Working with the Learning Analytics Industry
Lessons Learned from Echo360 Inc.
Funded Research  Entrepreneurship  Commercialization

University Collaboration
Integrates With Your LMS

Students and instructors access Echo360 tools and content directly from their LMS.

Instructors can publish Echo360 data on student activity & results to their gradebook.
What spot on this image of hurricane paths does not make sense to you (and why?)

RESULTS

Image-Base Questions

Optional:

Require students to justify their selection.
- Attendance by class and student
- Participation in formative in class assessment activities
- Correctness in formative in class assessment activities
- Volume of notes taken in or outside of class
- Corpus of notes taken
- Questions asked in class
- Points of confusion
- Viewing of recorded captures
- Viewing of live stream
- Frequency of review outside of class time.
Creating an Ecosystem

Echo360 Database

- Activity Answers
- Notes
- Attendance
- Bookmarks
- Lecture Capture
- Confusion
- Questions Posed
Creating an Ecosystem

1. University db
   - LMS
     - Activity
     - Answers
       - Questions
       - Posed
     - Attendance
   - SIS
   - Other Vendors
   - Confusion
     - Echo360
     - Database
     - Notes
     - Bookmarks
     - Lecture
     - Capture
     - Activity
     - Answers
     - Questions
     - Posed
Background

Previous Success vs. Grades
Successful Students Behave Differently

- Minutes of Lecture Capture Viewed per Class
- Incoming Grade Point Average
  - <2.5: 1
  - 2.5-3.0: 13
  - 3.0-3.5: 18
  - >3.5: 22
The nature of student participation varies dramatically with prior level of success.
Creating an Ecosystem

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University db

LMS

SIS

Other Vendors

Other Vendors

Echo360

Database

Confusion

Questions Posed