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

Ian Haugh
VP Channels & Partnership
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
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.**

A combined approach that includes student evaluations, student learning progress and independent peer reviews is a good way to assess learning effectiveness.
• **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
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 course instructor was enthusiastic about the course material.

The course instructor explained concepts clearly.

The course instructor organized lectures in a logical manner.
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
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
<table>
<thead>
<tr>
<th>Category</th>
<th>Overall (%)</th>
<th>Level Undergraduate (%)</th>
<th>Level Graduate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting</td>
<td>21.35</td>
<td>22.33</td>
<td>15.71</td>
</tr>
<tr>
<td>Helpful / Supportive</td>
<td>19.87</td>
<td>18.86</td>
<td>25.71</td>
</tr>
<tr>
<td>Difficult</td>
<td>18.39</td>
<td>19.85</td>
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<tr>
<td>Engaging</td>
<td>15.86</td>
<td>15.88</td>
<td>15.71</td>
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<tr>
<td>Important / Relevant</td>
<td>15.01</td>
<td>13.90</td>
<td>21.43</td>
</tr>
</tbody>
</table>
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
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• Class By Class Feedback System For Improvement
• Faculty Led & Controlled
• Learn More At Booth # 12
Thank You!

- ihaugh@explorance.com
  - (877) 938 2111 X 262