DIY Learning Analytics

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This document is designed to guide you through the process of generating Blackboard reports that will help you see which parts of your course students are accessing and to identify students who are not fully engaged. Looking at learner data regularly allows you to catch those falling behind before it’s too late.

Overview

Blackboard continuously tracks individual student activity within a course in great detail. It knows which features they access (discussion boards, course materials, grade center, etc.) and time stamps each access. It’s easy to create reports that show overall how your course is used as well as what parts of it any individual student is experiencing.

Everything you need to generate these reports is available within the Course Reports area under the Evaluation menu:
Several reports are available within the Course Reports area, all with confusingly similar names. For a first foray into Learning Analytics, we recommend the **Overall Summary of User Activity** report.

The exported reports will allow you to view student behavior within the course. The following example shows the number of hits overall, as well as the number of hits for each individual. These data can be used to reach out to students who have little or no course activity within a given time frame.
Generating Reports
Follow the steps outlined below to generate Course Reports.

1. Log into Blackboard and select one of your courses.

2. Select **Evaluation** within the Course Management Control Panel.
3. From the **Evaluation** menu, select **Course Reports**.

4. Select the **Overall Summary of User Activity** report from within the Course Reports menu by clicking on the downward arrow and click **Run**.
5. Select the format for the report. PDF format results in an attractive overview including charts. If you’d like to extract parts of the report and sort by particular variables, choose Excel. Be prepared, though, for a lot of copying, pasting and cleanup.

6. Select the date range for the report. For example, Week 7 for Fall 2014 is October 5-11. Generating these reports weekly with a consistent start and finish day of the week will help you spot patterns of student effort over the course of the semester.
7. Select **Submit**.

8. Please note: Reports can take several minutes to generate, even for small classes.

9. After the report has been generated, select **Download Report**.

**Successful Run: Course Activity Overview**

- **Download Report**
  *Save the file containing the report data to a local system.*

- **Run a new Report**
  *Run the report again using different report criteria.*
You can now compare individual student performance to that of the class as a whole. This information can help to identify students who may benefit from an intervention.

In the following example you can see that the highlighted users display significantly less activity during the selected time frame than their peers.

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