

BlueML from Explorance

CHALLENGE

It is important to listen to what students say, but the difficulty inherent in collecting, collating, and evaluating student comments has led to the loss of critical insights. Because it is easy to analyze, quantitative data rules the review process even though it misses the human element.

1. **“I hope it will be better for the next class”** Students make suggestions for improvements they won't see themselves
2. **“I don't have time for this”** Administrators spend large chunks of time convincing students to give feedback, and then mining those comments for themes
3. **“What does this mean?”** Low-scoring quantitative results highlight the problem but not how the institution should fix it

SOLUTION: BLUEML

Machine learning is one of the most significant new technologies disrupting educational technology. As a student-focused machine learning platform, BlueML from Explorance is uniquely situated to analyze unstructured feedback from students at institutions of higher learning and offer fresh perspectives on the student experience. With BlueML, educational administrators and instructors can:

- Cull student comments from any source and easily upload into BlueML for analysis
- Extract detailed interpretations by correlating themes with categories, behaviors, sentiments, and recommendations
- View qualitative data as quantitative results
- Slice and dice comment analysis by any criteria (student demographics, sentiment, etc.)
- Use quick, reliable qualitative data to make impactful changes to the student experience

LEARNING OUTCOMES IMPACT

BlueML offers tangible benefits to students and institutions by unearthing new, rich insights in qualitative datasets that have a positive impact on student engagement and institutional success.

1. **“We know what to do”** Institutions uncover recommendations and actionable insights that inform decision making
2. **“I can fix this”** Quick, accessible data means that administrators can focus their time and energy on implementing program improvements in real-time
3. **“This is better”** Students experience changes based on their feedback, contributing to their mastery of the subject

ROI

BlueML will be released to the market this summer. The initial responses from clients who have piloted BlueML have been positive, and Explorance is excited to measure ROI in 2022.

“Blue ML really helped us understand the learner experience which drives the important metrics we use to evaluate our programs.”

– Senior Director at a medical education center

“I think this tool is very valuable, and I look forward to seeing how it evolves over time.”

– Educational Technology Specialist at a public university