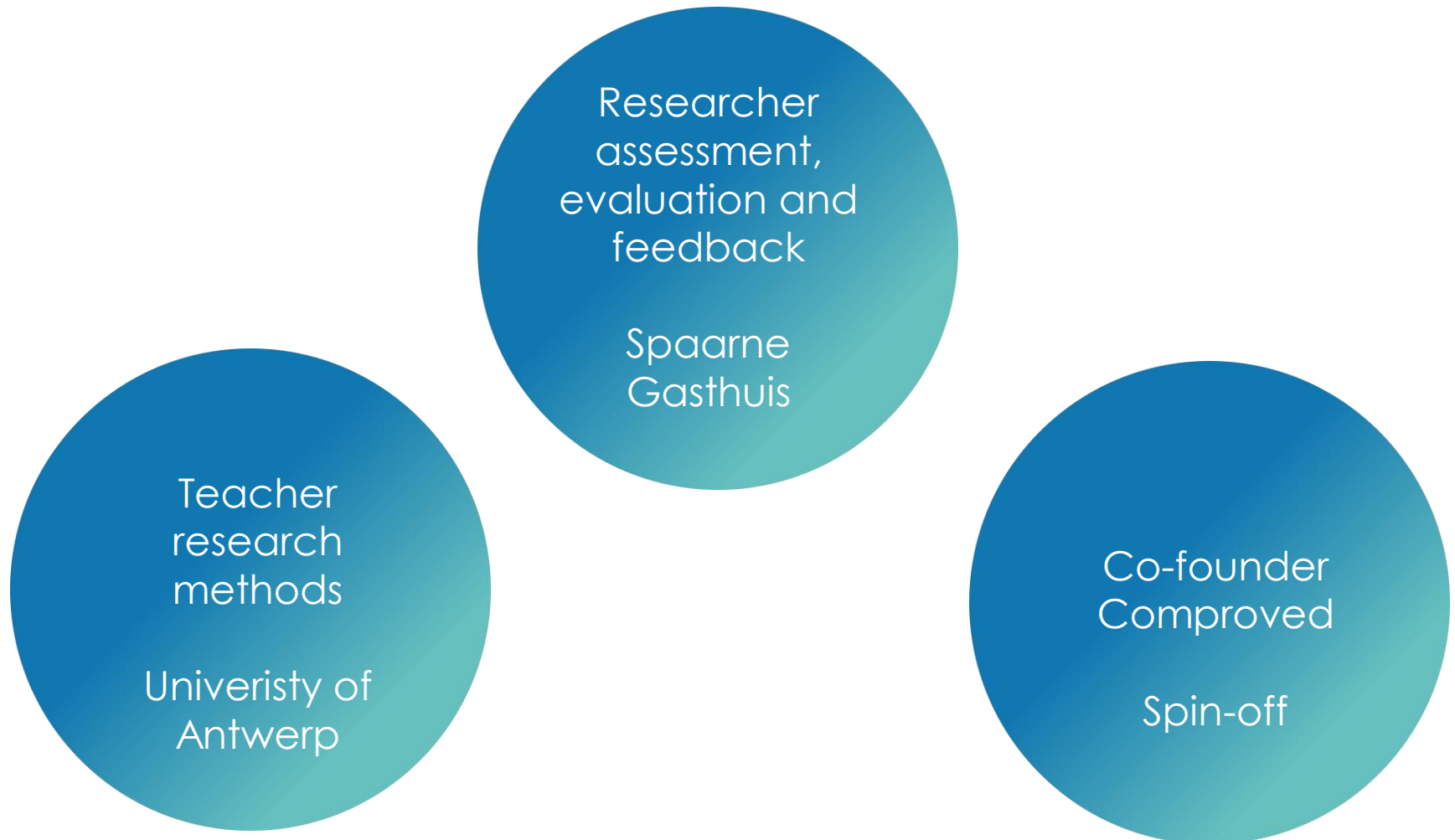


# Comparative judgement

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# Who am I?



