Bluenotes GLOBAL 2020
VIRTUAL EXPERIENCE

Towards Full Automation and Opportunities with Text Analytics and the National Student Survey

Debbie Ginsburg
TEL Project Manager / Acting Student Voice Coordinator,
Learning & Teaching Enhancement Centre, Directorate for Education

Ali Sultan
Junior Student Information Systems Developer,
Information & Technology Services, Finance & Infrastructure

Kingston University London

Kingston University

- 15,000 students
- 4 faculties, 12 schools, 37 departments
- 1,800 individual modules per year
- Significant percentage commuter students and non-traditional students (e.g., mature students, first in family to attend university, carers)
- Tribal student information system (SITS)
- Canvas LMS

Kingston University London

Background

- Module Evaluation Questionnaires (MEQs) re-introduced in 2017
- Same questionnaire for all students, all modules, undergraduate and postgraduate
- 10 multiple choice questions and 2 free-response questions

MEQ Schedule

- Main window: beginning of March
  - ~1,200 surveys
- Autumn window: mid-November
  - ~200 surveys (mostly postgraduate)
- There's always a survey running…
  - ~200 surveys
- Some modules never run a survey

In the beginning… Autumn 2017

- Manually created spreadsheet of all modules sent to faculties for review
- Requested changes recorded in CSV
- CSV files sent to Oracle developer to upload
- Process pulled data from SITS
- Linked that data to Data Sync Tool daily

Challenges

- Inefficient
- Hard to notice an absence
- Inaccurate data submitted
- Special characters prevented survey upload
- Data entry mistakes
- All subsequent date changes via Task/Subject Management

Some improvement: July 2019

- Nightly SQL process uploads CSV file
- Automated email notification with errors

Completely New & Much Improved

- Integrate SITS directly with Data Sync Tool
- Changes made in SITS rather than Blue
  - “Single point of truth”
  - Datasources become reliable sources of data
- Include all modules by default
- Include MEQ start/end dates
- Accurate data
- Give more control and responsibility to the faculties

Kingston University London

Updated Business Rules

- Removed unrelated validation rules
- Shortened survey length from 16 to 14 days
- No MEQ for modules with <5 students
- Once per year – no “do overs”

Build from Scratch

- Initial decision to stay with existing data sources
  - Avoid creation of new definition and projects
- Data field types not fit for purpose
- Several months into project decided to build new data sources
  - Late creation of new definition, projects

Other Benefits: New Reporting Tools

- MEQ start/end date reports available to all academic staff via an existing, familiar tool
- Easy reports to find unscheduled or unapproved modules
- First step in larger project to roll-over new module records every year

