

The 'Q' word

What does it mean?

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Overview

- **Part 1:** The “Q” word
- **Part 2:** Quality is in the eye of the beholder
- **Part 3:** From mediaeval guilds to education quality

Part 1:

The “Q” word

❖ Signs ·❖· Awards ·❖· Uses ❖

Quality signs (1)

Quality signs are part of our everyday lives.



Quality signs (2)

They appear on advertisements, shop windows, goods, food, cars, hotels ...



Quality signs (3)

They are also important in education institutions.



Quality signs (4)

Quality sign give us “guarantees”.



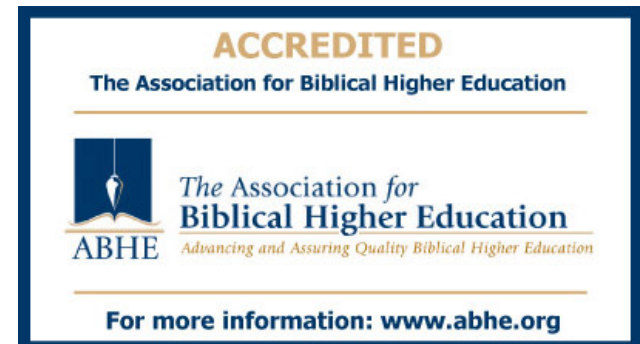
Quality signs (5)

Education is full of them ...



Quality signs (6)

... with “guarantees” for many disciplines.



Quality awards

There are also many awards:



Quality Public Housing
Construction and
Maintenance Awards



YOUNG QUALITY SCOT
AWARDS



HEALTH CARE
QUALITY IMPROVEMENT
AWARD

Quality awards (ISO)

Some awards show standards.



Quality
Endorsed
Company

ISO9001 QEC23798
SAI Global

Uses of Quality

“Quality” is a much-used word.

(Or overused?)

The following are a few examples.

Quality water



Clean Water. Healthy Life.

Mid-America Regional Council

Quality food manufacturing



Quality tourism



Quality pillows



OSIM Sona Pillow
"Quality sleep makes
everything easy."

Quality weddings

有效於 Valid in 2011

優質婚禮商戶



ESDlife 生活
優質婚禮商戶計劃
Quality Wedding Merchant Scheme

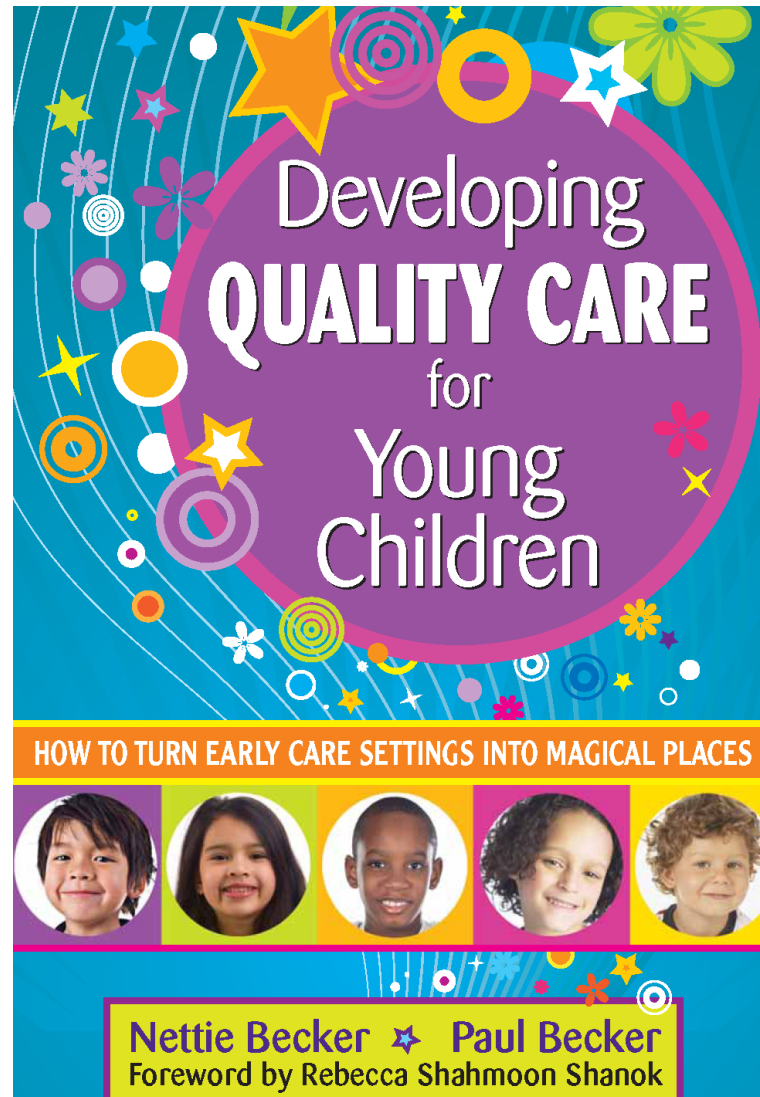
Quality Wedding Merchant
查詢電話 Enquiry No. : 3151 2266

