Blue Text Analytics: Unlocking Hidden Themes From Your Open Ended Feedback

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eXplorance

Agenda

- Who is eXplorance
- Course Evaluation Industry Needs
- The Power of Open Ended Feedback
- Technology Overview - Blue Text Analytics
- Theme Based Teaching & Learning Dictionary
- BTA Reporting

eXplorance Values

eXplorance is dedicated to creating the **best improvement based systems for education**. Blue Course Evaluations offers institutions **meaningful and useable feedback**. BLUE was built to allow institutions to make more **analysis driven decisions** to foster cultures of **continuous improvement**.

What We Do

- Blue/360
  - PEER EVALUATIONS
  - 360° FEEDBACK REVIEWS
- Blue/Evaluations
  - COURSE / PROGRAM EVALUATIONS
  - MID TERM REVIEWS
  - BLUE TEXT ANALYTICS
- Blue/Surveys
  - STAFF/STUDENT/INSTRUCTOR SURVEYS
- Bluepulse
  - SOCIAL & ANONYMOUS STUDENT FEEDBACK SYSTEMS

eXplorance Fast Facts

Established 2003 - Montreal, Canada

- 65+ Employees
- 4+ Million Users Worldwide
- 300% Growth Over Last 3 Years

Product Focus

- Higher Education
- Organizational Development

Company Focus

- Learning Experience Management (LEM)
- Fostering Continuous Improvement
- Campus Wide Implementations

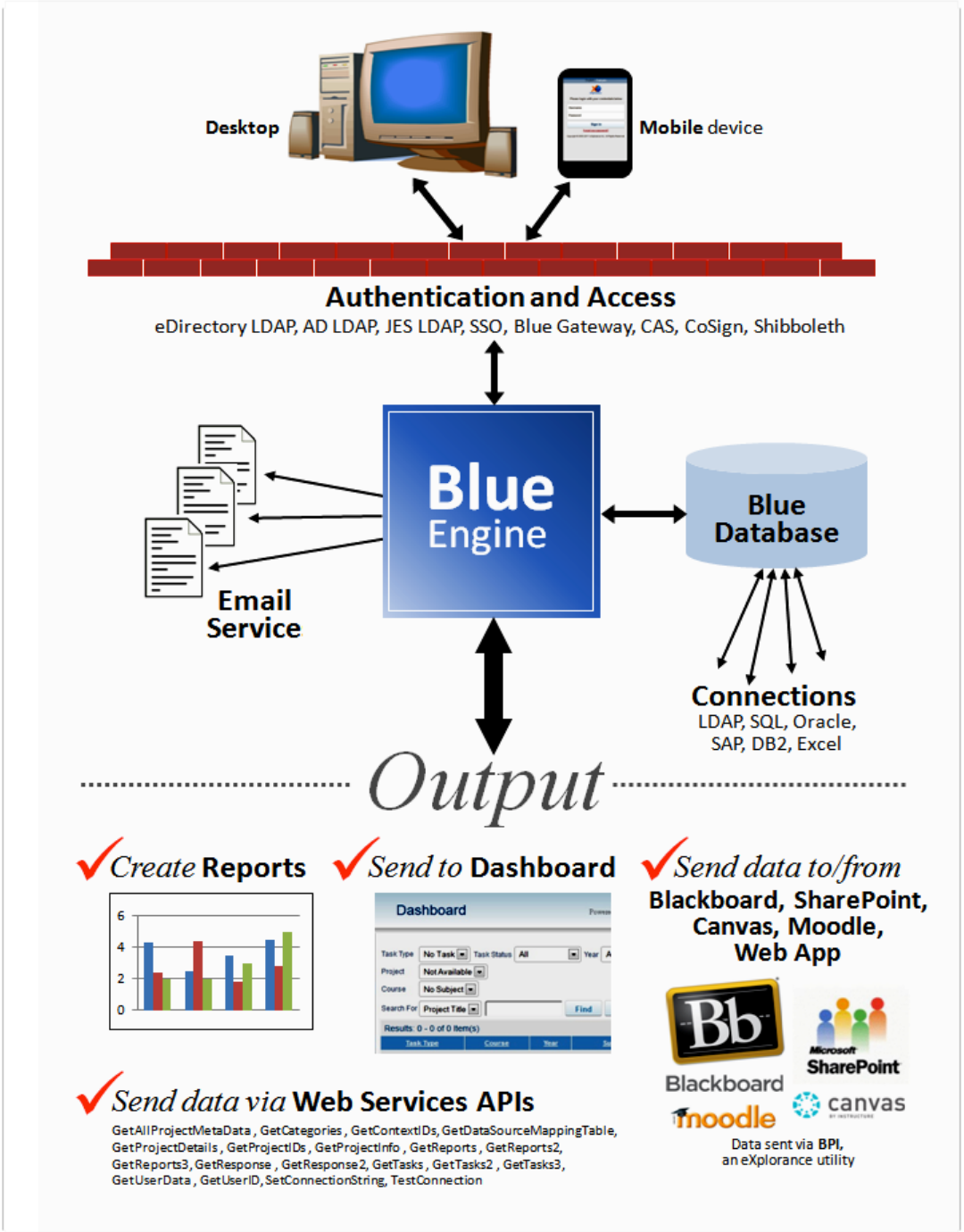
Course Evaluations Are Just The Beginning

In a 3 year study conducted by the Bill and Melinda Gates Foundation, research found that:

Student evaluations are no longer enough as a sole measure.[1]

