

## How can analytics inform the way we learn?

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## Definition of learning analytics

- Analytics is the use of big data
- Learning analytics is done for the benefit of learners, or to advance pedagogy ☺
- Academic analytics is done for the (financial) benefit of institutions ☹
- Learning analytics is 'formative, rather than summative'

## Case study: *Signals*

- Early warning traffic light system
  - An example of 'nudge analytics'
  - Live and instant formative assessment
  - Mapped exploits more accurately and meaningfully than demographics
  - Redefined needs analysis at Purdue U.
  - Found to lead to better grades
- ... but ...

## Case study: *Signals*

- ...
- There was a (now discredited) suggestion the tool improved retention rates
- Tool now sold on the premise it improves retention by 21%
- Also, some measures 'trivial', like login count
- Does it push learners towards a certain identity?

## Beyond *Signals*

- Yu & Jo (2014) adapted the tool in Korea, removing all non-behavioral measures
- They found
  - total time in the virtual learning environment (VLE)
  - regularity of VLE use
  - number of downloads
  - interaction with peersto be significant

## Another use of analytics

- Goda *et al.* (2014) used learning analytics to look at learners' behavioral types
- They found seven different learning types on the course they analysed
- Differing levels of success within each behavioral type, which suggests self-regulating strategies are key

## Thank you

### Selected bibliography

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