Quality healthcare

PATIENT SAFETY and Quality healthcare



Quality childcare



Quality pencils



Quality beer



Quality in academia



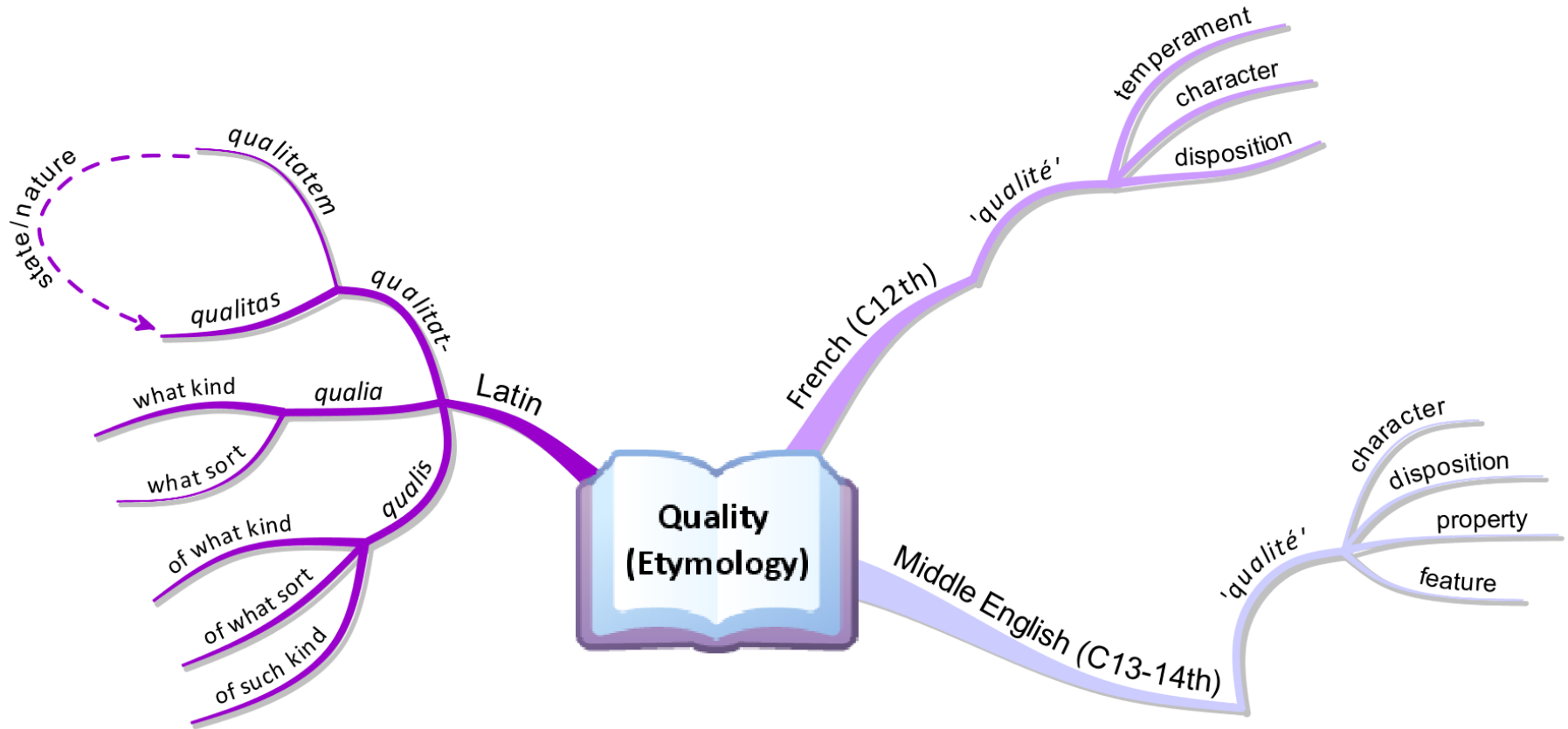
But, what do we talk
about when we talk
about *quality*?