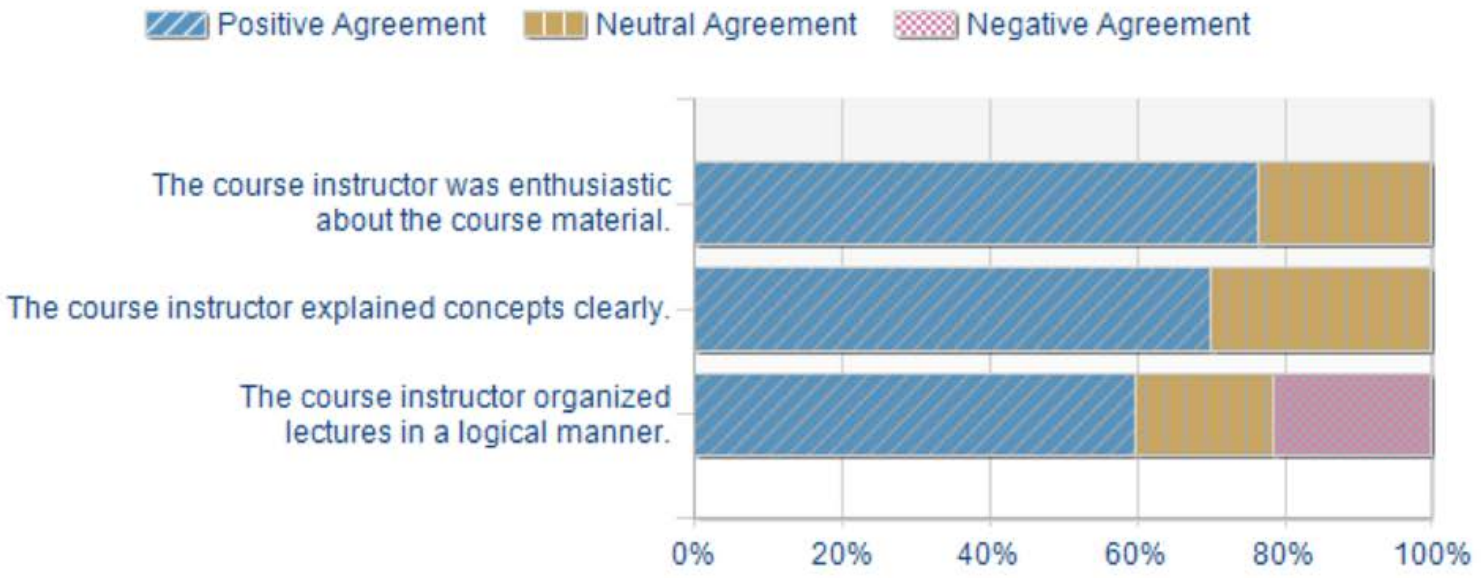
Learning Experience

A combined approach that includes student evaluations, student learning progress and independent peer reviews is a good way to assess learning effectiveness.[2]



- **Enterprise-class**
  - Dynamic IS Integration
  - Access through Portal/LMS
  - SSO/LDAP/SMTP Integration
- **Improvement Insight**
  - Smart Forms
  - Maximum Response
  - Robust/Flexible Reporting
  - BI Portal Integration

