Optimizing instructor feedback for student success in online courses

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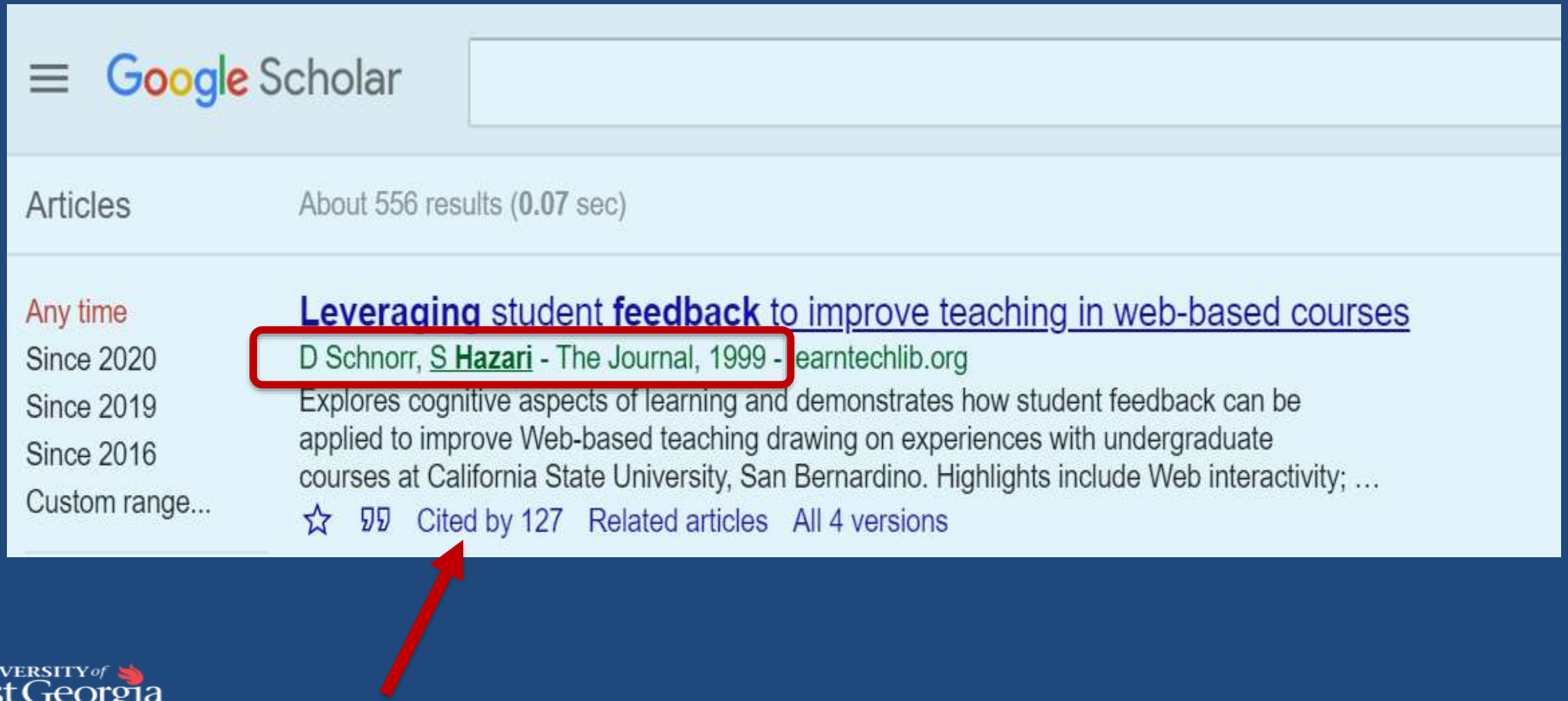
Agenda

- Importance of Feedback
- Literature Review
- Feedback Process
- Types
- Technology Tools


Google Scholar
Articles
About 556 results (0.07 sec)
Any time
Since 2020
Since 2019
Since 2016
Custom range...
Leveraging student feedback to improve teaching in web-based courses
D Schnorr, S Hazari - The Journal, 1999 - learntechlib.org
Explores cognitive aspects of learning and demonstrates how student feedback can be applied to improve Web-based teaching drawing on experiences with undergraduate courses at California State University, San Bernardino. Highlights include Web interactivity; ...
Cited by 127
Related articles
All 4 versions

