**bluenotes**
EUROPE 2023

# Gleaning Actionable Insights from Student Comments with BlueML

Chris Slack, Alexandra Rascanu

explorance

# BLUEML FOR HIGHER EDUCATION

## Not all Machine Learning Solutions are Built the Same

While Machine Learning (ML) Feedback Analytics helps automate the discovery of actionable insight from open-ended student comments, most market solutions use a generic one-size-fits-all approach usually based on customer experience – not students – with an output that focuses on sentiment polarity (positive and negative) without Higher Education contextualization.

## Feedback Analytics Specifically Built for Higher Education

Explorance has created the only Feedback Analytics solution that specifically caters to the student journey, tying it to business priorities. This means that when analysing student comments, Explorance BlueML algorithms categorize the qualitative feedback into Higher Education relatable terms.

**Deeper Insights**
Trust the only ML solution modeled on real student comments and its ability to evolve and adapt to changing HR themes.

**More Insights**
Analyse comments from anywhere, like internal evaluations or external surveys, without being attached to a specific platform.
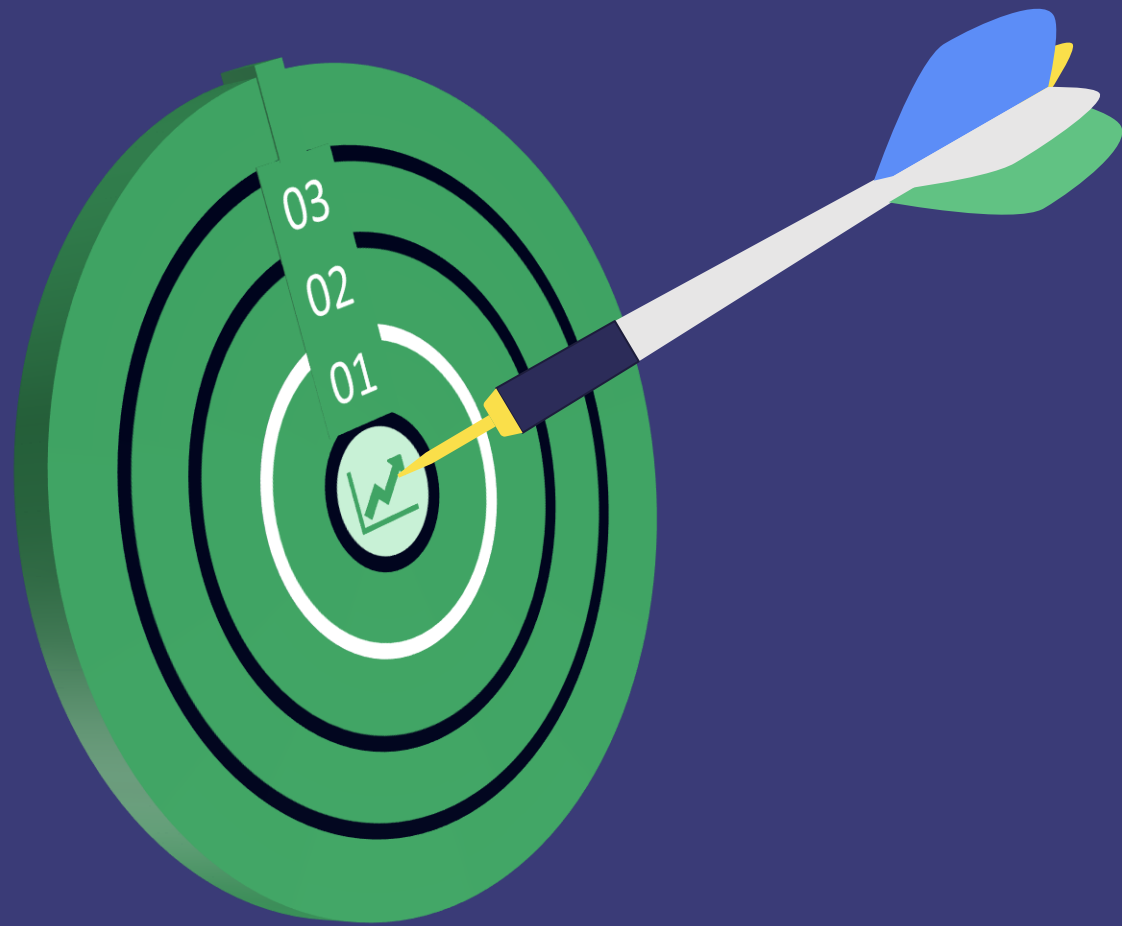
**Beyond Insights**
Uncover recommendations as prescribed by your own students, so you can focus on what to start, stop or continue doing.