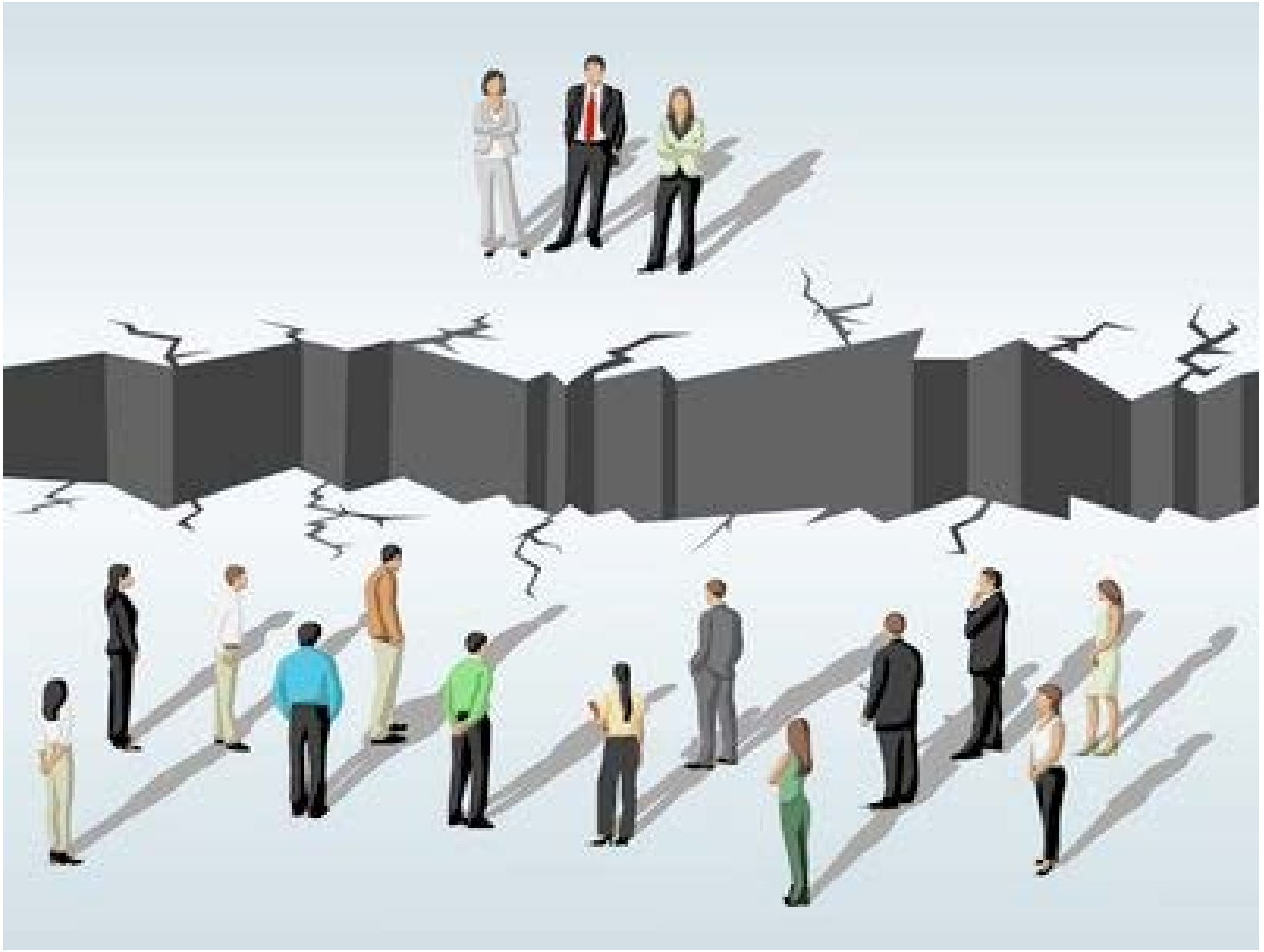
Quantitative Analysis



In the example above we can see that the majority of feedback regarding the instructors organizing lectures in a logical manner is positive, and that there is almost as much neutral feedback as negative.

Quantitative Analysis

THE NEED FOR TEXT ANALYTICS



Open Ended Feedback: The Good, The Bad, The Ugly

- Open Ended Questions ”Cast A Wide Net”
- Paper To Online – Increased Qualitative Feedback
- Student concerns are presented (often masked)
- Independent and Specified Feedback
- Historical Information
- Vital Information - Comments Not Leveraged Hierarchy Wide

Educators Understand Its Purpose & Value

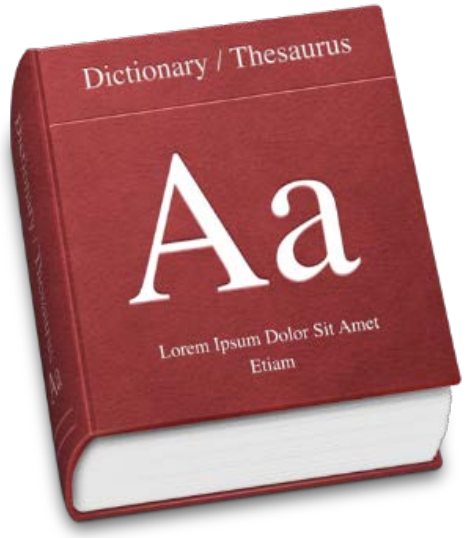
- A wealth of comments - Large Data
- No way to normalize across campus or across time
- Instructors follow an unsystematic process
- Administrators lack time to analyze comments

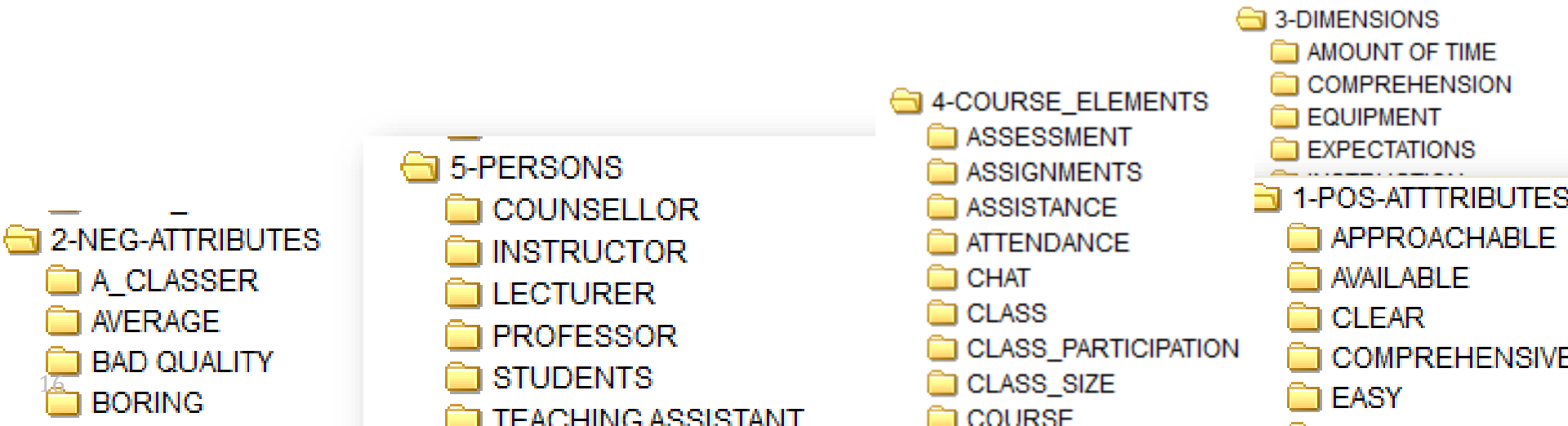
Strategic Partnership

- 18 month Dictionary Development Cycle
- Research team lead by 2 Full Time PHD's
- Foundation of 75-100 most common improvement based question
- Modeled from 1,500,000 open ended responses from universities and colleges globally

Dictionary Overview

- 96% Dictionary Validity
- Relevant Dictionary Indexing - (Dimension, Attributes, Course Elements, etc)
- Evolution Based Dictionary
- Teaching & Learning Improvement Based Dictionary





