

Qualitative Analytics – Turn feedback in to action



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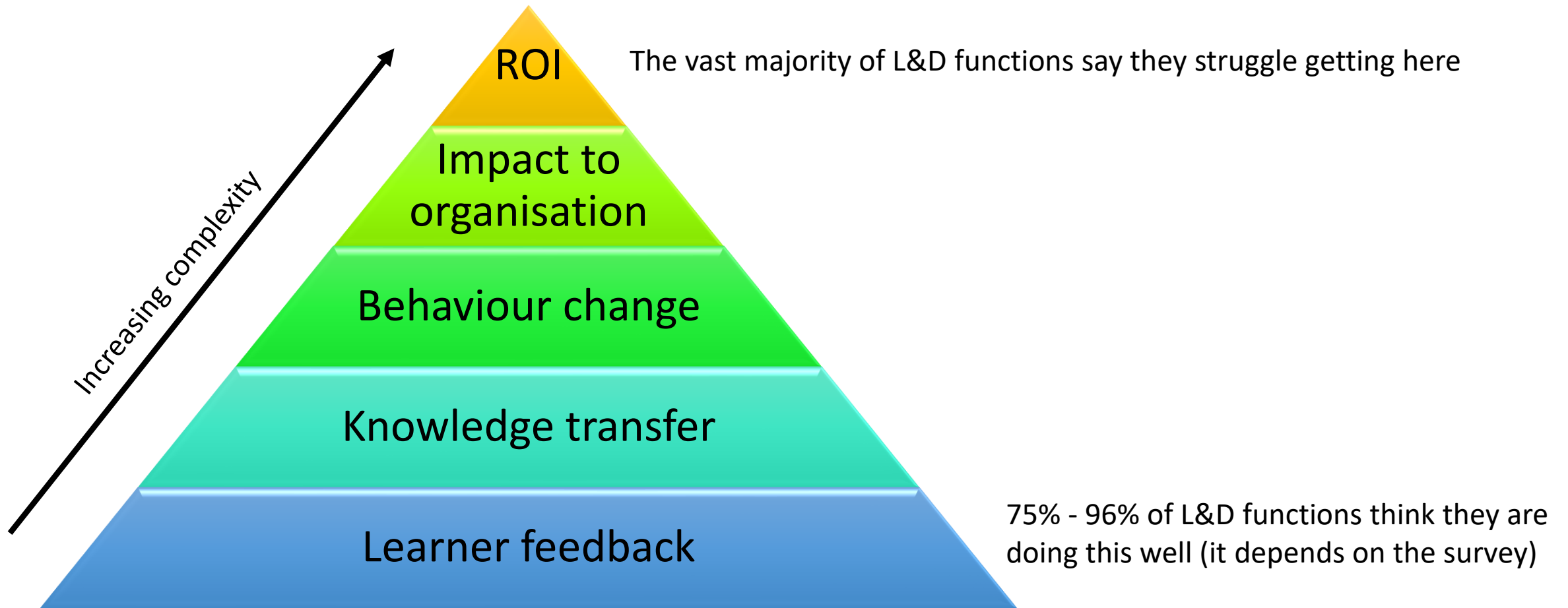
Learning Technologies Summer forum

15th July 2020

**learning
technologies**
SUMMER FORUM

We all know this model

(after all, it is over 60 years old)



Learners are still leaners, but technology has moved on.



