



# OPEN UNIVERSITY

## 2013-2014

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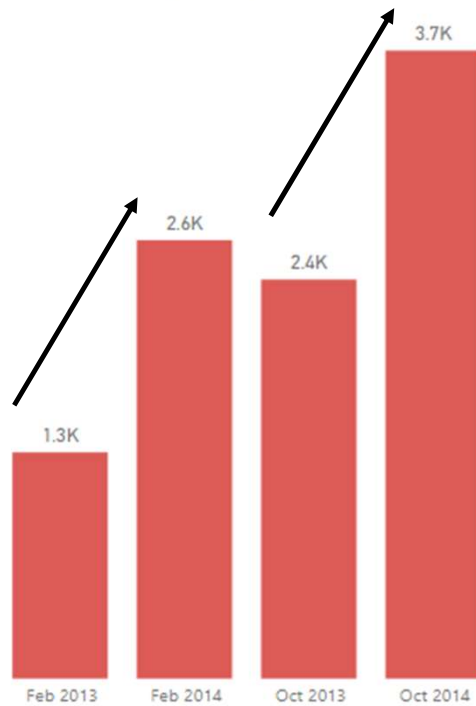


# AGENDA

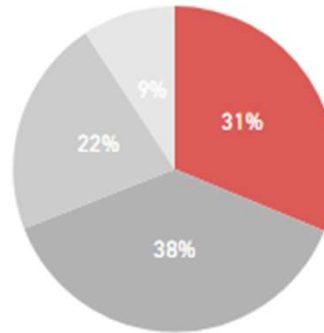
1. OVERVIEW
2. ANALYSIS FRAMEWORK
3. COMPLETED VS WITHDRAWN
4. RECOMMENDATION



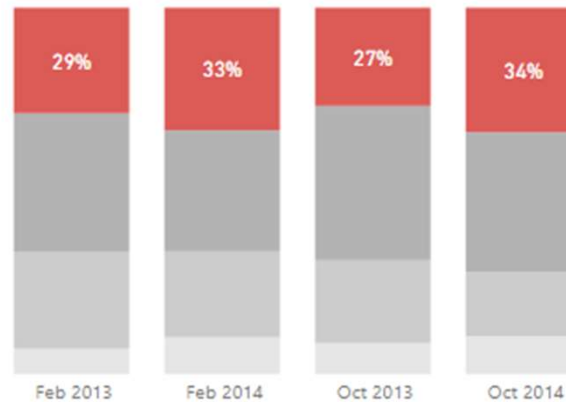
Student Number change by Registration status



Final result Frequency change



Final result Frequency change



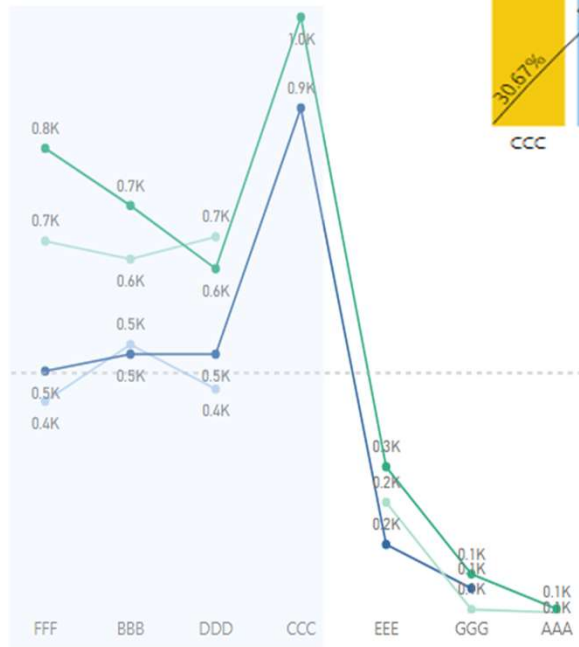
# OVERVIEW

- ✓ 31% students withdrew after registered.
- ✓ Quantity and ratio of unregistered students increased on same periods from 2013 to 2014.