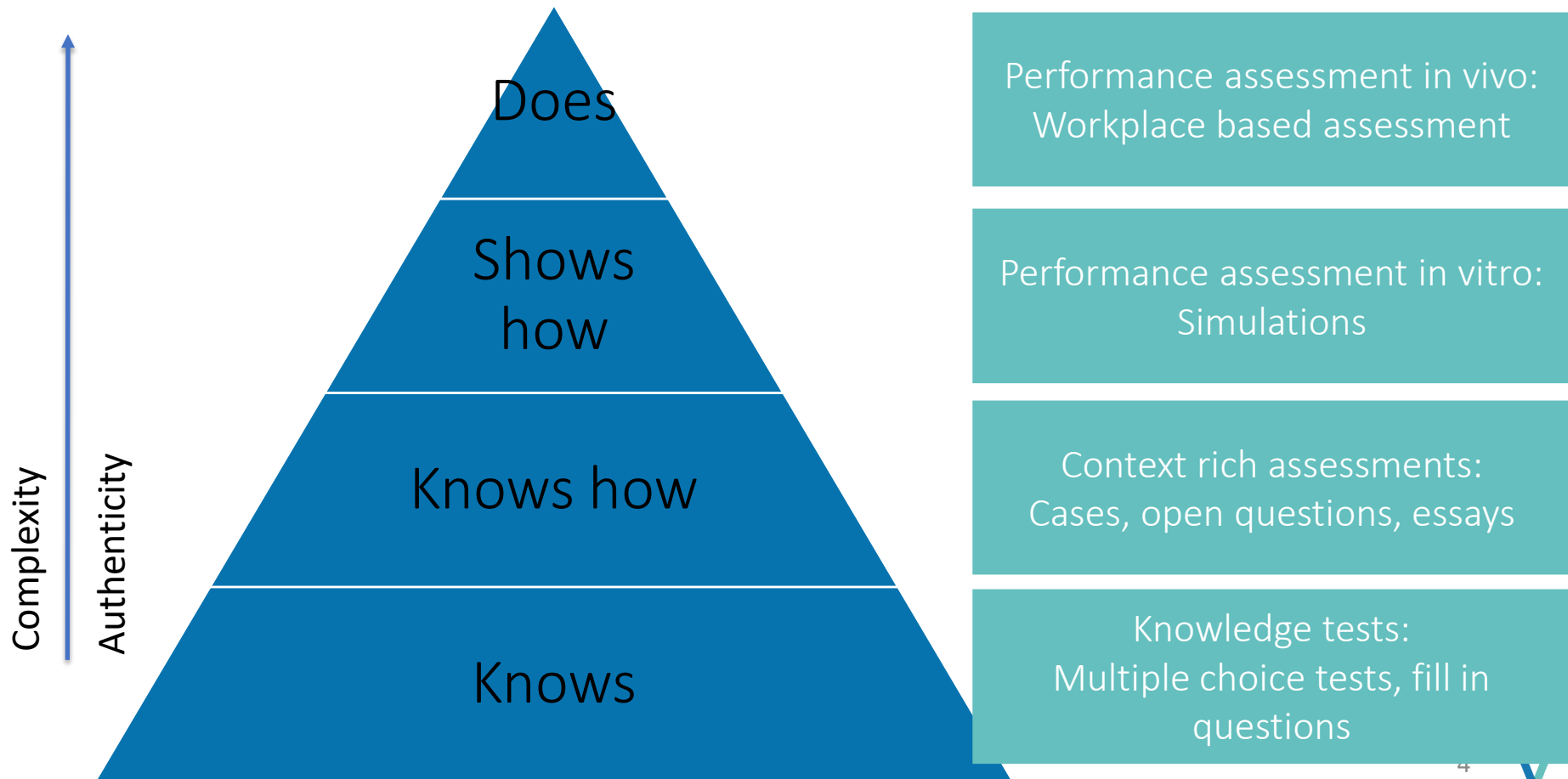
# This presentation

Comparative judgement:

- Why & How?
- Applications



# Assessment of entrepreneurial competences



# Assessment

On a scale from 1-10 – how well can this child draw little men?



