

The Blackboard Survey Tool

...new uses for a “vintage” tool

Hi...welcome to Tech Talks! My name is Jan Lay and I'm a trainer with CCIT's, Learning Technologies group.

This is the 4th episode in our weekly, Spring 2013 TechTalk webinar series.

During today's show I will discuss the Blackboard Survey tool and the different ways you could use it in your classroom.

If You Have Questions...

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Before I go any further, I would like to invite you to type any questions or comments you might have during the presentation into the Questions and Discussion Window. We will be monitoring this area throughout the presentation, and after this session is through, I will try to answer as many of your questions as I can.

As always, if you run into any problems while listening to this presentation, please also type those into the Questions and Discussion window and one of my co-workers will try to assist you.

And now...the presentation...

What is a Survey?



- The survey tool is a simple way to gather feedback from students at the beginning, middle, or end of the course
- Unlike a test, a survey within Blackboard is a non-graded assessment tool that records answers anonymously.
- Blackboard will record when the survey is taken but will not associate answers with an individual user.

As I said, today I will be talking about the Blackboard survey tool, what it is, and how it can be used.

Simply put, the survey tool is an easy way to gather feedback from students at the beginning, middle, or end of the course about a wide variety of issues.

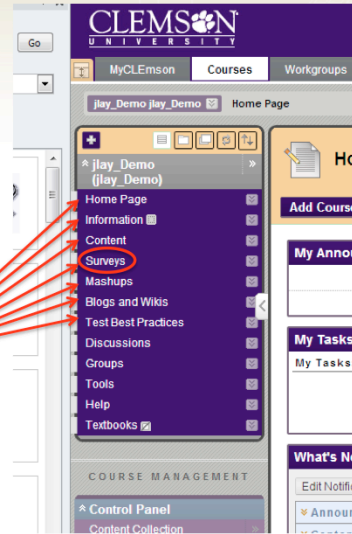
Unlike a test, a survey within Blackboard is a non-graded assessment that records answers anonymously.

Blackboard will record when the survey is taken but will not associate answers with an individual user.

Since answers are not associated with particular users, that also means that no individual feedback can be provided for a survey.

Creating and Deploying?

- Creating a survey is virtually identical to creating a test, and as with creating a test, there are 17 different types of questions, including a Likert-scale type, that can be included in a survey.
- Surveys can be deployed in any content area in the course.



Creating a survey is virtually identical to creating a test, and as with creating a test, there are 17 different types of questions that can be used, including a Likert-scale “opinion” question.

Surveys can be deployed in any content area in the course, or you can, as I did, create a content area just for surveys.

Also, as with tests, you can import surveys from your other Blackboard courses or copy them within your course to use for a different assignment.

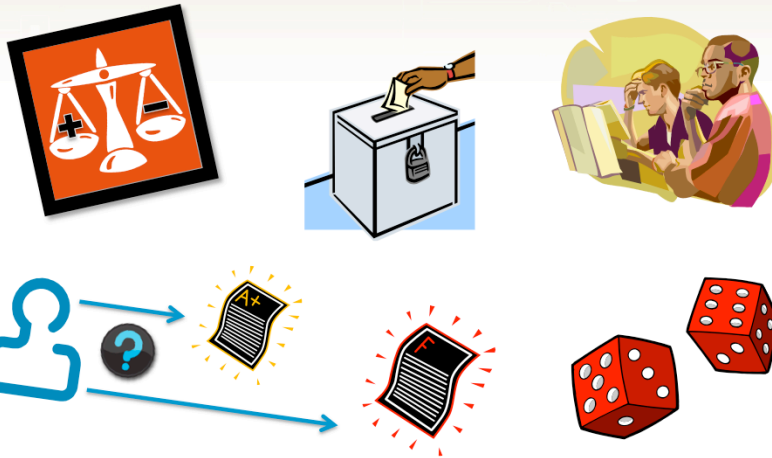
Announcing Surveys

- Once created, you have an option to automatically send an announcement and email about the survey when it is deployed.



As with any other assessment, once you've created it, you have an option to automatically send an announcement and email about the survey when it's deployed.