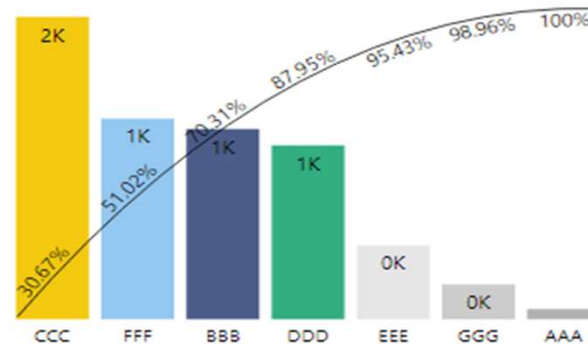
# MODULES

Modules Frequency change

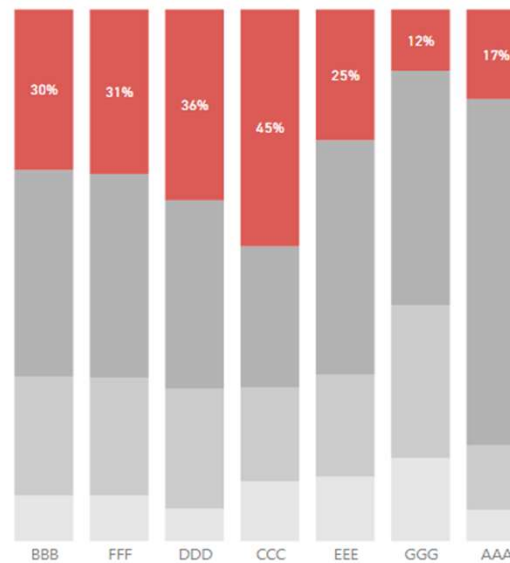
Feb 2013 Feb 2014 Oct 2013 Oct 2014



Modules contribution Feb - Oct 2014



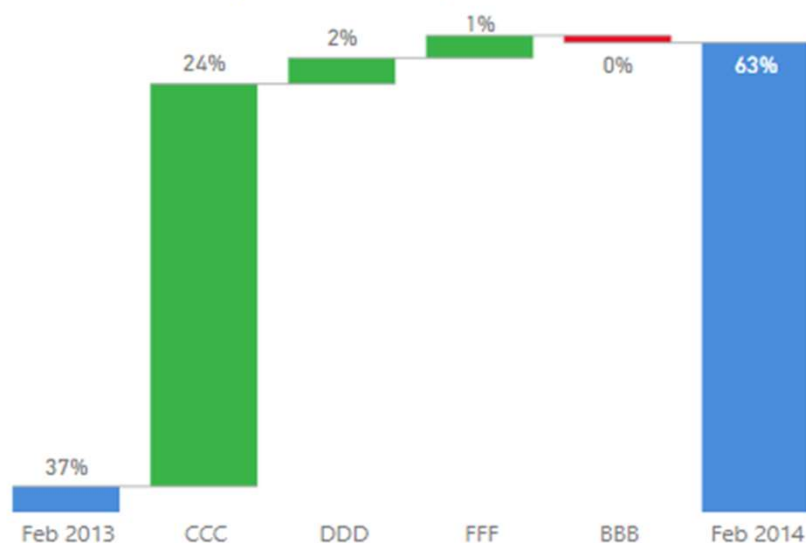
Final result Frequency change



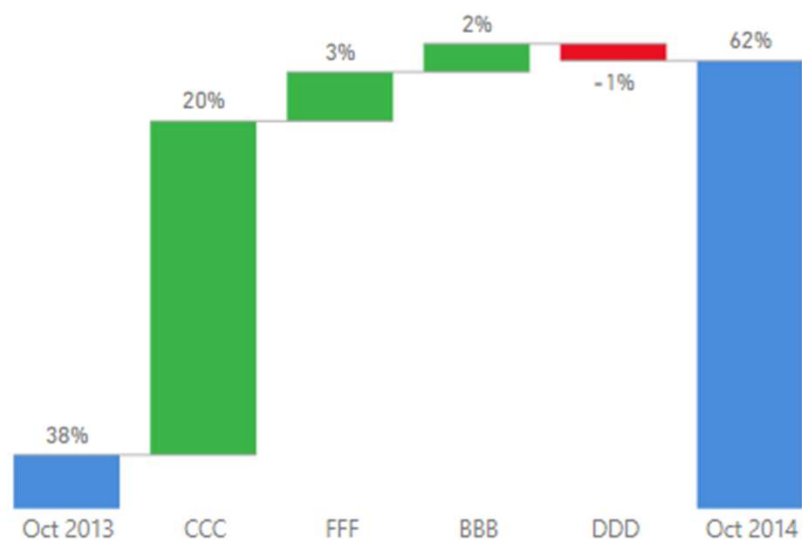
- ✓ More than 80% unregistered students are from 4 modules BBB – CCC – DDD – FFF. And module CCC contributed the most in 2014 (Feb & Oct)
- ✓ CCC had the highest withdrawn ratio vs others.

The increasing of withdrawn trend was mainly from CCC (new module launched on Feb – Oct 2014)

Withdrawn student No by Month and code\_module



Withdrawn student No by Month and code\_module





# ANALYSIS FRAMEWORK

Understanding Student's learning  
behavior of module CCC

## Modules

### Module learning

- VLE
  - Activity type
  - Learning time
- Assessment
  - Assessment type
  - Actual vs Plan submitted
  - Is banked

### Registration date

- Date\_register
- Date\_unregister

## Student status

- Credits
- Number of prev

### Disability

### IMD

### Region

### HE

### Gender

### Age

## Demography



# GENERAL INFORMATION OF CCC's WITHDRAWN STUDENTS

# Withdrawn students

## Same with Completed students

- Gender: > 70% Male

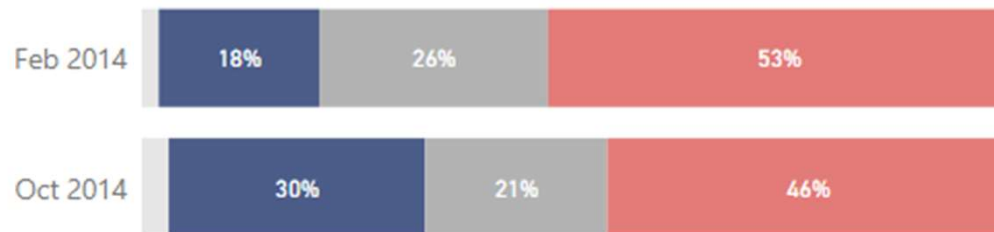
## Different with Completed students

- Age: more under 35y.o
- HE: more "Lower than A level" or "No formal quals"
- Disability: more "Yes"
- Region: more in North Western and lower in Scotland
- IMD: lower IMD, higher withdrawn ratio



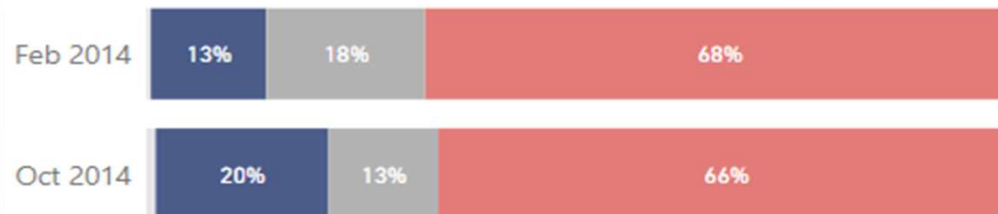
### Credit group contribution among Withdrawn students