# Problems with assessment

## Development of criteria and rubrics

- Definition of what aspects matter to take into account?
- How do we assess these aspects (very holistic/very specific)?

## Use of criteria and rubrics

- Differences between assessors in interpretation
- Differences between assessors in severity
- Order effects
- Halo-effects
- What to do with “surprises”?

Problems with reliability and validity



# Comparative judgement

Which child is better in drawing little men?



# Comparative judgement

People are more reliable when making a comparative judgement

Comparing allows for holistic judgements  
– the sum is more than its parts





# Comparative judgement

- ✓ An assessor (teacher, external, student) makes multiple comparisons



# Comparative judgement

✓ An assessor (teacher, external, student) makes multiple comparisons



✓ Multiple assessors make multiple comparisons, so each product is compared several times



# Comparative judgement

✓ An assessor (teacher, external, student) makes multiple comparisons



✓ Multiple assessors make multiple comparisons, so each product is compared several times

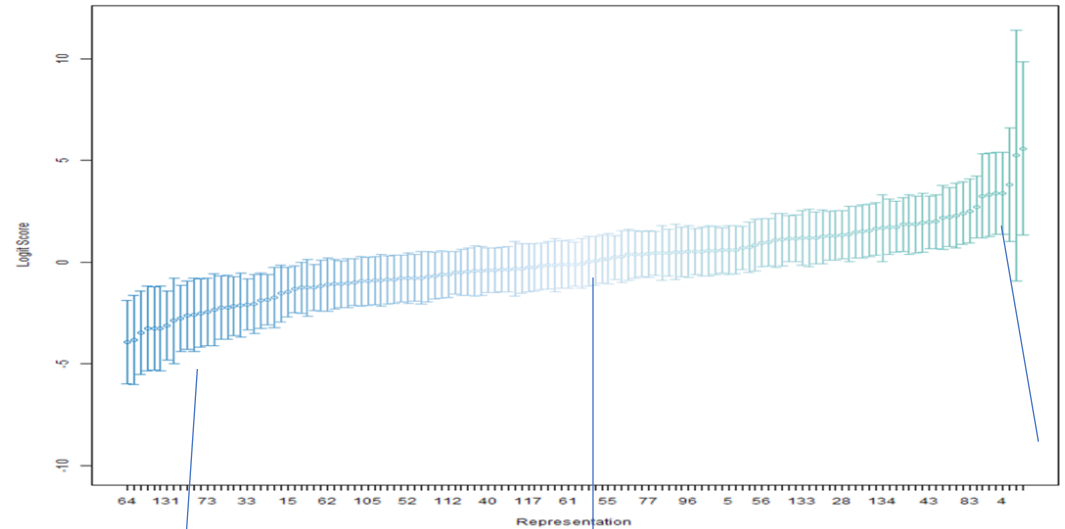


✓ Based on these comparisons, a ranking can be calculated using the Bradley-Terry-Luce model