# EXPLORANCE BLUEML FEEDBACK ANALYTICS SOLUTION

**1 – Sentiment Analysis**

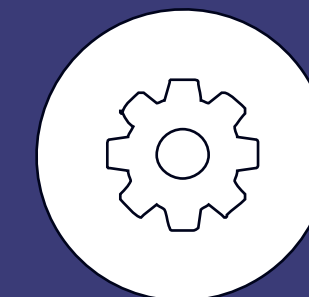Provide Sentiment: Very negative, negative, neutral, positive, very positive, *ambiguous*

**2 – Categorisation**

Automated Categorisation of feedback data into high level category and then attributes

**3 – Recommendations**

(Step beyond Categorizing Formative feedback Recommend start, stop, continue (do more of, less of)
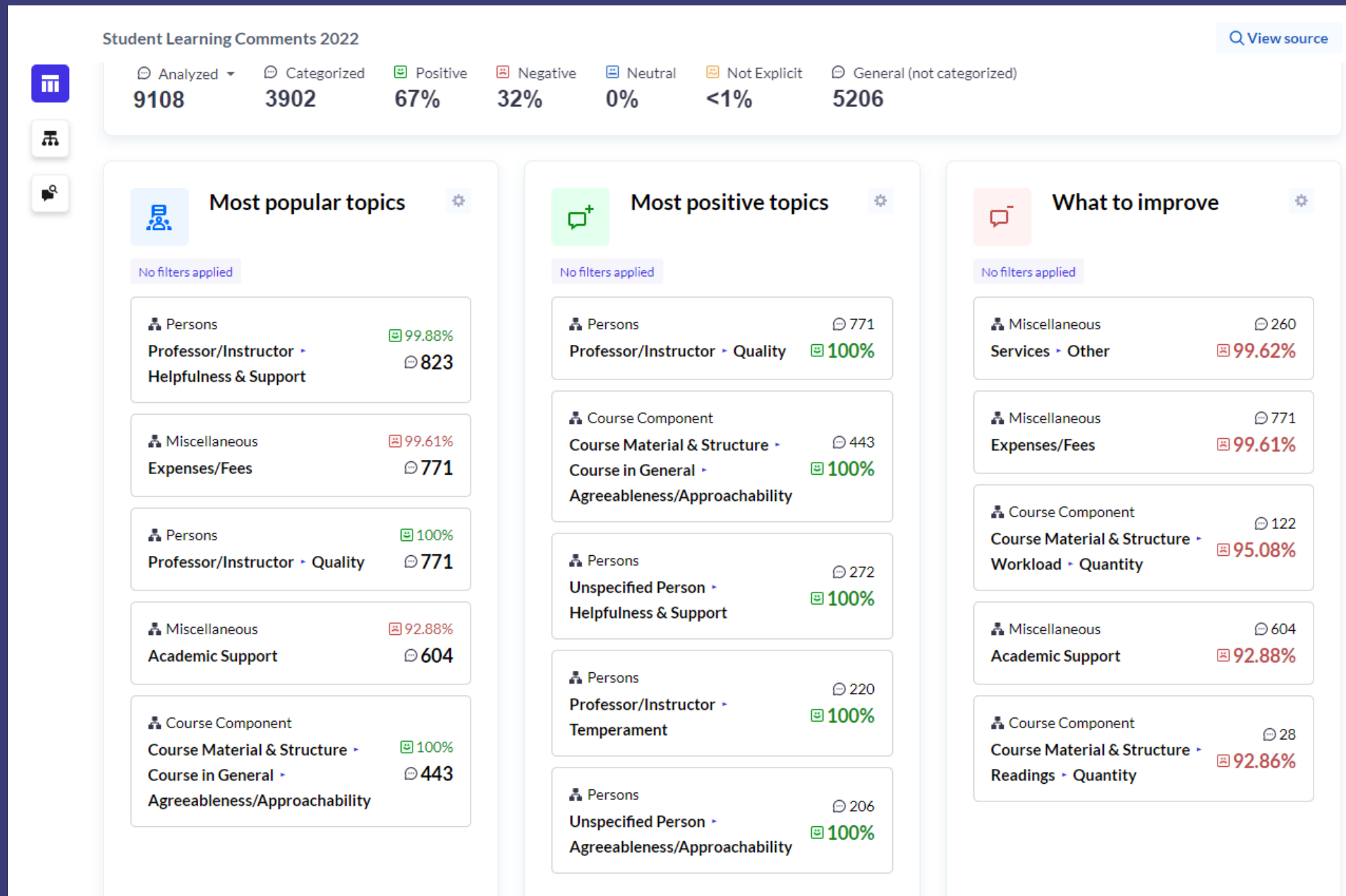
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# HOW EXPLORANCE BLUEML DIVES INTO A SINGLE COMMENT

