Content of Pre-survey analysis

Table 1. pre- and post-course survey time distribution

Instrument	N	Average time
Pre-Course Survey	372	0:06:09 (6 min 9 sec)
Post-Course Survey	71	0:10:51 (10 min 51 sec)

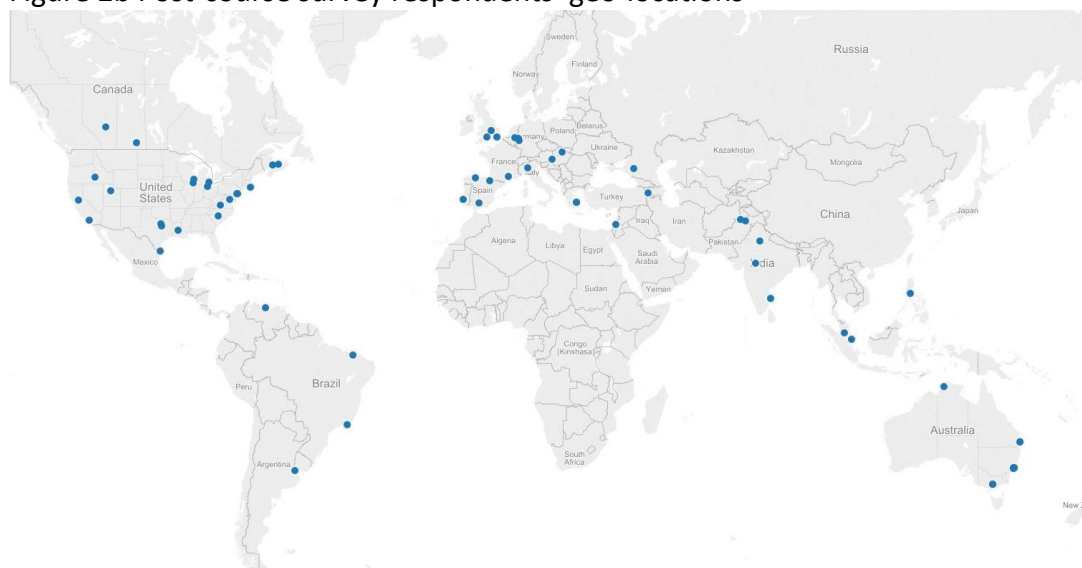Figure 1 Time distribution in in the pre- & post-Course surveys.
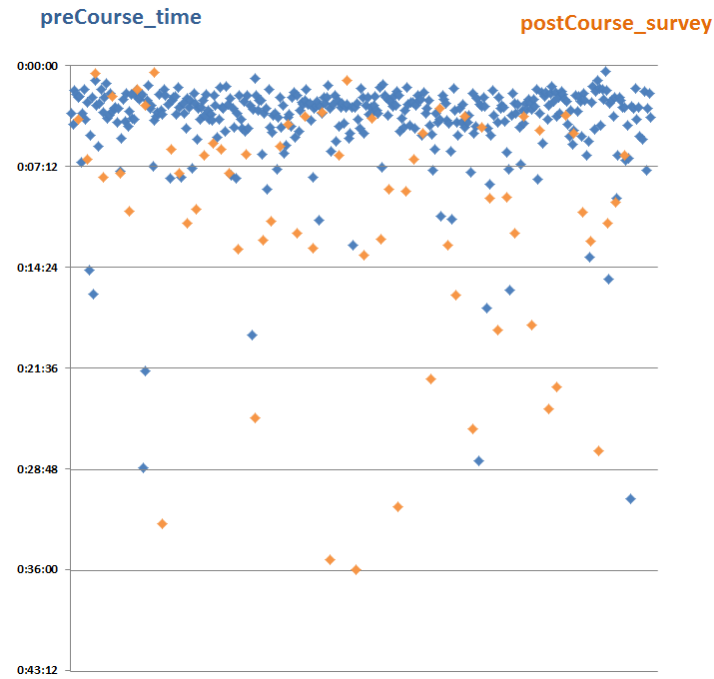
Please note for post-course survey time distribution the three outliers are excluded for apparently the respondents forgot and left the window open for up to 10 hours.