Importance of Providing Feedback

- Improve student learning
- Helps monitor progress
- Shows concern for students
- Higher course evaluations 😃

UWG Course Evaluation (Spring 2020)

Q27 - Comment on the evaluation methods utilized—fairness, difficulty, ease, etc.
Q28 - Comment on the instructor's overall effectiveness as a teacher in his/her discipline

He always provided more of an explanation than asked for which helped tremendously. He always explained why he gave a certain grade, and even when an A was received, he provided additional insight on the topic.

I really enjoyed his comments on everyone's discussion posts and the detailed feedback he provided during the course during grading.

Great instructor, he gives good feedback on assignments, but overall I would say his teaching has a good effectiveness in the end.

Wonderful teacher. Very understanding, and is willing to work with you if personal stuff arises. Especially during the times that the world is in now with this virus. Thank you.

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All my course evaluation comments/scores are available from:
https://www.westga.edu/~shazari/documents1/courseevaluation.htm

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Literature on Feedback

- Gagné and Briggs (1979) have stressed the need for evaluating students' understanding, providing feedback during evaluation
- Interaction and feedback have significant impact on the learning process since they add value that results in improving quality and success in courses (Graham et al., 2001)
- Feedback enhances learning outcomes (Hattie 2009; Ajjawi and Boud 2017)
- Feedback that includes emotional, relational, and social aspects supports higher-order learning outcomes (Small and Attree 2016; Pitt and Norton 2017)
- By using feedback, positive psychological needs support and metacognition are fostered (Tan, Whipp, & Van Quaquebeke, 2019)

Rubrics

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Executive Summary	Meets "Proficient" and does not include any extraneous details	Prefaces your paper with a brief summary of what the project is all about specific to the needs of your intended audience	Prefaces your paper with a brief summary of what the project is all about but lacks specificity in connecting to intended audience	Does not preface your paper with a brief summary of what the project is all about	4
Historical Overview	Meets "Proficient" and does not include any extraneous details	Outlines a historical overview of the company that addresses its goals, mission and the products, goods, or services it provides specific to its position in the industry	Provides a historical overview of the company outlining its goals, mission and the products, goods, or services but lacks specificity to its position in the industry	Does not provide a historical overview of the company outlining its goals, mission and the products, goods, or services	5
Research Tools & Methods	Meets "Proficient" and tools chosen are authentic to the tools that would be used in "real world" analysis	Describes the key research tools and methods that will be used in this analysis with respect to their significance in uncovering the necessary data	Describes research tools and methods that will be used in this analysis but lacks specificity in addressing their significance in uncovering the necessary data	Does not describe research tools and methods that will be used in this analysis	5
Current Market Landscape	Meets "Proficient" and does not include any research components that are not directly aligned with the claims	Assesses the company's current share in the market place supporting research	Assesses the company's current share in the market	Does not assess the company's current share in the market place	5

