LTSF20 D3S2: Qualitative Analytics – Turn feedback in to action

Derek Mitchell – General chat

Donald H Taylor: LTSF20: D3S2, 15 July 2020

Donald H Taylor: Welcome to "Qualitative analytics – turn feedback into action" with Derek Mitchell and your facilitator, Niall Gavin.

Donald H Taylor: We'll be starting at 14: 45 UK time. The session will finish at 15: 30 UK time.

Donald H Taylor: The hashtag for the event is #LTSF20

Donald H Taylor: The recording, slides, chat and other supporting documents will be available from next week at: https: //www.learningtechnologies.co.uk/digitalhub

Donald H Taylor: We have a very full session today, so sadly it will not be possible to answer every question. However, our speaker will aim to deal with as many of your questions as possible after the event, on LinkedIn.

Donald H Taylor: https: //www.linkedin.com/in/derekmitchelluk/

Andy Wooler: afternoon gents!

Derek Mitchell: Hi Andy, welcome!

Krys: Hi Niall and Derek! Sitting in my cold study in Leeds!

Sindhu Radhakrishnan: Sindhu from London

Krys: I lo

Myra Wopereis: I would like to start a new business

Lucinda: Hi all!

Andy Wooler: I like to play my trumpet in bands - sadly not allowed to do so currently

Krys: I love to weave

Shelley: Good Morning from Calgary, Canada. I love to travel and experience new things!

Myra Wopereis: mix

John Helmer: Hi John from Brighton where it's cloudy and muggy

Andy Wooler: (I'd also like a job of course!)

Robin: Chester - sun breaking through after a morning of Irish rain.

Derek Mitchell: Calgary!

Dan: Lots of qualitative data in the business - how best to use it?!

Krys: 3 looms

Lucinda: Down in wet and windy Plymouth

Krys: they are getting bigger!

John Helmer: I'd like to finish something

John Helmer: : -)

JOSÉ G. VARGAS-HERNÁNDEZ: THANKS A LOT, José G. Vargas-Hernández, University centre for economic and Managerial Sciences, University of Guadalajara

Donald H Taylor: Our thanks go to today's sponsor, Breeio https: //www.breeio.com

Sam H: I'd like to study more

James Booth: Our intro question is "what do you like to do?"

Donald H Taylor: Honestly, I'm really boring. I like to eat and drink with friends and have a good chat

Robin: Write poetry and tend to my meadow

Sam H: Yeah, I'd love to do a PhD!

Dan: Learn

Göran Bolinder: Sweden calling. I'd like to use my kayak more.

Christina: I like to cycle!

Donald H Taylor: Goran - yes, brilliant!

Lucinda: I enjoy Martial Arts :)

Caroline Singleton: Walk in Llandudno

James Booth: I like to feel that I've everything ready for tomorrow before I go to bed!

Sindhu Radhakrishnan: I like to perform an odissi dance in the near future

diarni: I'm with Donald, I'm quite boring. But I do like a stroll/relax in the park with a nice book

Donald H Taylor: Caroline - do you have to dodge the goats?

Marina Vicente: Hi from Barcelona! ;)

Göran Bolinder: No lack of opportunities, just time... ;-)

Caroline Singleton: My home time

Caroline Singleton: town

Lucinda: Shorinji Kan Jiu Jitsu - can't wait till I can get back to it! Not really a social distancing sport....

Krys: I think a lot of us have had some opportunity to do what we love... in lockdown

Sam H: what is an odissi dance?

Isaac: Go spend time hiking in national parks

Krys: Hi @Marina just posted your book!

ALan: Afternoon from not-so-sunny Berkhamsted. If I'm honest, I'd like to be throwing myself down the Alps on my mountain bike, but failing that I'd like a better learning records store and some insights into using this combined with other trainee feedback to improve our platform and content.

Gareth Brown: Rather soggy Aberdeenshire calling. I'd like to get back to Morris dancing : -)

James Booth: @Krys and @marina - what book?

Isaac: Hoping to spend a week hiking the west highland way soon!