Pedagogical Uses



There are numerous pedagogical uses for surveys in your classroom and if you can't think of any of them on your own, I'm going to list a few of them that I and others have thought up. After that we'll go to a Blackboard course to deploy a new survey and then you can take that survey yourself. We'll also look at a few survey types that I have previously deployed.

Gather Aggregate Responses

- The survey tool is a simple way to gather feedback from students at the beginning, middle, or end of the course.



The survey tool is a simple way to gather feedback from students at the beginning, middle, or end of the course.

For example, if you are introducing a new pedagogical approach or tool, you could consider conducting a survey of students to gain their perspective on overall effectiveness

Pre/Post-Assessment

- Use as a pre-assessment of a unit of study to determine “readiness.”
- Use as a post-assessment follow-up to determine areas of weakness.

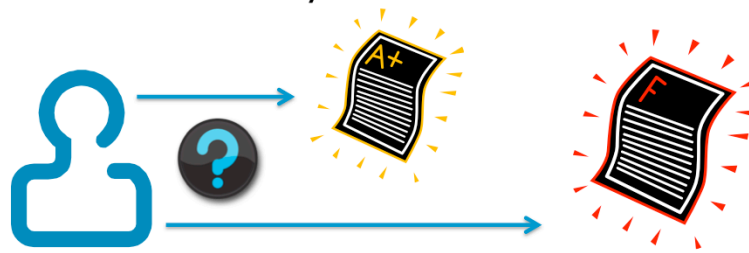


Pre-tests are typically given to students before they begin a course module/unit of study to measure how much they know about the topic. Pre-tests can be used by both the professor and the student to target focus areas for studying.

Although a survey can also be used for study purposes, it is more common for a professor to give a test that is not used in calculating a student’s grade, and to allow the students to take the test multiple times.

Gather Honest Feedback

- Did you have a test that your students either aced, or tanked?
- Surveys can be especially useful to gain authentic feedback from students, especially if they are reassured that their feedback is anonymous.



Did you have a test that your students either aced, or tanked?

Remind students that you can't see their individual responses, just a confirmation of whether or not they completed the survey.

Present a list of topics that were covered and ask students which need to be explained or covered more

Gather Anonymous Opinions

- Use surveys to gather anonymous opinions about a controversial topic relating to the course (*nuclear energy, abortion, religious differences, drug use, cheating, etc.*), then present the results for an online or in-class discussion.

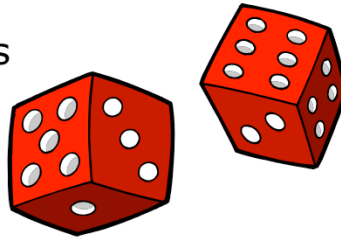


Do you teach a class that covers current events?

Use a survey to gather anonymous opinions about a controversial topic relating to the course (nuclear energy, abortion, religious differences, drug use, cheating, etc.), then present the results for an online or in-class discussion or use the results to help shape your lecture on that particular topic.

Make Class Choices

- Surveys can be used to poll the class on various choices that could be or would need to be made during a semester, such as:
 - Field Trip choices
 - Assignment formats
 - Topics to cover

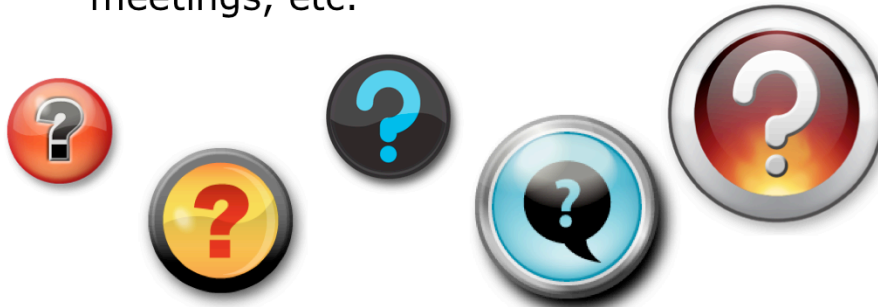


Surveys can be used to poll the class on various choices that could or need to be made during a semester, such as:

- Different places that the class might choose for a field trip
- If the students would prefer one assignment format over another; such as giving a speech versus writing a paper
- Or, if your class has a variety of topics to be covered, but no particular order is necessary, you could allow them to order the choices by preference

Non-Pedagogical Uses

- Got a Blackboard Workgroup?
 - Assess your members opinions on policy, procedures, job candidates, presentations, upcoming events, meetings, etc.