Kingston University London

Changes to SITS

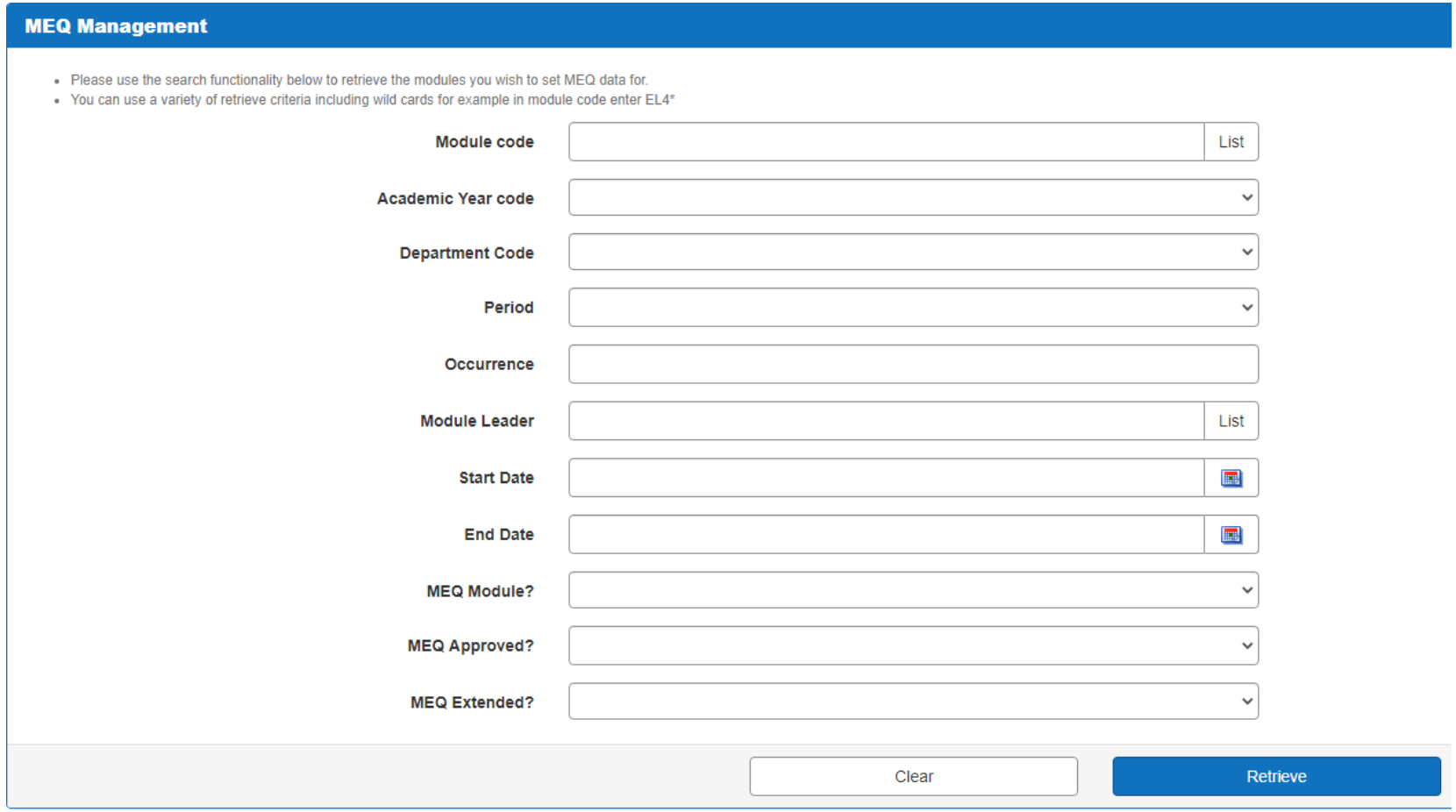
- 5 new UDF (User Defined Fields) added to the MAV (Module Availability View)
  - MEQ Module
  - MEQ Approved
  - Start date
  - End date
  - MEQ Extended
- Access via web-based tool (eVision/OSIS)
  - 1-2 named staff in each faculty
- Planned: New module records will include start date automatically (for most modules)

Kingston University London

New OSIS screens

- Professional staff search, review, make changes
  - Global changes/approvals
- Business rules
  - No changes <2 days before survey start or end
  - No changes to completed survey
  - Surveys can be extended once, by 7 days

New OSIS screens



Kingston University London

Bluenotes GLOBAL 2020
VIRTUAL EXPERIENCE

Managing the Data

MEQ Management

Select All ▾ | Now showing records 1 - 10 of 10 | Sort By | Sort

- In order for an MEQ to be made live the MEQ must have a start date, be approved and MEQ Module? set to Yes.
- Please note if a module has multiple occurrences which are treated as 'ALL' in canvas they must all have the same start date.
- An MEQ start date cannot be set to the past and must be two days into the future to be valid.

Select	Module code	Occ	Canvas Occ	Academic Year	Period	Department	Module Leader	Location	Start date	End Date	MEQ Module?	MEQ Approved?
☐	QB4000	A	A	2019/0	TY13	CC0014	65088	KKH	06/Jul/2020	26/Jul/2020	Yes	Yes
☐	QB4010	A	A	2019/0	TY13	CC0014	66156	KKH	01/Mar/2020	14/Mar/2020	Yes	
☐	QB4030	A	A	2019/0	TY13	CC0014	43613	KKH	01/Mar/2020	14/Mar/2020	Yes	
☐	QB4040	A	A	2019/0	TY13	CC0014	57526	KKH	01/Mar/2020	14/Mar/2020	Yes	
☐	QB4100	A		2019/0	ACYR	CC0014		KKH	20/Jul/2020	02/Aug/2020		Yes
☐	QB4444	A	A	2019/0	ACYR	CC0014	65088	KKH	11/Jul/2020	24/Jul/2020	Yes	Yes
☐	QB5000	A	A	2019/0	TY13	CC0014	57526	KKH	01/Mar/2020	14/Mar/2020	Yes	
☐	QB5010	A	A	2019/0	TY13	CC0014	60118	KKH	01/Mar/2020	14/Mar/2020	Yes	
☐	QB5020	A	A	2019/0	TY13	CC0014	66156	KKH	01/Mar/2020	14/Mar/2020	Yes	
☐	QB5030	A	A	2019/0	TY13	CC0014	47474	KKH	01/Mar/2020	14/Mar/2020	Yes	

Replace | Back | Drop | Store

Kingston University London

Reports

MEQ Totals

Overall MEQ Counts

MEQs Awaiting Approved	69
MEQs Approved	1418
Modules Excluded from MEQ	3
MEQs Extended	10

