
New Technology in the Classroom: Using “Clickers” at Smith

Pilot study, Smith Technology Initiative
Galit Shmueli & Ross Malaga

What are Clickers?



- Clickers are wireless transmitters that function like a TV remote
- Each student has his/her own clicker
- Clickers are used to answer questions posed by the instructor
- Students' results are immediately recorded and aggregates are immediately displayed, while maintaining confidentiality

Pilot Study: Scope

- Examined hardware & software by the three major vendors. Chose top-of-the-line
 - Best software – seamless with PowerPoint
 - Hardware – fastest, slickest clickers
 - Negotiated “pilot project” package with hardware and 1-year software license
 - Tested in 9 classes (MBA, UG), 3 locations (CP, DC, SG), and 5 instructors
 - Students and instructors love it!
-

Sample Slide

A single customer is _____ times more likely to prefer light beer compared to a married customer *of the same gender, age and income* preferring light beer.

Input variables	Coefficient	Std. Error	p-value	Odds
Constant term	2.08893299	2.67051315	0.43408436	*
Gender	-0.16874874	0.88501459	0.84878147	0.84472114
Married	0.47131756	0.93353128	0.61364591	1.60210371
Income	0.00021046	0.00007467	0.00482294	1.00021052
Age	-0.24593146	0.06694476	0.00023911	0.78197581

4%_{1.} 0.47

33%_{2.} 1.60

41%_{3.} 0.63

22%_{4.} -0.47

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40

Sample Slide

The seasonally-adjusted sales of Coca Cola for Q1-86 are in the range

33%_{1.} \$1500-\$1700 (million)

33%_{2.} \$1700-\$1800 (million)

10%_{3.} \$1800-\$1900 (million)

24%_{4.} \$1900-\$2000 (million)

1734.83 / 0.8785 = \$1974.8 mil

Quarter	Sales
Q1_86	1734.83
Q2_86	2244.96
Q3_86	2533.80
Q4_86	2154.96
Q1_87	1547.82
Q2_87	2104.41

Centered MA with W=4

	raw seasonal	s(j) -- average	seasonal index
2143.76	1.18194269	1.063872992	1.062660535
2102.82	1.02479749	0.96423378	0.963134878
2020.32	0.76612585	0.879530967	0.878528598
1934.99	1.08755859	1.096926116	1.09567599

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40