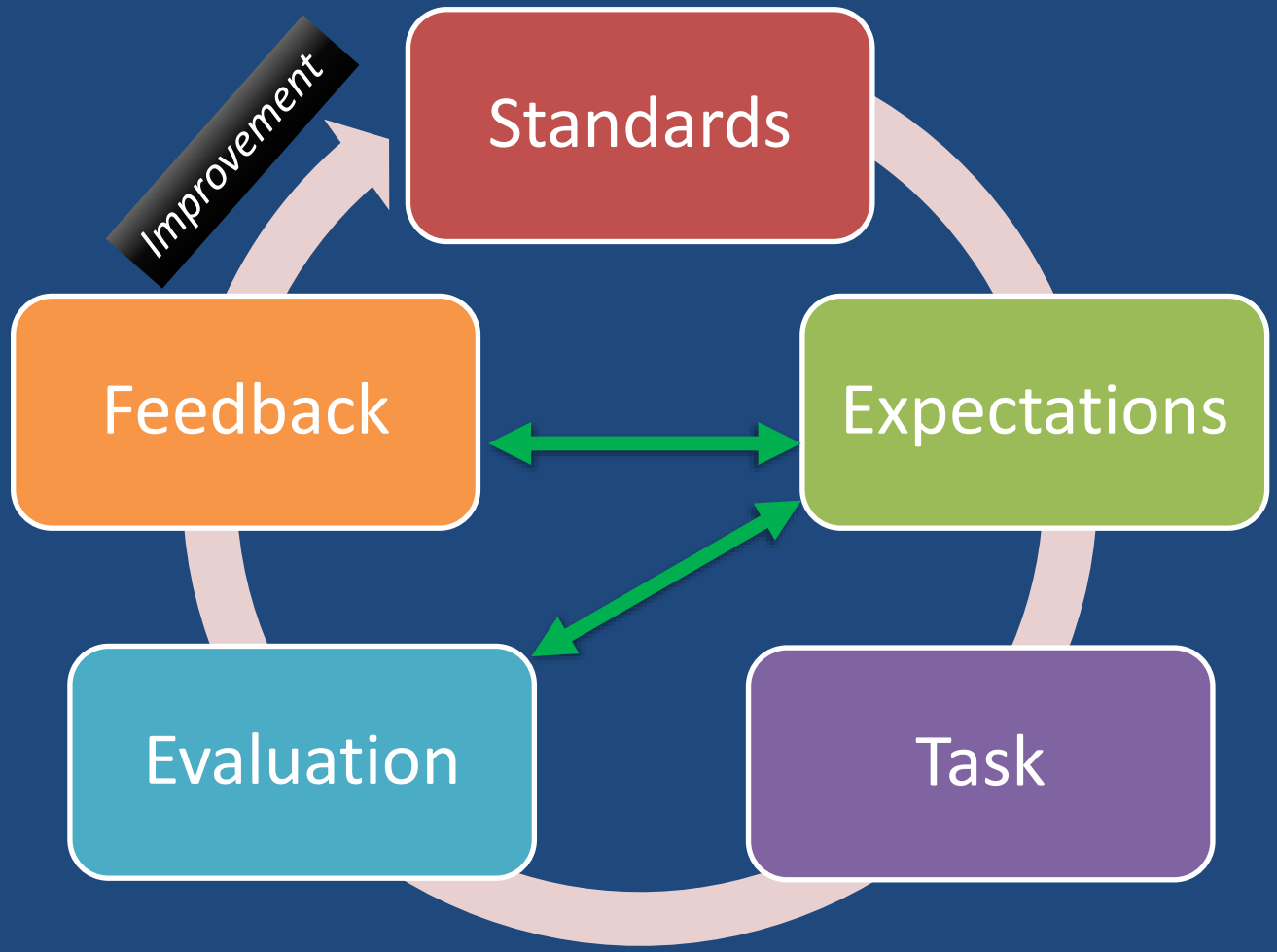
Rubric

	Max. Points
Content (Clear problem identification, use of textbook and external research content, proper marketing terminology including Marketing Mix, SWOT, Strategy & Implementation. Detailed information and fully developed ideas, proposals, solutions, implementation plans.)	30
Writing Mechanics (See 22/12 rule in Syllabus, consistent writing style; paragraphs are well constructed, sentences are concise, no spelling/grammar errors)	10
Organization, Format & Style (Logical connection and progression of ideas and sections, use of section headings, References correctly cited in APA format)	10
Total Points	**50**

Grid View | List View

	EXEMPLARY WORK	GRADUATE LEVEL WORK	MINIMAL WORK	WORK SUBMITTED BUT UNACCEPTABLE
Contribution to the Learning Community	**Points:** 0.96875 (24.21875%) The student's contribution meets all assigned criteria and frequently prompts further discussion of a topic. The student takes a leadership role in discussions. Regularly contributes to collaborative learning. The student demonstrates exemplary awareness of the community's needs. Feedback:	**0.6875** (17.1875%) - **0.875** (21.875%) The student's contribution satisfactorily meets the assigned criteria for contributions to the discussions. The student interacts frequently and encourages others in the community. The student demonstrates an awareness of the community's needs.	**0.4375** (10.9375%) - **0.625** (15.625%) The student's contribution is minimal to the posting and response deadlines. Occasionally, the student makes an additional comment. The student makes minimal effort to become involved within the community.	**0.25** (6.25%) - **0.25** (6.25%) The student's contribution does not meet the assigned criteria. The student does not respond or responds late to postings. The student does not make an effort to participate in the community as it develops.