The Power of Themes

Example : Enthusiastic

- Logical categories that organize numerous terms, phrases, and concepts into one coherent topic cluster
- Spelling, Slang, Higher Education Specific Language, Etc, Etc.
- Apples To Apples Comparisons

EHNTHUSIASTIC	2	ENTHUSAIASTIC	1
ENHTUSIASTIC	1	ENTHUSAISTIC	8
ENTHEUSIASTIC	1	ENTHUSAITIC	1
ENTHHUSIATIC	1	ENTHUSASITIC	1
ENTHIASTIC	1	ENTHUSASTIC	52
ENTHISIASTIC	2	ENTHUSATIC	11
ENTHOUSIASTIC	13	ENTHUSIACTIC	4
ENTHSIASTIC	2	ENTHUSIADTOC	3
ENTHSUASTIC	1	ENTHUSIAITIC	1
ENTHUAISTIC	1	ENTHUSIANSTIC	3
ENTHUASASTIC	1	ENTHUSIASITC	9
ENTHUASIASTIC	2	ENTHUSIASITIC	5
ENTHUASIATIC	2	ENTHUSIASTC	5
ENTHUASISTIC	1	ENTHUSIASTCI	1
ENTHUASTIC	30	ENTHUSIASTICE	2
ENTHUDIASTIC	1	ENTHUSIASTICS	2
ENTHUIASTIC	20	ENTHUSIASTTIC	1
ENTHUISASTIC	2	ENTHUSIATHIC	1
ENTHUISIASTIC	3	ENTHUSIATIC	185
ENTHUSIATSTIC	3	ENTHUSIATSIC	4

Blue Text Analytics – Theme Examples

Interesting – Student feedback mentioning fascination with material, attentiveness, excitement about the course, and similar ideas is reflected in the 'Interesting' attribute.

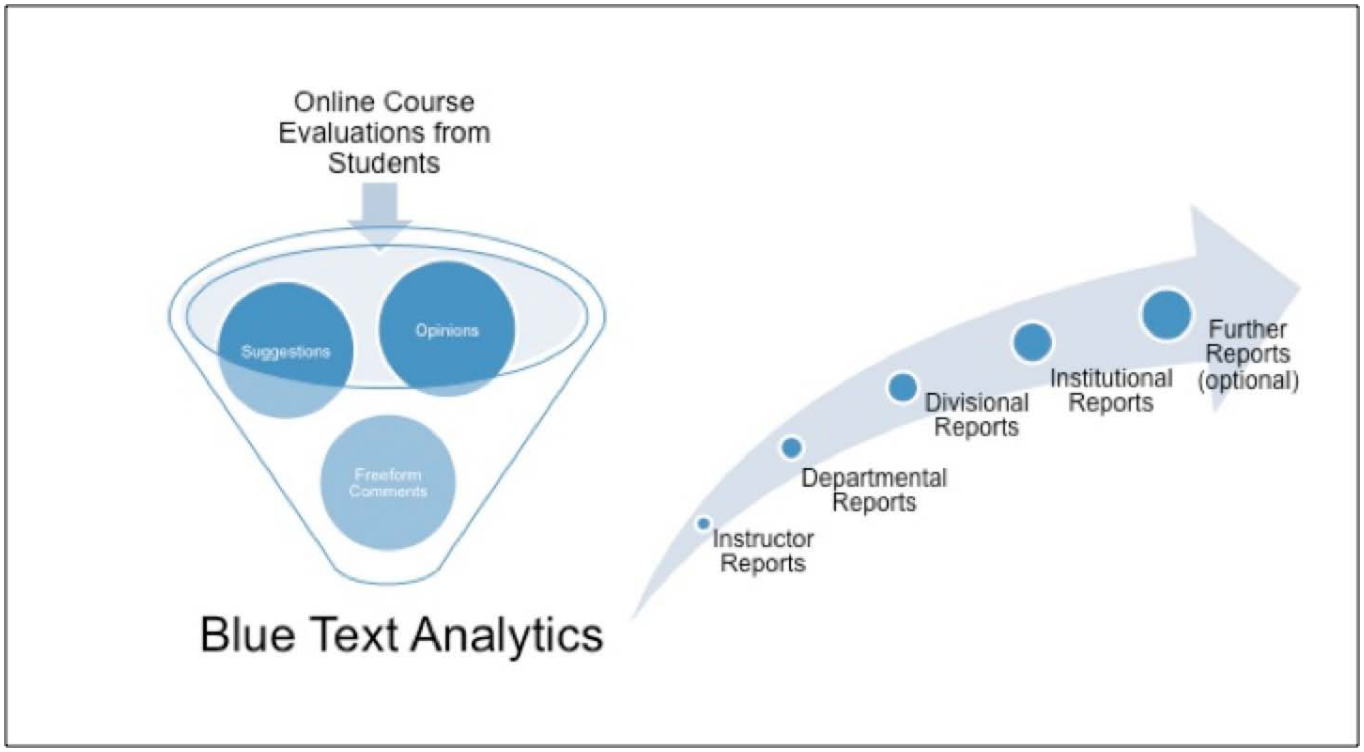
Helpful/Supportive – Student feedback that is focused on the instructor's willingness to support them through the process. All feedback that refers to the instructor being accommodating, or providing constructive feedback, or encouraging success are be captured in this attribute.

Difficult – Student feedback that discusses challenges throughout the course, or how complex the material is, or refers to the instruction as complicated are reflected in this attribute.

Engaging – Feedback where students describe being captivated, or where students refer to the appeal of the course, or where students discuss how communicative the instructor are all considered to be part of the 'Engaging' attribute.

