

HEAR WHAT YOUR STUDENTS ARE TELLING YOU

HARVESTING INSIGHTS

Most institutions don't understand the concept of 'Big Data' and how valuable it is. You can uncover priceless insights from the qualitative feedback collected in your course evaluations. These comments reveal the 'top of mind' topics — the fresh issues that concern your students the most — something that remains undiscovered from traditional questionnaires.

Collecting and analyzing these comments can reveal an explosion of data points that help you improve the teaching & learning experience at your college or university.



TIGHT INTEGRATION OF BLUE + TEXT ANALYTICS

Automate the analysis of all your open-ended student feedback from within Blue. Thanks to Blue's native integration, it can compile and analyze thousands of comments, identify themes, and correlate this data with enrollment information contained in your SIS to produce insightful in-depth reports.

PURPOSE-BUILT DICTIONARY

Over the course of a year, two Ph.D. researchers used 1.4 million real student comments from around the world to create a validated, improvement-centric dictionary for teaching & learning. The dictionary understands idioms, local expressions, typos, and synonyms — uncovering real themes behind student feedback.

FLEXIBLE REPORTING

Easy-to-read visual reports can be created for instructors, departments, divisions, or the whole institution. When more in-depth analysis or longitudinal reporting is needed, you can import historical data to immediately chart trends.

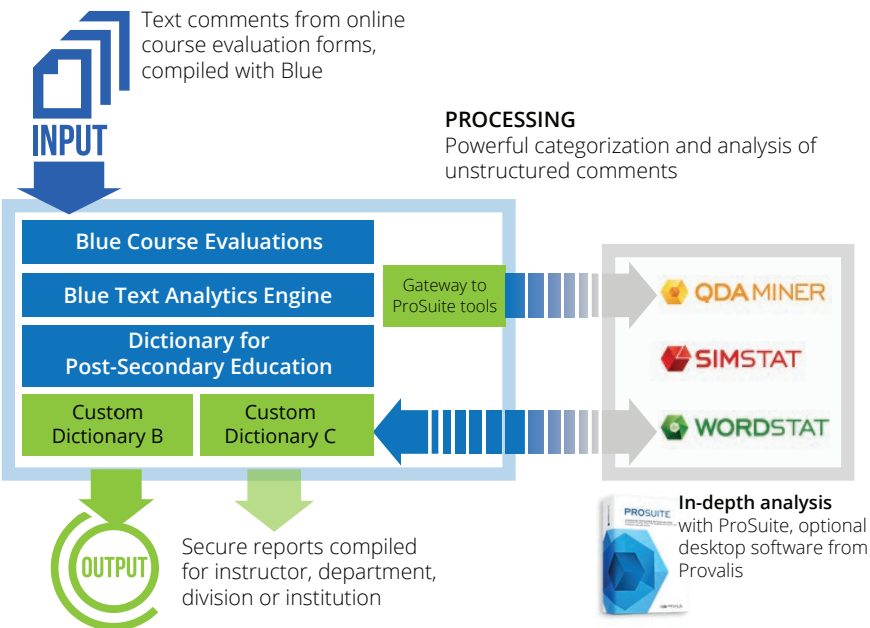
THEMES REVEAL STUDENT CONCERNS

Blue Text Analytics provides 'smart' themes that pertain specifically to higher education. Far more advanced than keyword frequency or sentiment analysis, these themes group together disparate comments by context. Now you can hear and act on concerns that your students are expressing.

REPORTS FOR EVERY LEVEL

Blue Text Analytics leverages Blue to compile reports appropriate for every level of your college or university, from individual course/instructor pairings to the entire institution. Any institution seeking in-depth analysis can use the insights discovered to make smarter decisions to improve course offerings, teaching effectiveness, and student learning.

BLUE TEXT ANALYTICS SYSTEM DIAGRAM



BLUE TEXT ANALYTICS UNLOCKS HIDDEN INSIGHTS FROM YOUR STUDENT FEEDBACK

Blue now features a world-class text analysis engine that your college or university can leverage to make sense of open-ended student feedback.

Online course evaluations gather many free-form comments from students — too many for most colleges and universities to handle.

Individual instructors can read a few hundred comments from students, but no administrator has the time — or the tools — to study thousands of different comments. That means your institution may be turning a deaf ear to some major student concerns.

With Blue Text Analytics, institutions now have an opportunity to access a previously untapped source of priceless data. Incorporating quantitative and qualitative responses, Blue can now analyze hundreds of data points compared to the limited inputs in the traditional cross-tabulation of end-of-term course evaluations. Gathering insights and identifying trends at every level, from individual course/instructor pairings to the entire institution, can help you make direct improvements to the teaching and learning experience.

Course Evaluations Ask Two Types of Questions: Quantitative and Qualitative

Quantitative questions gather ratings in numbers. Such structured data is straightforward to examine with analytics software.

Qualitative (open-ended) questions gather free-form comments in natural language. This unstructured data requires a different set of tools, called 'text analytics'. These tools can compile natural language comments to categorize, compare, and analyze. They handle text as well as traditional software handles numbers.

Blue Text Analytics is the right tool for the job with ground-breaking qualitative, quantitative, and mixed methods programs.

Collaboration between eXplorance and Provalis Research

Blue Text Analytics provides a text analysis engine from Provalis Research, a leading software developer with over 20 years in the field. With Provalis Research, eXplorance continues to bring new ways for higher education to get the most out of their data.

Contact us today to learn more about how Blue Text Analytics can help you better understand your open-ended student feedback.

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