Part 2:

Quality is in the eye
of the beholder

❖ Definitions ❖

Root definition of *quality*



Modern definition of *quality*

Quality as a **noun**:

How **good** or **bad** something is; the **standard** or the degree of **excellence** of something, e.g.

- the food was of such **poor quality**;
- their products are of **very high quality**;
- people today enjoy a **better quality** of life.

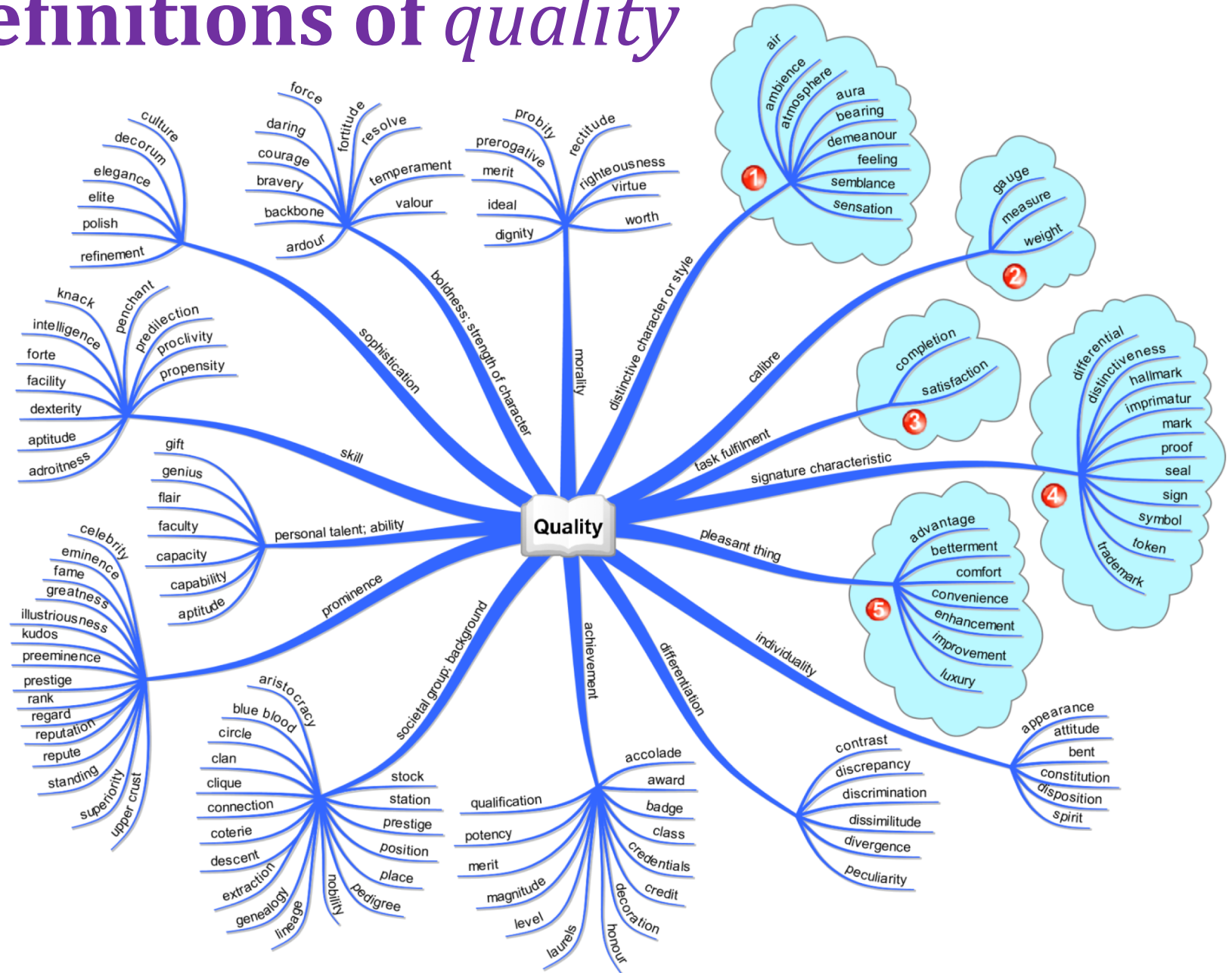
Contemporary definition of *quality*

Quality as an **adjective**:

Products or services of high quality or merit;
of high standard, e.g.

- this is a **quality newspaper**;
- he's a **quality musician**;
- parents should spend more **quality time** with their children.

Definitions of *quality*



What is *quality*?

Quality is a **highly-subjective** construct:

- “*Quality is in the eye of the beholder*”
(Vroeijenstijn, 1995)
- “*Quality lies in the mind of the beholder*”
(Cliff, Nuttal and McCormick, 1987)

But it is a term we always use!

Definitions of quality depends on the **views of various stakeholders**. For example, for:

- **governments**: attrition rates; pass/fail rates;
- **education**: skills and attributes developed during study;
- **students**: their development and preparation for the workplace;
- **academics**: good academic/research performance.

The problem “is not a different perspective on the same things but different perspectives on different things with the same label.”

(Harvey and Green, 1993)

Part 3:

From mediaeval guilds to education quality

❖ Evolution ❖

Mediaeval guilds

Quality started from 11th-13th century mediaeval Europe.



Guilds enabled craftsmen, merchants or artisans to maintain craft standards and to seek to mutual aid and protection.

Guild quality

Guilds established controls, and strict rules for product and service quality, enforced by selection committees.

Perfect goods were given a special mark or symbol – an *imprimatur*, which served as proof of quality.



Quality in manufacturing

Great Britain, mid-1750s

- product inspection

Great Britain, 20th century

- quality processes and practices

Quality in World War II

USA, WWI

- Inspection

Quality in Japan

Japan, 1980s

- central productive and management process (Deming and Ishikawa, 1985).
- Quality became **everyone's responsibility.**

Quality in education (1)

France, 1661

Thirteen dance masters, musicians, composers and instrument-makers were granted a charter by Louis XIV for the *Académie Royale de Danse*.

The academy established the scholarship of dance and issued licences to dance instructors.

Quality in education (2)

USA, 1847

The American Medical Association established the Council on Medical Education:

- discussion on the quality of professional education;
- programmatic accreditation.

Defining Quality



What does quality mean?