Figure 2a Pre-course survey respondents' geo-locations

Figure 2b Post-course survey respondents' geo-locations

Pre-Course survey
Q7 what are your intentions for the course
Figure 3

Table 2

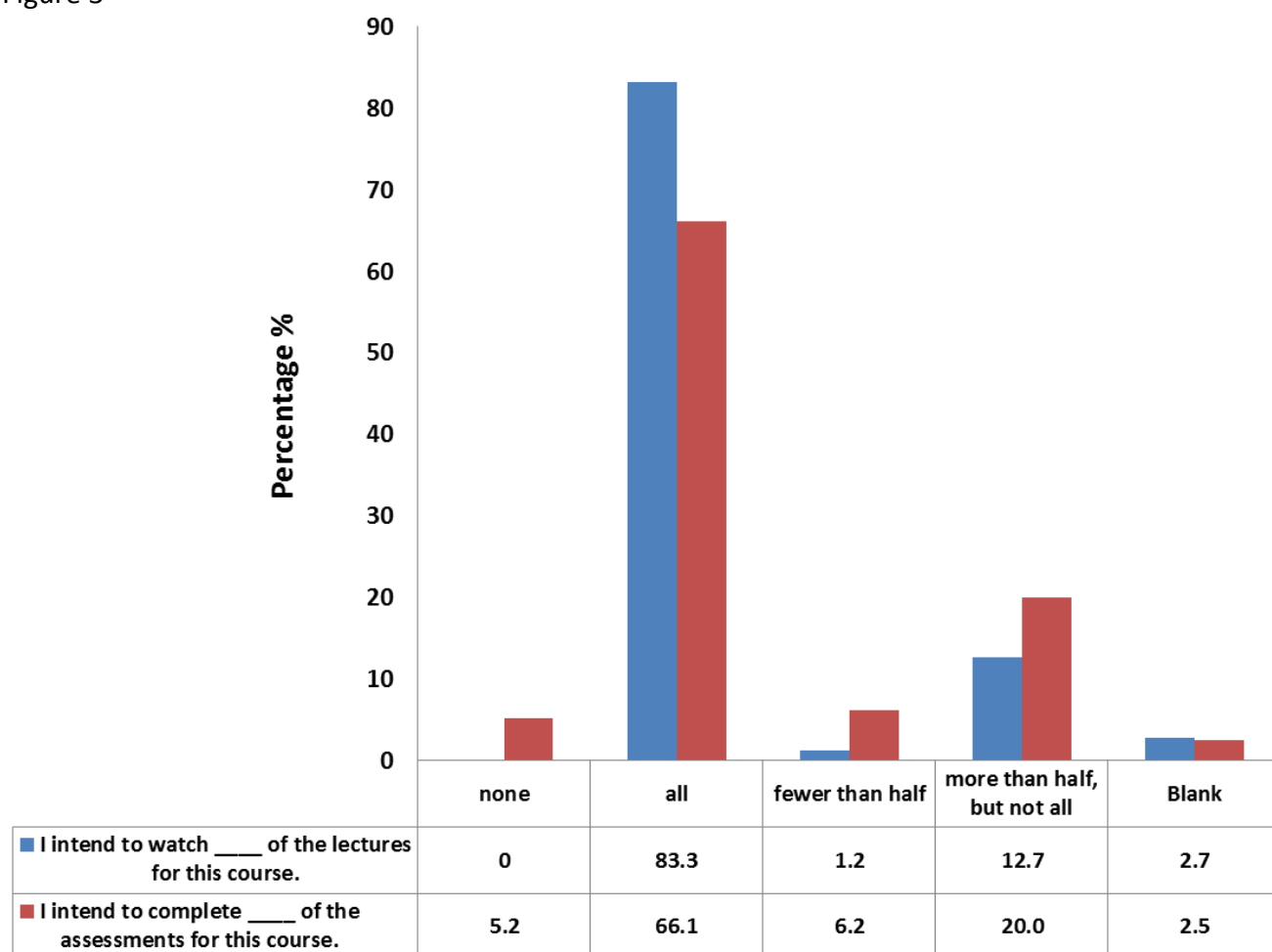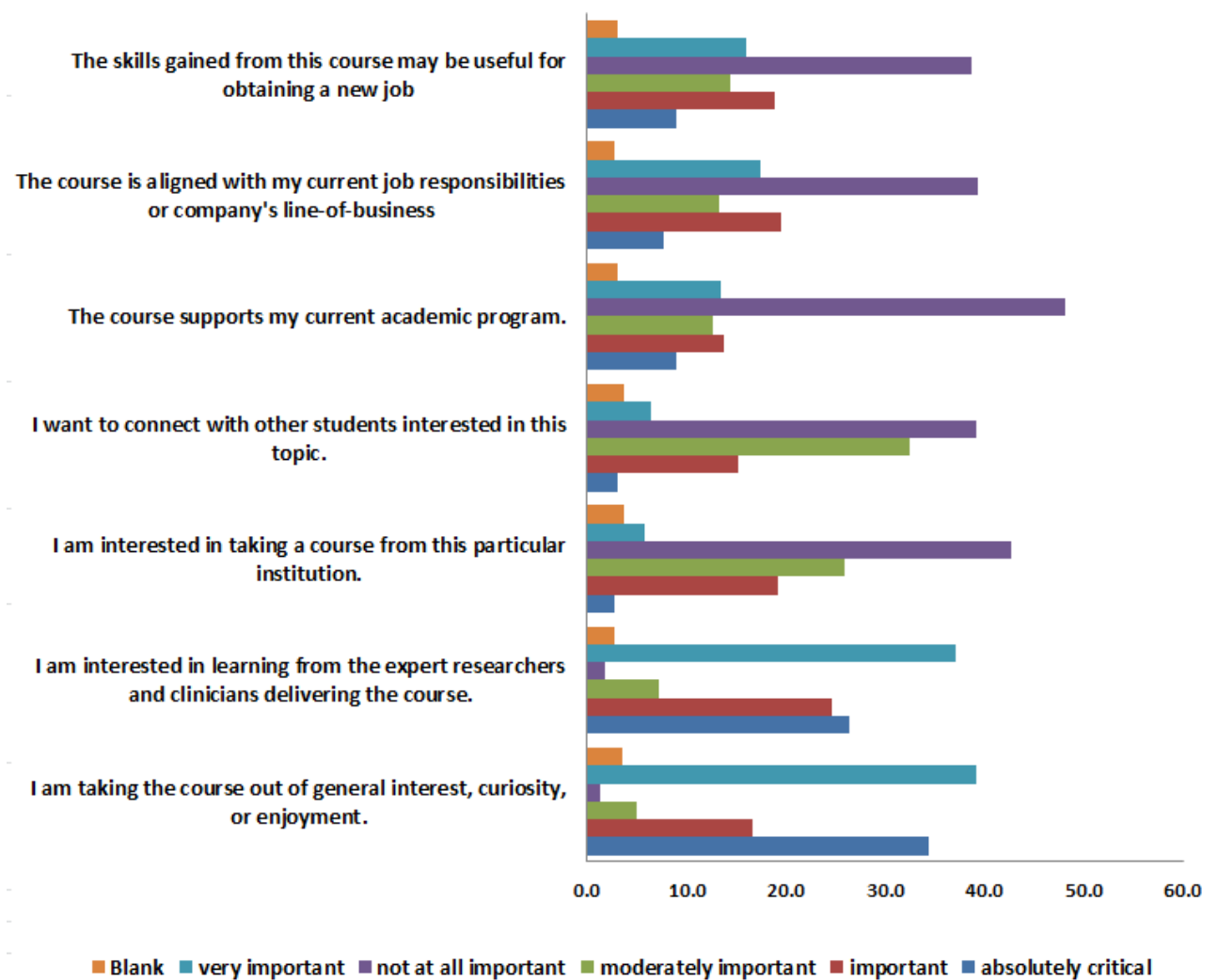|	none	all	fewer than half	more than half, but not all	Blank
■ I intend to watch _____ of the lectures for this course.	0	83.3	1.2	12.7	2.7
■ I intend to complete _____ of the assessments for this course.	5.2	66.1	6.2	20.0	2.5

