Problems and Methods of Quality Evaluation in Different Policy Fields

Similarities and Differences of Quality Measurement and Evaluation Approaches in Higher Education and Public Broadcasting

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Abstract

This article distinguishes methodological problems in quality evaluation and measurement in two policy fields, namely higher education and public broadcasting. Both are characterized by similar external and internal basic conditions and are thus suitable for comparative research. The difficulties of quality measurement and evaluation are discussed with respect to three main features: (1) definition of quality, (2) operationalization of quality and (3) interpretation of quality. Furthermore, the identified difficulties in both areas are not always the same, because they depend on different research criteria. Thus, the debates of quality measurement and evaluation in higher education and public broadcasting can learn from each other and increase the understanding of quality measurement in general. In addition, the comparative design provides opportunities for the development of methods and perspectives.

Keywords: Quality-Measurement, Evaluation, Higher Education, Public Broadcasters