Building quality



BCA QUALITY MARK

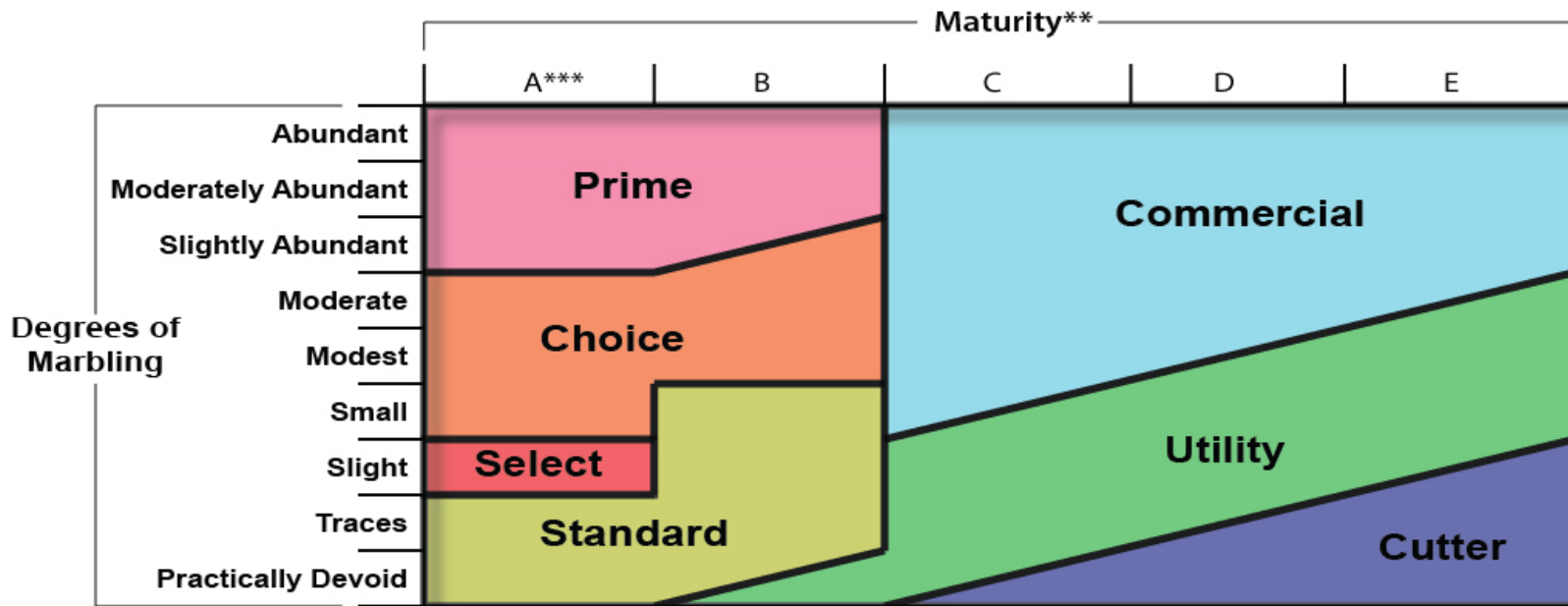
“Good Workmanship”

Air quality

| Color | Air Quality Index Values 0-500 | Levels of Health Concern | Levels Defined |
|--------|--|--------------------------------|--|
| Green | 0 to 50 | Good | Satisfactory air quality; air pollution poses little to no health risk |
| Yellow | 51 to 100 | Moderate | Acceptable air quality; very small number of people are at health risk and they should limit long outdoor exertion |
| Orange | 101-150 | Unhealthy for Sensitive Groups | Sensitive Groups are prone to air quality effects on their health and they should limit outdoor exertion; General Public unaffected |
| Red | 151-200 | Unhealthy | Health effects felt by majority and all should limit long outdoor activities; sensitive groups may experience serious health effects |
| Purple | 201-300 | Very Unhealthy | Everyone may experience serious health effects and should limit all outdoor activities; <i>Health Alert put in place</i> |
| Maroon | 301+ | Hazardous | Everyone's health is seriously effected and should avoid all outdoor activity; <i>Emergency Conditions put in place</i> |

Beef quality

Relationship Between Marbling, Maturity, and Carcass Quality Grade*



*Assumes that firmness of lean is comparably developed with the degree of marbling and that a carcass is not a dark cutter.

**Maturity increases from left to right (A through E).

***The A maturity portion of the figure is the only portion applicable to bullock carcasses.

USDA (1997) Standards for Grades of Slaughter Cattle and Standards for Grades of Carcass Beef.

