

Evaluating an eLearning module: methods and tools for feedback collection and analysis

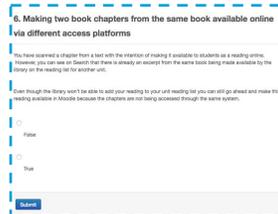
- Interactive scenario-based Copyright Unit in Moodle to supplement website
- Four rounds of review (Boxes 1-4, see Legends for details). Evaluation of feedback led to specific improvements in the module design

1. Text to image



Overwhelming preference for image case scenarios for usability and format.

"These (Using Images) activities were much more attractively and effectively designed than the Using Text ones. The latter were visually dull in comparison."



Implemented scenario design consistent with image unit

- Complex concepts reshaped into separate activities
- Terminology standardized over all sections
- Superfluous detail removed from activities by linking to further information

2. Navigation



You can access the topics by clicking on the images below.



Not sure where to begin? Try Copyright Essentials for Researchers | Teachers | Students | Library

Nearly 30% of respondents commented that navigation was difficult. Users struggled to find content and appeared lost.

- 'Orphan block' simplified homepage and hid topics not in use
- 2nd level navigation linked to hidden content
- Additional instructions and rollover text added to thumbnail images
- Role orientated pages gathered scenarios and sections (alternative navigation option)

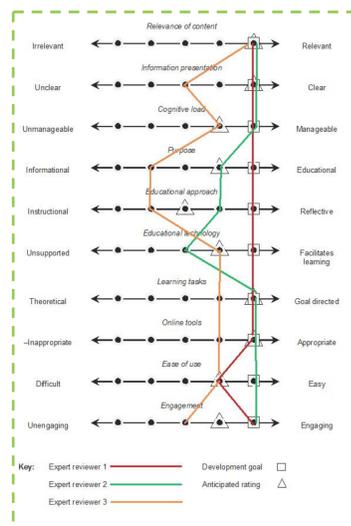
Development Research Approach*



Cognitive load

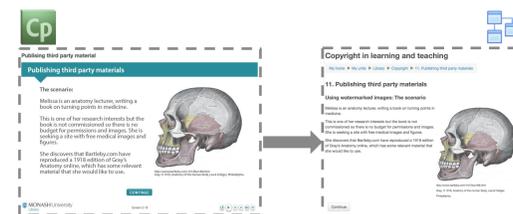
Demonstrated effective changes to navigation and consolidated learning:

"Small and very digestible. I liked the various scenarios... Free navigation and multiple pathways helped me navigate the content at my own pace and take on as much information as I wanted at any given time. Definitely manageable chunks."



Using Image case studies made with Adobe Captivate

- Tutorials appeared 'cut off' on smaller computer screens
- Users confused by the 'double branding' of Moodle and Adobe Captivate
- Users struggled when an incorrect choice stopped the tutorial



- Case studies converted to native Moodle Lesson activities
- Feedback given without explicit 'right/wrong' answers
- Prototyping introduced for mass tutorial conversion

4. Affirmation

3. Standardisation

Legend: Methods

- Email feedback
- Expert rating scale
- Focus group
- Interview
- Questionnaire
- User observation

*An iterative design and development process using quantitative and qualitative methods (mixed methods).

Why use it? Allows for flexible ongoing evaluation and design changes, requiring collaboration between content experts, developers and engages stakeholders.

Tools: Google Forms, Hangouts and Docs, Email, Qualtrics

Legend: Stakeholders

- Expert reviewers - Educational designer, Office of General Council, Copyright Manager
- External stakeholders - LMS administrators, academics
- Library staff
- Internal stakeholders - Content expert, Designers/developers