Back

Click here to search and export applications

Bluenotes GLOBAL 2020
VIRTUAL EXPERIENCE

Reports

Back to search

MEQ management report

Copy Excel Search:

Module Code	Academic Year	Occurence	Canvas Occurence	Period	Department	Faculty	Location	Module Leader	MEQ Module?	MEQ Start Date	End Date	MEQ Approved?	MEQ Extended?
AR7204	2019/0	A	O	TB3	CC0004	DE	KPR	62557	Y	01/01/2020	13/01/2020	Y	
AR7402	2019/0	A		SPAN2	CC0004	DE	KKP	04820	Y	01/01/2020	15/01/2020	Y	
AR4001	2019/0	A	A	TY13	CC0004	DE	KKP	58333	Y	01/03/2020	14/Mar/2020	Y	
AR4002	2019/0	A	A	TY13	CC0004	DE	KKP	36084	Y	01/03/2020	14/Mar/2020	Y	
AR4003	2019/0	A	A	TY13	CC0004	DE	KKP	58269	Y	01/03/2020	14/Mar/2020	Y	
AR4004	2019/0	A	A	TY13	CC0004	DE	KKP	44003	Y	01/03/2020	14/Mar/2020	Y	
AR4201	2019/0	A	A	TY13	CC0004	DE	FBU	60530	Y	01/03/2020	14/Mar/2020	Y	
AR4202	2019/0	A	A	TY13	CC0004	DE	FBU	66053	Y	01/03/2020	14/Mar/2020	Y	
AR4203	2019/0	A	A	TY13	CC0004	DE	FBU	66053	Y	01/03/2020	14/Mar/2020	Y	

Kingston University London

Reports

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	MEQ Management report													
2	Module Code	Academic Year	Occurence	Canvas Occurence	Period	Department	Faculty	Location	Module Leader	MEQ Module?	MEQ Start Date	End Date	MEQ Approved?	MEQ Extended?
3	AR7204	2019/0	A	O	TB3	CC0004	DE	KPR	62557	Y	01/01/2020	13/01/2020	Y	
4	AR7402	2019/0	A		SPAN2	CC0004	DE	KKP	04820	Y	01/01/2020	15/01/2020	Y	
5	AR4001	2019/0	A	A	TY13	CC0004	DE	KKP	58333	Y	01/03/2020	14/Mar/2020	Y	
6	AR4002	2019/0	A	A	TY13	CC0004	DE	KKP	36084	Y	01/03/2020	14/Mar/2020	Y	
7	AR4003	2019/0	A	A	TY13	CC0004	DE	KKP	58269	Y	01/03/2020	14/Mar/2020	Y	
8	AR4004	2019/0	A	A	TY13	CC0004	DE	KKP	44003	Y	01/03/2020	14/Mar/2020	Y	
9	AR4201	2019/0	A	A	TY13	CC0004	DE	FBU	60530	Y	01/03/2020	14/Mar/2020	Y	
10	AR4202	2019/0	A	A	TY13	CC0004	DE	FBU	66053	Y	01/03/2020	14/Mar/2020	Y	
11	AR4203	2019/0	A	A	TY13	CC0004	DE	FBU	66053	Y	01/03/2020	14/Mar/2020	Y	
12	AR4204	2019/0	A	A	TY13	CC0004	DE	FBU	66053	Y	01/03/2020	14/Mar/2020	Y	
13	AR5001	2019/0	A	A	TY13	CC0004	DE	KKP	19839	Y	01/03/2020	14/Mar/2020	Y	
14	AR5002	2019/0	A	A	TY13	CC0004	DE	KKP	49128	Y	01/03/2020	14/Mar/2020	Y	
15	AR5003	2019/0	A	A	TY13	CC0004	DE	KKP	41431	Y	01/03/2020	14/Mar/2020	Y	
16	AR5004	2019/0	A	A	TY13	CC0004	DE	KKP	48243	Y	01/03/2020	14/Mar/2020	Y	
17	AR5201	2019/0	A	A	TY13	CC0004	DE	FBU	66053	Y	01/03/2020	14/Mar/2020	Y	
18	AR5202	2019/0	A	A	TY13	CC0004	DE	FBU	66053	Y	01/03/2020	14/Mar/2020	Y	
19	AR5203	2019/0	A	A	TY13	CC0004	DE	EGA	60530	Y	01/03/2020	14/Mar/2020	Y	
20	AR5204	2019/0	A	A	TY13	CC0004	DE	FBU	66053	Y	01/03/2020	14/Mar/2020	Y	
21	AR6001	2019/0	A	A	TY13	CC0004	DE	KKP	19839	Y	01/03/2020	14/Mar/2020	Y	
22	AR6002	2019/0	A	A	TY13	CC0004	DE	KKP	49128	Y	01/03/2020	14/Mar/2020	Y	
23	AR6003	2019/0	A	A	TY13	CC0004	DE	KKP	41431	Y	01/03/2020	14/Mar/2020	Y	
24	AR6004	2019/0	A	A	TY13	CC0004	DE	KKP	64538	Y	01/03/2020	14/Mar/2020	Y	
25	AR6101	2019/0	A	A	TY13	CC0004	DE	KKP	14157	Y	01/03/2020	14/Mar/2020	Y	
26	AR6102	2019/0	A	A	TY13	CC0004	DE	KKP	62557	Y	01/03/2020	14/Mar/2020	Y	
27	AR6103	2019/0	A	A	TY13	CC0004	DE	KKP	41410	Y	01/03/2020	14/Mar/2020	Y	
28	AR6104	2019/0	A	A	TY13	CC0004	DE	KKP	41410	Y	01/03/2020	14/Mar/2020	Y	
29	AR6201	2019/0	A	A	TY13	CC0004	DE	KKP	04820	Y	01/03/2020	14/Mar/2020	Y	
30	AR6202	2019/0	A	A	TY13	CC0004	DE	KKP	04820	Y	01/03/2020	14/Mar/2020	Y	
31	AR6203	2019/0	A	A	TY13	CC0004	DE	KKP	12481	Y	01/03/2020	14/Mar/2020	Y	