When a comment is analysed, Machine Learning algorithms scan content and dissect its different sections. In very simplistic terms, here is how Explorance BlueML categorises and identifies sentiment in a single comment.

**1** The first part indicates positive sentiment around the web development assignment.

**2** The second part provides indicates a negative sentiment on assessment timing.

**3** The next sentence indicates a positive sentiment around the engagement in the assignment.

**4** This sentence continues to provide a recommendation for the institution to consider.

**5** The final sentence indicates negative sentiment around the workshops and their difficulty.

"The web development assignment was enjoyable, however introducing it in week 11 during exam preparation meant I couldn't invest as much time in it as I would like. Highly advise continuing the assignment in the future but enabling students to work on it beginning week 1 when there is more time to work on it. The workshops however were challenging."

# EXPLORANCE BLUEML FEEDBACK ANALYTICS SOLUTION

## Student Learning Comments 2022

Q View source

| Analyzed | Categorized | Positive | Negative | Neutral | Not Explicit | General (not categorized) |
|---|---|---|---|---|---|---|
| 9108 | 3902 | 67% | 32% | 0% | <1% | 5206 |

### Most popular topics

No filters applied

**Persons**
Professor/Instructor ▸
Helpfulness & Support
99.88% | 823

**Miscellaneous**
Expenses/Fees
99.61% | 771

**Persons**
Professor/Instructor ▸ Quality
100% | 771

**Miscellaneous**
Academic Support
92.88% | 604

**Course Component**
Course Material & Structure ▸
Course in General ▸
Agreeableness/Approachability
100% | 443

### Most positive topics

No filters applied

**Persons** | 771
Professor/Instructor ▸ Quality
100%

**Course Component** | 443
Course Material & Structure ▸
Course in General ▸
Agreeableness/Approachability
100%

**Persons** | 272
Unspecified Person ▸
Helpfulness & Support
100%

**Persons** | 220
Professor/Instructor ▸
Temperament
100%

**Persons** | 206
Unspecified Person ▸
Agreeableness/Approachability
100%

### What to improve

No filters applied

**Miscellaneous** | 260
Services ▸ Other
99.62%

**Miscellaneous** | 771
Expenses/Fees
99.61%

**Course Component** | 122
Course Material & Structure ▸
Workload ▸ Quantity
95.08%

**Miscellaneous** | 604
Academic Support
92.88%

**Course Component** | 28
Course Material & Structure ▸
Readings ▸ Quantity
92.86%

## BlueML

🏠 Home | 📋 Analysis list | 👤 User list

## BlueML

🏠 Home | 📋 Analysis list | 👤 User list | 🔄 Preferen...

**Welcome to BlueML!**

Search analysis...

**Lela Wallace**
Administrator
lwallace@email.com

Go to user profile ›

**Import your data here**
Drag and drop, or click to select file

Max file size: 50MB | Download sample fi...

