運用QFD與AHP於教學改善-以低年級寫字教學為例

鄧肖琳, 陳慧芳

工業管理學系

管理學院

hteng@chu.edu.tw

摘要

Students of elementary school use handwriting to complete their homework, practice and tests whether at school or at home. If school children receive accurate and effective instruction, this lays a foundation for well handwriting which is positive for their academic learning. This study conducts Analytic Hierarchy Process (AHP) and Quality Function Deployment (QFD) as research instruments; it will collect the expectation of parents and teachers from 3rd to 6th grades which are regarded as customer demand. Therefore, it will apply AHP to calculate the significance weights and then use QFD to develop the relational matrix between customer demand and teaching design in order to decide the priority. The result has shown that the key customer demand priorities are as following: neat and legibility handwriting, no additional or less strokes, and precise connections of strokes. As to teaching design parameters, the priority implementing elements are as following: revisions of strokes after teacher's markings, basic strokes practices, fewer writing practices but emphasis on quality, and rewards and praises to earnest handwriting students. This study is helpful for teachers of 1st and 2nd grade while giving handwriting instruction and provides improvement models.

關鍵字：Analytic Hierarchy Process, Quality Function Deployment, Customer Demand, Teaching Design Parameter, Handwriting Instruction.