Becky: Travelling and holidays - can't wait to get something booked!

Krys: "How Not To Waste Your Money on Training" @James

Marina Vicente: Thanks @krys!!

Bianca Baumann: Hello from Toronto :)

Donald H Taylor: Niall - actually have been quite a bit of walking recently

Isaac: Sounds like good fun. West highland way runs between Fort William and Glasgow!

Silvia: Hi, I'm Silvia and live in Germany. Would very much like to visit my family in Exeter, Corona permitting.

Alexandre Gil: Hello from Lisboa : D

Bianca Baumann: Tons of cycling on my end, was just out for a quick ride this morning

Joanna: Good afternoon from sunny Krakow (Poland)

Donald H Taylor: I'm thinking of getting my boots their own Instagram account
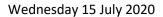
Sindhu Radhakrishnan: Odissi - a major ancient Indian classical dance originated in the temples of eastern costal state of India. using body movements, expressions, gestures and sign language

Lesley: Hi - anyone doing the West Highland way, make sure to take gallons of midge repellent!

Monica: Hello from North London! : -) Cloudy here...

Donald H Taylor: Sindhu - fascinating! I'll check it out on YouTube

Marina Vicente: @Donald hola! ¿Cómo estás? ;)

Thomas Hughes: Hi Tom from Cloudy Birmingham

Derek Mitchell: I like to lie on the grass with my chickens :)

Monica: I like to do origami... new hobby, discovered during COVID-19 lockdown!

Krys: @James www.howtoacceleratelearning.co.uk/book

Isaac: Haha I know! got my head net as well!

James Booth: @Krys - thanks : -)

Asif Channa: Hello from London

Dom Fry: Good afternoon

Heidi Walsh: I've made a lot of pairs of socks

Monica: Nice! Colouring is also entertaining : -) haha

Julie Wedgwood: Afternoon Niall!

Paulette: Paulette from London

Heidi Walsh: not face masks : -)

joseph bourlas: good afternoon from sunny Athens Greece

poh kau: hello from Singapore, Poh

Julie Wedgwood: Good to see you too, looking forward to Derek's session

Iffaf Khan: Hello from Isleworth

James Kelly: hello from Hereford... mine has to be horse riding

Dom Fry: Hi Heidi

James Booth: Our intro question is "what do you like to do?"

Heidi Walsh: Hi Dom : -)

John Helmer: I like a bit of a bike ride, South Downs being very near at hand

Krys: Looking forward to geeking out on Data @Derek!

Karen 2: Good afternoon all

Derek Mitchell: yay data!

Amaka Ozougwu: Hi from Reading

Dom Fry: Hey @John - I'm in Shoreham so South Downs Link has been my saviour]

Nicole Denny: Hi everyone, Nicole from London

Trent: Hello from a cold evening in Sydney Aus

James Booth: FYI - Derek's video is PAUSED, not frozen

Karen Chambers: Hi everyone from Kent, UK

Janet Webb: Hello from Littlehampton

joseph bourlas: warm wishes from sunny Athens

Krys: Yay data!!!!!!

Marie Andervin: good afternoon from Stockholm

Martyn Bullard: Hi Niall, hope you are well! - Martyn Bullard from Newcastle...

Donald H Taylor: Hi Trent!

Trishla: Hello from Mumbai!

Noel Read: Hi from Reading!

Martyn Bullard: yes!! - sometime soon

Lis: afternoon from Chester

John Helmer: rode the downs link to Shoreham just yesterday @Dom

Marion: Good afternoon from across the English channel!

Derek Mitchell: Hi Marion

Trent: Hello Don. you and the team are doing a great service with this online conference

Karandeep Virdee: Good Afternoon everyone from West London

James Booth: at least 3 continents attending today, Australasia, Asia, and Europe. Anywhere else?