Important/Relevant – Student feedback that refers to a course as essential or which notes how the material is applicable to their lives are be captured as part of this attribute.

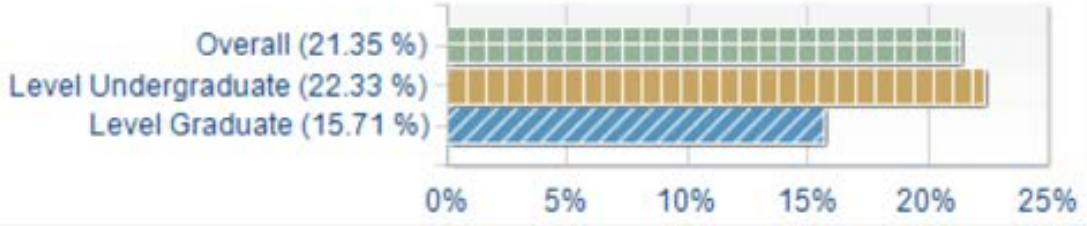
Blue Text Analytics – Qualitative Data Purposing



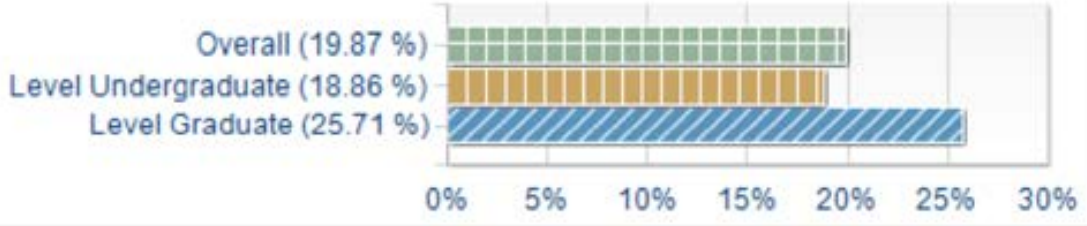
THE POWER OF THEME BASED TEXT ANALYTICS

keep as is
unresponsive
not engaging
expensive
approachable
disrespectful / rude
poor delivery
must change
well delivered
enthusiastic / dedicated
kind / personable
neutral
not worthwhile
important / relevant
responsive
easy
unclear
frustrating
helpful / supportive
clear
unfair
fair
boring
engaging
interesting
funny / entertaining
stressful
high quality
enjoyable
difficult
instructive / informative
organized
available
knowledgeable
unhelpful
comprehensive
unavailable
superficial
repetitive
disorganized
unkind / unpleasant
unapproachable
lacking knowledge
bad quality

