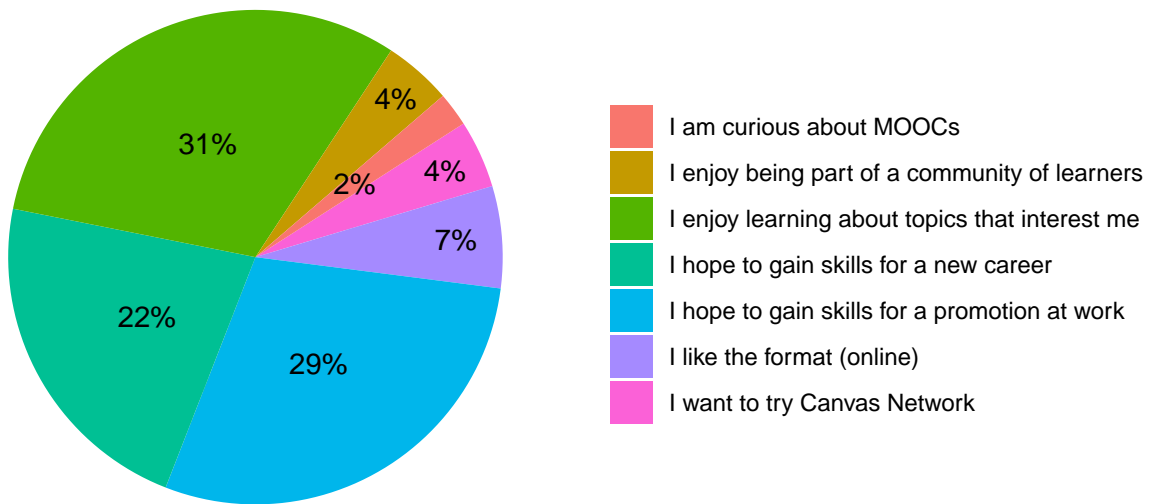# MOOC Welcome Survey
Quantitative Results SP2020

Joe Levy (jlevy2@nl.edu)
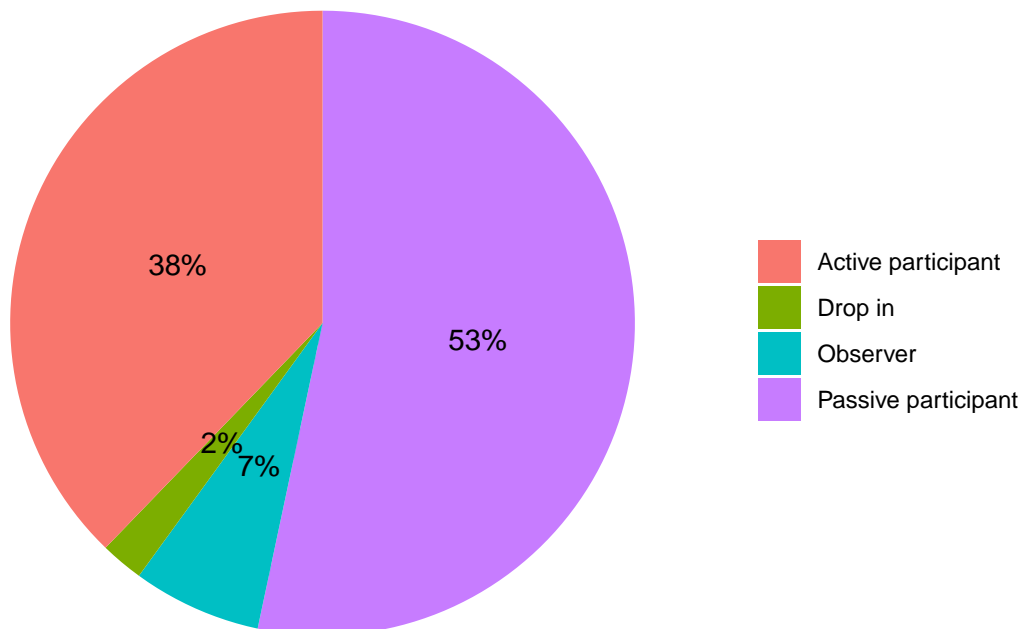
7/8/2020

Below are plot summaries for each closed-ended question from the Welcome Survey.
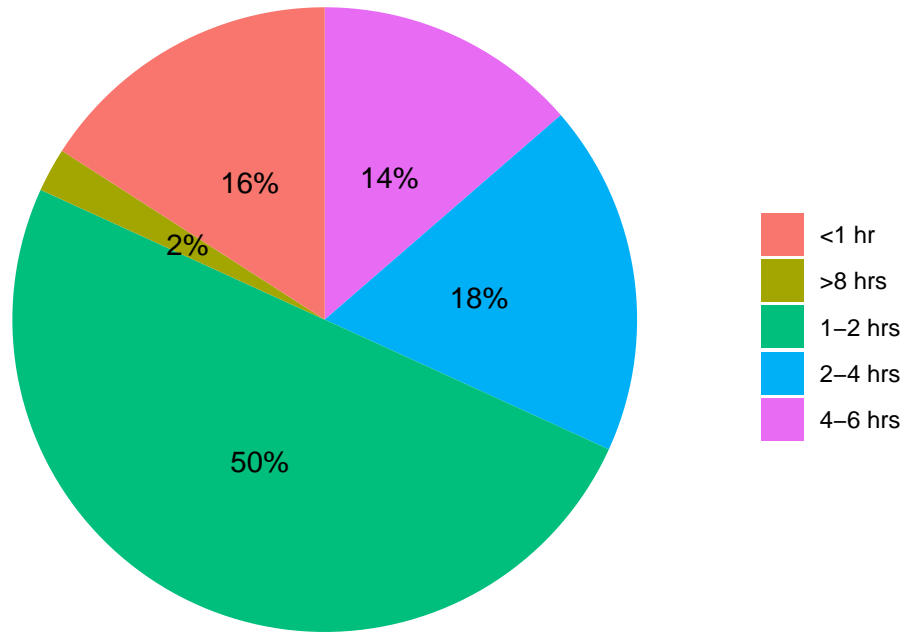
Reasons Taking Course

Legend:
- I am curious about MOOCs
- I enjoy being part of a community of learners
- I enjoy learning about topics that interest me
- I hope to gain skills for a new career
- I hope to gain skills for a promotion at work
- I like the format (online)
- I want to try Canvas Network