My Feedback Process



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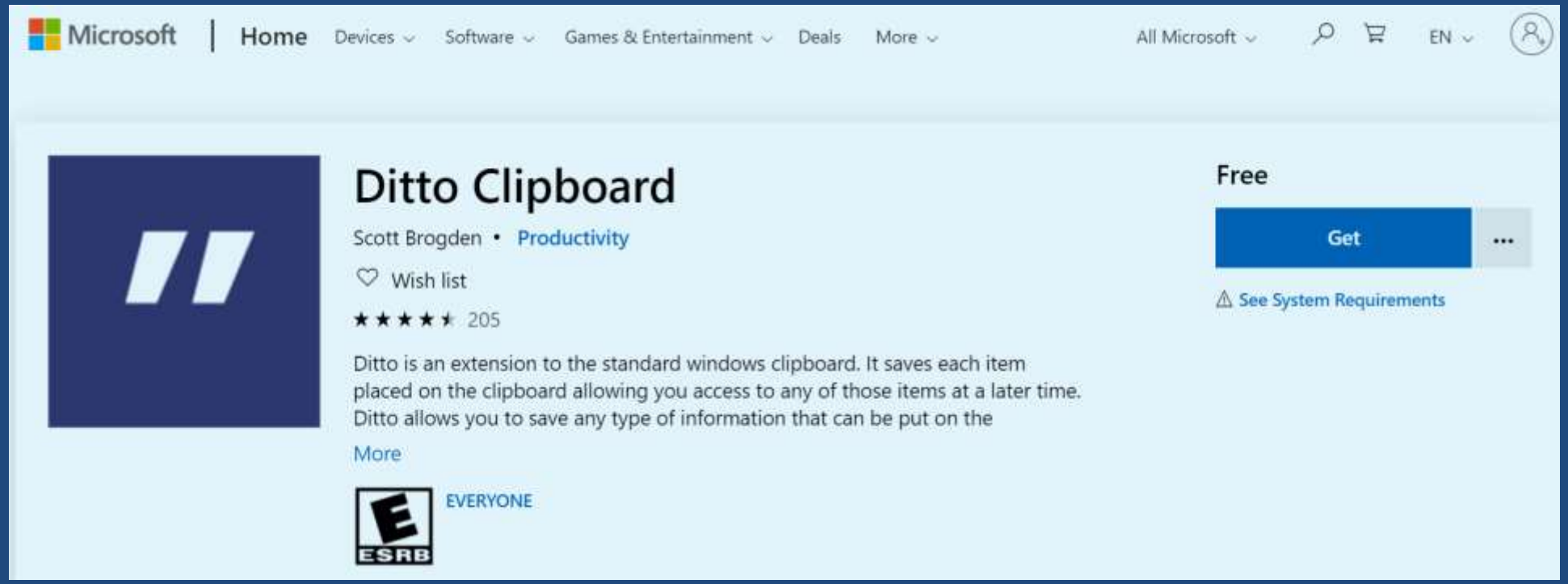
Types of Feedback

