

Jisc Model Student Guide to Learning Analytics

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This guide sits alongside the [*University's / College's*] Learning Analytics Policy [*link*]. A key principle of the Policy is to be completely transparent about all aspects of our use of learning analytics. We want you to understand exactly what data is being collected, how it is being processed and what we will be doing with the information. This document provides these details, and will be updated as our use of learning analytics develops.

What is learning analytics?

The “digital footprints” left when students use [*Moodle / Blackboard / the VLE*] and other institutional systems can be combined with data such as grades and past academic history. We already collect most of the data required, and use it to review aspects of our courses and manage our use of resources more efficiently. However the use of this data for learning analytics is new, and will provide additional information to you, lecturers, tutors and support staff.

The resulting picture can give you a better idea of how your learning is progressing. It can also help us to understand how we can best support you to meet your goals, and achieve your full potential at the [*University / College*].

Another use for learning analytics is to make predictions by comparing a learner’s patterns of activity and achievement with those of previous groups of students. These can help us to identify those who may be struggling academically. We can then contact them to see if we can help.

How can learning analytics help me?

Many learners, particularly when starting [*university / college*], don’t have an accurate perception of how their learning is progressing. The **Learning Analytics Student App** helps you to view information on your learning activities. A score is shown for ‘engagement’, calculated from details of your activity.

You can also use the app to record your own study data, set goals and work on your own time management if you wish to. Any data you input yourself is viewable by the [*University / College*] but is not used as part of the engagement score or in any predictions.

Your ‘attainment’ i.e. marks and grades are also displayed in the app, though these are provisional. That means that they must be confirmed by a Board of Examiners, and, until confirmed, may change.

Emails or text messages may also be sent to you automatically to suggest additional support or resources that could help your studies. Messages may also be sent to congratulate you on good performance or improvement.

How can learning analytics help my tutor?

The other main way that learning analytics can help you is by giving your personal tutor better information on your progress. Your tutor may contact you by phone, email or text message to check that you feel you are on track or to arrange a meeting to review your progress. Tutors have access to a system called **Student Success Plan**, which has data about your engagement and attainment, and can be used to provide a focus for conversations between the two of you.

Tutors or members of support staff may also receive automated alerts about students predicted to be at risk, helping them to decide if they should make contact. It is important to note that the risk scores are only predictions: the model will always have a degree of inaccuracy, and cannot indicate with certainty what grade a student will achieve. It simply helps us to prioritise those students who are most likely to require additional help.

What data is being collected for learning analytics?

The following data is being used for learning analytics, in compliance with the Data Protection Act 1998, and more specifically in accordance with the Data Protection Principles, the University’s Data Protection Policy [*link*] and Data Consent Notice [*link*]:

- Background information: your name, identifiers used by the [*University / College*], date of birth, ethnicity, gender, declared disabilities, contact details, whether your parents were in higher education, your socio-economic background, whether you are an overseas student, contact details, and a link to the photo we hold of you
- Details about your course, the modules you are taking, and your tutors
- Details of your assessments, marks and grades obtained
- Details of your activity in [*Moodle / Blackboard*]: logins, resources viewed, assessments submitted and graded, and session timeouts

Is my personal information safe and secure?

Your data is subject to strict security procedures in compliance with the Data Protection Act 1998. Only those members of staff who have a professional requirement to support you are permitted to view the analytics about you individually. In particular, your personal tutor will be able to view data about your engagement, attainment and any predictions made. If you have any concerns about the [*University / College*] using your data for the purposes of Learning Analytics, do discuss these with your personal tutor.

Your data is also combined with data about other students to help us improve our courses and to support students better overall. This data is not individually identifiable. It is first “de-identified” i.e. fields such as your student ID are encrypted. It is then sent to a central learning records warehouse managed by the [*University’s / College’s*] contracted agents, and hosted on servers in physically secure, multi-tenanted private cloud arrays in the European Economic Area.

If you use the Student App, you may wish to share some of your data with other students. This is designed to add an element of fun, to motivate you, and to help connect you with other students. At all times you will have complete control over what data, if any, you wish to share with other students.