Online Learner Type

Legend:
- Active participant
- Drop in
- Observer
- Passive participant

Anticipated Hours Spent on Course

16%

2%

50%

18%

14%

Legend:
- <1 hr
- >8 hrs
- 1–2 hrs
- 2–4 hrs
- 4–6 hrs

Percent of Job Dedicated to Assessment

50%

17%

12%

5%

17%

Legend:
- 0–20%
- 21–40%
- 41–60%
- 61–80%
- 81–100%
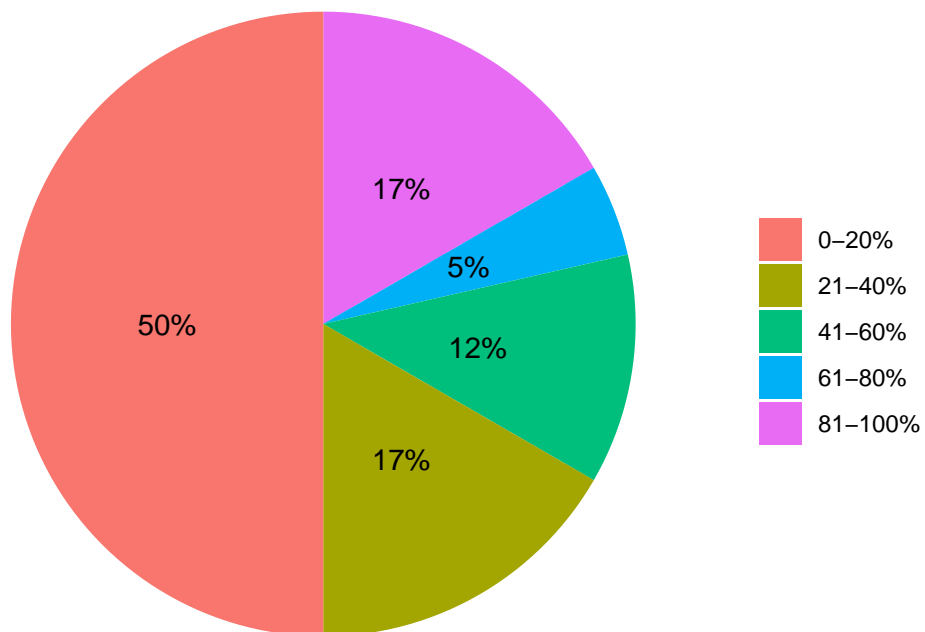
Percent of Assessment Competency
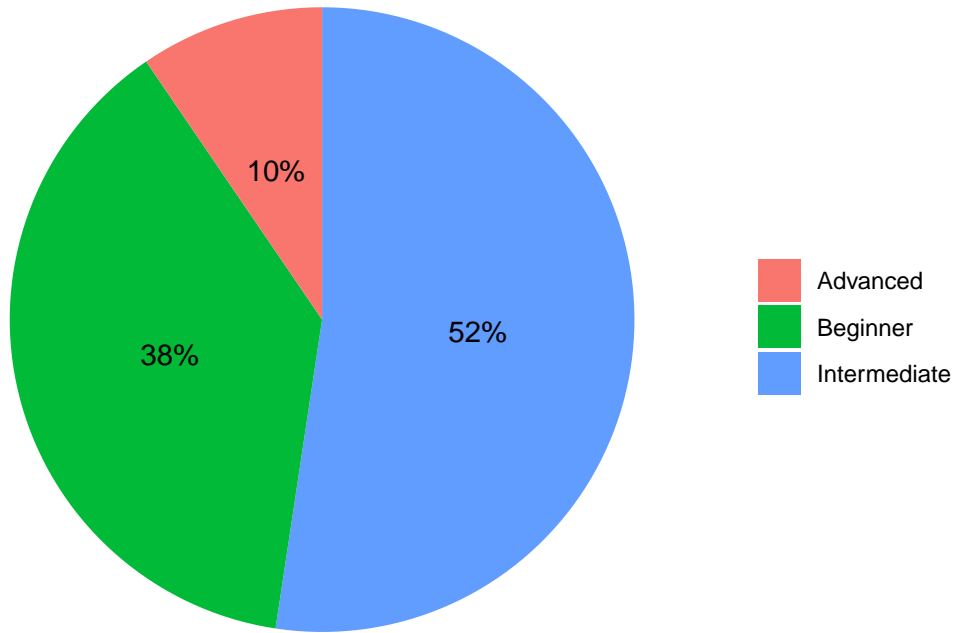
Institutional Type

Education Level

- Completed 4–year college degree
- High School or College Preparatory School
- Master's Degree (or equivalent)
- Ph.D., J.D., or M.D. (or equivalent)
- Some college, but have not finished a degree
- Some graduate school

5%
5%
2%
2%
71%
14%
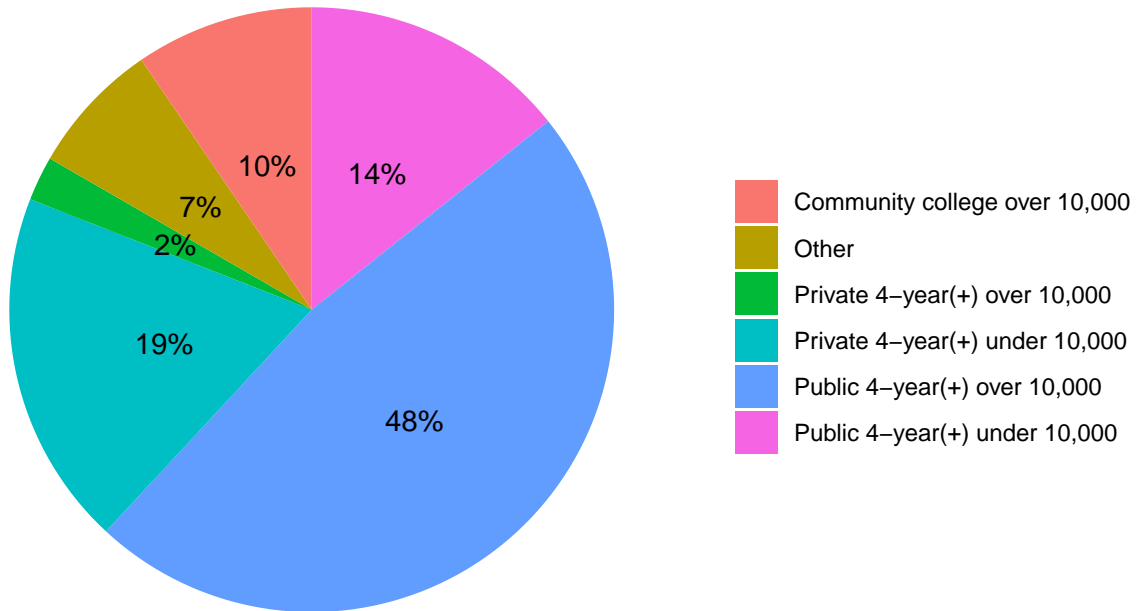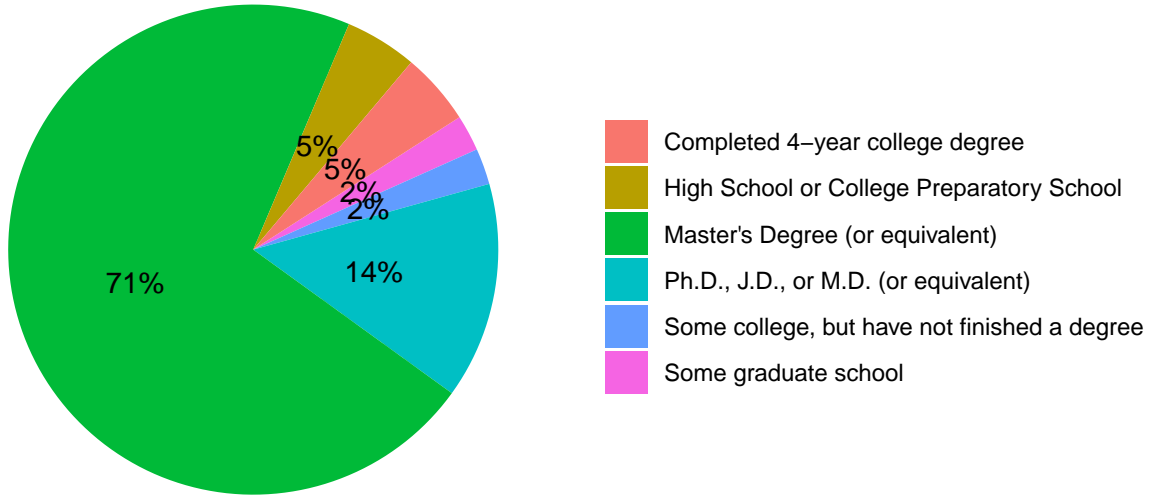
English as Native Language