Adapted from: elearningindustry.com

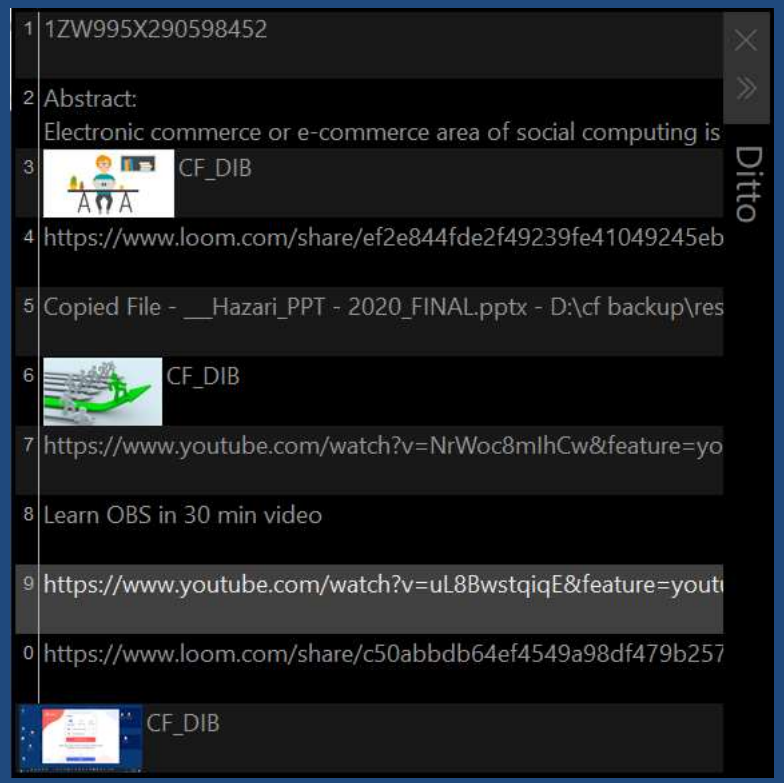
Technology Tools

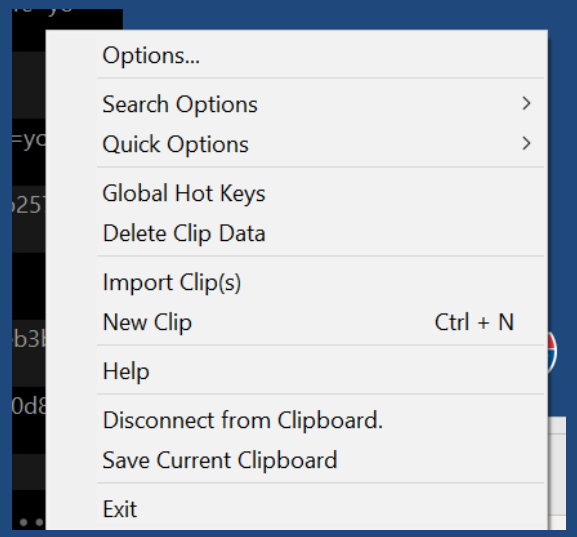
- Text Expanders
- Macros
- Audio Feedback
- Templates
- Clipboard Manager