	I intend to watch ____ of the lectures for this course.		I intend to complete ____ of the assessments for this course.	
	Frequency	____ of the lectures	Frequency	____ of the
none	0	0	21	5.2
all	334	83.3	265	66.1
fewer than half	5	1.2	25	6.2
more than half, but not all	51	12.7	80	20.0
Blank	11	2.7	10	2.5
Total	401	100.0	401	100.0

Q8 what is important to you about this course?

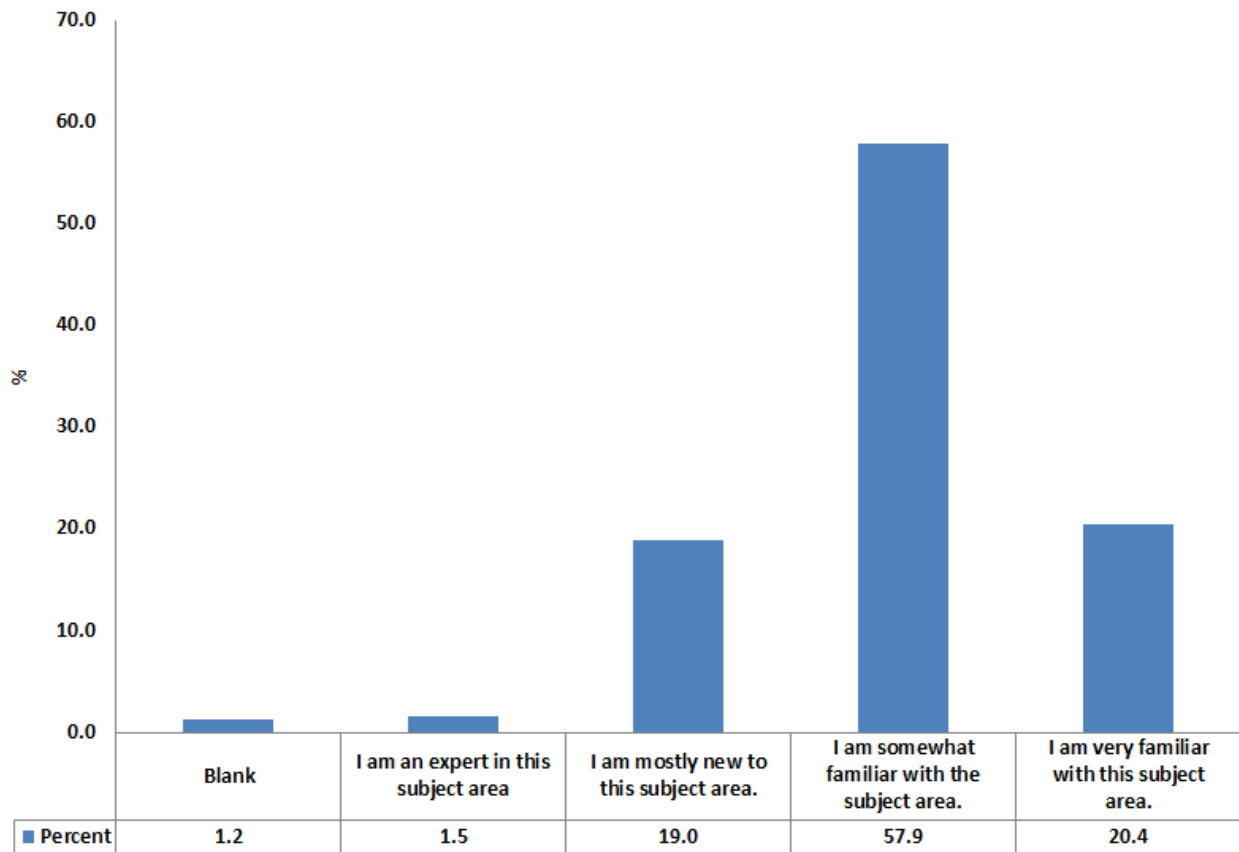Table 3 Ratings over items (%) with highlights of the highest % per item.

	absolutely critical	important	moderately important	not at all important	very important	Blank
I am taking the course out of general interest, curiosity, or enjoyment.	34.4	16.7	5.0	1.2	39.2	3.5
I am interested in learning from the expert researchers and clinicians delivering the course.	26.4	24.7	7.2	1.7	37.2	2.7
I am interested in taking a course from this particular institution.	2.7	19.2	25.9	42.6	5.7	3.7
I want to connect with other students interested in this topic.	3.0	15.2	32.4	39.2	6.5	3.7
The course supports my current academic program.	9.0	13.7	12.7	48.1	13.5	3
The course is aligned with my current job responsibilities or company's line-of-business	7.7	19.5	13.2	39.4	17.5	2.7
The skills gained from this course may be useful for obtaining a new job	9.0	19.0	14.5	38.7	16.0	3

Figure 4 Rating Distribution (%)

The skills gained from this course may be useful for obtaining a new job

The course is aligned with my current job responsibilities or company's line-of-business

The course supports my current academic program.