14%
86%

- No
- Yes

Location

- Asia/Pacific
- Latin America
- North America
- Sub−Saharan Africa

2%
7%
2%
88%

Sex

- Female
- Male
- Other

2%
20%
78%

Age

■	19–24
■	25–34
■	35–44
■	55–64

Course Marketing

■	Friend or colleague
■	From a news story (print\
■	From a web search
■	From Canvas
■	From the instructor
■	From the sponsoring institution (newsletter\
■	I clicked on an ad
■	Through a social media site (like Facebook or Twitter)
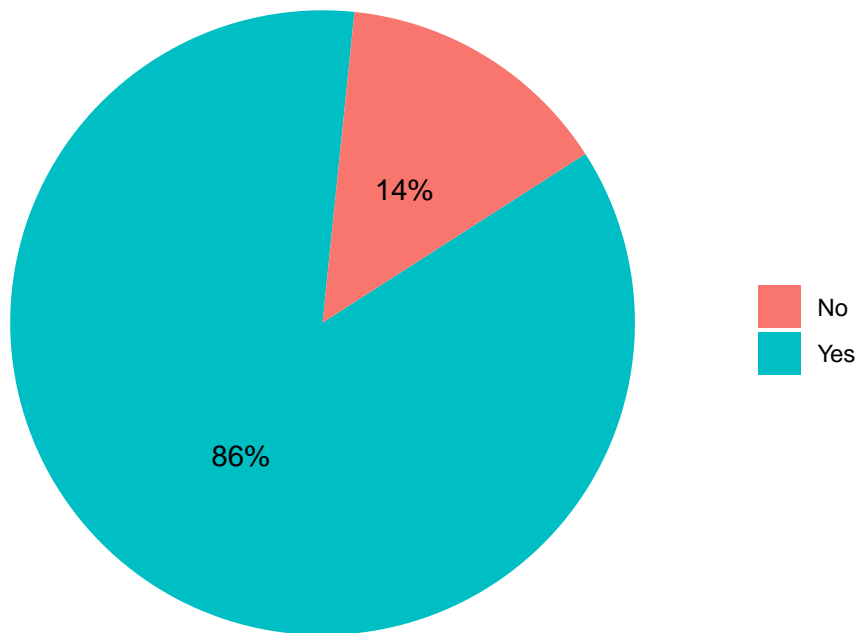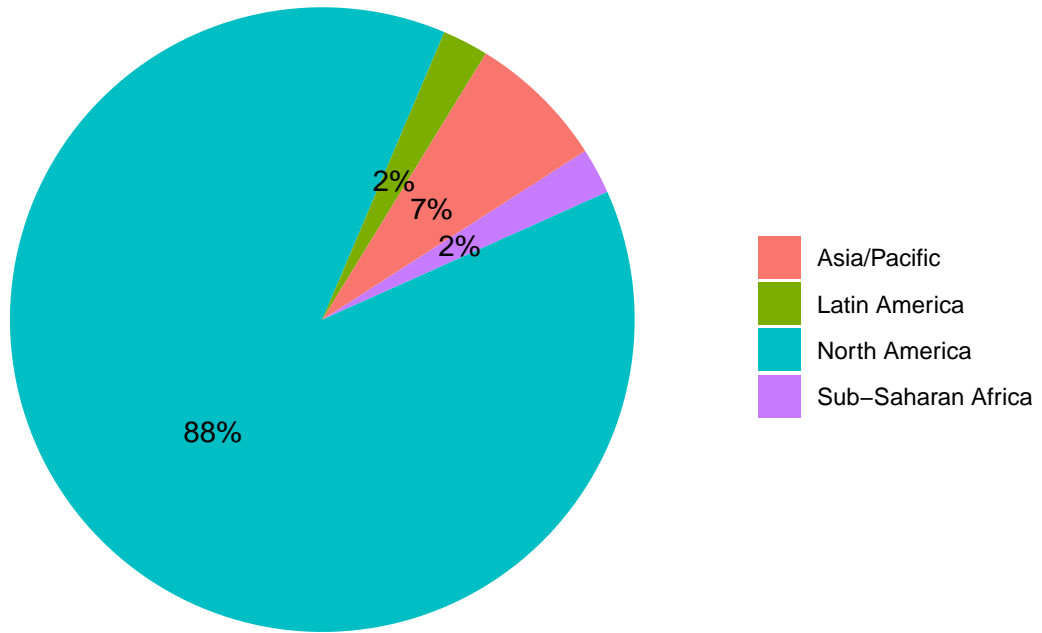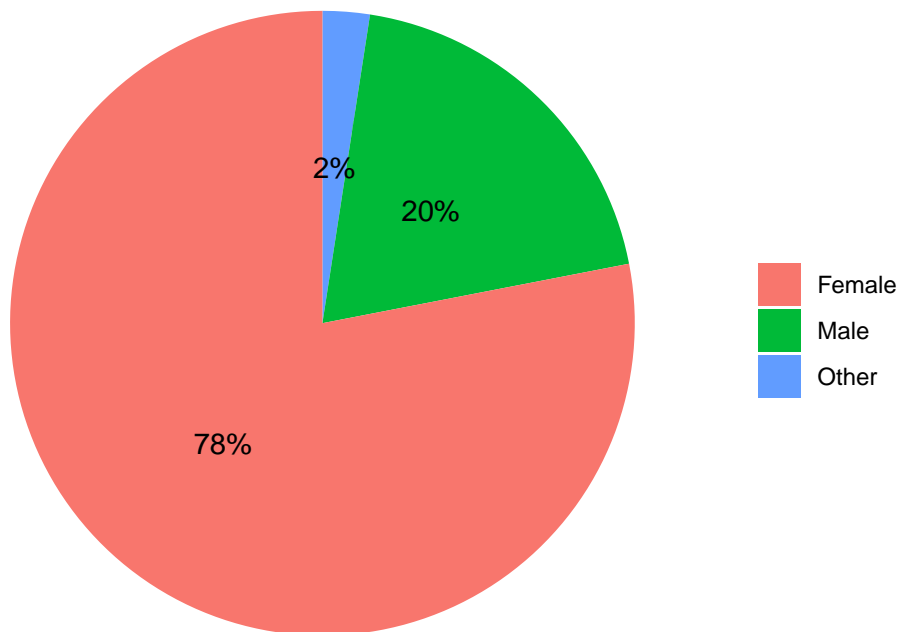
NOTE: The course marketing data is tricky to interpret given it was a check-all-that-apply question.