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Worst practices

Asking lots of questions we are not going to do anything with

Phrasing questions differently for different courses

Asking different questions across modalities

Let's look at some common methodologies

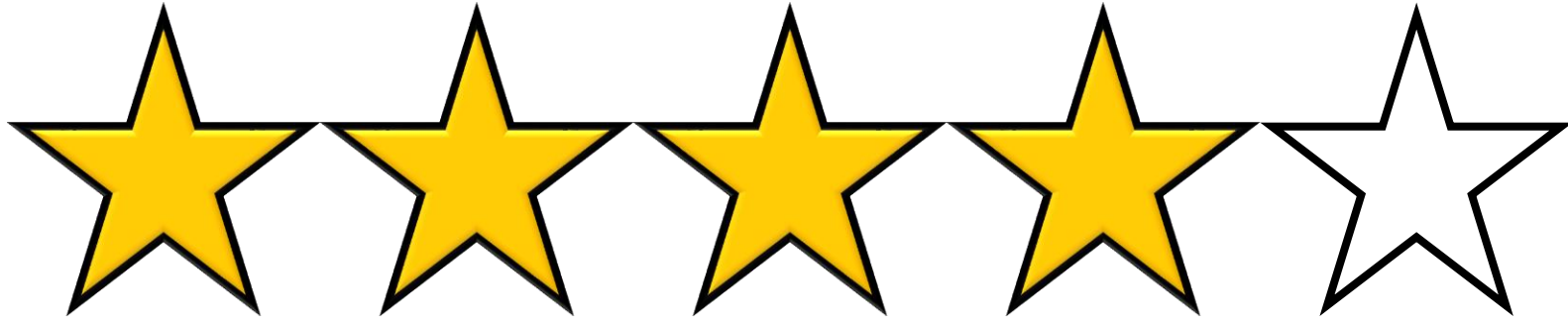
Lots of questions we think might be important

- How was the trainer?
- How was the environment?
- How was the food?
- Did you enjoy the material?
- ...
- ...
- ...

A binary 'yay or nay'



The NPS style question



“I thought the training was fine, it went a bit slow at times, but the food was AMAZING!!!!!!”

Let's assume we have some basic rules:

- Make giving a response super low effort for our learners
- Focus our respondents on what is most important to them
- Remove bias from the interpretation of responses
- Make any analysis super-simple (and maximise data captured)

“Describe your leaning experience in one word”

For stakeholders

For L&D

Empowering

Sick

Repetitive

Sentiment analysis

Long

56%

POSITIVE

44%

NEGATIVE

Engaging

Slow

Interesting

Informative

Boring



For stakeholders

Empowering

Sick

Interesting

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Engaging

**Quantitative AND
actionable
qualitative data from
just one word**

Sentiment analysis

56%
POSITIVE

44%
NEGATIVE

For L&D

Long

Boring

Repetitive

Slow

One (easy) way of doing this

You will need:

- A survey tool (Your LMS, LXP, Survey Monkey, MS teams.....)
- An L&D specific sentiment lexicon (list of words people use to describe L&D)
- A reporting tool (Excel, Access, Tableau, PowerBI.....)

Some sample survey data

	A	B	C	D	E	F
			What type of learning experience was it?	What is your user ID?	What learning experience did you take part in?	Describe the learning experience using one word
1	Record ID	Start Date (UTC)				
2	6	2018-06-29 16:15:57	Experience Zones	User id 11619	Course name 182	noisy
3	59	2017-04-21 08:39:55	Classroom	User id 1449	Course name 133	aaa
4	60	2017-04-21 14:49:18	e-Learning/Online	User id 15275	Course name 99	Good
5	61	2017-04-25 15:08:08	Classroom	User id 4737	Course name 118	short
6	62	2017-04-25 15:40:37	Classroom	User id 15631	Course name 73	GOOD
7	63	2017-04-26 15:21:42	Classroom	User id 8901	Course name 118	interactive
8	66	2017-05-01 13:59:55	Classroom	User id 2118	Course name 81	Enlightening
9	67	2017-05-02 14:47:16	Classroom	User id 6034	Course name 92	good
10	68	2017-05-02 14:47:19	Classroom	User id 137	Course name 92	repetitive
11	69	2017-05-02 14:47:30	Classroom	User id 4578	Course name 92	interesting
12	70	2017-05-02 15:02:28	Classroom	User id 7802	Course name 118	Fab
13	71	2017-05-02 15:04:19	Classroom	User id 4492	Course name 118	explained
14	73	2017-05-02 15:40:56	Classroom	User id 6260	Course name 106	outstanding
15	74	2017-05-05 11:25:47	Classroom	User id 9879	Course name 102	good
16	76	2017-05-05 11:29:16	Classroom	User id 10332	Course name 102	Boring
17	77	2017-05-05 13:08:18	Classroom	User id 4301	Course name 118	clear
18	78	2017-05-05 13:09:58	Classroom	User id 10822	Course name 118	precise
19	79	2017-05-05 13:11:46	Classroom	User id 1266	Course name 118	good
20	80	2017-05-08 10:02:26	e-Learning/Online	User id 1095	Course name 118	excellent
21	81	2017-05-08 15:31:33	Classroom	User id 10389	Course name 109	fun
22	82	2017-05-08 15:46:57	Classroom	User id 6119	Course name 146	Enthusiastic
23	83	2017-05-08 15:47:03	Classroom	User id 3420	Course name 146	Engaging
24	84	2017-05-08 15:49:08	Classroom	User id 9750	Course name 109	Interesting

