LEARNING ANALYTICS DASHBOARD

This document is a quick introduction to the Learning Analytics (LA) Dashboard, developed by the Social Media Lab at Ryerson University.

The dashboard analyzes tweets produced under a specific course hashtag, and displays the resulting visualizations for an instructor to use for their own exploration. The goal is to allow instructors to see the ways in which students engage with each other using Twitter.

We welcome your feedback! At the end of the semester, we will schedule a follow-up interview to help us learn about your experience using the dashboard, and whether Twitter was helpful in your teaching.

Please contact us at any time with questions or comments about this project or using the dashboard

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USING THE DASHBOARD

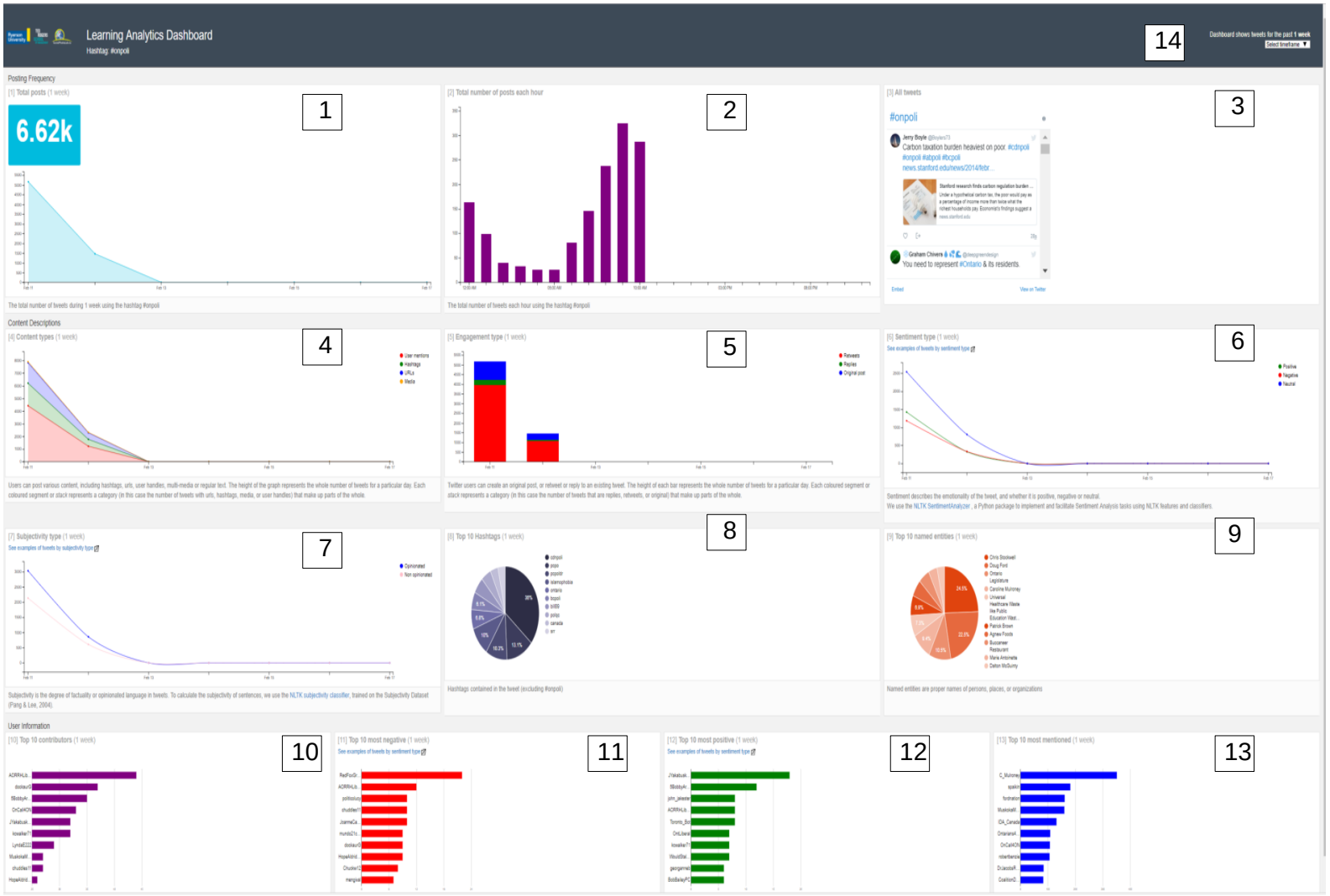
- To view the dashboard for your course, simply open the link that was set up during the installation procedure.

- The dashboard consists of several visualizations and charts, described on the following pages of this document.

- View and explore the data in any way you see fit! This dashboard is designed to help instructors like you understand and interpret activity by their students on Twitter.

- Don’t worry, closing the dashboard will not erase your data. You can revisit the dashboard anytime during the semester.

SAMPLE DASHBOARD (See the legend on the next page)



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MAIN INTERFACE ELEMENTS

Panel	Description		
1	Total number of tweets **each day**	8	List of the most frequently occurring **hashtags**
2	Total number of tweets **each hour** for the **current day**.	9	Pie graph of the most common names of persons, places and organizations (**named entities**). Select a segment to search Twitter for the named entity.
3	**Full text** of tweets, including the Twitter handle who sent the tweet, and the time it was sent.	10	Twitter handles of students who have posted the **most tweets**
4	Content type as a proportion of the total number of tweets. A stacked graph shows frequency of each **content type**. There are four different content types: tweets that include user handles, tweets that include other hashtags, tweets that include images or videos, tweets that include URLs. The height of each section represents relative frequency as a proportion of the total number of tweets.	11	Twitter handles of students who have posted **the most negative sentiment tweets**. Select a handle to visit their Twitter account.
5	Stacked graph representing the relative frequency of each type of tweet. Three different tweet types are shown: number of **retweets**, number of **replies**, and number of tweets that are neither (**original**).	12	Twitter handles of students who have posted the **most positive sentiment tweets.** Select a handle to visit their Twitter account.
6	Number of tweets according to **sentiment** type. Sentiment of a tweet is classified by the system as either “negative”, “positive” or “neutral”. We use third-party tools to analyze text to determine sentiment type.	13	Twitter handles who are **most often mentioned** in other students’ tweets. Select a handle to visit their Twitter account.
7	Number of tweets according to **subjectivity** type. The subjectivity of a tweet is classified by the system as either “opinionated” or “non-opinionated”. We use third-party tools to analyze text to determine subjectivity type.	14	**Timeframe selector**. Use the dropdown list to change the timeframes used for the dashboard (except panel 2, which only shows the current day). You will see the timeframe used at the top of each chart panel.

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