



Exploring the Potential Power of Blue Text Analytics for Institutional Assessments of the Student Experience

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Description: It is very common for faculty members to both praise and bemoan the quality of student qualitative comments as part of the student course evaluation process. While there are legitimate concerns about inappropriate comments made by students and the risk they might have if used inappropriately as part of the summative evaluation of teaching, there is significant valuable formative and summative feedback that can be found in many of the qualitative comments provided by students. Yet in many cases the qualitative comments provided by students are not systematically analyzed and used as part of many institutional course evaluation processes. This situation is often even more true for other student surveys conducted on campuses about the student experience outside of the course evaluation process, for which qualitative comments are rarely used systematically by the institutions participating in the institutional survey. This presentation will begin by exploring Dalhousie's use of the Blue Text Analytics as part of our analysis of our institution's student ratings of instruction, but will primarily focus on a pilot analysis of student qualitative comments from a cross-institutional survey of the student experience – the Canadian University Survey Consortium (CUSC) Student Experience Questionnaire. The CUSC survey is conducted as part of a partnership of ~40 Canadian universities, and explores the students' experiences with faculty members, advising, student services, and other dimensions of the overall student learning environment both within and outside of the classroom. The presentation will unpack the process and results of using the BTA tool to explore the core themes that emerged from the CUSC student responses, and will explore the potential value for other similar alternative uses for BTA (including the analysis of qualitative comments for the National Survey of Student Engagement and other comparable institutional surveys used around the world as part of institutions' assessment of the student learning environment).

Date: Wednesday, August 8, 2018

Link: [Click here to see the video](#)