Kingston University London

Challenges

- SVM tasks are not updated when the datasource updates
  - Experimenting with subject date filters
- New work function for professional staff
  - Biggest concern of Education Committee
- New business process for academic staff
- Keeping start date consistent when not a centralized function

Kingston University London

Questions?

Opportunities with Text Analytics and the National Student Survey

What is the National Student Survey (NSS)?

- Survey of all final-year undergraduates in England, Wales, Scotland and Northern Ireland about their university experience
- Survey administered by Ipsos Mori
- Anonymized and redacted results provided to universities that meet minimum thresholds
- Quantitative data is public

Kingston University London

What does the data look like?

- Two free-text questions: positive and negative
- Downloaded in spreadsheet form
- Can also generate reports based on specific terms (e.g., “Canvas” or “catering”)

What did we do with the data?

- Comments divided by faculty
- Distributed to the faculty for careful cascading
- Spreadsheet format
  - Must read through every comment
  - No analysis of the bigger picture

Goal: Use NSS data for more in-depth analysis

- Blue Text Analytics will work on any text
- Must mimic actual survey but can upload the response data
- UK-specific educational dictionaries

Limitation: No cross-tabulation analysis

- Demographic data: provided at university level
- Quantitative data: provided at course group level
- Qualitative data: provided at individual rater level

Quick BTA Overview

- Attributes (adjectives)

  Examples of themes: engaging, disrespectful, boring, adequate

  Categorized into positive, negative, neutral, and ambiguous subcategories.

- Elements (nouns)

  Examples of themes: professors, guest lecturers, group projects, office hours, textbooks, exams, grading

- Possible Alerts

  Identify themes (such as suicide, mental illness, and weapons) or discrimination (such as sexism and racism) that are expressed in student comments.

Process Overview for NSS Data

- Create data sources
  - Users – not real; just placeholders
  - Object - Course groups from Planning office
  - Relationship – users to course group
    - used actual results data to create this
- Create definition and groups
- Create project and import response data
- Create report

Kingston University London

Nitty Gritty: Coursegroup Datasource

Course group	Name	Faculty	Dept code	Department	School code
G02050	Real Estate Management	FBSS	CC0001	Department of Accounting, Finance and Inf	CCRA1003
G04051	Accounting & Finance with Busine	FBSS	CC0001	Department of Accounting, Finance and Inf	CCRA1003
G28050	Criminology	FBSS	CC0010	Department of Criminology and Sociology	CCRA1114
G28550	Sociology	FBSS	CC0010	Department of Criminology and Sociology	CCRA1114
G20550	Business Economics	FBSS	CC0013	Department of Economics	CCRA1114
G21050	Economics	FBSS	CC0013	Department of Economics	CCRA1114
G21550	Financial Economics	FBSS	CC0013	Department of Economics	CCRA1114

Coursegroup: Unique identifier
Other organizational elements included for convenience
Included “Unknown” for anonymized coursegroups

