaning/filtering. I think it's practical also since in real life, people consider google reviews in decision-making.
- Maybe you need to find a literature wherein they used both online reviews and interviews in their methodology and look into how they connected their data

Abe

It was good but, What kind of data collection method you used? Google review is appropriate Method to know the customer satisfaction? I think the Google review is difficult to verify its reliability and validity as far as no evidence. Try to show the connection between the Google review and interviews result

Kemi

Google review contains various outpatients comments, so I think this is good. But you know (I think other countries, not sure in Taiwan), hospitals (especially private ones) have a team of marketing people doing all the seeding work for them. Thus, this could cause a problem of validity. A little bit of introduction background on the proportion of patients leaving comments on Google review, the reliability of it, in my opinion, could help.

Could also be helpful to show the total word counts of Google review, debunking big data using qualitative research, in my opinion, also requires hard work.

Minor spelling in the code linking map slide "arrogent"