

EXPLORING THE EFFECTS OF STUDENT AND FACULTY SIMILARITY: INSIGHTS FROM STUDENTS IDENTIFYING PRIMARILY AS HISPANIC OR WHITE

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ABSTRACT

Decades of research have demonstrated how matching values and traits help individuals establish trust. Two studies explored Hispanic and White students' evaluations of faculty, and effects based on shared characteristics. In Study 1, both groups provided higher mean teaching evaluations for faculty with, than without, shared ethnicity. Study 2 survey results suggest the effects were driven in part by Hispanic students wanting connection, and White students not wanting disconnection, with instructors. Discussion emphasizes the importance of understanding the causes behind similarity effects.

Keywords: similarity, ethnicity, teaching evaluations