Quality of life

**”Involvement,
well-being,
health, safety,
and security
of residents”**

**(Central Florida,
USA)**



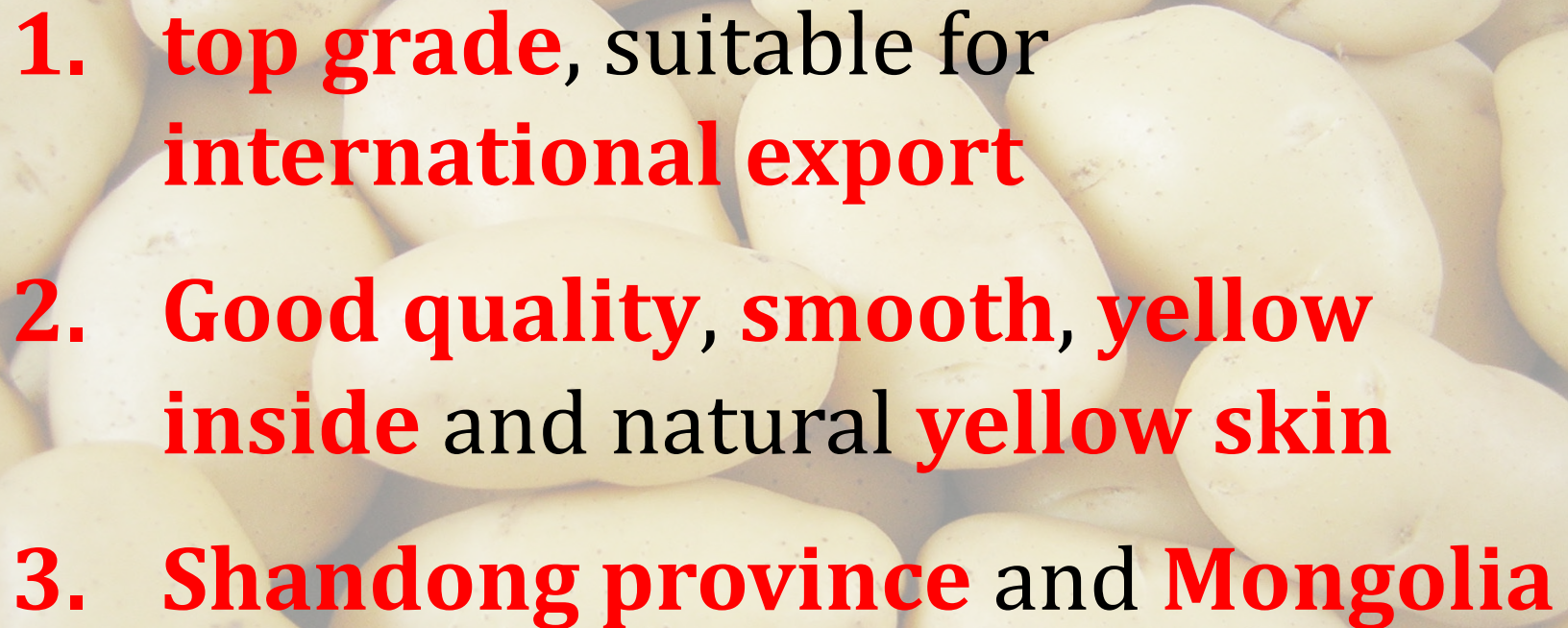
T-shirt quality



Crew Neck T-Shirts
by **BIGFISH**

- **Excellent Quality**
- **Cotton** Fabric
- **Double Stitching**
for Extra Wear
- **Great Selection
of Colours**

Potato quality

- 
- 1. top grade**, suitable for **international export**
 - 2. Good quality, smooth, yellow inside** and natural **yellow skin**
 - 3. Shandong province** and **Mongolia**

Education quality

Quality is that of “an ongoing process ensuring the **delivery of agreed standards**. These agreed standards should ensure that every educational institution where quality is assured has the potential to achieve a **high quality of content and results**”.

National Union of Students of Europe, 2002

Performing
arts
quality



musicality toughness
initiative concentration
breath expressiveness
voice **Technique** focus
responsiveness execution
coordination

analytical thinking
Academic reflection

IQ **ability** diligence
responsibility intellect
industriousness
critical thinking

flexibility agility
alignment coordination
line **Physicality** strength
endurance movement
discipline body shape

aura **creativity** soul
purity **Beauty** desire
charm talent spirituality
devotion passion

connectivity openness
commitment enthusiasm
EQ **Psychological** guts
belief **awareness** compassion
confidence sensitivity
perspective observation

What does *quality*
mean to you?