A sample sentiment table

	A	B
1	Describe the learning experience using one word	Likely sentiment
2	good	Positive
3	informative	Positive
4	great	Positive
5	fun	Positive
6	excellent	Positive
7	interesting	Positive
8	awesome	Positive
9	easy	Positive
10	ok	Positive
11	simple	Positive
12	engaging	Positive
13	fantastic	Positive
14	amazing	Positive
15	brilliant	Positive
16	useful	Positive
17	interactive	Positive
18	helpful	Positive
19	enjoyable	Positive
20	exciting	Positive
21	insightful	Positive
22	clear	Positive
23	okay	Positive
24	educational	Positive
25	quick	Negative
26	knowledgeable	Positive

Counting the frequency

C2			=COUNTIF('Learner feedback'!F:F,Sheet1!A2)
	A	B	C
1	Describe the learning experience using one word	Likely sentiment	Number of occurrences
2	good	Positive	3464
3	informative	Positive	2968
4	great	Positive	2117
5	fun	Positive	1606
6	excellent	Positive	1340
7	interesting	Positive	1127
8	awesome	Positive	1055
9	easy	Positive	1039
10	ok	Positive	977
11	simple	Positive	829
12	engaging	Positive	762
13	fantastic	Positive	632
14	amazing	Positive	616
15	brilliant	Positive	554
16	useful	Positive	505
17	interactive	Positive	481
18	helpful	Positive	453
19	enjoyable	Positive	335
20	exciting	Positive	292
21	insightful	Positive	274
22	clear	Positive	270
23	okay	Positive	239
24	educational	Positive	219
25	quick	Negative	218
26	knowledgeable	Positive	201