● > 200 ● 100-200 ● 60-100 ● Under 60



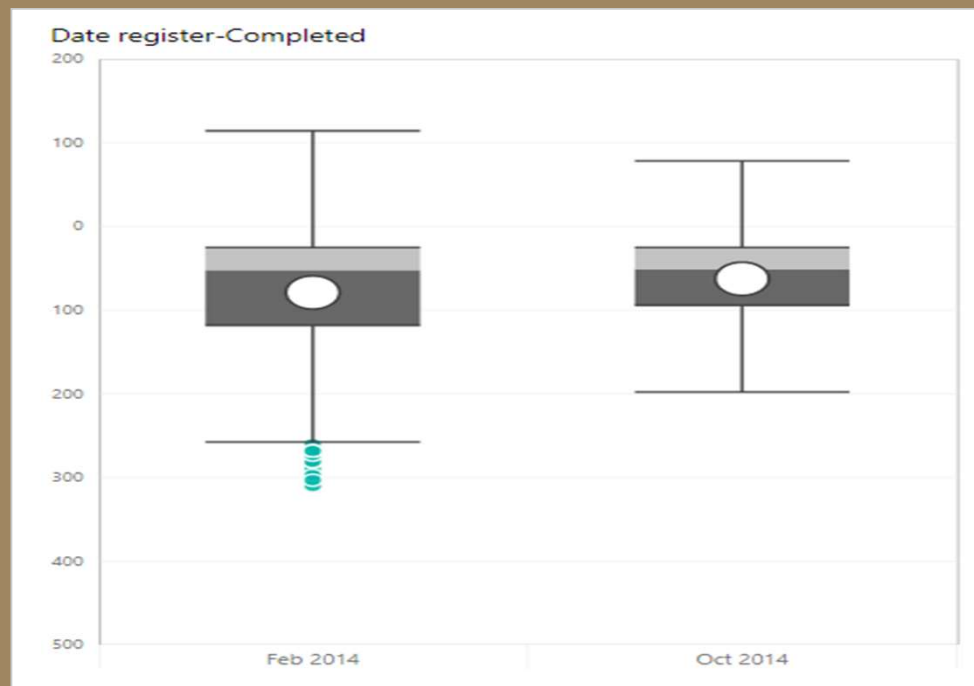
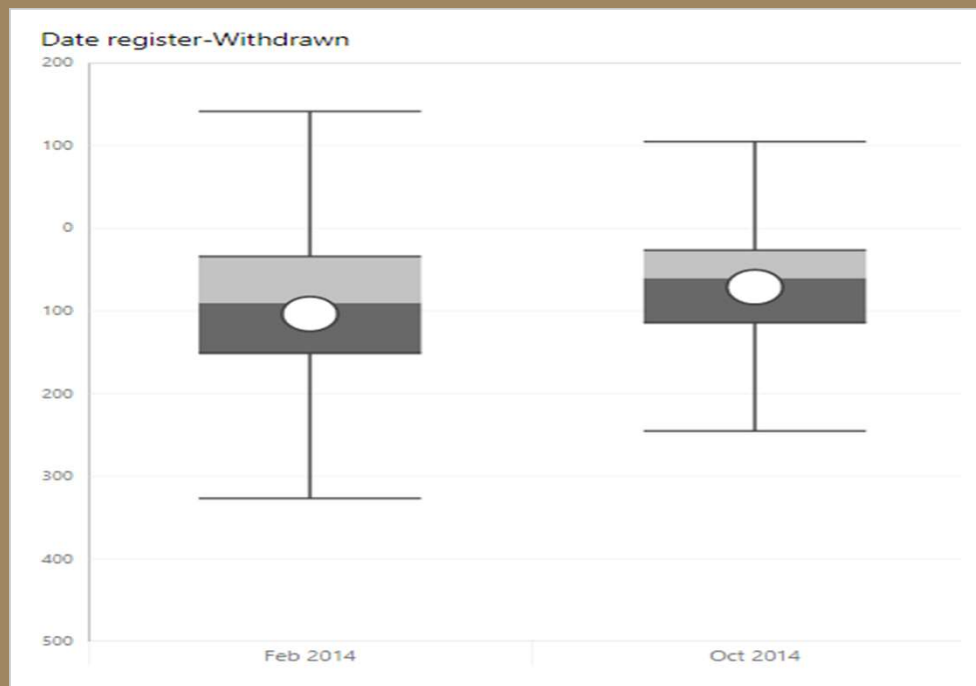
### Credit group contribution among Completed students

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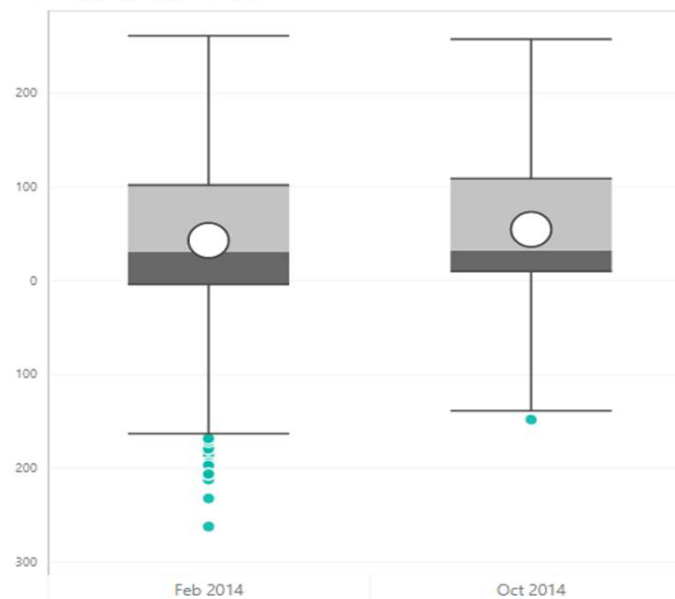
More students  
got > 60  
credits  
withdrew.

Withdrawn students often registered earlier than Completed ones. And also be earlier in Feb than Oct.



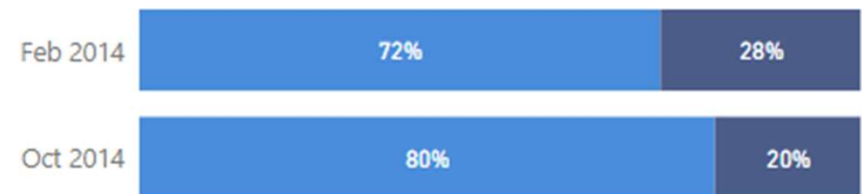
- ✓ Mainly withdrew after the course began.
- ✓ Oct: fewer students withdrew before the course than Feb