Experience with Online Courses

At school — 40%
At school,Canvas Network — 10%
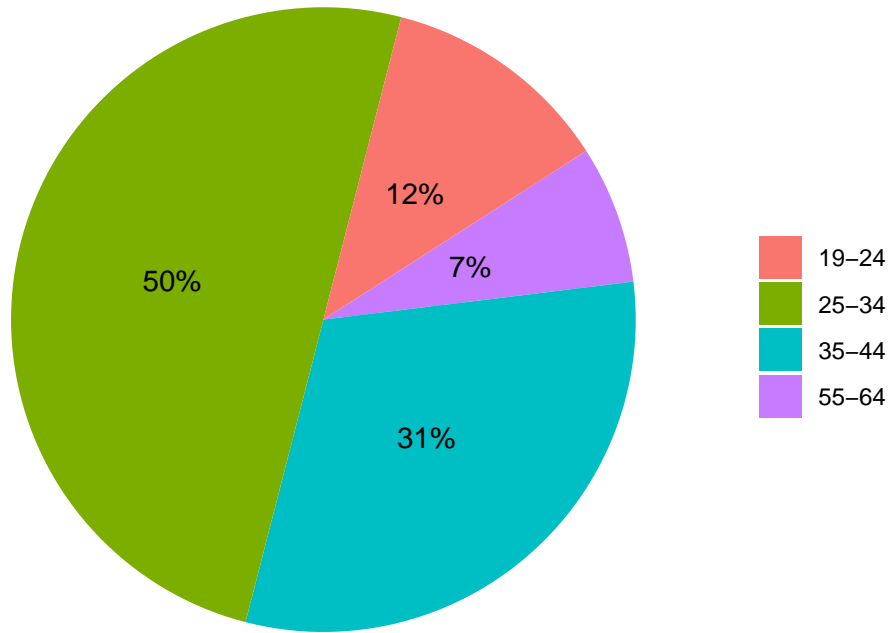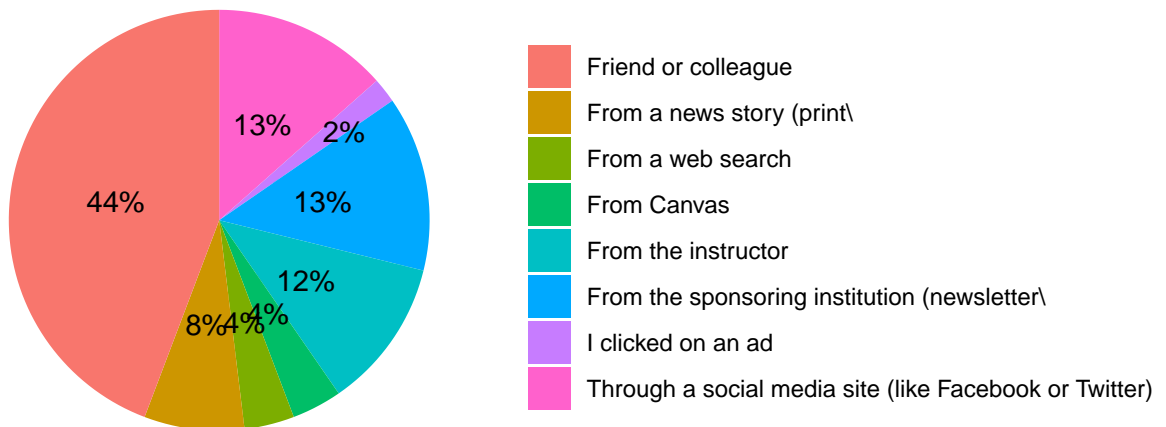**At school,Canvas Network,Coursera** — 2%
At school,Canvas Network,EdX — 2%
At school,Coursera — 5%
At school,Coursera,EdX — 2%
At school,Coursera,Other — 2%
At school,Other — 2%
Canvas Network — 10%
Canvas Network,EdX,Udacity — 2%
Coursera — 5%
Never taken an online course — 12%
Other — 5%
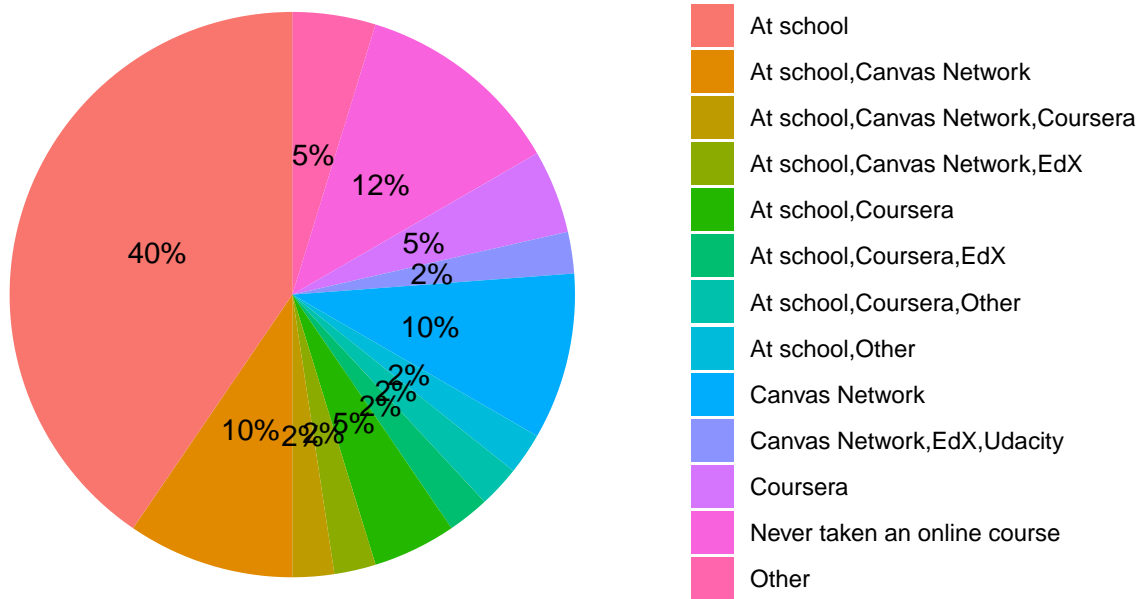
NOTE: The experience with online courses data is tricky to interpret given it was a check-all-that-apply question.