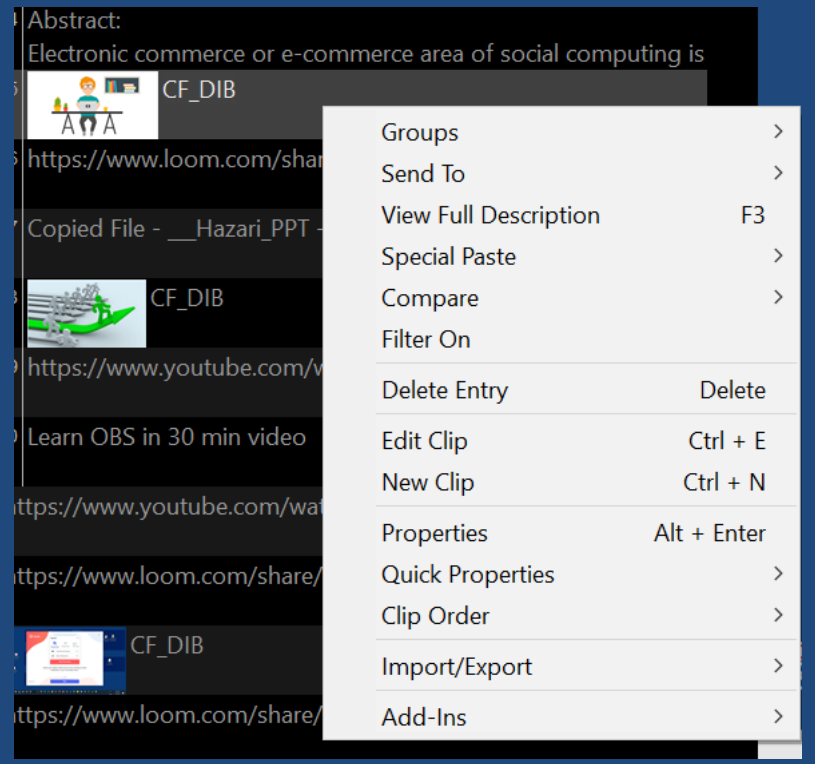


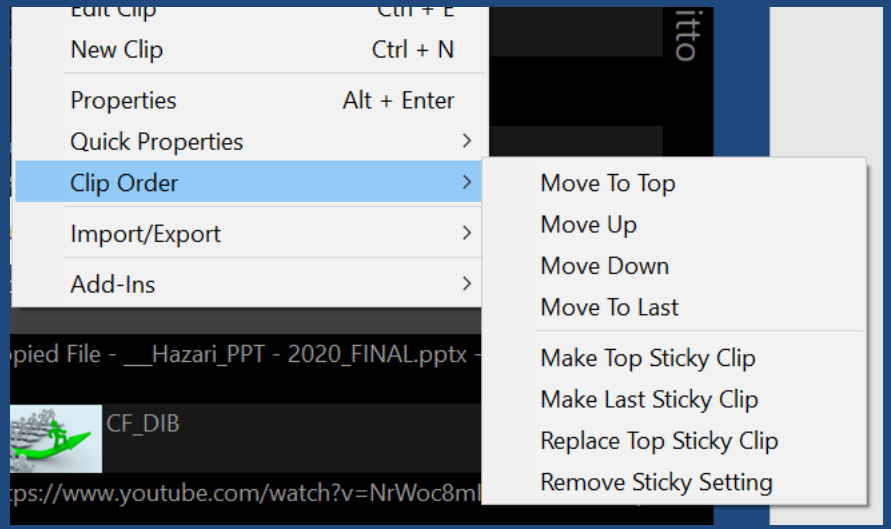
Features

- Free – Available from Microsoft Store
- Allows multiple items to be copied to clipboard
- Maintains history
- Allows storage of Text, Images, HTML
- Customizable keys & Sticky clips
- Highly customizable









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File Edit Search Insert Project View Format Column Macro Scripting Advanced Window Help

feedback - Secondary sources

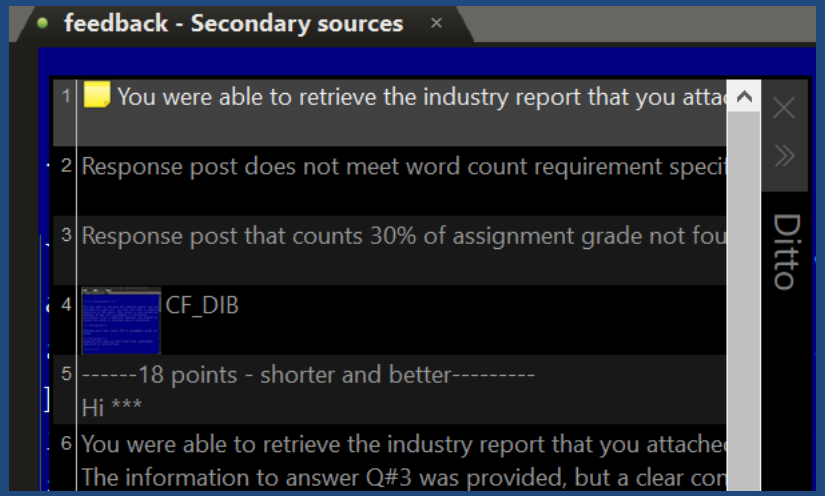
--------20 points-------

You were able to retrieve the industry report that you attached as a pdf file. You were also able to identify specifics in the report that relate to your marketing problem. I hope this assignment in retrieving information from a commercial database was helpful in seeing the value of secondary data to marketers.

-----16 points---

Response post that counts 30% of assignment grade not found.

----14 points----
Response post does not meet word count requirement specified in instructions.



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Tips

- Personalize feedback (e.g. use first name)
- Show concern (relational, emotional, social)
- Positive and Respectful
- Follow up by relating previous feedback
- Motivate struggling students
- Recognize exemplary students
- Timely/Consistent/Relevant

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QUESTIONS & FEEDBACK

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