Wendy: Geed afternoon
Dave Brown: Hello from Surrey. Hi Niall, love to Mandy
Carrie Walton: A big hello from the North East : -)
Paulette: Yeep
jeeva: hi...Singapore
Leslie Hojnowski: Attending from Cleveland Ohio
Jessica: From Cleveland, Ohio also!
Rob: Good afternoon...all
joseph bourlas: Athens Athens
James Booth: at least 4 continents attending today, North America, Australasia, Asia, and Europe. Anywhere else?
Padma Rao: Good afternoon to all!
Dave Brown: And the UK, not part of Europe ;)
Colin Welch: Good afternoon from slightly drizzly Shoreham by Sea
Carol Ann: Hi from stormy looking Hertfordshire
James Booth: @Dave -I mean geographically, not politically
leticia ferraro: Hi from Ireland
Sonya: Hi from Little Sandhurst
Dave Brown: @James - I know, sorry :)
Lisa 2: hello from Amsterdam!
Paul Humphrey: Afternoon everyone
James Booth: @Dave no worries LOL
Iffaf Khan: I'm from Glasgow!
Iffaf Khan: I'm a Weegie
Louise W: Good afternoon all
Ainara: Hi, from Sweden
Heike Philp: nice to see you Iffaf :)
Sharon: Hahaha - Falkirk and Chicago, worlds apart : D
Iffaf Khan: Hi Heike!
Alison Guthrie: Hi from West Lothian
Lesley: Hi from Midlothian!
Kieron Dicks: Afternoon folks! greetings from a rather grey Manchester
Grace MacDonald: Hi from Fife
Krys: We do!!!! More data geeks needed!
Lesley: We're just missing East Lothian!
Szilvia: Hi from London
Vicky Harris: hi from Chelmsford!
Paul Justice: Hello all (from Cumbernauld)
Saul Letourneau: Hi from Brighton
Honza Slozil: Hello from the Czech republic, heart of the Europe : -)
Annie: Hi folks from the non-existent webinar! Lol....
Kelley S: @Annie - good to see you.
Annie: We might have lost Dot!
Dorothy Miller: Hello from Dot - I've arrived!
Annie: Hi Dot!!
David 2: leaners?
Melinda: HI Saul from Shoreham : -)
James Poletyllo: London here
Donna 2: Hello from California

James: Hi from Geneva

Natasia Hieber 2: Hello from London

poh kau: many of the challenges for ROI is the data set before and after the learning

S.T: Hi from Paris!

Paul Humphrey: Happy sheets!

Melinda: Lost all sound

Carrie Walton: Lots of meaningless data produced from questions like that.

Isaac: Enjoyment does not mean learning has happened

poh kau: too many questions for Level 1 [smiley face]

jam: agree with Isaac

Natasia Hieber 2: we do this - but how useful is this information?

Donald H Taylor: Annie - can I ask what you meant by 'Annie: Hi folks from the non-existent webinar!' Did we send you a bad link?

James Poletyllo: learning is not an enjoyable day out

jam: Food was great, but what did I learn?

Annie: I'm not a fan of these questions

Noel Read: those questions have their place, but if that's all you use, then you are missing out on key information

Krys: Are these considered vanity analytics?

Annie: @Donald, some of us used the original link, not the one you kindly sent this morning! Doh! We had a nice chat though.

Krys: No real link to performance?

keena mckillen: many of these things are important to clients as the training is about more than learning but an 'experience'

Rob Schumann: I missed the first 5 minutes : -/ the sessions are available as recordings aren't they?

Wendy Arrowsmith: We are guilty of these kind of level 1 evaluations immediately after courses - not very useful

Paul Justice: these questions will only add value if they identify a barrier to learning

Niall Gavin: Yes, recordings will e available next week

Karen 2: @donald I had the same issue on the previous session. The original email / agenda sends you to dead links and it only works from the day by day email

James Poletyllo: I was sent by my manager have no idea why I am there therefore as long as I have a nice lunch I am happy right???

Annie: Focus energy on data gathering on adding value/impact to the business

Rob Schumann: thanks Niall

Donald H Taylor: Annie - thank you. Sorry about the confusion

Carrie Walton: I'm designing a new evaluation system at the minute - using sentiment analysis as the basis for it.

Kay Knight: Using these questions may add value as an understanding if something is detracting from the key issues but will not provide a great insight to the most important elements!