I want to connect with other students interested in this topic.

I am interested in taking a course from this particular institution.

I am interested in learning from the expert researchers and clinicians delivering the course.

I am taking the course out of general interest, curiosity, or enjoyment.

Blank ■ very important ■ not at all important ■ moderately important ■ important ■ absolutely critical

Q9 Prior to taking this course, how familiar were you with the subject area of this course?
Figure 5 Percentage distribution

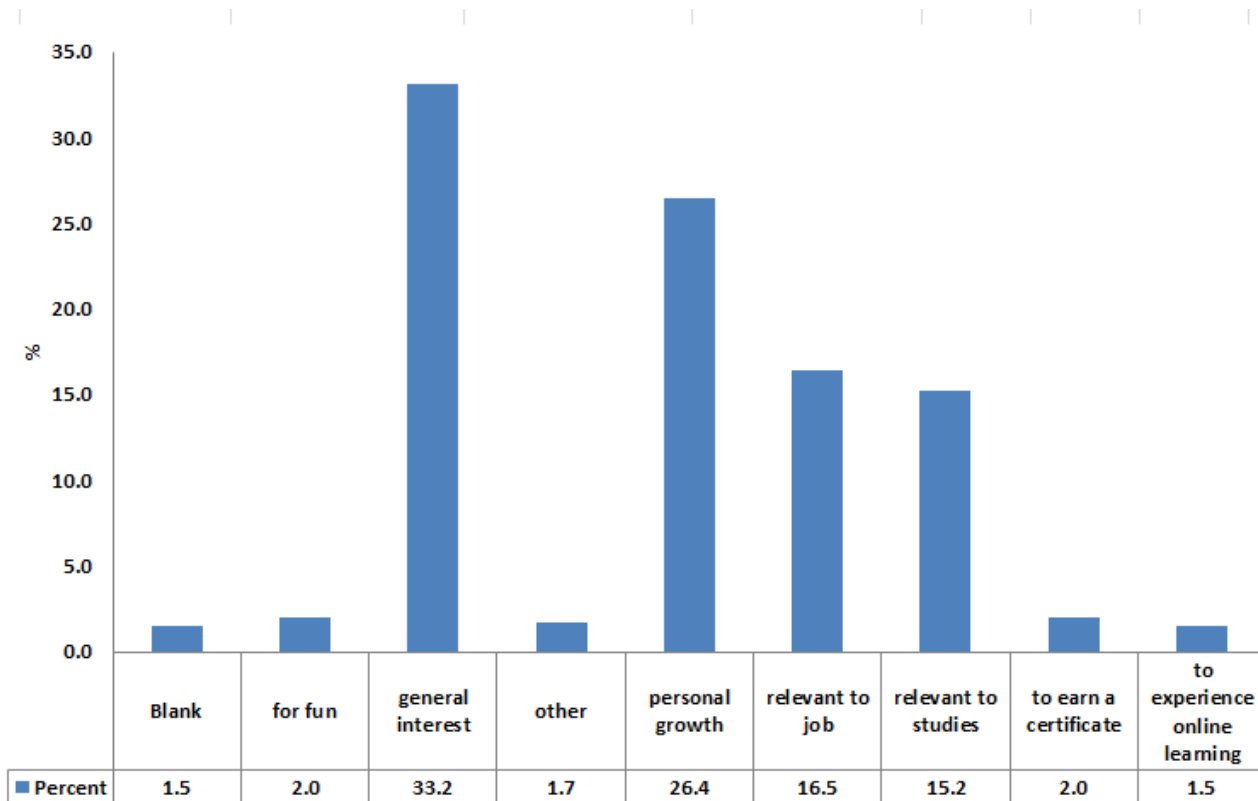|	Blank	I am an expert in this subject area	I am mostly new to this subject area.	I am somewhat familiar with the subject area.	I am very familiar with this subject area.
■ Percent	1.2	1.5	19.0	57.9	20.4