Date unregister box plot



% Student by Month and Unregister time

● After course ● Before course



# CCC'S LEARNING BEHAVIOR



MODULE REGISTRATION

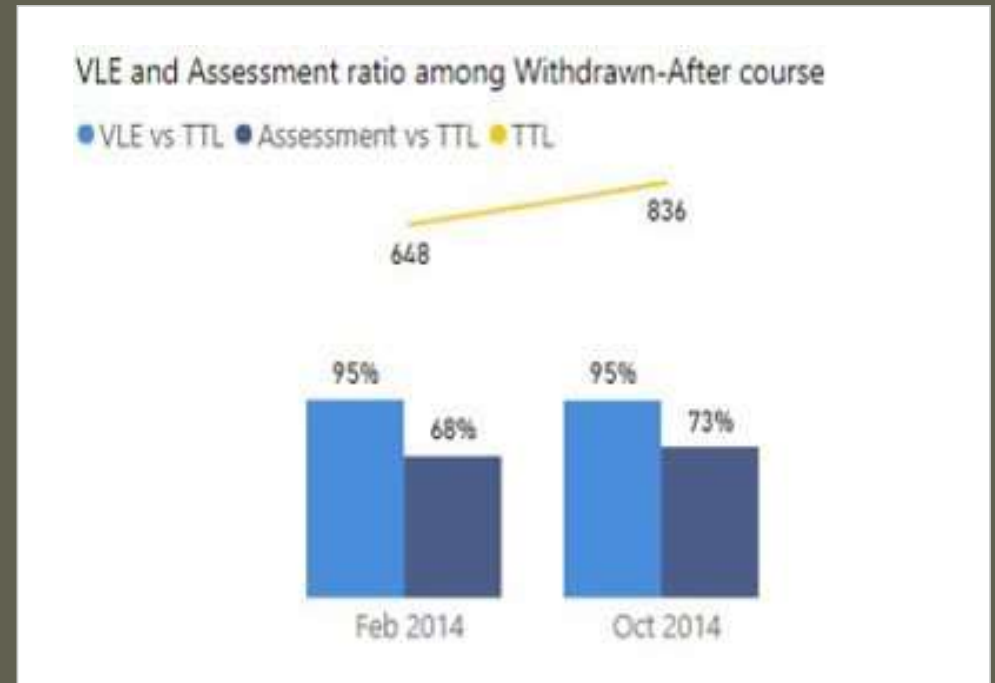
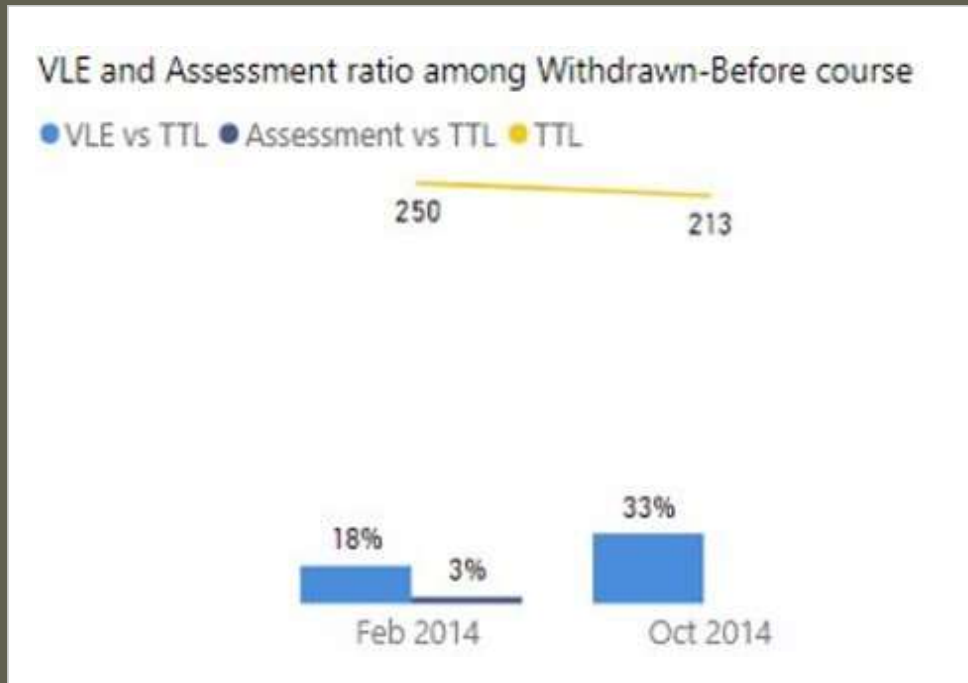


VLE INTERACTION



ASSESSMENT

- ✓ Before course: Low interaction with VLE activities. More interaction in Oct vs Feb
- ✓ After course: High interaction with VLE activities (same as Completed students) but low Assessment ratio.

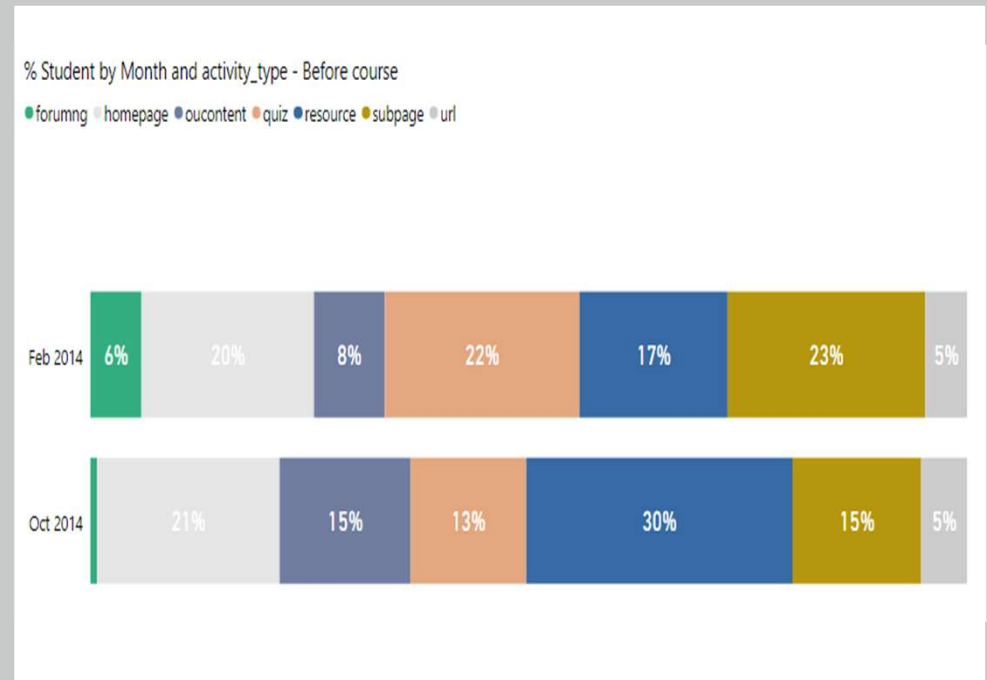
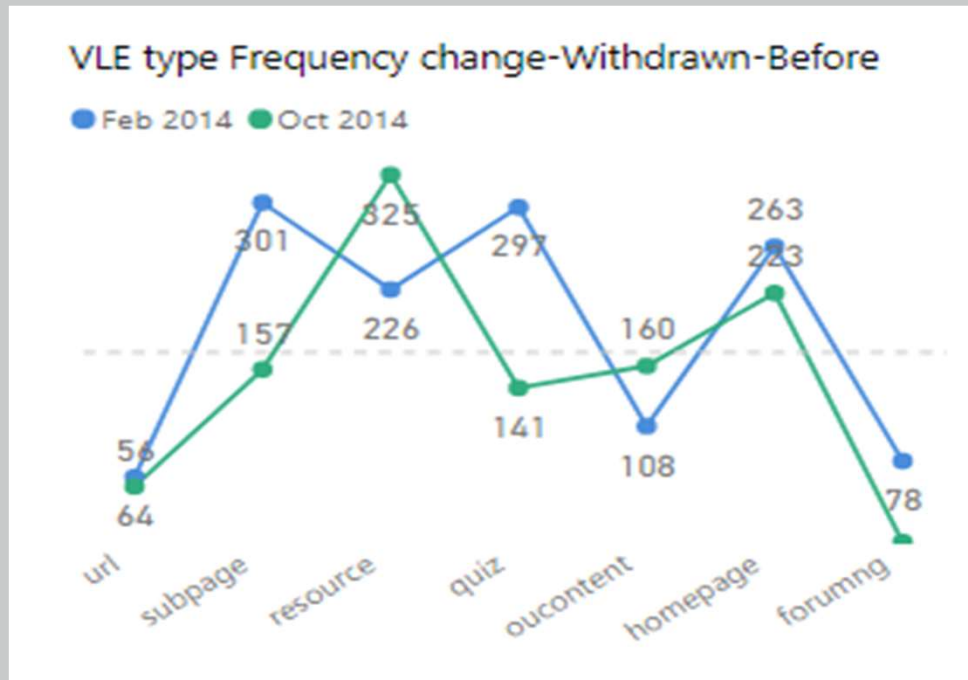




