ELI Spring Focus Session Participant Chat Transcript

**Sensemaking: Beyond Analytics as a Technical Activity**

April 11, 2012: 12:15 p.m. ET (UTC-5; 11: 15 a.m. CT, 10: 15 a.m. MT, 9: 15 a.m. PT)

George Siemens @ Athabasca Univ: (12:16) <http://www.slideshare.net/gsiemens/eli-2012-sensemaking-analytics>

George Siemens @ Athabasca Univ: (12:17) <http://net.educause.edu/ir/library/pdf/ELI3026.pdf>

George Siemens @ Athabasca Univ: (12:17) <http://www.ed.gov/edblogs/technology/research/>

George Siemens @ Athabasca Univ: (12:17) <http://kmi.open.ac.uk/publications/techreport/kmi-12-01>

Veronica Diaz: (12:17) LA resources for this focus session can be found here: <http://tinyurl.com/learnanalytics>

Malcolm Brown: (12:19) Again, share your insights and thoughts here: <http://tinyurl/com/focusidea>

Jaime Reinoso @ Pontificia Universidad Javeriana Cali: (12:21) those quartile are based on income only?

Malcolm Brown @ ELI: (12:22) for this graphic yes

Andrea Nixon @ Carleton College: (12:23) Here is the source of the line graph: <http://www.postsecondary.org/last12/221_1110pg1_16.pdf>

ELIAttendee16 @university: (12:26) Grammar question - LA plural or singular? I've seen LA is and LA are.

Andrea Nixon @ Carleton College: (12:26) Could you situate analytics relative to assessment, program evaluation, the scholarship of teaching and learning, and educational research?Why are we choosing to use the term “analytics” rather than other terms such as assessment?

Alan Girelli @ Univof Mass Boston: (12:29) What do you mean by the term "sensor"?

Alan Girelli @ Univof Mass Boston: (12:30) So clickers would be a rudamentary sensor?

Kimberly Arnold @ Purdue Univ: (12:30) re: poll interested to hear what folks are thinking in terms of comparisons b/w other systems

Robert Morse @ Ivy Tech Comm Coll of IN: (12:31) Capturing the data is only the step. It is only data and not knowledge or wisdom until it is used!

ELIAttendee16 @university: (12:31) I'm not sure what that means, Kimberly - comparisons between what other systems?

Group @ Michigan State Univ: (12:31) clickers are a sensor, so are cardswipe attendance.Creepier might be registration of a wifi device MAC address sensing you are in a certain classroom at a certain time (and thus attending)

Jaime Reinoso @ Pontificia Universidad Javeriana Cali: (12:31) I also don't get what you mean by comparison between other systems.

Christopher Brooks @ Univof Saskatchewan: (12:32) @Michigan State: Or face recognition from lecture capture recording the audience too

Alan Girelli @ Univof Mass Boston: (12:33) If you're doing that face scanning at Saskatchewan I'm transfering my son from Elon to up your way.

Jaime Reinoso @ Pontificia Universidad Javeriana Cali: (12:33) Hay think that Analytics goes further than that.For example to help to determine what are the primary variables that allows to predict a goal .So, it would be another step of model prediction or something like that, don't you?

Brian Dashew @ Columbia Univ: (12:34) There's a question here that I also had when reading that article--do we need to define what analytic outcomes are before we begin collecting? How do we know what to collect?

Jaime Reinoso @ Pontificia Universidad Javeriana Cali: (12:34) sorry: HAY = I

Kimberly Arnold @ Purdue Univ: (12:34) on eof the poll options is "comparisons between other systems."6 folks say they are interested in targeting that, I'm interested in hearing what they are thinking

Kimberly Arnold @ Purdue Univ: (12:35) google doc for ethical uses of LA<https://docs.google.com/document/d/1bBRCyldBoS0ywDhNIgB9f4k7-hLUzviu3HUX7JBUDzQ/edit>posted by SoLAR

ELIAttendee16 @university: (12:35) Right. I don't understand what "comparisons between other systems" means.

Robert Morse @ Ivy Tech Comm Coll of IN: (12:35) Good question Brian. Or if you are building analytics for faculty how do you help them tell you what they need when they don't even know how to tell you what they would do with the data you present.. especiallysince they don'tknow what data is even available.

Veronica Diaz @ ELI: (12:36) Resources on Ethical Use of LA from SoLAR: <http://bit.ly/Hxc1BG>

Kimberly Arnold @ Purdue Univ: (12:37) I must say, SNAPP is fantastic, higly recommended !

\_Technical Help, Victoria Fanning: (12:38) <http://www.snappvis.org/>

Malcolm Brown @ ELI: (12:38) this is a bit like a Wordle representation, only of learner interaction

Otto Khera @ Univ of So Cal: (12:38) Concern is more about the institutional implications -- non-profits with a traditional, course-based structure cannot compare course-level/program-level data the way that for-profits/top--down can

Johann Larusson @ Brandeis Univ: (12:38) Being in the peripheral space is not necessary a bad thing. Depends on what the defenition of interaction is.

ELIAttendee16 @university: (12:38) My biggest concern is misuse of the data.

Malcolm Brown @ ELI: (12:39) long tail pattern

Kimberly Arnold @ Purdue Univ: (12:39) @ELIAtendee misuse of data is a HUGE concern, agreed!