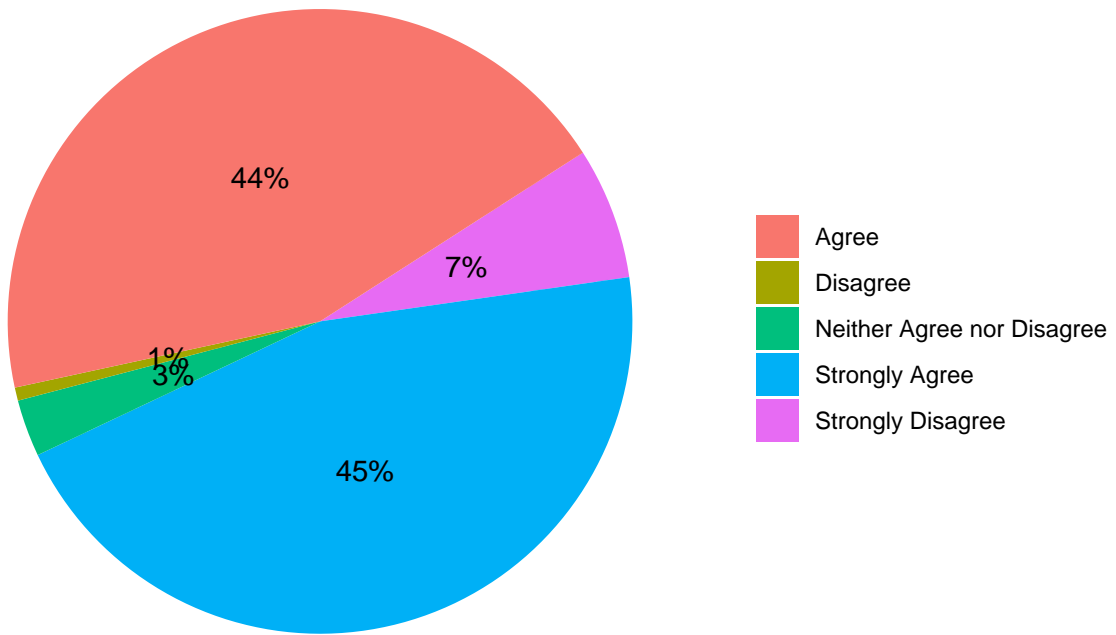**Thank you for your interest in the results of our welcome survey!**

MOOC User Experience Survey
Quantitative Results SP2020

Joe Levy (jlevy2@nl.edu)

7/16/2020

Below are plot summaries for each closed-ended question from the Welcome Survey.

Positive Impact of Course Materials

Agree — 44%
Strongly Agree — 45%
Strongly Disagree — 7%
Neither Agree nor Disagree — 3%
Disagree — 1%

Legend:
- Agree
- Disagree
- Neither Agree nor Disagree
- Strongly Agree
- Strongly Disagree

Positive Impact of Course Activities

Agree — 50%
Strongly Agree — 32%
Neither Agree nor Disagree — 9%
Strongly Disagree — 6%
Disagree — 2%

Legend:
- Agree
- Disagree
- Neither Agree nor Disagree
- Strongly Agree
- Strongly Disagree

Hours Spent on Course

	<1 hr
	>8 hrs
	1–2 hrs
	2–4 hrs
	4–6 hrs
	6–8 hrs
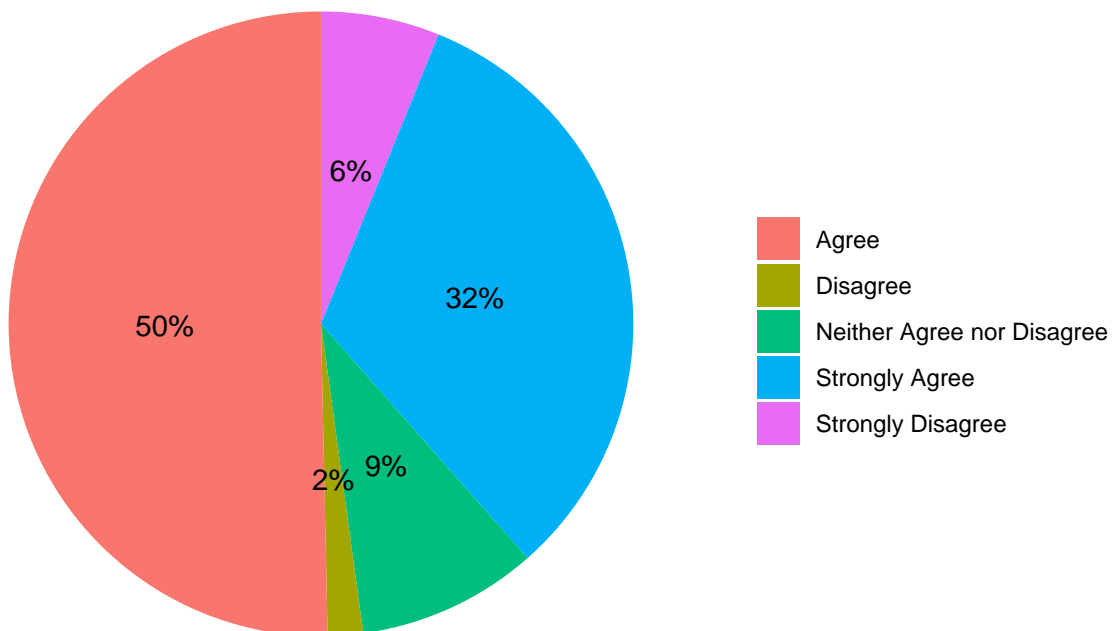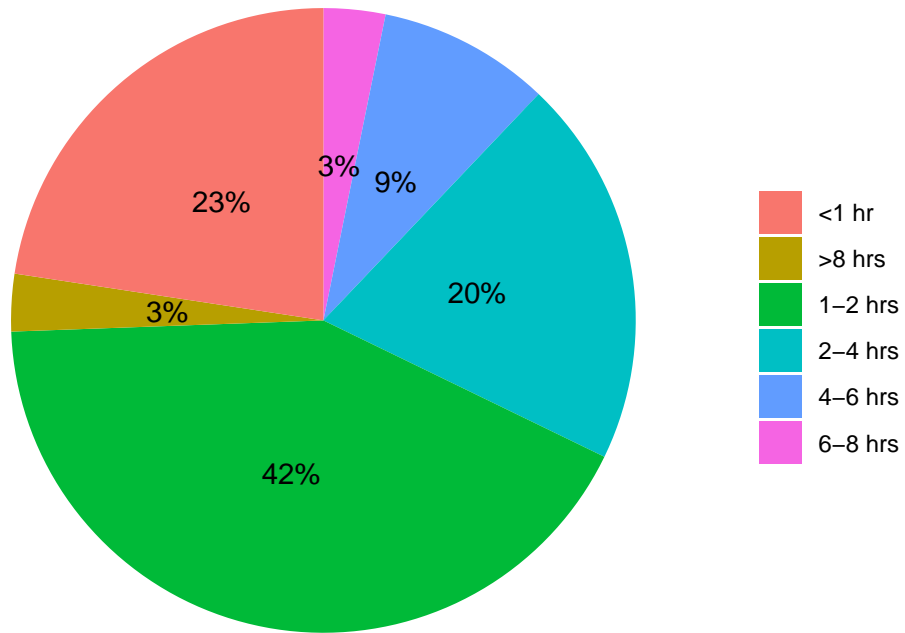
Likelihood to Recommend Course