WITHDRAWN  
BEFORE  
THE COURSE



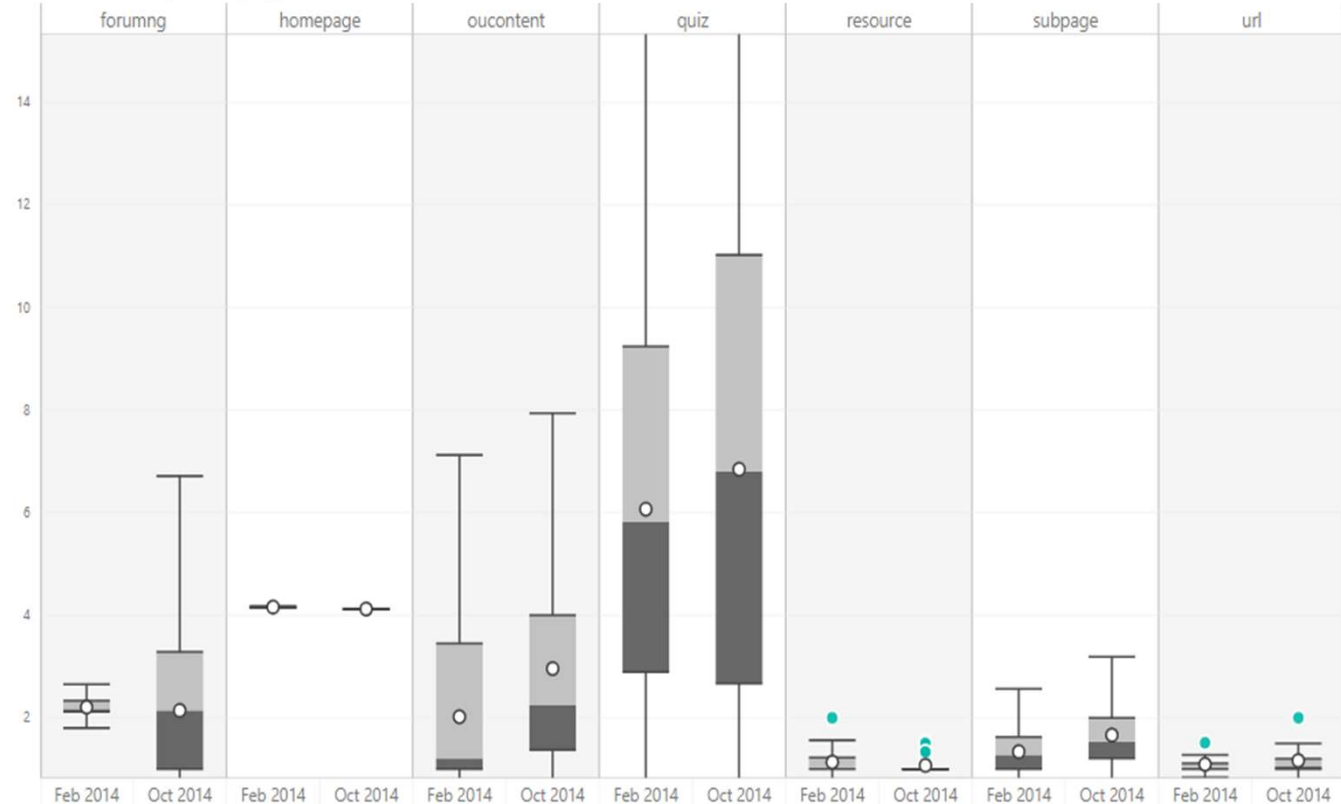
- ✓ Feb: prefer using Subpage, quiz than Oct
- ✓ Oct: prefer using Resource, oucontent than Feb



# AVG Sum\_click by activities

- ✓ Quiz has highest sum\_click among all activities.
- ✓ More sum\_click in Oct than Feb in almost activities

