Using Data to Drive Improvement in e-Learning Documentation

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Abstract: IE Business School has been producing e-learning documentation since 2001, including interactive case studies, technical notes and simulations. This has allowed the Learning Innovation department to compile a rich database of student feedback spanning almost ten years comprising over 26,000 survey responses. The preliminary results from “mining” that data are presented, investigating topics such as the performance of various types of material, student preferences, and the lessons that can and have been learned about improving IE’s multimedia learning content. Data is gathered using a simple survey included in the content delivery LMS, referencing the received feedback against the students’ courses of study and is aggregating it in a single navigable database. The database provides information regarding the use of multimedia documentation in IE’s courses and generates update reports for key persons and departments in the business school. The structure and operation of this platform is also discussed.