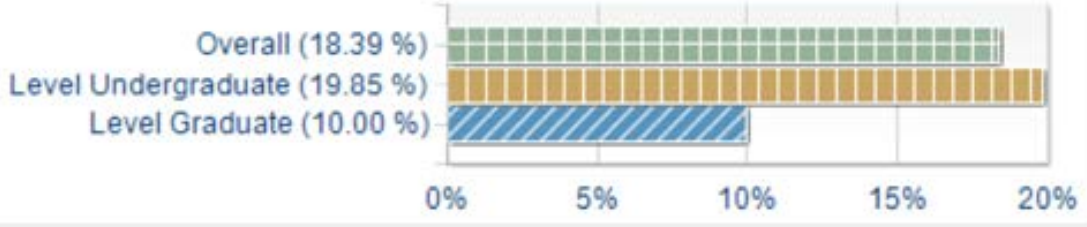
INTERESTING



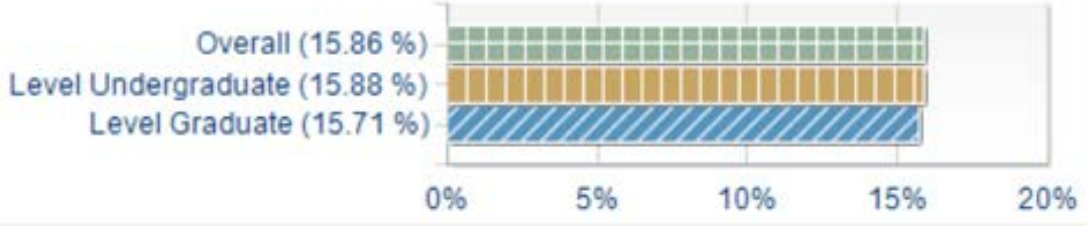
HELPFUL / SUPPORTIVE



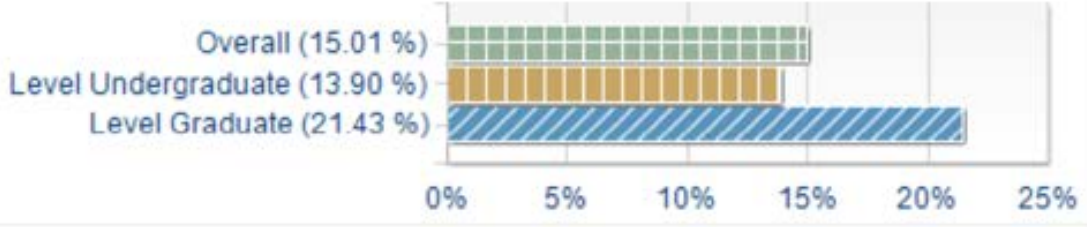
DIFFICULT

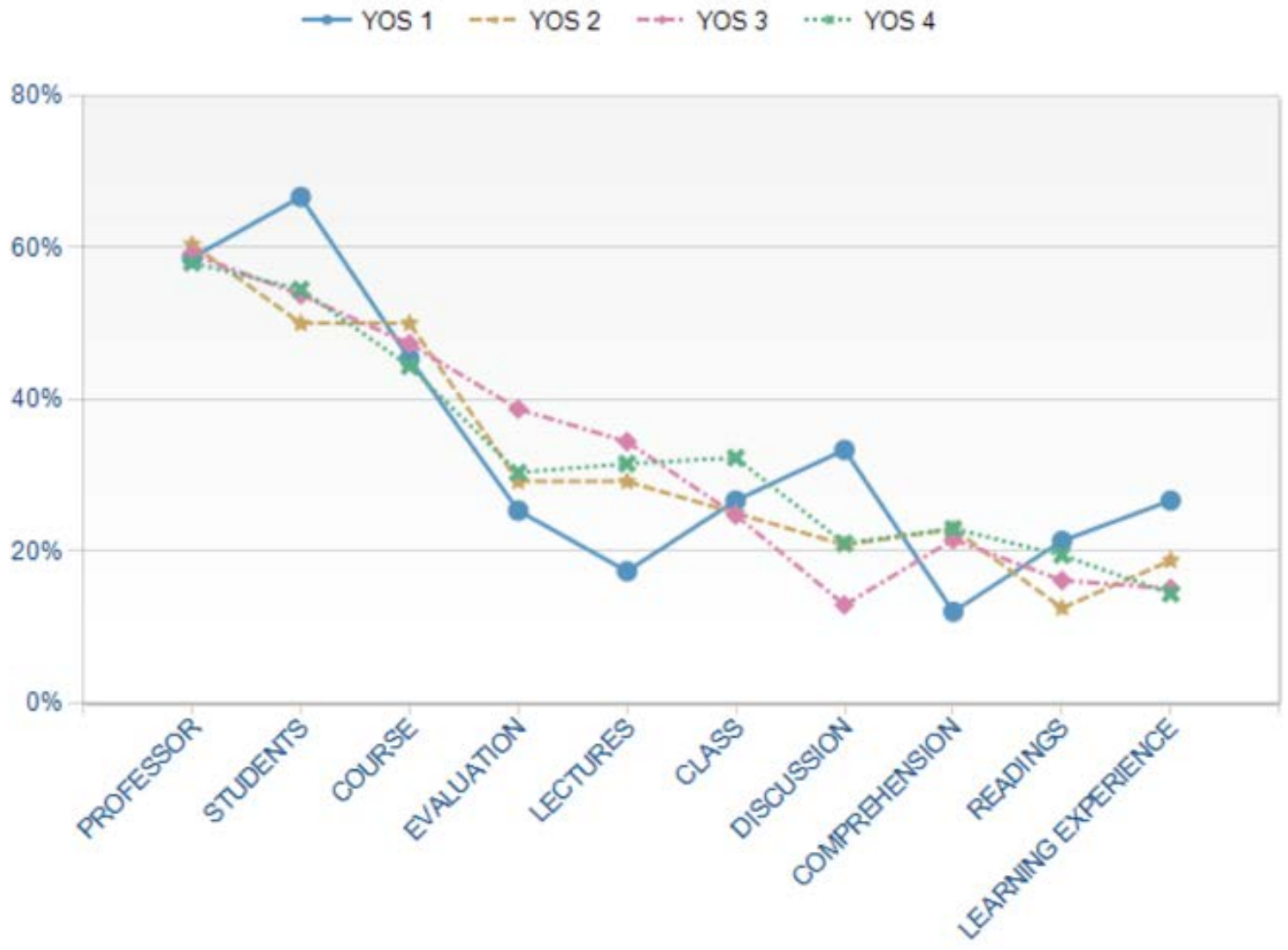


ENGAGING

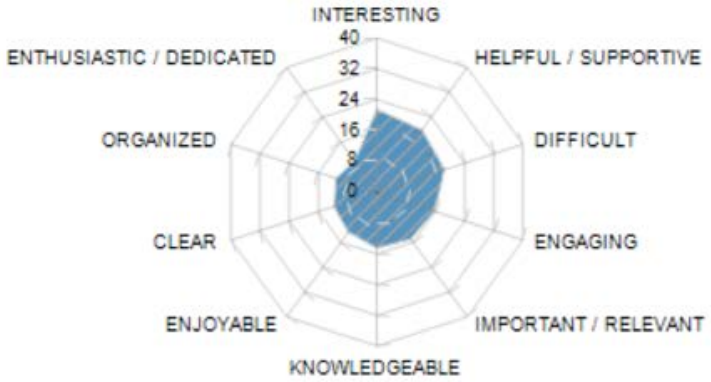


IMPORTANT / RELEVANT

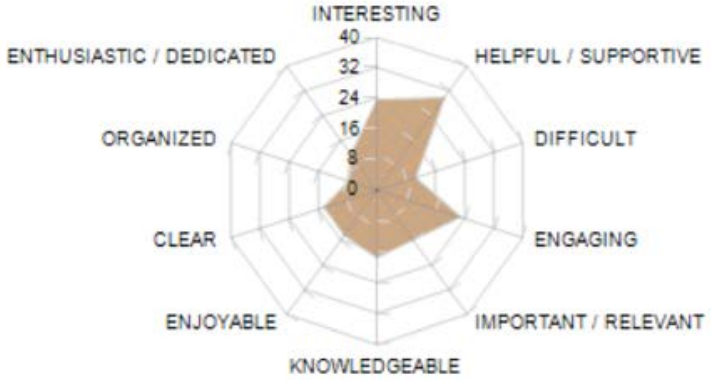



YOS 1
YOS 2
YOS 3
YOS 4
80%
60%
40%
20%
0%
PROFESSOR
STUDENTS
COURSE
EVALUATION
LECTURES
CLASS
DISCUSSION
COMPREHENSION
READINGS
LEARNING EXPERIENCE