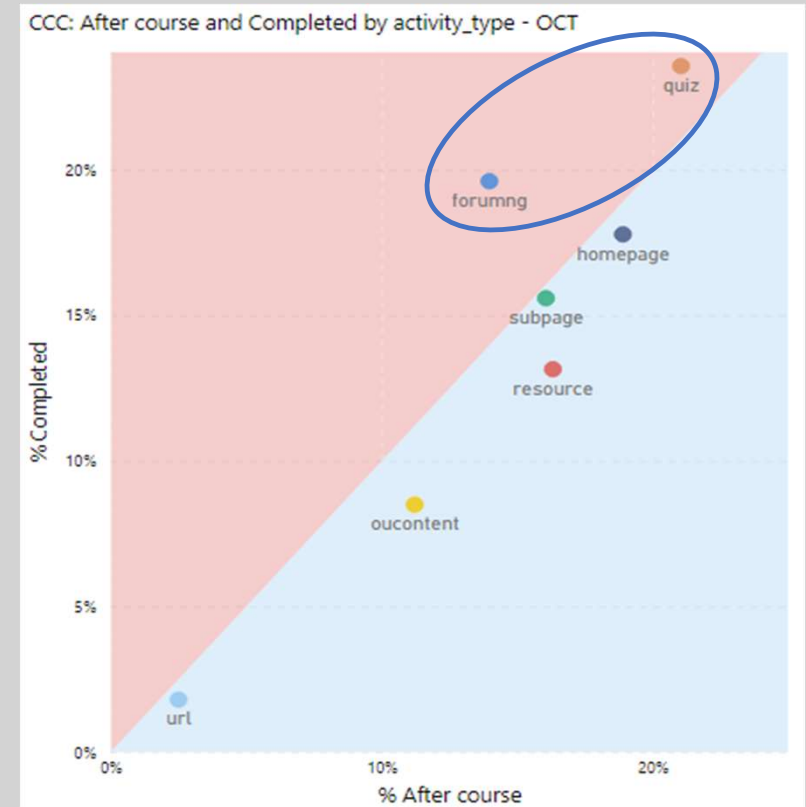
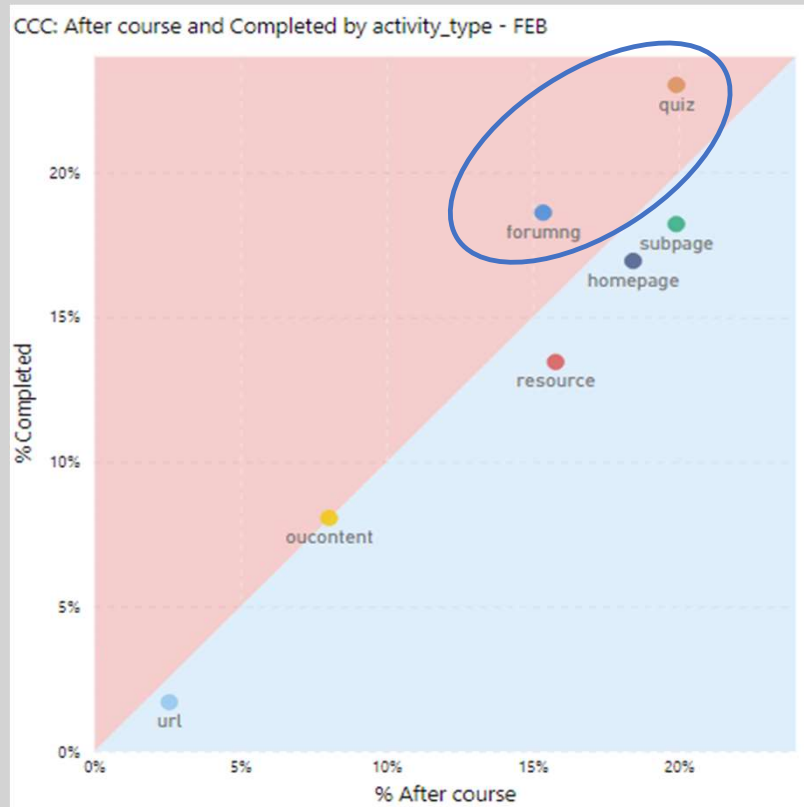
AVG sum\_click by activity\_type-Before course





WITHDRAWN  
AFTER  
THE COURSE

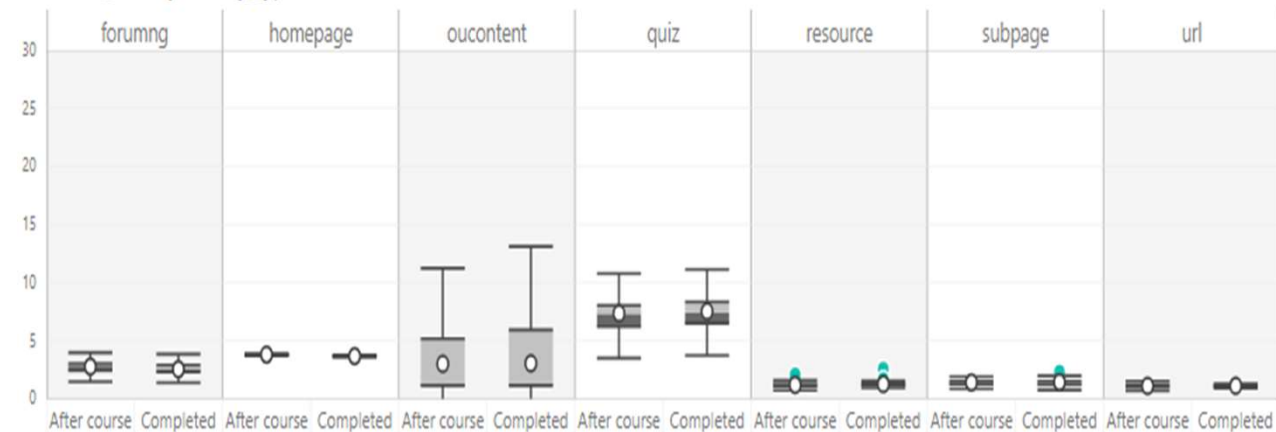
# Completed students prefer using Quiz and Forum than students withdrew after course



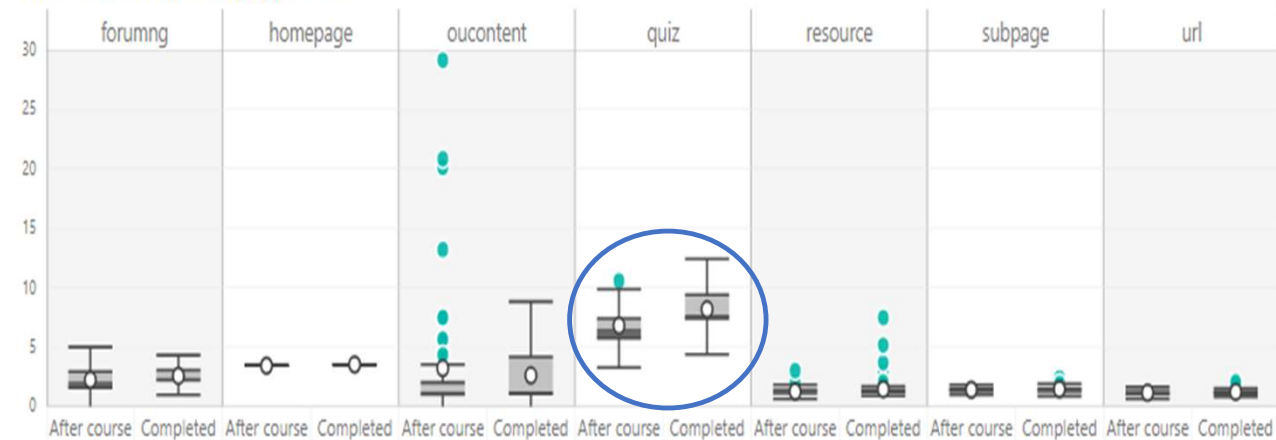
# AVG Sum\_click by activities

Nearly same between Completed and After course for all top 7 activities.