Kingston University London

Nitty Gritty: Users Datasource

StudentID	FirstName	LastName	Blue_Role
Student0001	Pat	Student1	3
Student0002	Pat	Student2	3
Student0003	Pat	Student3	3
Student0004	Pat	Student4	3
Student0005	Pat	Student5	3
Student0006	Pat	Student6	3
Student0007	Pat	Student7	3
Student0008	Pat	Student8	3
Student0009	Pat	Student9	3
Student0010	Pat	Student10	3
Student0011	Pat	Student11	3

** Remember to set up authentication for Users datasource! **

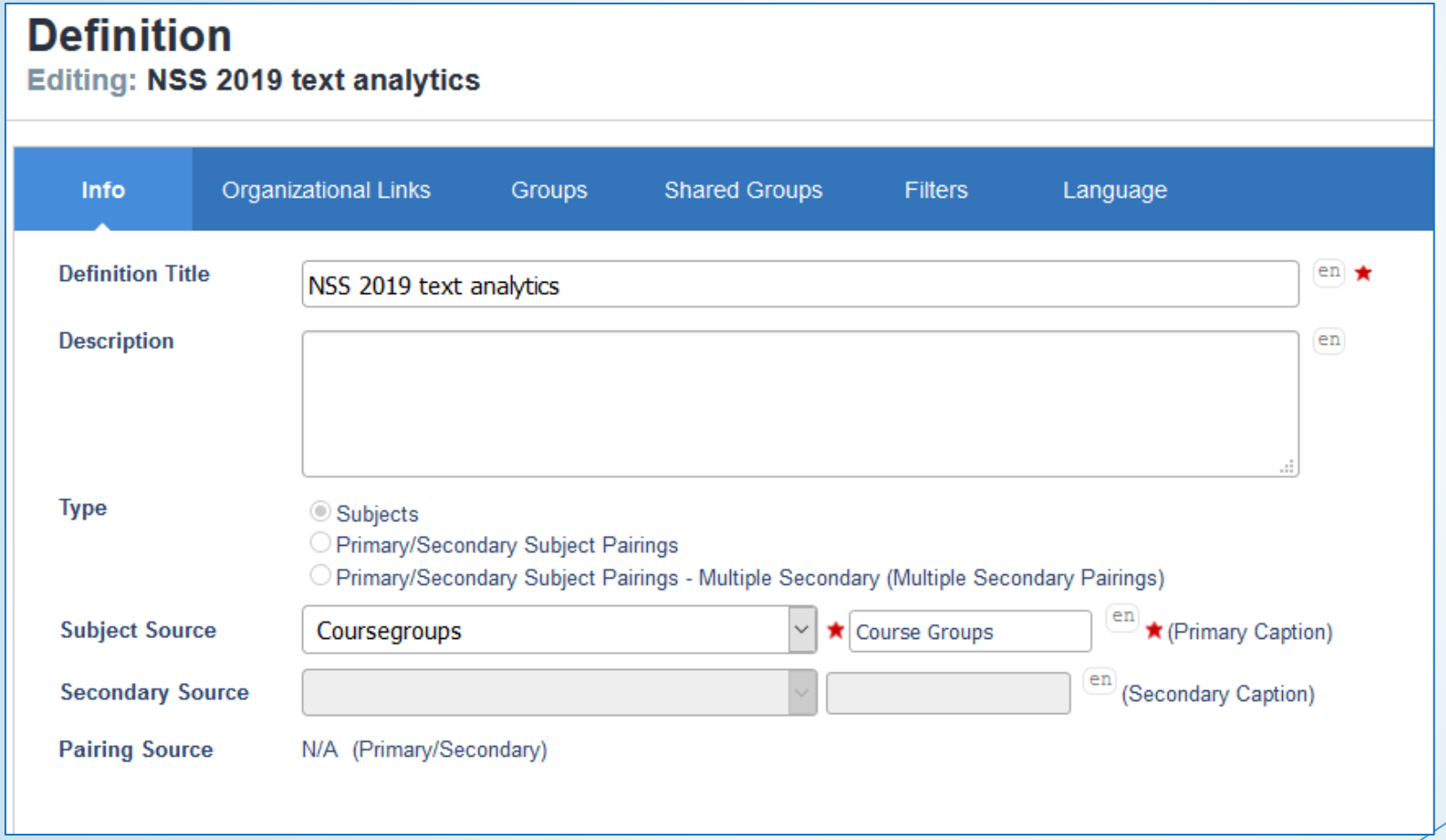
Nitty Gritty: Student-Coursegroup Relationship Datasource (placeholder)

- Initial data to establish the data fields
- Need datasource to create definition

- Once the response data is created, this creates the actual relationship data that will be used