Donna 2: I agree these are not important questions, however, if the room is too hot/cold, or uncomfortable. And the food is really poor, the environment could become a distractor to learning.

Donald H Taylor: Annie - could I ask you to forward that original email to me? Clearly that's something we need to sort out.

Rian Neal @ the BHF: I agree @Donna 2 - if they're not paying attention then they're not learning and there will likely be no behaviour change...

joseph bourlas 2: problem with your sound

Nick Denholm: if you know the change you are looking to impact and the existing basemark, you are in a good position to ask the right questions.

Annie: Of course @Donald

Kem: @aCarrie sentiment analysis to inform your evaluation, could you let me know what this is all about, I'm intrigued

Donald H Taylor: Annie, thanks. I'm donaldhtaylor@gmail.com

James Poletyllo: Agree @nick denholm

Karen 2: @donald - the other thing it was doing was putting in the calendar invite and then wiping it out straight away for me anyway

Carrie Walton: @Kem - I think this may be what Derek is going to talk about as it was from his presentation at LT in Feb that I learned about it.

Donald H Taylor: Karen2 - very sorry to hear that. We need to get that fixed.

Karen 2: No worries. One good thing is we are persistent with tech to get onto the tech SF!

Christina 2: So our rating scales aren't really such a bad idea then looking at this.

Kem: @Carrie unfortunately I wasn't there so I'm not sure what it's all about

Carrie Walton: @Kem - I suspect this session is based on the same idea. It's based around 3 questions.

Maria Mangor: There are quite a few typos in the deck

James Booth: "scales " provide a numerical output usually, and numbers are sometimes easier to measure things with

Christina 2: We would get loads of 'fine's back....... or 'alright' or 'ok'

David 2: this feedback is good/bad? what about addressing business impact?

Yvie: groan

Ainara: Any thoughts on people using a language that is not their native one. Would that affect this analysis?

James Booth: @Chritina - I avoid allowing those answers...

IT: Unfortunately this kind of questioning and others like NPS tell us nothing about whether learning gets used: has impact.

Donald H Taylor: David 2 - I'll collate these questions to put to Derek at the end

Heidi Walsh: hmmmm we've had staff 'love' learning sessions because they found the trainer engaging but learned none of the content that was supposed to be covered

Ainara: I agree, how do you measure learning?

James Booth: @Heidi - how did you work that out? it's interesting in itself

Nigel: That's you Doug Bell

David 2: I want people to change behaviours - how does this have anything to do with this?

IT: @Ainara: have a look at Telling Training's Story

Ainara: I will, thanks!

Christina 2: Full. *lol*

James Booth: If you have questions for Derek - please can you type them into the box underneath the slides. They can get lost in this chat

Doug Bell: yes Nige, we've got this covered :) Lots of quality data for the tech team but need to build something similar for yours

IT: @David 2: These questions indicate base level learner satisfaction only

Donald H Taylor: Hi David2 - this session is about gathering and interpreting data. Tomorrow's session from Mirjam Neelen (D4S2) will have more on learning design focused on behavioural change

Annie: I also thought we'd be looking at impact, but for me, it's important to review how we evaluate the learning experience - we definitely spend too much energy asking too many

questions!

  Heidi Walsh: @James because on talking to some of those who attended the trainer talked a lot, was very interesting, but from asking what was talked about it didn't correlate with the content and the learning activities had not been covered ... but we only knew that because that particular session happened to be in a building I was in and I was able to talk to some participants ... if we'd just done a 'word descriptor' for experience, they would most probably have used very positive words especially at that moment in time

  Stefanie Lietze: This sounds like an awful lot of effort to end with good vs bad-count

  Shelley 2: The L&D detective session yesterday was about measuring impact on the business

  James Booth: @Heidi - thxs. so, more outcome focussed questions need to be asked...?

  Nadia: where can we download the templates please?

  Sindhu Radhakrishnan: I prefer world like tool for responses using one word

  Nadia: and can we get a recording of this?