Q10 & Q11 which of the following best describes your previous academic / work experience in the subject area of this course?
Table 4 Percentage distribution

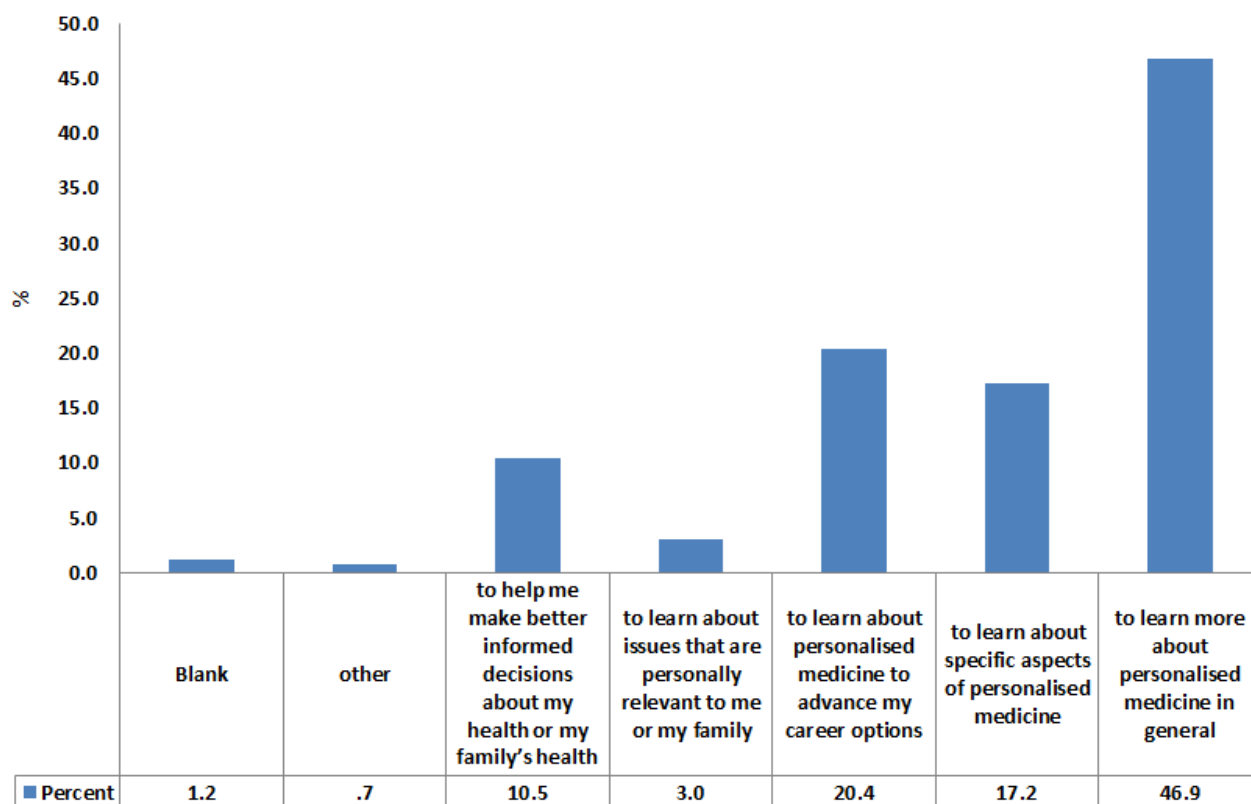| Q10	Previous academic experience (%)	Q11	Previous work experience (5)
I have completed some coursework in this subject area.	**50.1**	I have some work experience in this subject area.	31.4
I have no academic experience in this subject area.	38.7	I have no work experience in this subject area.	**61.3**
I have an academic degree in this subject area.	9.5	I have significant work experience in this subject area.	6.0
Blank	1.7	Blank	1.2

**Q12 what is your main reason for taking this course?**
Figure 6 Percentage distribution

	Blank	for fun	general interest	other	personal growth	relevant to job	relevant to studies	to earn a certificate	to experience online learning
■ Percent	1.5	2.0	33.2	1.7	26.4	16.5	15.2	2.0	1.5

