4 Questions About Learning Analytics Answered

1 — What are some potential benefits of Learning Analytics?

- ✅ Provides **actionable insight** to educators and trainers based on information from the learner (Siemens, 2013).

- ✅ Personal data derived from individual learners allows for opportunities to **personalize learning** (LACE, n.d.).

- ✅ Redundant or unsuccessful training can be identified and removed, resulting in **potential time and cost savings**. (Pappas, 2014).

2 — What are some potential challenges of using Learning Analytics?

- ⚠️ **Privacy concerns** regarding the collection, storage, and analysis of data (Campbell, DeBlois, Oblinger, 2007; Siemens, 2013).

- ⚠️ Truly accurate models **require high quality data with a broad scope** which may not be captured in learner data (Siemens, 2013).

- ⚠️ To account for different disciplines, analytics "must be carefully designed and **tailored for context**, rather than applied in a generic, pan-institutional fashion" (Wilson, et al., 2017).

3 — What are some limitations of Learning Analytics?

- ❌ Analytics provides a **holistic view** based on data available; it cannot account for external factors affecting learners (Campbell et al., 2007).

- ❌ Learning analytics is **predictive, not psychic**. Data cannot predict future needs as it is limited by the data available. (Siemens, 2013).

- ❌ Institutions' **capacity** to access, clean, integrate, analyze, and visualize data **may be limited** by access to qualified staff, resources, and funds (Siemens, 2013).

4 — Where can I learn more about Learning Analytics?

- ℹ️ Visit our **Open Educational Resource** (OER) https://goo.gl/PgHky1

- ℹ️ Explore our **references** here: https://goo.gl/P6UYG7

- ℹ️ Learn about **Big Data and Machine Learning** with this OER: https://goo.gl/vUHKKH

- ℹ️ Visit **Lace** -- Learning Analytics Community Exchange here: https://goo.gl/NHPjdG