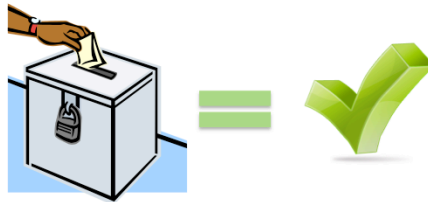


There are, of course, non-pedagogical uses for Blackboard surveys...such as in Workgroups.

If appropriate, you could assess your members opinions on a variety of topics such as policy, procedures, job candidates, presentations, upcoming events, meetings, etc.

Blackboard Display

- Since surveys in Blackboard are anonymous, the Gradebook only indicates, with a check mark, who has submitted a survey.



So, once your survey results are in, how would you see the results?

As with a test, the survey results can be seen in the Grade Center. However, since surveys in Blackboard are anonymous, the Gradebook only indicates, with a check mark, who has submitted a survey.

Blackboard View

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GC199-Adobe Creative Suite (Jay-GC199-004) Grade Center Survey Statistics: Adobe CS Edit Mode is ON

Manage Reports Filter Work Offline

Sort Columns By: Layout Position Order: Ascending

Last Saved: January 31, 2013 4:57 PM

Weighted Total	Adobe CS
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓
713 --	✓

Survey Statistics: Adobe CS

Adobe CS
19 (Total of 19 attempts for this assessment)

Question 1: Multiple Choice
Is your laptop a Mac or a PC?

Response	Percent Answered
Mac	78.947%
PC	21.053%
Unanswered	0%

Question 2: Multiple Choice
Which version of the Creative Suite do you have?

Response	Percent Answered
CS6	57.895%
CS5/5.5	10.526%
CS4	10.526%
CS6 Creative Cloud	0%
CS6 Trial Version	21.053%

This is a screen grab of what the results look like in Blackboard.

I will also show you how this looks “live” but in order to view the results of a survey, you need to go into the Grade Center and access the Column Statistics for the survey column. When you click that, you will get a snapshot of how each question was answered.

While there currently is no easy way to automatically display aggregate results from a survey to students, the results that you see as an instructor can be copied/pasted into a Word document and then posted in Blackboard for students to view if desired.

Surveys IN Blackboard...



Now I'm going to go out to one of my Blackboard demo courses where I will deploy a survey that I want you to take, and show you a few others that I have already deployed.

Best Practices

- Surveys that are larger than 5-6 questions are more manageable for students if displayed one question at a time rather than all at once.

I really only have one item under my “best practices” list, and that is to remind you that surveys which are larger than 5-6 questions are more manageable for students if displayed one question at a time rather than all at once.

Summary

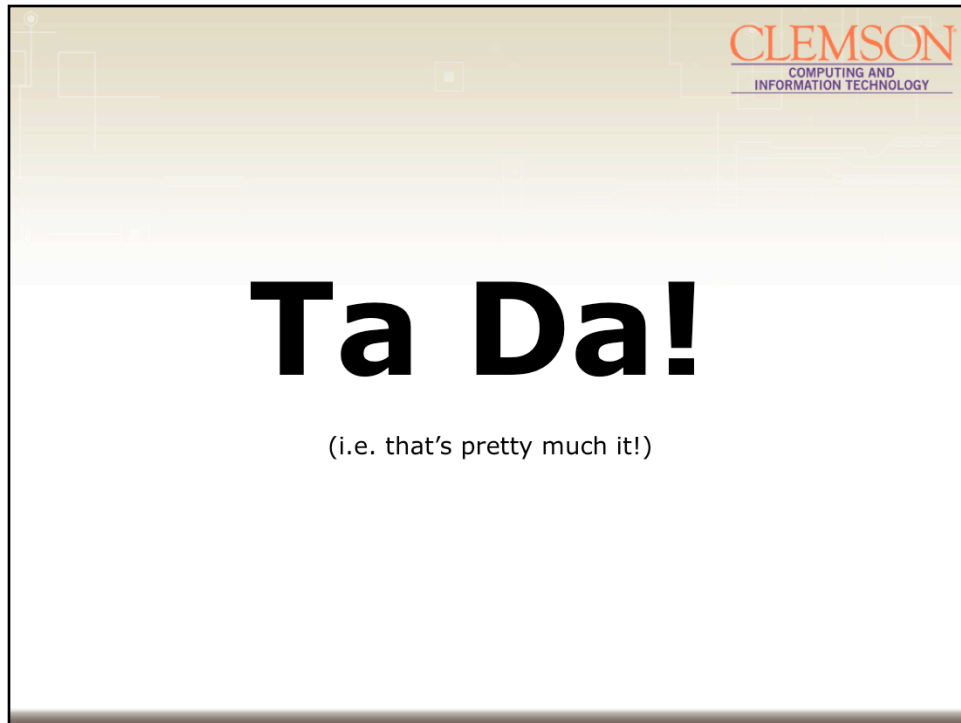
In short, surveys can be used in many creative ways to:

- Promote deeper and more critical thinking about topics
- Give the student and instructor information about study areas which need additional focus
- Give the students a safe format in which to express opinions, either about a controversial topic, or an assignment
- Give the students a way to vote on various class topics, assignments or events

To summarize, surveys can be used in many different creative ways to:

- Promote deeper and more critical thinking about topics
- Give the student and instructor information about study areas which need additional focus or less focus
- Give the students a safe format in which to express opinions, either about a controversial topic, or an assignment
- Give the students a way to vote on various class topics, assignments or events

Remember, it's not so much the survey itself that promotes pedagogical objectives but what the survey data reveals and how it will be used.



So, this slide just about wraps up the current presentation...and THAT means that I should remind you again that if you have questions, you can type them into the questions and discussion window and we will answer them at the very end of the presentation!

Blackboard Resources



- **Reading Survey Submissions - video**
- http://ondemand.blackboard.com/r91/movies/bb91_tests_surveys_reading_survey_submissions.htm
- **Blackboard Learn Support Page**
- http://www.clemson.edu/ccit/learning_tech/blackboard_learn/index.html
- **Upcoming CCIT Computer Training Classes**
- <http://www.clemson.edu/clereg/>

As usual, we like to give you a few more training resources to look at. On the screen are resource links which will take you to a Blackboard video resource on creating surveys, a link for general Blackboard support and a link to our upcoming Training Classes.

Google Surveys/Forms


- Google Forms is available to all Clemson faculty, staff, and students and allows you to create and send a survey to any group - Clemson users or public – and see the results in a Google spreadsheet.
- We will be offering classes on 2/20 and 4/18 – register at <http://www.clemson.edu/clereg>
- We have some materials available at:
http://www.clemson.edu/ccit/learning_tech/ccit_training/google_apps/google_forms/index.html

Our student trainer, Laurie Sherrod, wanted me to make sure to pass along that another survey resource was also available to all Clemson faculty, staff, and students.

The Google tool will allow you to create and send a survey to any group - Clemson users or public – and see the results in a Google spreadsheet.

Laurie has two Google Forms classes on our training calendar right now, and she has posted some materials at the URL listed on the slide.

Upcoming Tech Talks



2/12	Setting up email on your iOS device	Suzanne Smith
2/19	The new Xmail	Kat Snizaski
2/26	Introduction to Clemson Box - New Cloud Storage available to all Clemson users	Laurie Sherrod
3/5	Accessing the Library Resources from your Home or Office	Anne Grant

As I said at the beginning of the presentation, this was the 4th tech talk in our spring series. On the screen you can see the upcoming tech talk schedule, including the last three weeks in February and the first week of March.

Miss an episode?

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Thanks for tuning in!!!!



- Lobby Polls?
- Tech Talk survey?
- Log out or...
- Stick around to ask more questions...



Before you leave today, I'd like to ask you (if you haven't already done this) to remember to take our Adobe Connect Tech Talk Lobby poll as well as the Tech Talk survey for this week.

It is now....XXX o'clock and I'd like to thank you for joining us today. At this point, the official demonstration is over with but I will be online for at least 10 or 15 more minutes to answer any questions you might have. As usual, these sessions are recorded and will be archived and uploaded to our Training website in case you'd like to review them at a later time.

Thanks again for joining us on Tuesday Tech Talks at 2!