Filtering the most common negative words

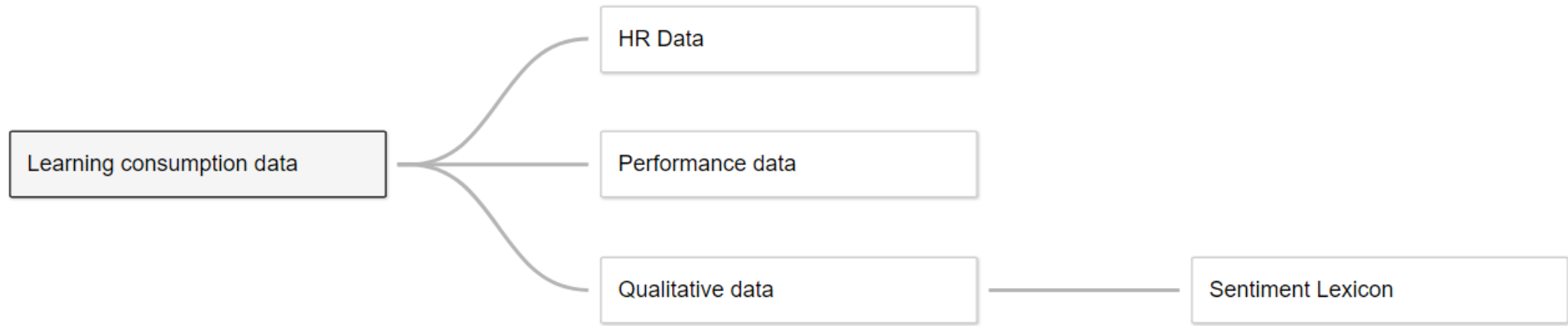
	A	B	C
1	Describe the learning experience using one word ▾	Likely sentiment ▾	Number of occurrences ▾
25	quick	Negative	218
30	boring	Negative	181
40	rushed	Negative	107
42	long	Negative	98
46	poor	Negative	95
48	basic	Negative	88
56	confusing	Negative	72
58	slow	Negative	69
64	short	Negative	58
70	dull	Negative	51
77	repetitive	Negative	42
78	loud	Negative	40
81	brief	Negative	38
84	awful	Negative	35
108	frustrating	Negative	24
115	terrible	Negative	23
119	mediocre	Negative	22
124	vague	Negative	21
127	meh	Negative	20
140	simplistic	Negative	18
141	bad	Negative	17
145	lacking	Negative	17
150	pointless	Negative	16
152	tedious	Negative	16
162	challenging	Negative	14

Looking at the proportion of positive and negative

F40		=SUMIF(B:B,E40,C:C)				
	A	B	C	D	E	F
1	Describe the learning experience using one word	Likely sentiment	Number of occurrences			
25	quick	Negative	218			
30	boring	Negative	181			
40	rushed	Negative	107			
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140	simplistic	Negative	18			
141	bad	Negative	17			
145	lacking	Negative	17			
150	pointless	Negative	16			
152	tedious	Negative	16			
162	challenging	Negative	14			

Building this into a bigger model

- Learning consumption data (Multiple Connections)



We can explore data and form hypothesis

Diversity & Inclusion

Gender mix



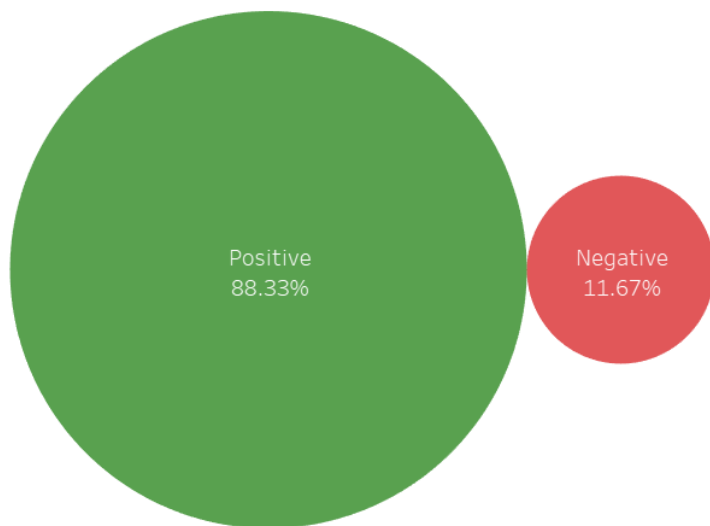
Ethnic mix



Hair colour



Sentiment analysis



Qual feedback

adequate 9%	useful 9%	concise	efficient	fab 5%			fine 5%	fun 5%			
		cool	engaging								
amazing 9%	alright	decent	enjoyable	helpful			nice 5%	ok 5%	okay 5%		
		awesome	detailed								
average 9%	awsome	easy		insightful	perfect 5%						
brilliant 9%	beneficial		excellent		positive 5%						
different 9%	clear										
		effective	exciting				superb 5%				slow

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