

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

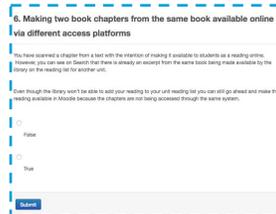
- Interactive scenario-based Copyright Unit in Moodle to supplement website
- Four rounds of review (Boxes 1-4, see Legends for details). Evaluation of feedback led to specific improvements in the module design

## 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."*



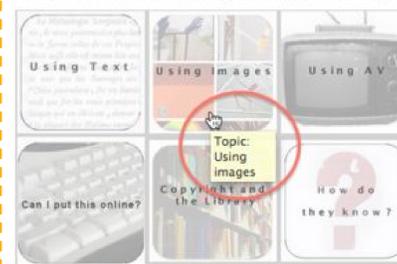
Implemented scenario design consistent with image unit

- 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)

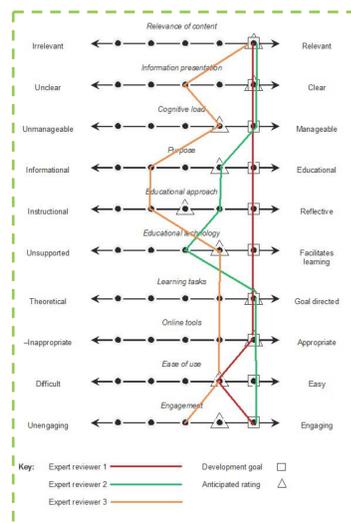
## Development Research Approach\*



### Cognitive load

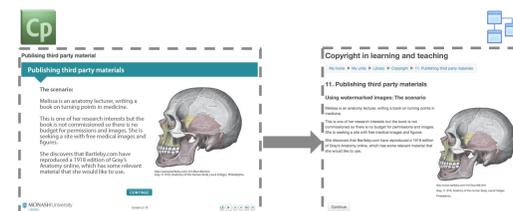
Demonstrated effective changes to navigation and consolidated learning:

*"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