	0 – Not Likely
	10 – Extremely Likely
	2
	3
	4
	5 – Neutral
	6
	7
	8
	9

Overall Course Rating

■	2 stars
■	3 stars
■	4 stars
■	5 stars
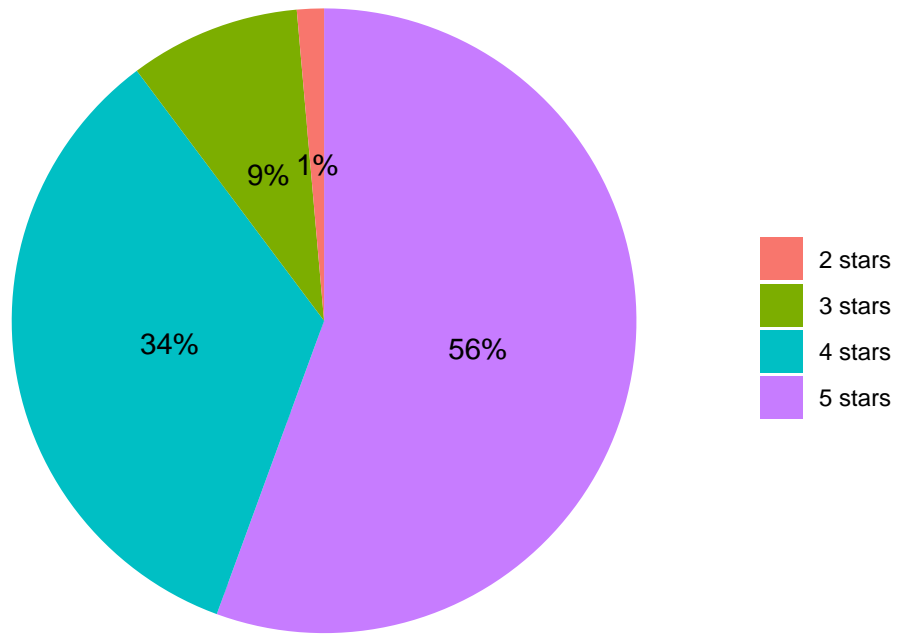
Preference for Instructor Involvement

■	I like variety
■	Interact only with Instructor
■	Learn on my own
■	No instructor interaction
■	Peer−to−peer learning
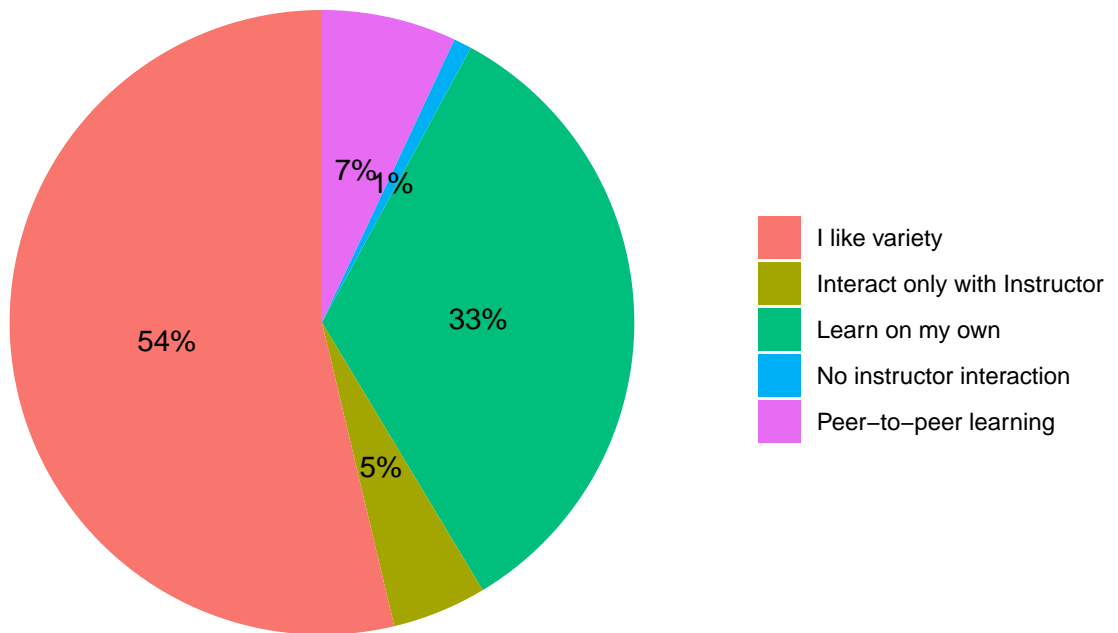
Preference for Course Length

■	2–4 weeks
■	4–6 weeks
■	6–8 weeks
■	8 weeks+
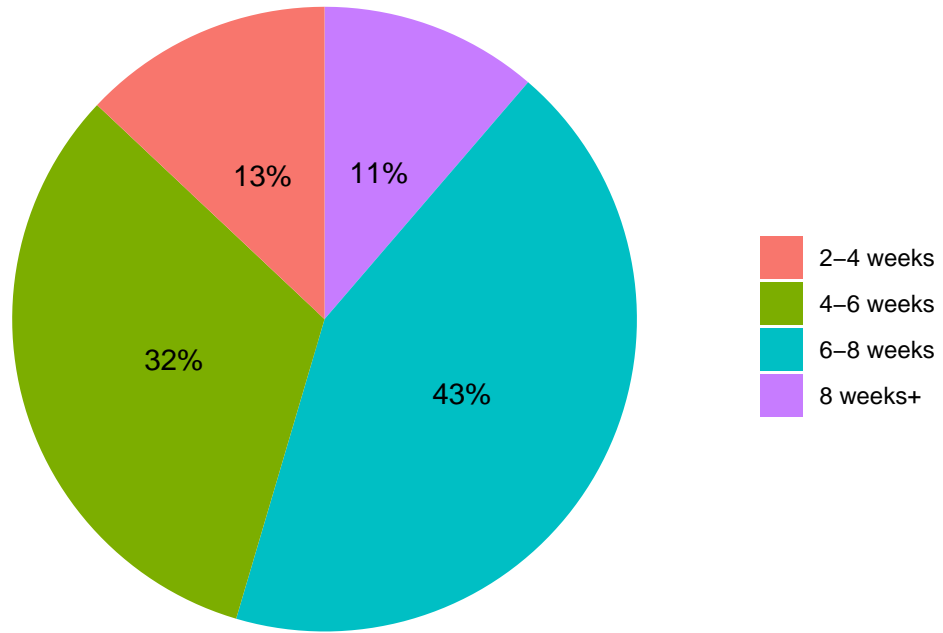
Positive Smartphone Experience