Coursegroup	StudentID
Unknown	Unknown
G04051	Student0001
G04051	Student0002
G04051	Student0003
G04051	Student0004
G04051	Student0005
G04051	Student0006
G04051	Student0007
G04051	Student0008
G04051	Student0009
G04051	Student0010
G04051	Student0011

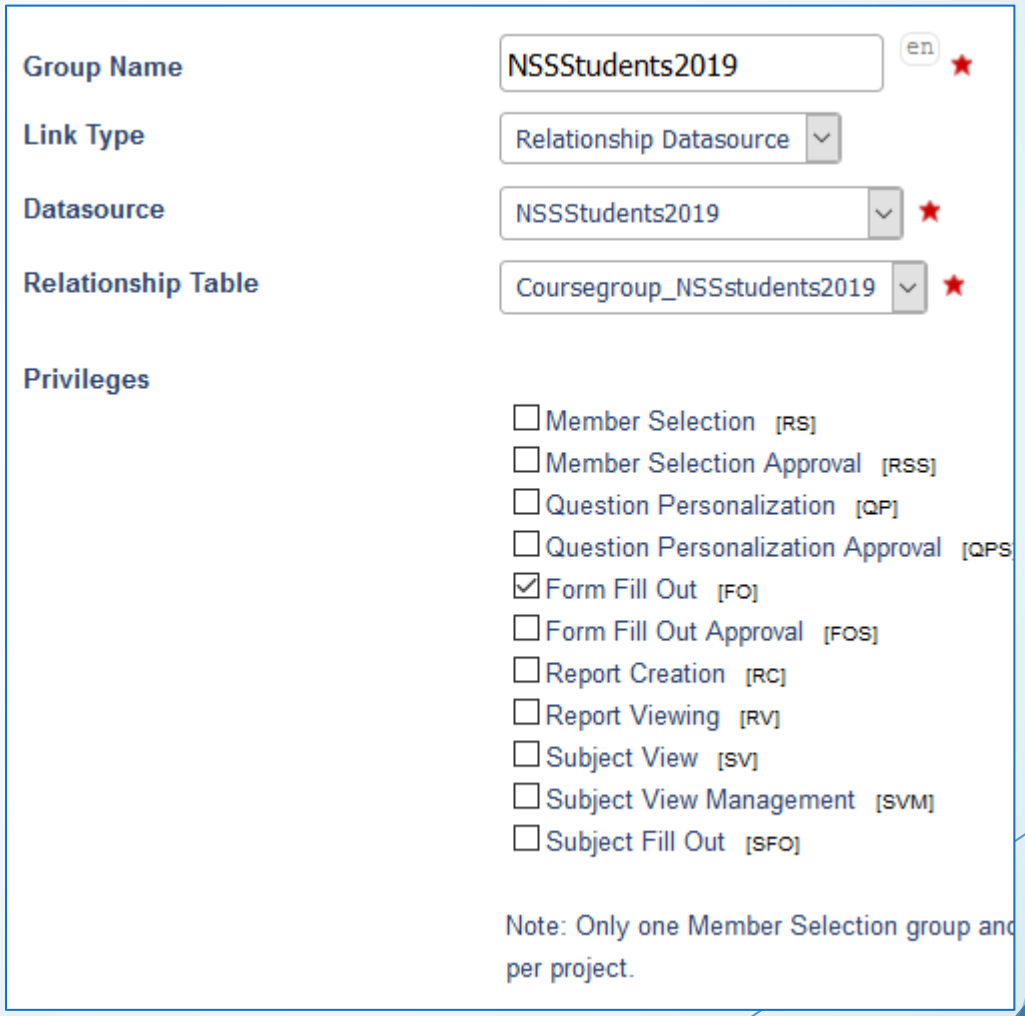
Nitty Gritty: Create Definition



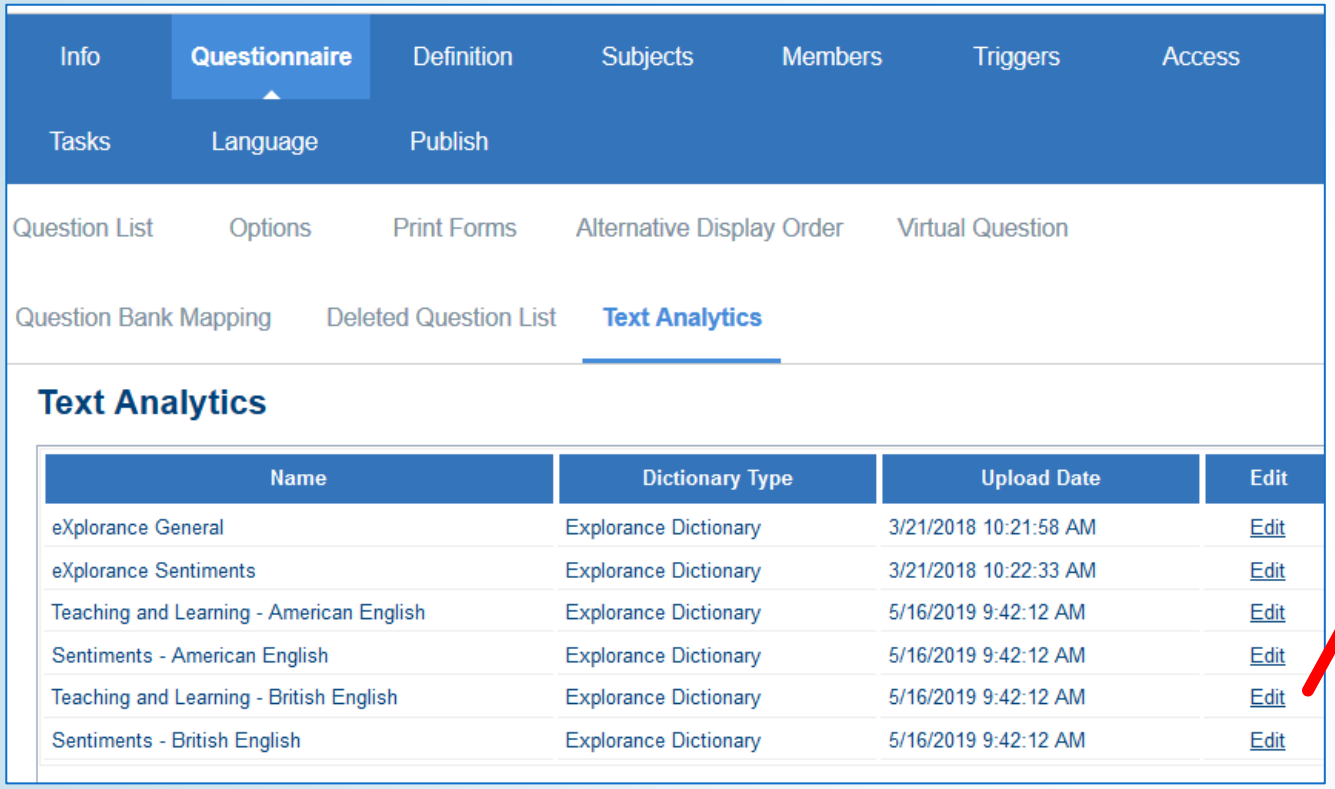
Kingston University London

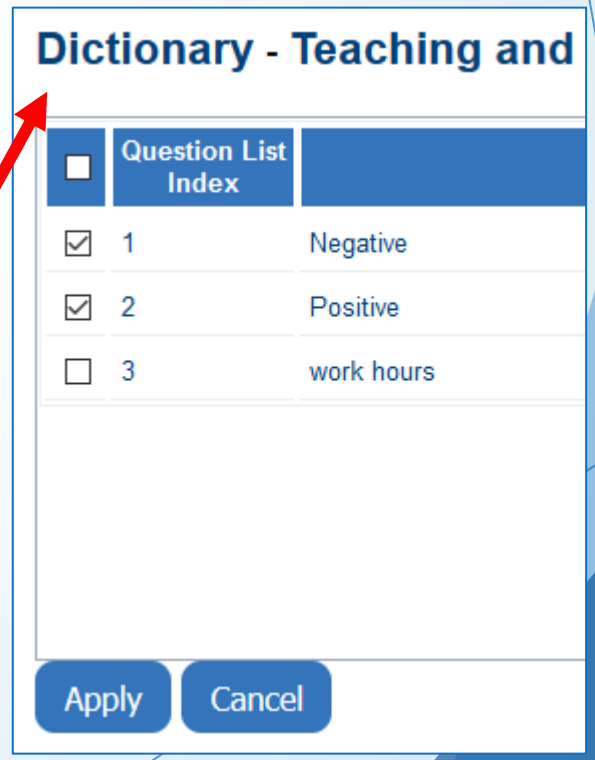
Nitty Gritty: Create Group

Only one group is required:
FFO



Nitty Gritty: Questionnaire





Kingston University London

Nitty Gritty: Publish Project

- Project: Subject