Q13What goals have you set for yourself for this course?
Figure 7 percentage distribution

	Blank	other	to help me make better informed decisions about my health or my family's health	to learn about issues that are personally relevant to me or my family	to learn about personalised medicine to advance my career options	to learn about specific aspects of personalised medicine	to learn more about personalised medicine in general
■ Percent	1.2	.7	10.5	3.0	20.4	17.2	46.9

Q14 What effect do you think completing this course will have on your personal health behaviour?
Figure 8 percentage distribution

	Blank	major effect	minor effect	no effect
■ Percent	1.5	28.4	60.1	10.0
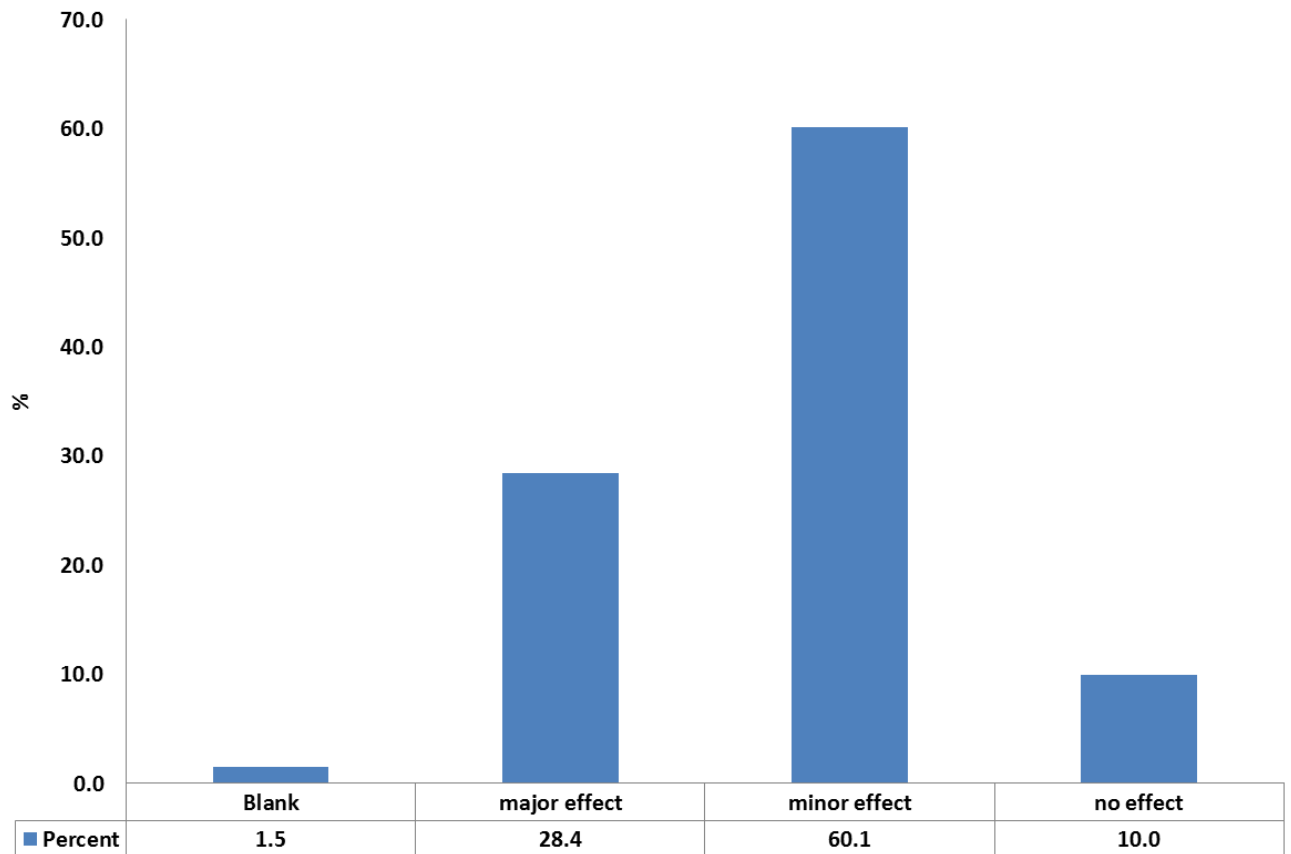
Q15 How familiar are you with each of the following?