■	Agree
■	Disagree
■	Don't use smartphone for course
■	Neither Agree nor Disagree
■	Strongly Agree
■	Strongly Disagree
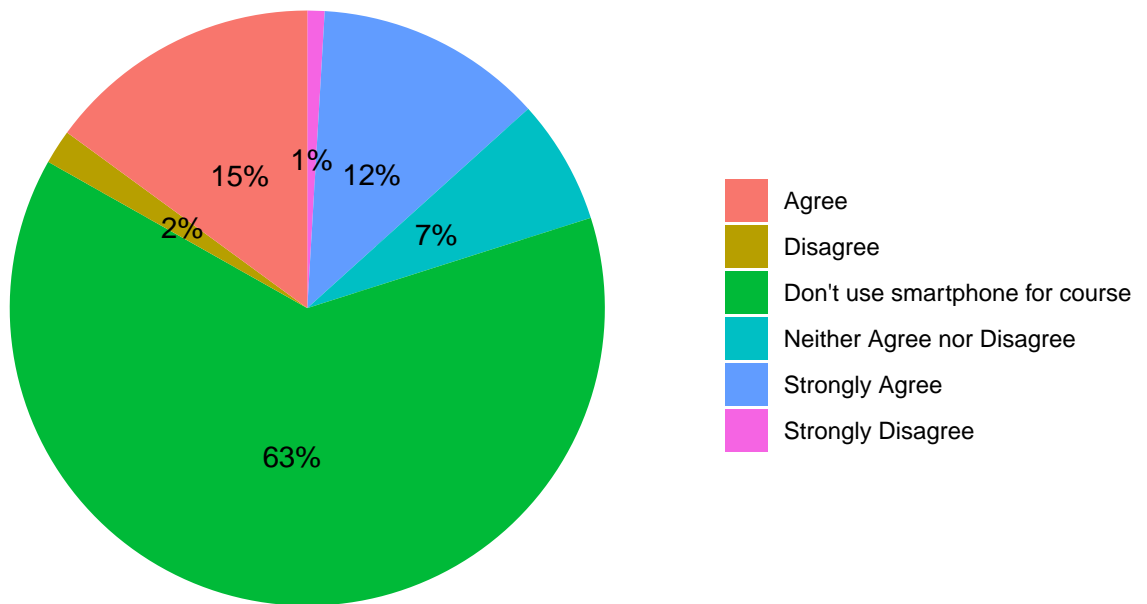
Positive Tablet Experience
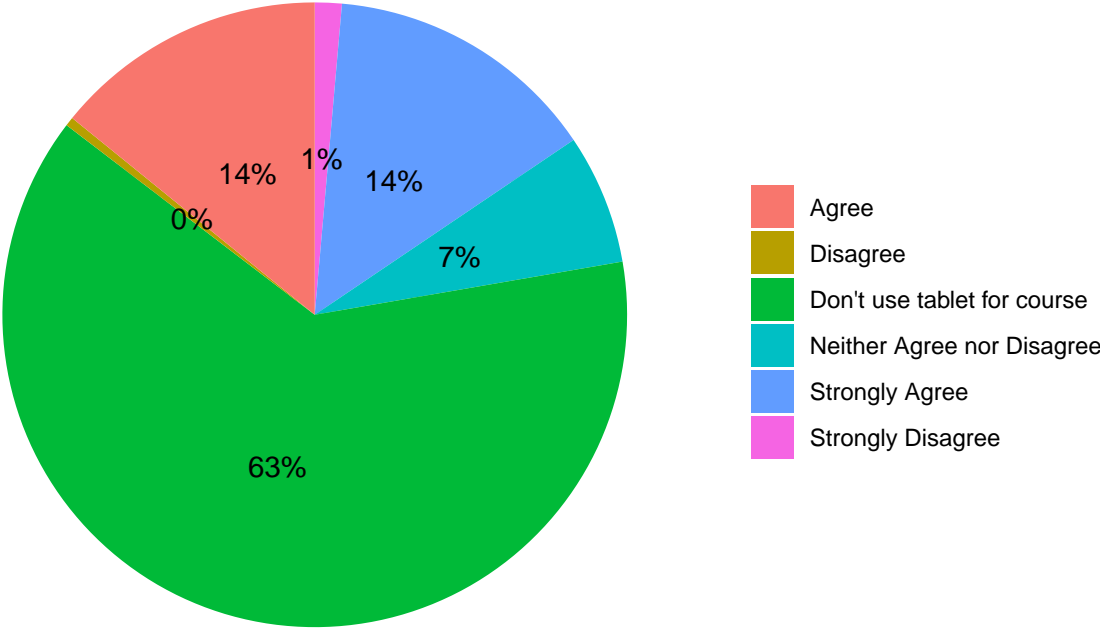
Thank you for your interest in the results of our user experience survey!

MOOC Qualitative-Survey Analysis 2020

Welcome Survey

Summary: The Welcome Student Survey asked course members an anticipatory open ended question about how the course helps meet personal or professional goals.

Method:

A data software, MAXQDA, was used to assess the open ended responses with themed codes centered around two main categories, Professional and Personal goals. Sub themes were taken from response overview categorizing responses as: Gain better understanding, expand to assessment role, gain tools in assessment, or expand culture of assessment.

Results:

34 responses were recorded, which mentioned the course meeting professional goals and zero results for personal goals mentioned in the open responses. 39% of these responses mentioned the course meeting professional goals of gaining a better understanding of assessment. 28% of these responses mentioned the course was able to help one expand in their assessment role at work. 21% of these responses mentioned gaining additional tools in assessment. 12% of these responses mentioned growth in culture of assessment awareness.

201731: How will this course help you meet your personal or professional goals?		
	Frequency	**Percentage**
Professional\Gain better understanding	13	39.39
Professional\Expand to Assessment role	9	27.27
Professional\Gain tools in Assessment	7	21.21
Professional\Expand Culture of Assessment	4	12.12
TOTAL (valid)	33	100

User Experience Survey

Summary: The User Experience Survey asked course members two open ended questions, 1.) Provide general feedback on the course. 2.) How did this course meet personal and professional goals?

