

1. Record Nr.	UNINA9910453948803321
Titolo	Who's buying by race and hispanic origin // by the New Strategist editors
Pubbl/distr/stampa	Amityville, NY : , : New Strategist Press, , [2013] ©2013
ISBN	1-940308-18-6
Edizione	[Eighth edition.]
Descrizione fisica	1 online resource (126 p.)
Collana	The who's buying series
Disciplina	389.5
Soggetti	Consumers' preferences - United States Ethnicity - Economic aspects - United States Consumers - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Table 1. Household spending trends, 2000 to 2010; Table 2. Average spending by race and Hispanic origin of householder, 2010; Table 3. Indexed spending by race and Hispanic origin of householder, 2010; Table 4. Total spending by race and Hispanic origin of householder, 2010; Table 5. Market shares by race and Hispanic origin, 2010; Table 6. Apparel: Average spending by race and Hispanic origin, 2010; Table 7. Apparel: Indexed spending by race and Hispanic origin, 2010; Table 8. Apparel: Total spending by race and Hispanic origin, 2010 Table 9. Apparel: Market shares by race and Hispanic origin, 2010 Table 10. Entertainment: Average spending by race and Hispanic origin, 2010; Table 11. Entertainment: Indexed spending by race and Hispanic origin, 2010; Table 12. Entertainment: Total spending by race and Hispanic origin, 2010; Table 13. Entertainment: Market shares by race and Hispanic origin, 2010; Table 14. Financial Products and Services: Average spending by race and Hispanic origin, 2010; Table 15. Financial Products and Services: Indexed spending by race and Hispanic origin, 2010 Table 16. Financial Products and Services: Total spending by race and Hispanic origin, 2010 Table 17. Financial Products and Services: Market

shares by race and Hispanic origin, 2010; Table 18. Food and Alcoholic Beverages: Average spending by race and Hispanic origin, 2010; Table 19. Food and Alcoholic Beverages: Indexed spending by race and Hispanic origin, 2010; Table 20. Food and Alcoholic Beverages: Total spending by race and Hispanic origin, 2010; Table 21. Food and Alcoholic Beverages: Market shares by race and Hispanic origin, 2010
Table 22. Gifts for People in Other Households: Average spending by race and Hispanic origin, 2010
Table 23. Gifts for People in Other Households: Indexed spending by race and Hispanic origin, 2010;
Table 24. Gifts for People in Other Households: Total spending by race and Hispanic origin, 2010; Table 25. Gifts for People in Other Households: Market shares by race and Hispanic origin, 2010; Table 26. Health Care: Average spending by race and Hispanic origin, 2010; Table 27. Health Care: Indexed spending by race and Hispanic origin, 2010
Table 28. Health Care: Total spending by race and Hispanic origin, 2010
Table 29. Health Care: Market shares by race and Hispanic origin, 2010; Table 30. Housing: Household Operations: Average spending by race and Hispanic origin, 2010; Table 31. Housing: Household Operations: Indexed spending by race and Hispanic origin, 2010; Table 32. Housing: Household Operations: Total spending by race and Hispanic origin, 2010; Table 33. Housing: Household Operations: Market shares by race and Hispanic origin, 2010
Table 34. Housing: Shelter and Utilities: Average spending by race and Hispanic origin, 2010

Sommario/riassunto

The demographics of spending by race and Hispanic origin on hundreds of products and services in ten major categories ranging from apparel to transportation.

2. Record Nr.	UNINA9910788155803321
Titolo	Assessing the teaching of writing : twenty-first century trends and technologies // edited by Amy E. Dayton
Pubbl/distr/stampa	Logan, Utah : , : Utah State University Press, , 2015 ©2015
ISBN	1-4571-9364-7 0-87421-966-3
Descrizione fisica	1 online resource (226 p.)
Disciplina	808/.042071173
Soggetti	English language - Rhetoric - Study and teaching - United States - Evaluation Report writing - Study and teaching - Evaluation English teachers - Rating of - United States College teachers - Rating of - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Assessing teaching : a changing landscape / Amy E. Dayton -- Assessing the teaching of writing : a scholarly approach / Meredith DeCosta and Duane Roen -- Making sense (and making use) of student evaluations / Amy E. Dayton -- Watching other people teach : the challenge of classroom observations / Brian Jackson -- Small group instructional diagnosis : formative, midterm evaluations of composition courses and instructors / Gerald Nelms -- Regarding the "e" in e-portfolios for teacher assessment / Kara Mae Brown, Kim Freeman, and Chris W. Gallagher -- Technology and transparency : sharing and reflecting on the evaluation of teaching / Chris M. Anson -- Telling the whole story : exploring writing center(ed) assessment / Nichole Bennett-Bealer -- Administrative priorities and the case for multiple methods / Cindy Moore -- Teacher evaluation in the age of web 2.0 : what every college instructor should know and every WPA should consider / Amy C. Kimme Hea -- Using national survey of student engagement data and methods to assess teaching in first-year writing and writing across the curriculum / Charles Paine, Chris M. Anson,

Robert M. Gonyea, and Paul Anderson -- Documenting teaching in the age of big data / Deborah Minter and Amy Goodburn.

Sommario/riassunto

Although fraught with politics and other perils, teacher evaluation can contribute in important, positive ways to faculty development at both the individual and the departmental levels. Yet the logistics of creating a valid assessment are complicated. Inconsistent methods, rater bias, and overreliance on student evaluation forms have proven problematic. The essays in *Assessing the Teaching of Writing* demonstrate constructive ways of evaluating teacher performance, taking into consideration the immense number of variables involved. Contributors to the volume examine a range of fundamental issue
