LTSF20 D3S2: Qualitative Analytics – Turn feedback in to action

Derek Mitchell – Themed comments

SHOUT OUTS

Melinda: Pretty good but building meaningful actions and getting engagement with this more difficult

PERSONAL QUESTION ABOUT DEREK - done

Colin Welch: What guitar is that behind you Derek?

QUALITY OF DATA

Noel Read: we use what we use well, but I think we need more meaningful data to work with

David 2: meaningful to whom?

Natasia Hieber 2: we do this - but how useful is this information? 'Important question' slide

Kem: How do you minimise the impact of bias from the specific sentiment lexicon

RISK OF NUDGING PARTICIPANTS

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.

SENTIMENT ANALYSIS

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

Andy Wooler: NPS is most often used immediately post course - at a point in time when it cannot yet be known if there was real business impact. In your work to date, has there been a direct correlation between NPS (or sentiment analysis) and business improvement further down the line?

Antonio Palacios: In your experience, how much of an effort is to maintain the sentiment lexicon?

Wendy Arrowsmith: Agree with David 2, we would be gathering feedback on learning experience/enjoyment of the learning event but not gauging whether the training has

delivered behaviour change, etc. How could we be gathering feedback perhaps from managers or colleagues to prove effectiveness of training?

LEARNER MOTIVATION - done

Honza Slozil: How do you motivate learners to give you a relevant feedback?

VALUE OF SENTIMENTvs ROI - done

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?

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

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

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

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

TOOLS

justin: what are the best analytical tools available in the market? standalone and in a suite?

James: Currently researching tools for analytics - MTM Metrics that Matter have a good offering

Rob Alcock: What's the best technology for asking questions and getting feedback?

Nadia: where can we download the templates please?

DATA CONSISTENCY

David 2: what about second language issues - you will not nec have consistency

TAKING ACTION

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

PUBLISHING DATA

Honza Slozil: Do you share the feedback on courses / trainers / ... within the company? Do you make it public?