AVG sum\_click by activity\_type-FEB



AVG sum\_click by activity\_type-OCT

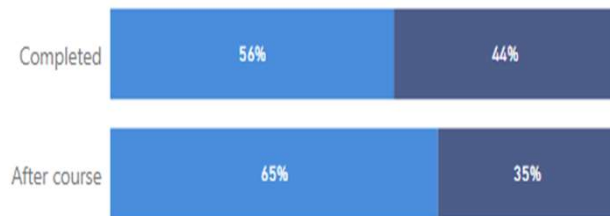


# ASSESSMENT REVIEW

- After course students didn't do TMA as much as Completed students (compare contribution vs CMA).
- TMA was often submitted late by After course students more than by Completed students. While CMA was submitted late by all students (>98%).
- After course students got more score under 40 (fail) than Completed ones.

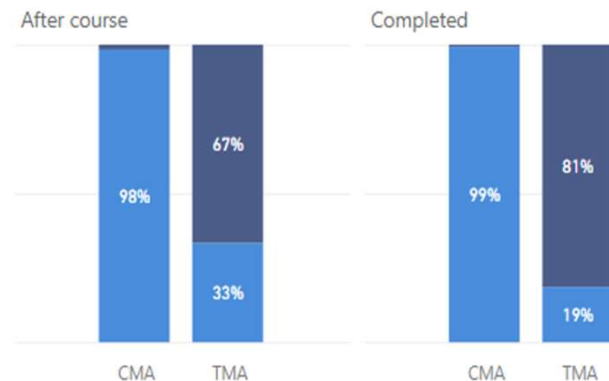
% Student by Unregister time and assessment\_type

● CMA ● TMA



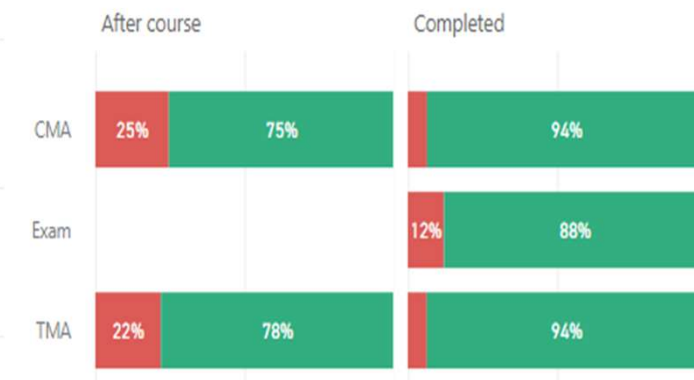
% Student by assessment\_type, Actual vs Plan submitted

● Late ● On time



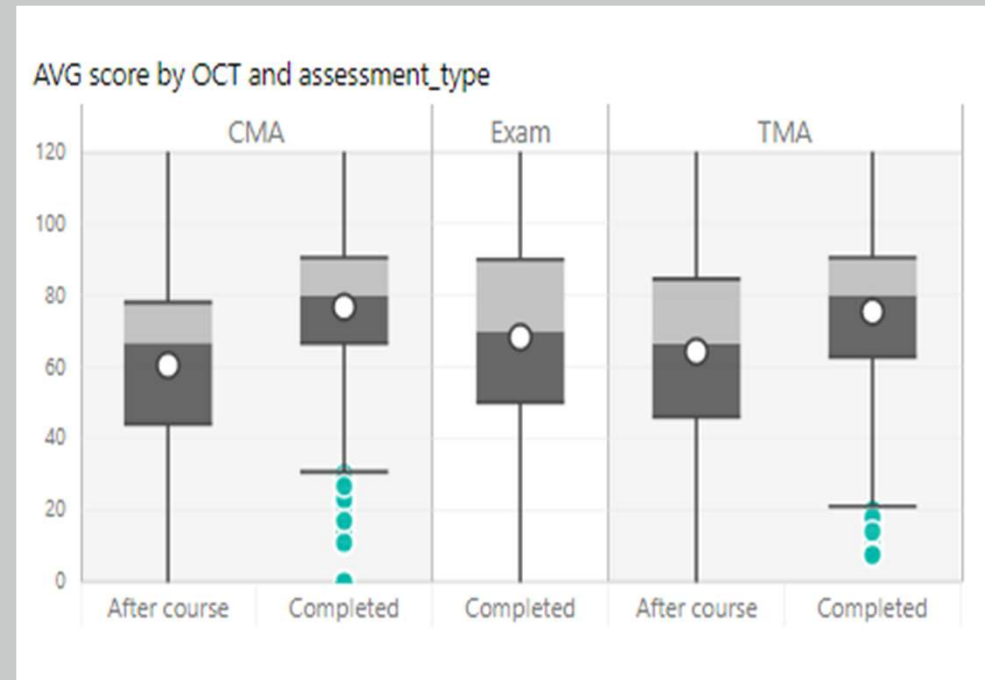
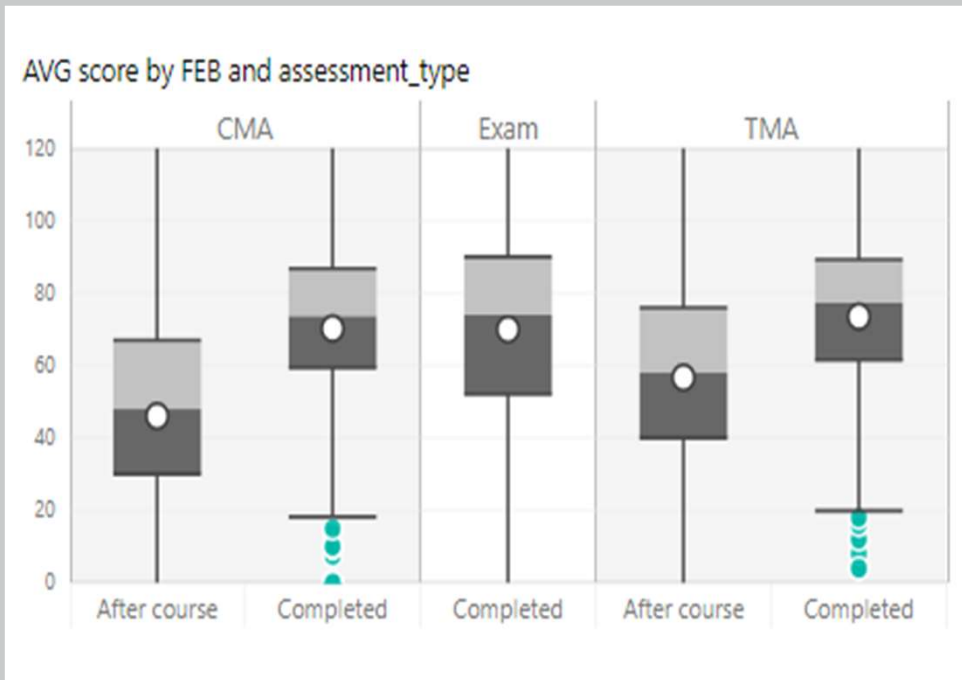
% Student by assessment\_type, Score result