  Donald H Taylor: Nadia - there's a lot on Derek's website https: //www.learningmeasurementcompany.com/

  Donald H Taylor: The recording, slides, chat and other supporting documents will be available from next week at: https: //www.learningtechnologies.co.uk/digitalhub

  Krys: So this helps to gauge the learner experience but does not link to lasting behaviour change or performance. But the experience lets us know if we have met the learners needs which is important

  Susie Smith: Will we be able to access the recording of all sessions, even those we did not register for, next week? I'm seeing a few being recommended here that I was unable to attend Thanks

  Dom Fry: Sentiment seems a good way to understand the EXPERIENCE but less so the IMPACT

  Colin Welch: I love that 'meh' is a response!

  Isaac: Why is quick negative?

  Colin Welch: If anyone answered any question with just 'meh' that's a bad sign!

  Krys: I love the idea of making qualitative data analysis easy by using a lexicon!

  rjh: I like it is quick simple, does not need interpretation of stats and is longitudinal and givers a strong easy result.

  Karen 2: lol @ Colin

  Antonio Palacios: Linda: I have in the past experimented with sessions I was running very frequently, and planting certain keywords right before asking for the survey to be completed. The results were... surprising. Short answer, yes you can influence responses greatly with "subliminal" keywords.

  Linda: Thanks Antonio

  Kem: @Dom Fry.. I see your point there. that this goes towards looking at experience and less so on impact, if how attitudes and behaviours have changed

  Donald H Taylor: Antonio - thanks for sharing that

  Krys: This is just one aspect on learning analytics, it's a huge topic and @Derek is doing a great job of looking at just one aspect

  Paul Fenwick: This type of analysis is available in the Employee Experience analytics tools found in Qualtrics.

  James Booth: @Antonio, very interesting. often sales training uses a mindshare technique focussing on 3 key things as that's what brains tend to deal with and remember.

  Heike Philp: this is VERY SMART Derek

  Carrie Walton: I think this is a great straightforward start to collecting useful data that can

be used in a few ways.

Christina 2: I feel it's a good idea to be part of our 'happy sheet' but not the only way of gathering feedback for us.

Nick Denholm: I feel there are 2 different approaches for learning analytics. One is to measure the learning experience and one is to measure whether the course objectives have been met (impact). It is not a bad thing to separate these out as it is very difficult to achieve both with one single questionnaire

James Booth: I really like quizzing the learners about a subject BEFOR the course, and then asking the same questions AFTER the course and comparing

Carol Ann: Qualitative Analytics with Derek is a brilliant session.

Nicholas Smith: The best motivation is to publish the results so people know that the time they invest in responding is worthwhile.

James Booth: @Nick - definitely ! and, quality is not measured with quantity of responses

James Booth: @Nicholas - one training function I worked in rewarded the trainers (bonus wise) according to feedback from customers

Karen Chambers 2: @Nicholas - good point, plus make it easy to give the feedback

Julie Wedgwood: For Wordart try https: //wordart.com/

Antonio Palacios: Nicholas: nice idea but in an agile environment where we literally do not run the same course twice, publishing old ratings can be off-putting and not reflect the reality of what is being offered

James Booth: @Antonio - so, people have to watch recordings?

Karen Chambers 2: I ask attendees for one word summary after my group coaching but hadn't thought of analysing response

Sandrine Soubes: @Julie Wedgwood Thanks!

Nicholas Smith: @Antonio; if you are not running it again why are you asking?

Antonio Palacios: James: I am referring to live sessions....

Antonio Palacios: Nicholas: Yes, but it tweaked every time after examining feedback. Incremental improvement...

Nicholas Smith: @Antonio: Then if you tell people what the feedback was and that you acted on it that will encourage future responses.

James Booth: @Antonio - ? so, if I join the company 2 years after the live session I can't get training on a subject?

Antonio Palacios: Nicholas: Yes, but only shown to the cohort providing the feedback, then agreed

Donald H Taylor: I think that last point is really important, about combining with performance data .

Nick: Thanks @derek for the insightful presentation, and @niall for chairing

Bea Kotelko: Why aren't you asking us about one word about this session : -)

Bea Kotelko: Well done, a great session!