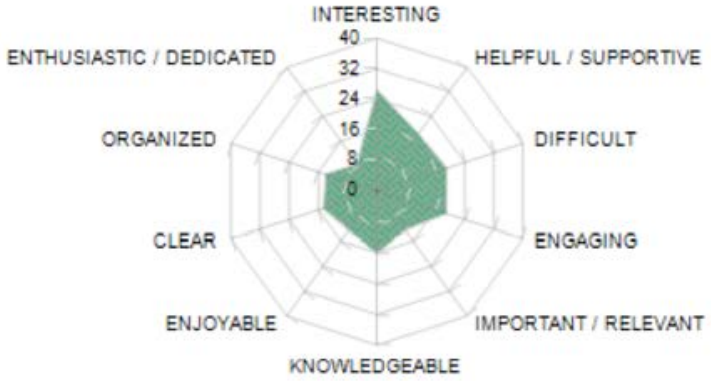
Overall



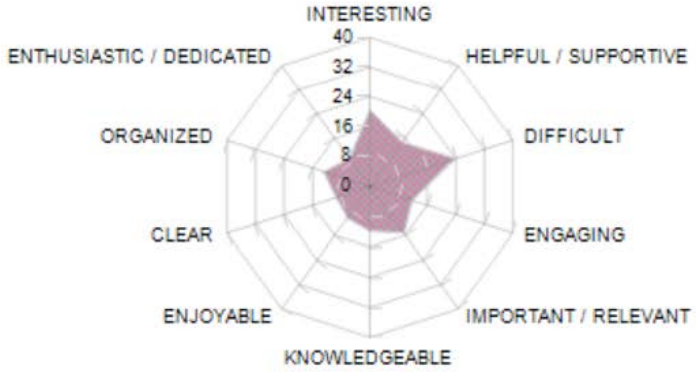
Excellent



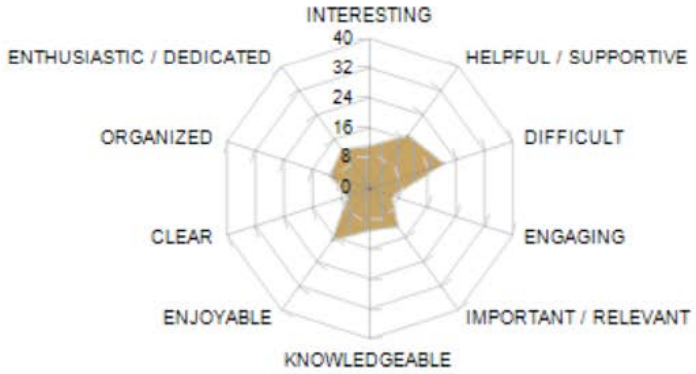
Very Good



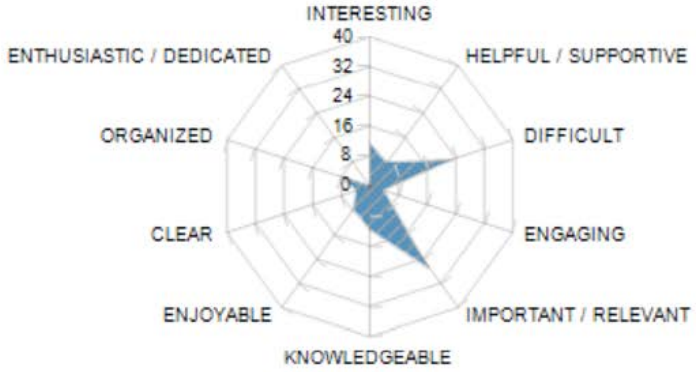
Good



Fair



Poor



Text Analytics Case Study

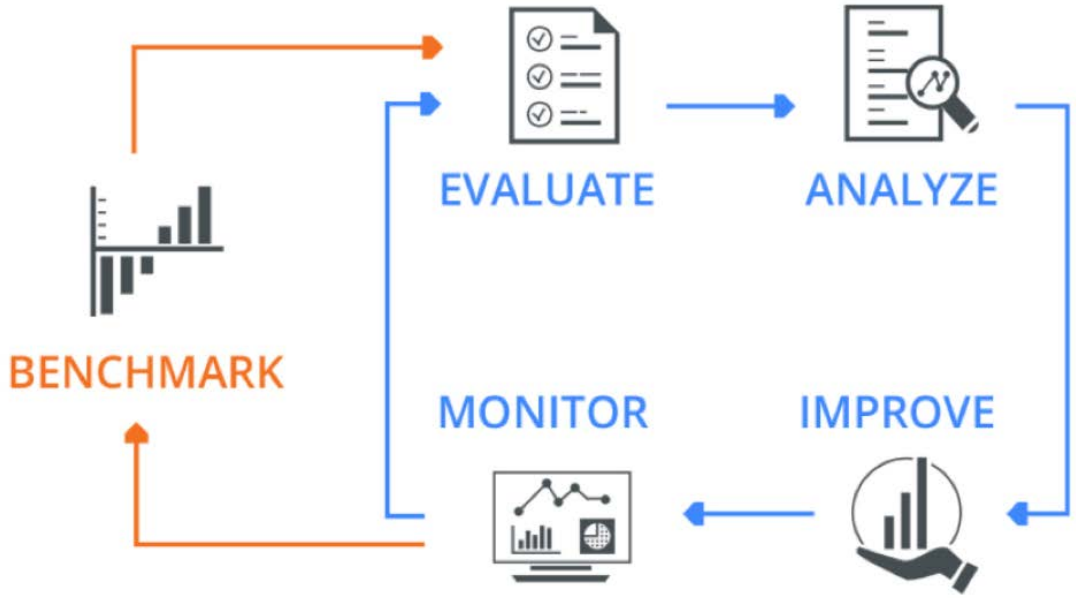
- 10 Quantitative + 1 Open Ended

- BLUE Course Evaluations Yield
- **- 50+ Analysis Points**

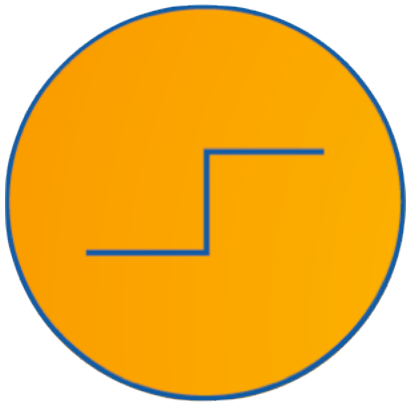
- BLUE Course Evaluations + BLUE Text Analytics Yield
- **- 150+ Analysis Points**
- - Cross Tabulations Based On Themes

- **Go beyond what your students are saying to hear why they are saying it.**

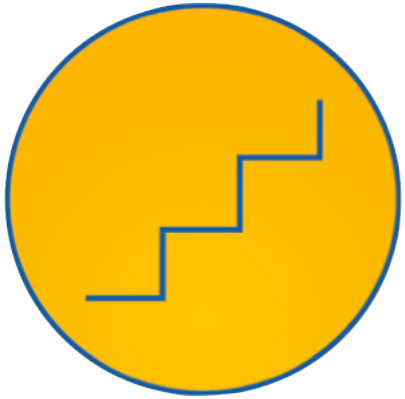
Learning Experience Management software, fully integrated, targeted at education institutions for the implementation of a culture of continuous improvement.