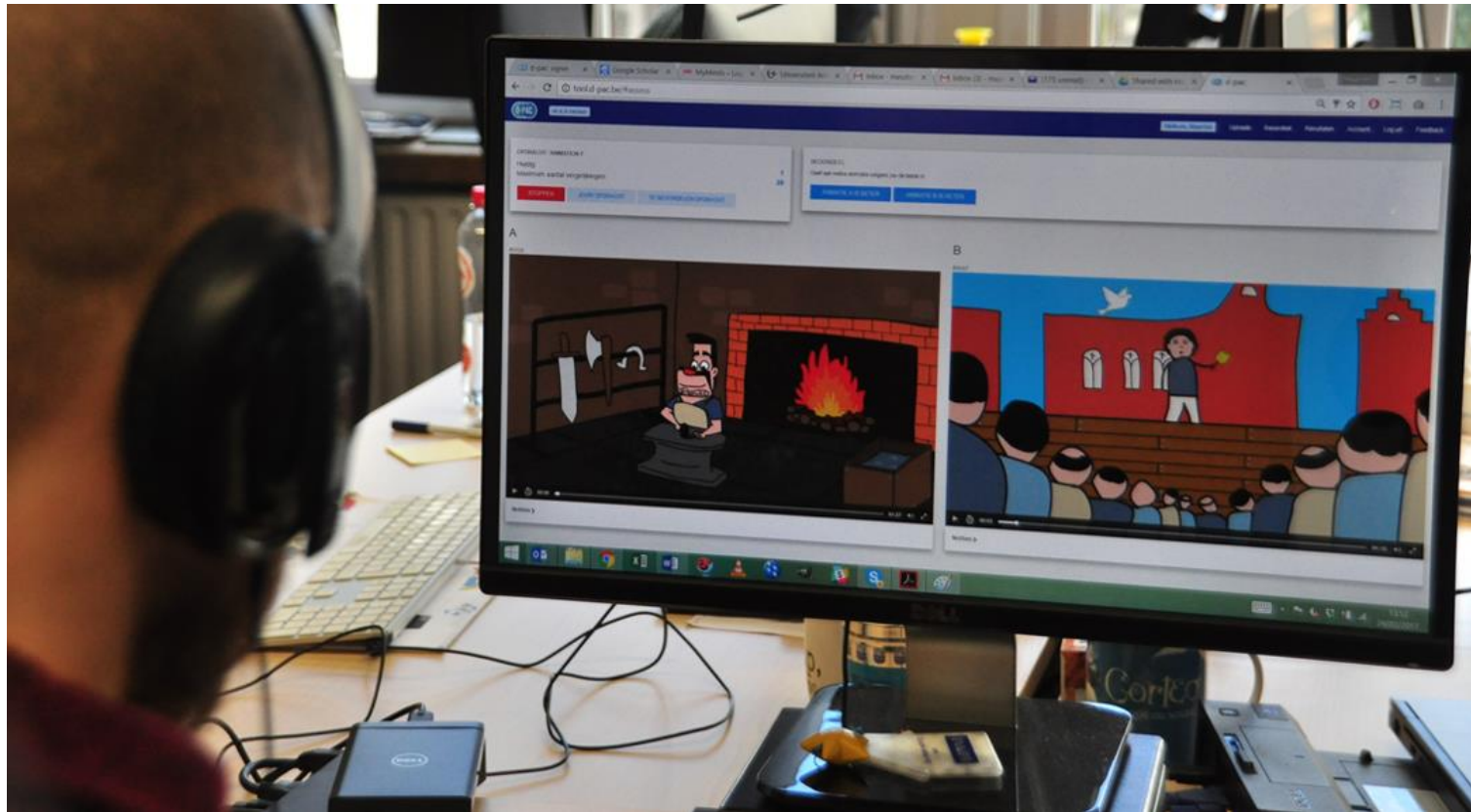


# Comparative judgement

- ✓ Information about the quality of the ranking (reliability)
- ✓ Information about the quality of the products
- ✓ Information about deviating assessors/products



# Applications



# Example 1 – experts

- Who knows best whether a business plan would be financed by incubators/accelerators?
- Who knows best whether an innovative idea has a market fit?
- Who knows best whether a report fit the requirements of the course?

## Comparative judgement

- Allows professional judgements based on expertise
- Allows differences between assessors
- Is easy and aligned to how humans make judgements



# Example 2 – peer assessment

- What contains a high-quality business plan?
- When is an idea ready?
- When does a student shows having insight into the product-market fit?

Comparative judgement helps students

- To recognize quality
- Define quality criteria
- Provide feedback to other students
- Get feedback from multiple peers
- See how others did



# This presentation

## Comparative judgement:

- Why & How?
  - Assessment of complex competences, like entrepreneurial skills, is difficult
  - Comparing is easier and more reliable
  - Making multiple judgements with multiple assessors generates reliable and valid scores
- Applications
  - Enhancing the validity of summative assessments by inviting external assessors to the assessment process
  - Enhance students understanding of quality criteria by using comparative judgement for peer assessment







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