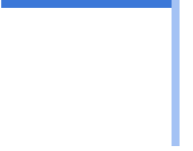# Keep-Me-Engaged

Customized Recommendations to Improve e-Learner Engagement

Lindsay Warrenburg

INSIGHT

Pictures of the Keep-Me-Engaged Tool

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Control Panel

Which company would you like to select?

aardvark ▾

Which course would you like to select?

6597 ▾

6597

30146

35873

41788

7548

22792

22763

INSIGHT

Keep-Me-Engaged

A tool for **e-Learning course developers** to find customized recommendations on how to increase user engagement!

## Want to increase user engagement in your online courses?

Learner engagement is something to strive for. Although engagement can mean different things to different people, we consider *engagement* to be **the percent of learners that complete an e-Learning course.**

To use this app, please select your *company* and *Course ID #* from the sidebar on the left side of the page. The following features are available on this tool:

1. Learn how your course engagement score compares to other courses offered by your company.
2. Discover the most important features that you can influence to increase learner engagement.
3. Use interactive slider bars to see how your engagement score can change in the future.

INSIGHT

Comparing engagement scores across courses of the selected company

*Course ID # **6597** is highlighted. Use the hover tool to see the engagement score and number of users for each course.*

Engagement Scores Across Your Company Courses

Course ID #: 6597
Engagement Score: 33
Course Currently Selected: Yes
Number of Users: 105
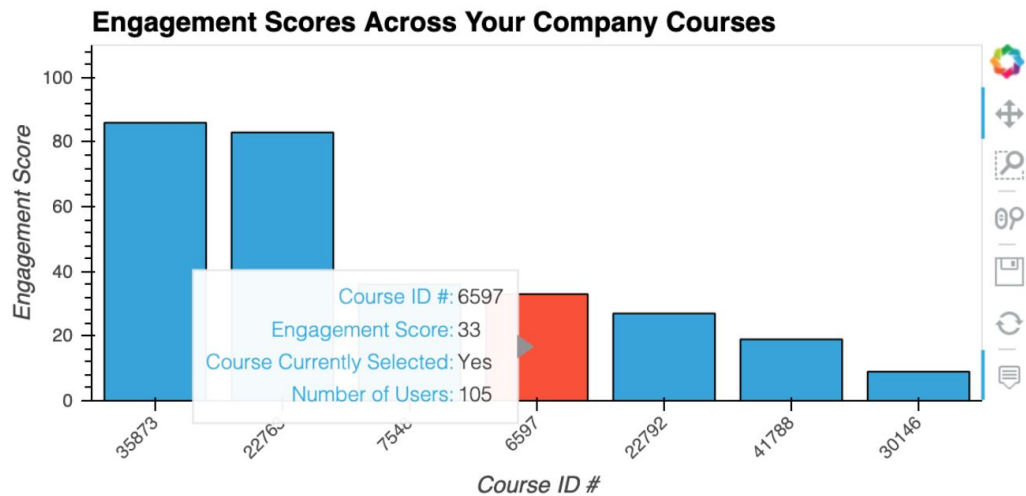
The **current** engagement score for Course ID # **6597** is:

33

INSIGHT

What makes for an engaging e-Learning course?

At Thought Industries, we have found that there are some aspects of online courses that foster ***engagement*** among all learners. Here, you can see the seven most important features that you can influence to increase completion rates (ranked from most important to least important). The desciptions of the features correspond to widgets and website features used across Thought Industries' e-Learning platforms.

	Feature	Description
1	Content Pages	Text, slideshows, presentations, videos, list rolls, PDF viewers, ads, recipes, audio files, and articles
2	Not-Graded Assessments	Surveys, tallies, and workbooks
3	Certificates	Certificates given after course completion
4	Interactive Pages	Assignments, flip card sets, notebooks, highlight zone sets, highlight zone quizzes, match pair sets, discussion boards, social share card sets, and images
5	Graded Assessments	Tests and quizzes
6	External Pages	LTI, shareable content objects, API objects, survey gizmos, embedded features, in-person events, and meeting information
7	Teacher Comments	Number of times the instructor comments on an assignment

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Click the button below to see how the selected course scores on these seven features compared to other Thought Industries courses:

Let me see!

	Content (percent)	Not-Graded Assessment (percent)	Certificates (percent)	Interactive (percent)	Graded Assessment (percent)	External (percent)	Teacher Comments (average)
Selected Course	85.0	0.0	0.0	0.0	15.0	0.0	0.0
All Courses	69.0	5.0	5.0	8.0	9.0	9.0	0.0

INSIGHT

Change engagement score by changing features of your online course!

Use the sliders below to see how your engagement score will change if you change the following features of your course.

*When you are finished using the slider bars, you can click the button below to see your **updated** engagement score:*

Content (percent)

25

0   100

Not-Graded Assessment (percent)

35

0   100

Certificates (percent)

50

0   100

Interactive (percent)

5

0   100

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