Method:

A data software, MAXQDA, was used to assess the open ended responses.

Question 1.) Used themed codes centered around four main categories: Positive, Negative, Steps for Change, and Key Takeaways. Sub categories for Positive include: Gratitude, Appreciation, Overall Features, Instructor Engagement and Appreciation, and Course Time. Sub Categories under Negative include: Overwhelming discussion posts and course feature malfunctions. Sub Categories under Steps for Change include: Additional interactive activities, updated resources, diversity inclusion, feature additions, additional time, and skill level clarification. Sub categories under Key Takeaways include: Professional development, advance level experience, beginner level experience, and sense of community and culture.
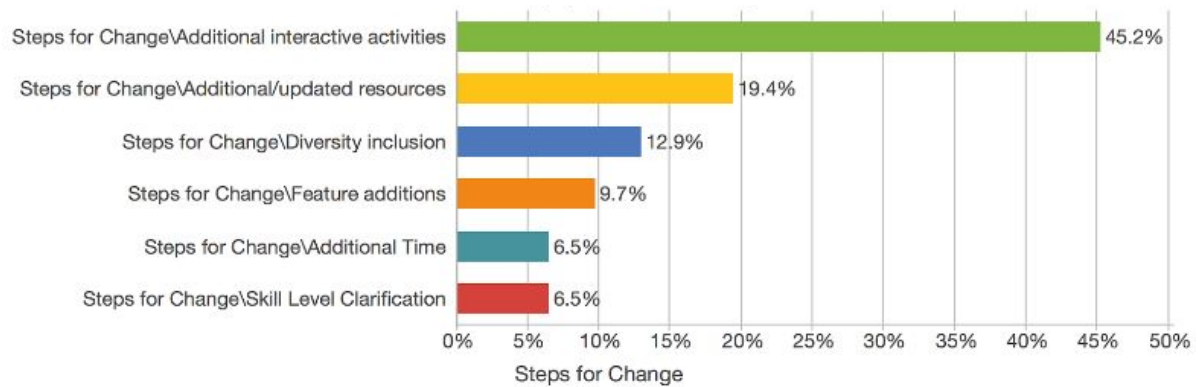
Question 2.) Used themes codes centered around two main categories, Professional and Personal goals. Sub themes were taken from response overview categorizing responses as: Better Understanding, Provides Additional Resources, New Exposure, Tools to Lead Assessment, Applies to Institution, Assessment Refresher, Actively applies to Work, Culture of Assessment, Increase confidence in Assessment, and New Learning Skill.

Results:

1.) 190 responses were recorded. 59% of these responses were coded as positive responses. 17% of these responses were coded as key takeaways. 16% of these responses were coded as steps for change. 8% of these responses were coded as negative. (See graphs for specific breakdowns)

201754: If you'd like to provide any general feedback on the course, please do so here:		
	Frequency	Percentage
Key Takeaway\Advance Level experience	9	4.74
Key Takeaway\Beginner Level experience	8	4.21
Key Takeaway\Professional Development	9	4.74
Key Takeaway\Sense of community/culture	7	3.68
Negative\Course feature malfunctions	4	2.11
Negative\Overwhelming discussion posts	11	5.79
Positive\Course Time extension	9	4.74
Positive\Gratitude/Appreciation	59	31.05
Positive\Instructor Engagement & Appreciation	12	6.32
Positive\Overall Features/variety/accessibility	31	16.32
Steps for Change\Additional interactive activities	14	7.37
Steps for Change\Additional Time	2	1.05
Steps for Change\Additional/updated resources	6	3.16
Steps for Change\Diversity inclusion	4	2.11
Steps for Change\Feature additions	3	1.58
Steps for Change\Skill Level Clarification	2	1.05
TOTAL (valid)	190	100

Key Takeaway

Category	Percentage
Key Takeaway\Professional Development	27.3%
Key Takeaway\Advance Level experience	27.3%
Key Takeaway\Beginner Level experience	24.2%
Key Takeaway\Sense of community/culture	21.2%

Positive

Category	Percentage
Positive\Gratitude/Appreciation	53.2%
Positive\Overall Features/variety/accessibility	27.9%
Positive\Instructor Engagement & Appreciation	10.8%
Positive\Course Time extension	8.1%

Negative

Category	Percentage
Negative\Overwhelming discussion posts	73.3%
Negative\Course feature malfunctions	26.7%

Steps for Change

Category	Percentage
Steps for Change\Additional interactive activities	45.2%
Steps for Change\Additional/updated resources	19.4%
Steps for Change\Diversity inclusion	12.9%
Steps for Change\Feature additions	9.7%
Steps for Change\Additional Time	6.5%
Steps for Change\Skill Level Clarification	6.5%

2.) 347 responses were recorded. 91% of these responses mentioned professional goals and 9% of these responses mentioned personal goals met. These results were then compared to the anticipated professional and personal goals from the welcome survey. (See graphs for specific breakdowns)

201747: In what ways has this course helped you meet your personal or professional goals?		
	Frequency	Percentage
Professional\Better Understanding	91	26.22
Professional\Provides additional resources	46	13.26
Professional\New exposure	41	11.82
Professional\Tools to Lead Assessment	36	10.37
Professional\Applies to institution	29	8.36
Professional\Assessment Refresher	25	7.2
Professional\Actively applied to work	25	7.2
Professional\Culture of Assessment	23	6.63
Personal\Increase confidence in assessment	21	6.05
Personal\New Learning skill	10	2.88
TOTAL (valid)	347	100

Professional Goals

Legend:
- Professional\Better Understanding
- Professional\Provides additional resources
- Professional\New exposure
- Professional\Tools to Lead Assessment
- Professional\Applies to institution
- Professional\Assessment Refresher
- Professional\Actively applied to work
- Professional\Culture of Assessment

Pie chart values: 28.8%, 14.6%, 13.0%, 11.4%, 9.2%, 7.9%, 7.9%, 7.3%

67.7%

32.3%

Legend:
- Personal\Increase confidence in assessment
- Personal\New Learning skill

The Welcome Survey asked questions about what students hoped they would get from the course with respect to professional development. Similar questions were asked in the end of course, User Experience Survey. Below is a table comparing the like questions and responses from both instruments, where actual experience from the (considerably) larger respondents at the end of course mostly mirrored expectations.

Professional Development Comparison		
	Welcome Survey	**End Experience Survey**
Better Understanding	38.24%	26.22%
Build Culture of Assessment	11.76%	6.63%
Gain Tools & Resources	20.59%	23.63%
Expand to Assessment role	26.47%	15.56%
	N=34	N=347

***Qualitative analysis Conducted by Sally Zheng. Please send any questions or comments to sallyzheng@sandiego.edu*