- Populate Subjects and Members
- Tasks: FFO only
- Publish

Nitty Gritty: Response Data

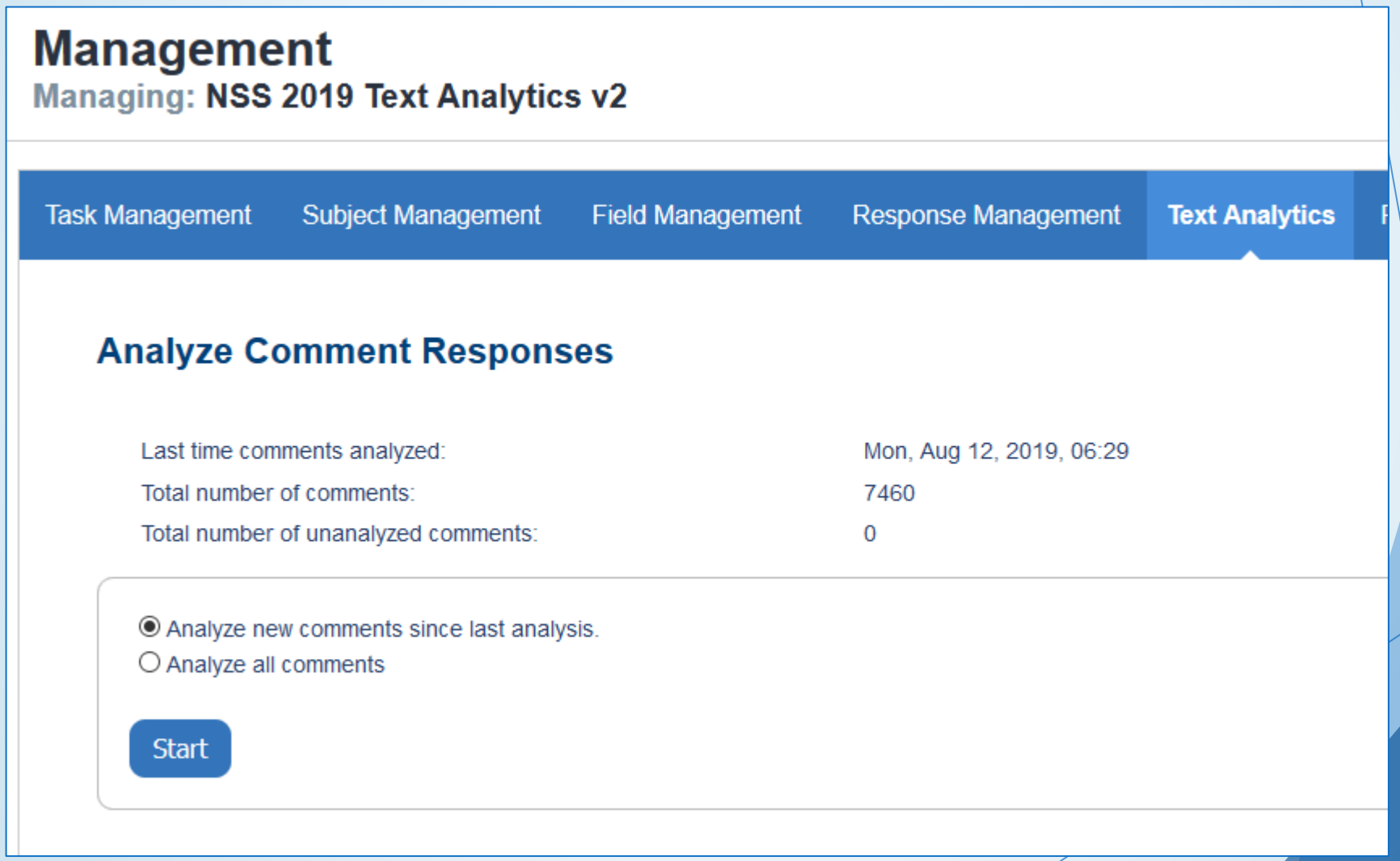
- Export response data from project
  - Determines data format
- Add actual response data
- Replace all “*” with “Unknown”
- Add Student IDs, first name, last name
- Don’t import yet

Nitty Gritty: Student-Coursegroup Relationship Datasource

- Use response data set to create Student-Coursegroup relationship datasource
- Update Student-Coursegroup datasource
- Update project Members
- Now import full response data set

Kingston University London

Run Text Analytics



Kingston University London

Create Reports

- Included explanation of text analysis, attributes, elements, etc
- Distributed via shared folder rather than creating viewers

To consider and lessons learned

- Need significant amount of data (100+)
  - More data creates more accurate analysis
- Would be even more useful if tied to quantitative data – but still good to review the comments from a different perspective
- Custom dictionaries

Questions?

Bluenotes GLOBAL 2020
VIRTUAL EXPERIENCE

Thank you!

Debbie Ginsburg

d.ginsburg@kingston.ac.uk

Ali Sultan

ali@kingston.ac.uk

Kingston University London