● < 40 ● ≥ 40



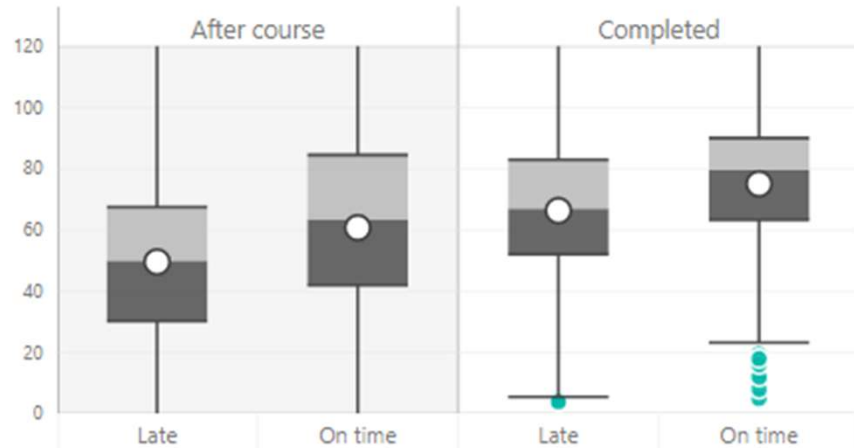


- ✓ After course students got lower AVG score than Completed ones for both CMA & TMA in Feb & Oct.
- ✓ Exam had lower score vs CMA, TMA among Completed students.



TMA score was lower if Submitted time was late for both After course and Completed students

TMA AVG score in FEB



TMA AVG score in OCT





RECOMMENDATION

# WITHDRAWN BEFORE THE COURSE



## Findings:

Low interaction with VLE activities and lower in Feb vs Oct.

Quiz: highest sum\_click activity.



## Asumption:

Lack of module's information for students due to new modules.

Less priority vs other modules.

Unsuitable module overall:  
fee, content/ knowledge trend, learning facilities,...



## Solution:

Increase the VLE interaction: Encourage and guide students use VLE effectively after registration.

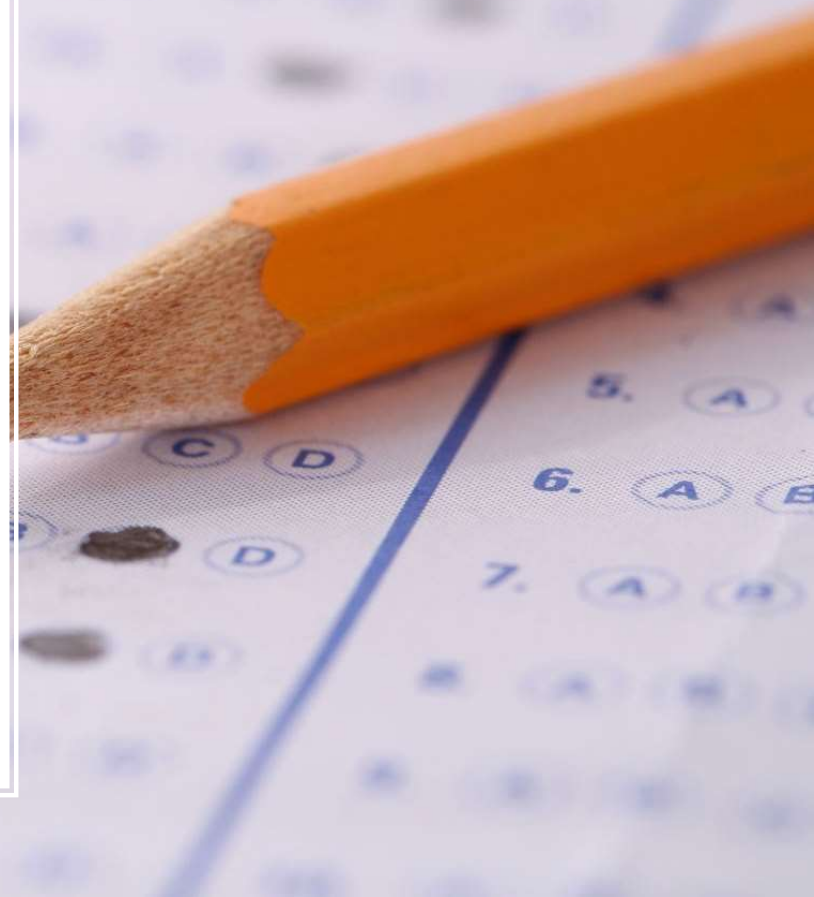
Develop more quiz exercises for students. Forum with more tips to help students continue learning. Develop community's relationship.

Need more research for reason to quit if necessary

# WITHDRAWN AFTER THE COURSE

## Findings:

- Lower contribution of Forum and quiz than Completed students.
- No exam and fewer TMA assessment among Withdrawn students. Exam score was lower vs TMA, CMA score.
- Submitted time: late, made TMA score lower.
- CMA submitted time was almost late for all students.
- More score under 40 (Fail) among Withdrawn vs Completed.



# WITHDRAWN AFTER THE COURSE

## Solution:

- Encourage and guide students use more Forum and quiz to practice and tips for effective learning.
- Review module's content and timeline for result improvement then reduce the withdrawn.