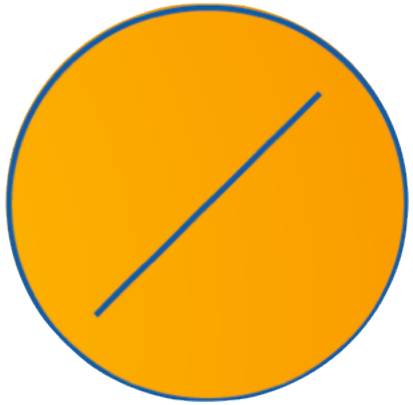
Learning Experience Management



End of Term Evaluations



Mid Term Evaluations



bluepulse

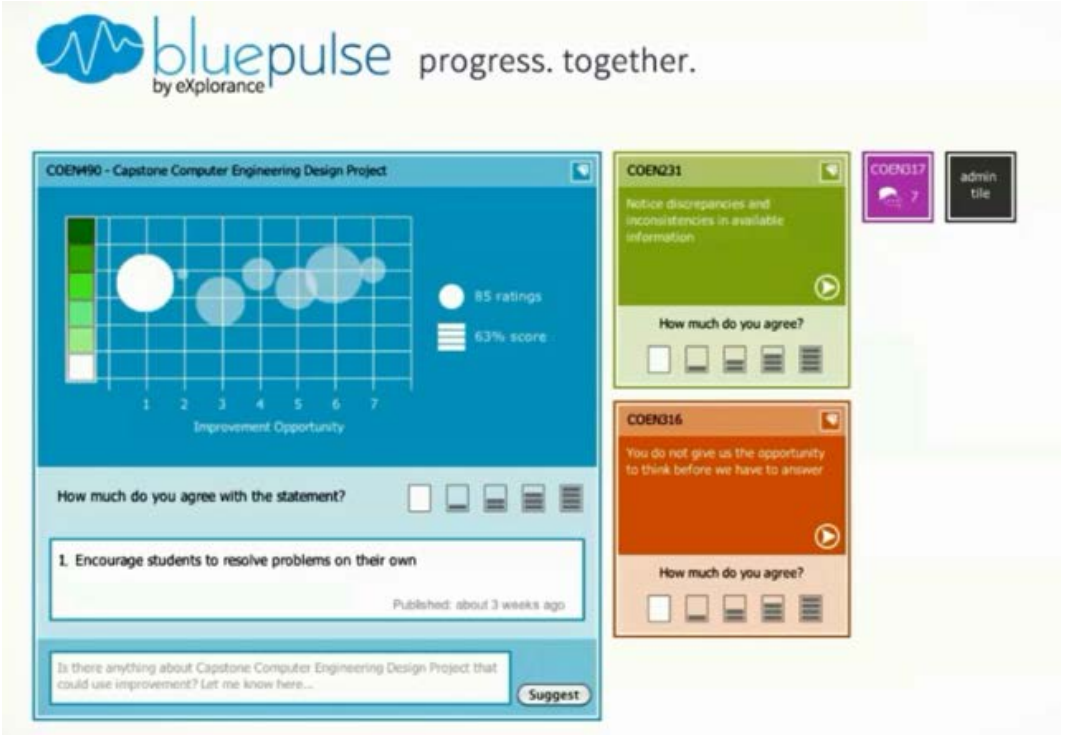
Stepwise Feedback Path → **Continuous Improvement**

Interested In Learning More?

- **Needs Analysis Conversation**
  - What is your institution requiring to drive continual improvement
- **Visit Us At Booth #12**
  - Course Evaluations, Text Analytics, Bluepulse & More
- **Visit eXplorance.com**
  - Case studies, whitepapers, information

Bluepulse

- Class By Class Feedback System For Improvement
- Faculty Led & Controlled
- Learn More At Booth # 12



Thank You!

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