Brian Dashew @ Columbia Univ: (12:39) @Johann and correlated to whether they achieved learning outcomes.

Malcolm Brown @ ELI: (12:39) yes, john campbell's session, later today, will explore the ethical issues

Johann Larusson @ Brandeis Univ: (12:39) @Brian Dashew absolutely!!

Eduardo Molina @ Univ of So Cal: (12:40) you need to have the institutional research offices coordinating these efforts to have better control of how people access the data

ELIAttendee8 @ The Penn State Univ: (12:40) Our IR people talk about this as the "Storytelling" part of the process

ELIAttendee16 @university: (12:41) BTW, this is Sherry at UGA - I think I ended up with a generic login b/c I registered late!

ELIAttendee4 @ Univ of WI Milwaukee: (12:42) Who is leading learner analytics at your campus? institutional research? instructional technology unit? faculty development unit? teacher center? individual faculty? other?

Jaime Reinoso @ Pontificia Universidad Javeriana Cali: (12:42) at Javeriana:IT Department

Robert Morse @ Ivy Tech Comm Coll of IN: (12:43) I am an Instructional Designer.

Brian Dashew @ Columbia Univ: (12:44) our Dean's Office through the instructional design and assessment team

Themba Flowers @ Yale Univ: (12:44) IT and the library @Yale

Rashmi Radhakrishnan @Philadelphia University: (12:44) @Univ of Milwaukee We have developed a team from the Provost office, Director of Innovation and Information Resouces

ELIAttendee4 @ Univ of WI Milwaukee: (12:45) Who are the stakeholders on the teams which were developed to lead learner analytics initiatives?

Otto Khera @ Univ of So Cal: (12:45) @Rashmi -- this seems to be appropriate given the need for an institutional agency and not a localized / departmental one

Rashmi Radhakrishnan @Philadelphia University: (12:46) @Otto we are very lucky that we have buy in from the President and Board.There is momentum and tangible results.Starting is the hard part...

Otto Khera @ Univ of So Cal: (12:48) @Rashmi "who owns the data" question can be largely managed it seems with such a structure ...

Rashmi Radhakrishnan @Philadelphia University: (12:49) @Otto - yes.We make different areas 'stewards' of data but the University 'owns' the data.It works here.

Alan Girelli @ Univof Mass Boston: (12:49) My concern (not listed as a polling option) relates to invasiveness

Andrea Nixon @ Carleton College: (12:51) Please forgive me for reposting this but our language choices on campus are really important particularly in terms of inspiring action based on findings.It can make a big difference in the politics of a situation.Could you situate analytics relative to assessment, program evaluation, the scholarship of teaching and learning, and educational research?Why are we choosing to use the term “analytics” rather than other terms that are more familiar and in some cases accepted at colleges and universities.

Andrea Nixon @ Carleton College: (12:51) Thanks, Malcolm!

Otto Khera @ Univ of So Cal: (12:51) @Andrea - yes! great question

Jaime Reinoso @ Pontificia Universidad Javeriana Cali: (12:52) Why DataMining is not in the cycle?

University of Delaware: (12:52) Are there any public dataset for learning analytics research?

Otto Khera @ Univ of So Cal: (12:52) So will identity management systems become more standardized, or will Blackboard or other LMS's offer identity management standards to allow for harvesting data from the cloud?

George Siemens @ Athabasca Univ: (12:53) <http://www.solaresearch.org/>

John Fritz, UMBC: (12:53) Thanks George. You said we're currently focused on the LMS, but for LA to really have an impact in higher ed, we need to focus on other systems. Do you think alternate learning-related systems (e.g., social media, open source) are focused on data models and architecture to facilitate LA?

Alan Girelli @ Univof Mass Boston: (12:53) On the UMB campus, College of Management is heavy into Business Intelligence and I sense that's where the pocket of expertise for us will come.

Johann Larusson @ Brandeis Univ: (12:54) There seems to be alot of interest in LA amongst researchers, administrators etc. Given that LA is still to get a prominent place in education, a part of the stable, I wonder how much the "buy in" from the faculty will make or break it? Any thoughts?

Kimberly Arnold @ Purdue Univ: (12:55) @Johann faculty buy in will always be key!If teh faculty are notonboard, LA can only go so far

Kimberly Arnold @ Purdue Univ: (12:56) George talked about peer comparison--one such tool check my activity from UMBC [http://www.educause.edu/EDUCAUSE+Quarterly/EDUCAUSEQuarterlyMagazineVolum/VideoDemoofUMBCsCheckMyActivit/219113](http://www.educause.edu/EDUCAUSE%2BQuarterly/EDUCAUSEQuarterlyMagazineVolum/VideoDemoofUMBCsCheckMyActivit/219113)

John Fritz, UMBC: (12:57) @Kim :-)

Hae Okimoto -U of Hawaii: (12:58) While there will never be 100% buyin from faculty, if you can provide faculty info that they can use to improve what happens in their courses, the good faculty will participate and may become active participants in posing questions for research.

Rashmi Radhakrishnan @Philadelphia University: (12:59) That is a great point!

Eduardo Molina @ Univ of So Cal: (12:59) Any informaton from courses could be tied to other data points we might have(Freshmen survey, demographics, engagement surveys, course enrollment patterns, etc)

Kimberly Arnold @ Purdue Univ: (12:59) thanks, George!

Christopher Brooks @ Univof Saskatchewan: (12:59) tyvm