A NEW STRATEGY FOR ASSIGNING INDIVIDUALIZED GRADES ON THE GROUP PROJECT: THE SEGMENT MANAGER METHOD

Curt J. Dommeyer, California State University at Northridge

Abstract

This paper describes the Segment Manager Method (SMM), a method designed to inhibit social loafing and provide accurate individualized grades on the group project. A quasi-experiment is described where marketing research students are graded in groups either with peer evaluations (the control group) or with the SMM (the treatment group). When given a choice between being graded with the SMM or the peer evaluations approach, the majority of the students in both the control and treatment groups indicated a preference for the SMM. Moreover, when the SMM is compared to the group grading method that uses peer evaluations, the SMM appears to be more likely to generate accurate individualized grades on the group project, to deter social loafing, and to result in higher scores on the group project. Suggestions for future researchers of the SMM are offered.