**Use BlueML the way you want it**

Get the most out of BlueML by creating and
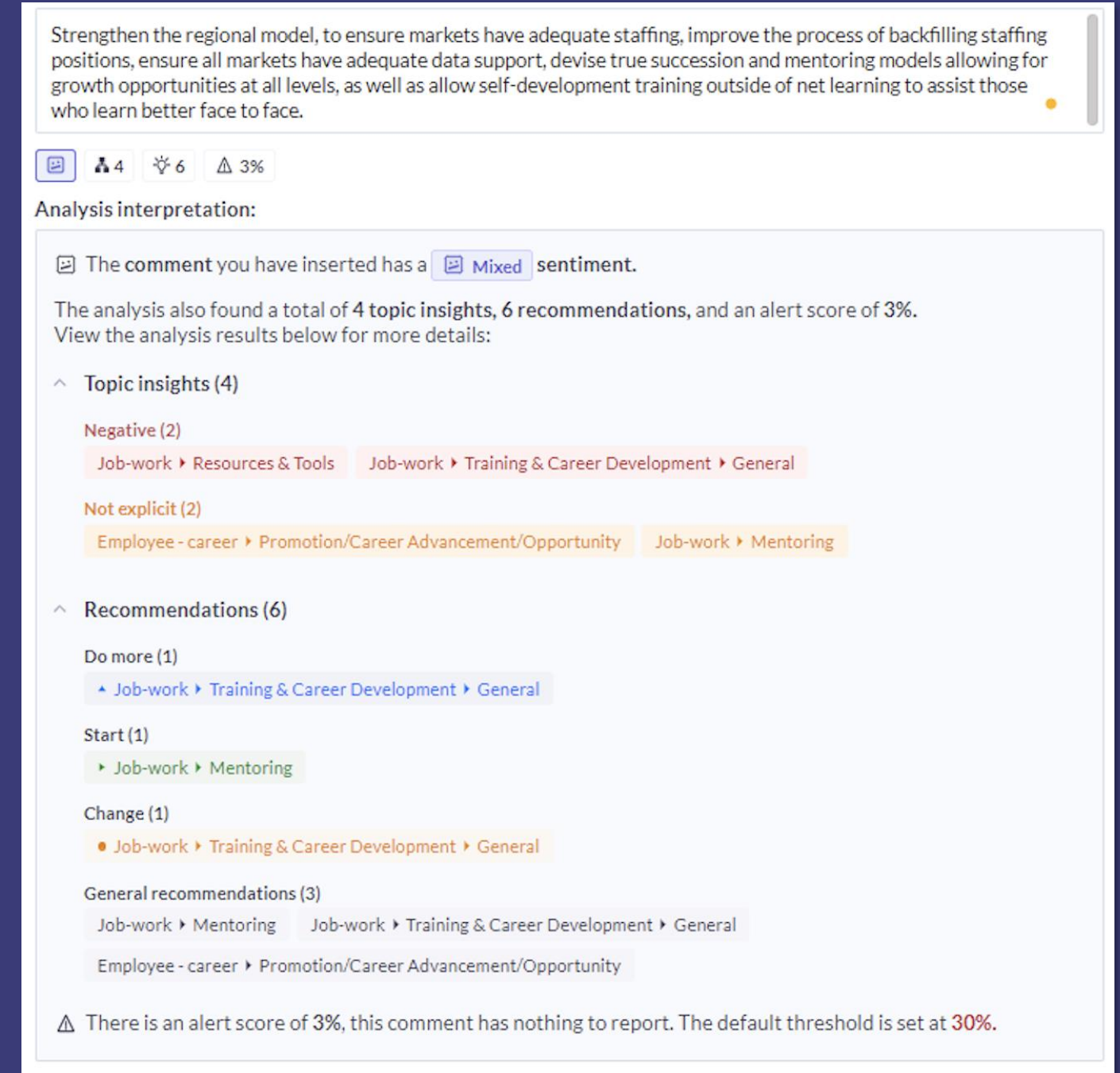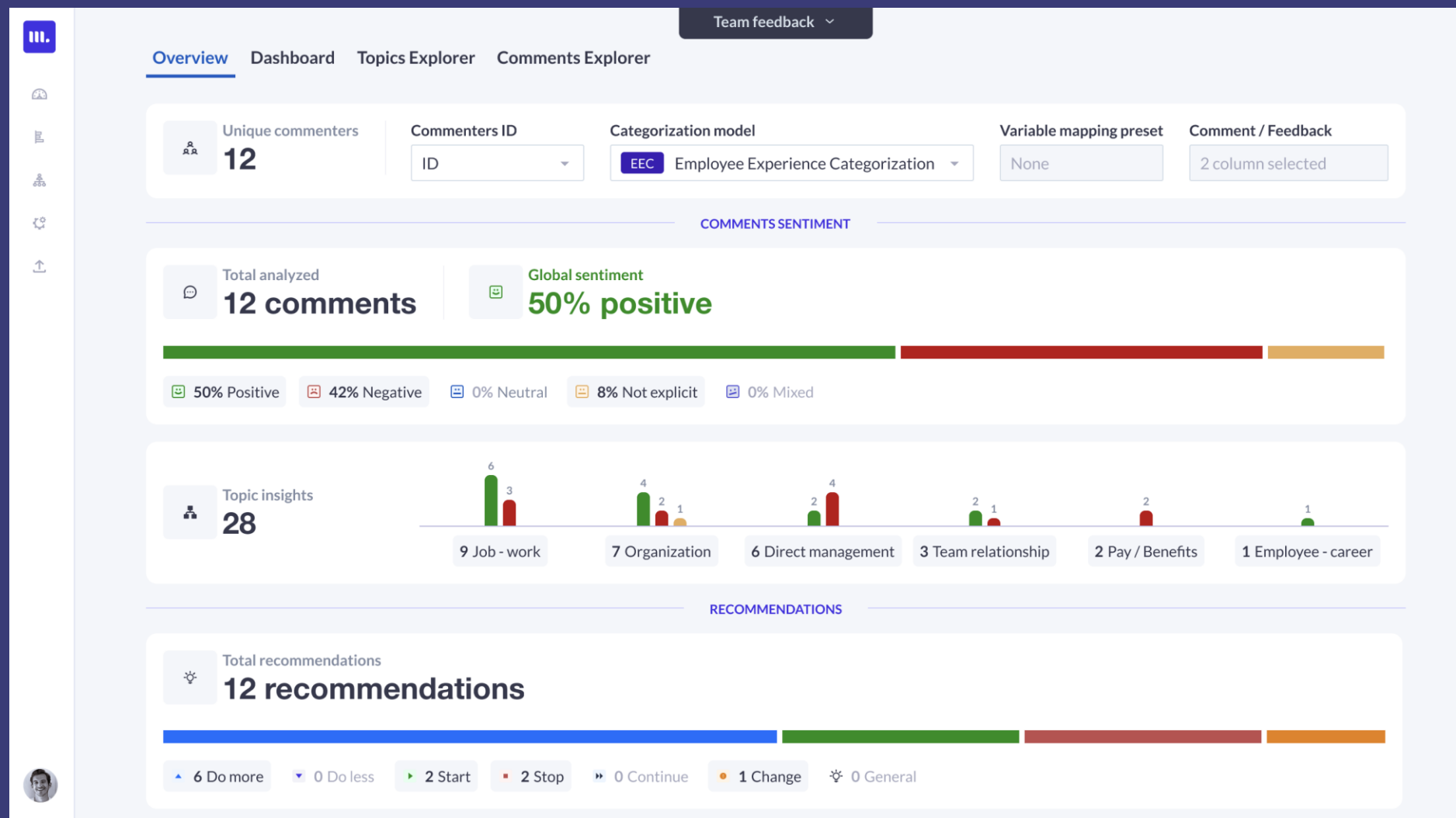customizing your own virtual models more!

Go to preferences ›

72 ++
87 ++
21 ++

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# DEMO

# QUESTIONS

# DASHBOARD AND ML

- Mixed method analytics, link qualitative feedback to quantitative metrics
- Monitor dominant sentiment for key programs
- Identify most popular topics from across all comments
- Track how sentiment has changed over time for key programs or topics
- Easily understand what learners are recommending (Start, Stop, Do more, etc.)

# BLUEML FREE ANALYSIS