Antonio Palacios: James: You would see a very different onboarding or whatever it is than what was offered 2yrs ago

Chris Hall: Great session. Thanks

Helen Peel: An interesting session. Thank you very much Derek

Nick Denholm: @Donald, totally agree. We did a lot of work to bring all HR Datasets into one 'data pool' to be able to correlate learning with other key metrics

Krys: Yes @Bea that would have been nice!

poh kau: Thank you Derek!

Ainara: How do we get the material delivered? Email?

Nick: Super resources. Cheers!

Grace MacDonald: Thank you for very informative and helpful session
Marina Vicente: Thanks Derek!!
Annie: Thanks Derek, I nearly tuned out but really glad I stayed! Food for thought.
Donald H Taylor: The recording, slides, chat and other supporting documents will be available from next week at: https: //www.learningtechnologies.co.uk/digitalhub
Stefanie Lietze: Thank you"
Marie Andervin: Thanks Derek!
Jonathan P: Very useful. Thank you.
Kem: `Thank you..very interesting
Donald H Taylor: This session is now finishing. For a list of all the sessions taking place this week, please visit: https: //www.learningtechnologies.co.uk/learning-tech-summer-forum/ltsf-conference/ltsf-20-conference-programme
Fiona Tidd: thanks for this session, one word: interesting
Sonya: Thank you
Krys: Thanks Derek I have never owned a lexicon before :)
Angelique: Thanks for this interesting session!
Martin: thank you Derek!
Ainara: Thank you!!!
Antonio Palacios: Very interesting, Derek. Thank you.
Valerie Merrill: thank you Derek, much appreciated.
Donald H Taylor: Our thanks go to today's sponsor, Breeio https: //www.breeio.com
Debbie Hedley: thank you
Piers: Thank you - much to think about.
Vicky Keith: Thanks
Melinda 2: thanks
Annalea: Interesting and useful Derek, thanks :)
suzy: super - thanks so much, can't believe how much more complicated I was making than it needed to be.
Nick Denholm: Thanks Derek
Donald H Taylor: Derek on Twitter: https: //twitter.com/derek__mitchell
Honza Slozil: Thanks!
Duncan: very informative, thanks
Donald H Taylor: Derek's website: https: //www.learningmeasurementcompany.com/
Paulette: Thanks Derek - informative
Karen Chambers 2: Has given me a lot to think about - thank you Derek
David 2: it has its place, but I would want to get more from evaluation
Lesley: Thanks very much Derek, this was really interesting.
Sean Ryan: Thanks Derek
Karen Chambers 2: My word is INTRIGUING
Bruce Harley: Thanks Derek - very helpful
Wendy Arrowsmith: Thank you
Kat Ellis: Thank you
Phill Ching: Thank you!!
F Richardson: Thanks Derek
Jennifer 2: really good - Thanks!
Caroline Singleton: Thanks both
Alison Guthrie: Thank you
Deb Ashley: thank you
Nicola Lindley: Thanks you Derek

Rob Bedwell: thanks Derek
rjh: very good
Sam: many thanks
Robin: Super thank you
Kelley S: Thanks Derek, thought provoking.
Grant: Thanks
Julie Wedgwood: Thanks Derek and Niall
Carrie Walton: Thanks Derek and Niall.
poh kau: Thank you Donald!
JCH: Thanks
Andy Wooler: Thanks all
Laura Kedward: Thanks so much
John Helmer: Thanks!
Katherine: Thank you
Christina 3: Thanks Derek
Gareth Brown: Very clever & great resources- Thanks!
Krys: Thanks Derek and Niall
Megan: thanks!
Julie-Anne Walton: Thank you!
Monica: Thank you
Dorothy Miller: Thank you - very informative for me.
Rabea Schmidt: Thanks a lot!
Rui: Thanks
Saul Letourneau 2: Thanks
Victoria: Thanks Derek - helped to find a solution for us!
Karandeep Virdee: TaThank yThank you Derekou Derek
David Kirby: Thanks everyone