Table 5a Rating per topic with highlight of the highest 'pick', in the order of the percentages (biggest to smallest) in 'very familiar'

| Topic	very familiar	familiar	slightly	unfamiliar	Blank
the human genome project	18.5	52.6	21.4	3.5	4.0
the term targeted medicine/therapy	16.5	56.4	19.0	4.5	3.7
the concept of risk determination in genetic inheritance	14.7	54.4	20.9	6.0	4.0
the medicines development process	13.0	43.1	26.4	13.0	4.5
how medicines are funded by society	9.5	37.7	33.9	15.2	3.7
how direct to consumer genetic testing works	9.5	36.4	30.9	19.2	4.0
the ethical aspects of genetic testing	9.0	52.6	27.2	7.2	4.0
critically evaluating media on personalised medicine	5.0	38.9	31.9	20.4	3.7
legal issues surrounding gene patenting	3.0	33.4	38.2	21.7	3.7

Table 5b Rating per topic with highlight of the highest 'pick', in the order of the course week in which the topic was taught.

	very familiar	familiar	slightly	unfamiliar	Blank
the human genome project	18.5	52.6	21.4	3.5	4.0
the concept of risk determination in genetic inheritance	14.7	54.4	20.9	6.0	4.0
the term targeted medicine/therapy	16.5	56.4	19.0	4.5	3.7
the medicines development process	13.0	43.1	26.4	13.0	4.5
how medicines are funded by society	9.5	37.7	33.9	15.2	3.7
how direct to consumer genetic testing works	9.5	36.4	30.9	19.2	4.0
the ethical aspects of genetic testing	9.0	52.6	27.2	7.2	4.0
legal issues surrounding gene patenting	3.0	33.4	38.2	21.7	3.7
critically evaluating media on personalised medicine	5.0	38.9	31.9	20.4	3.7

Note: In general, the orders of the topics in 5a and 5b are almost the same, which indicates respondents consider themselves less familiar with topics to be taught in the later weeks of the course

Q16 Would you undertake commercial genetic testing?
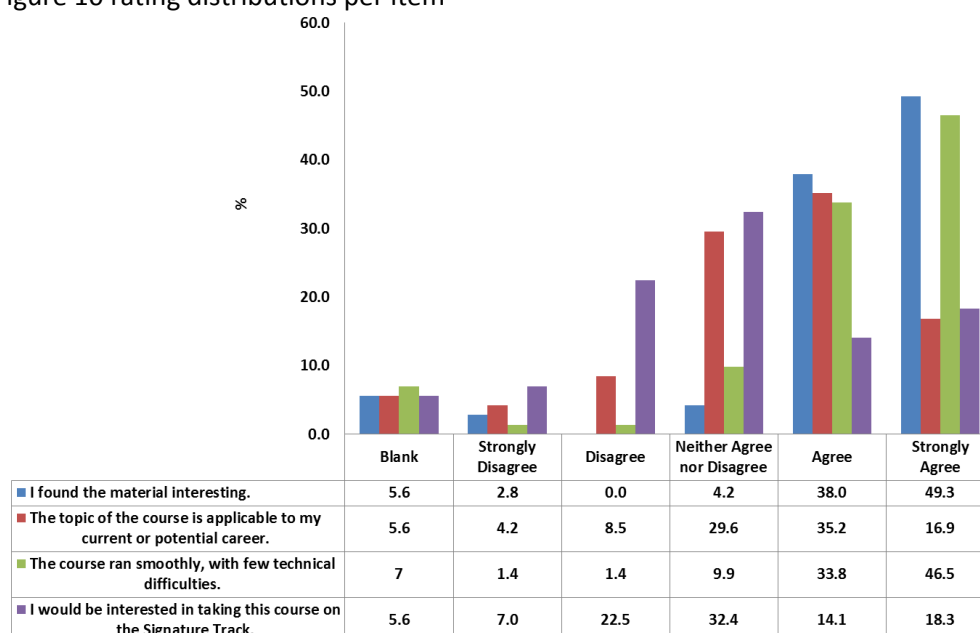
Figure 9 percentage distribution

	Blank	No	Unsure	Yes
■ Percent	3.5	17.5	36.2	42.9
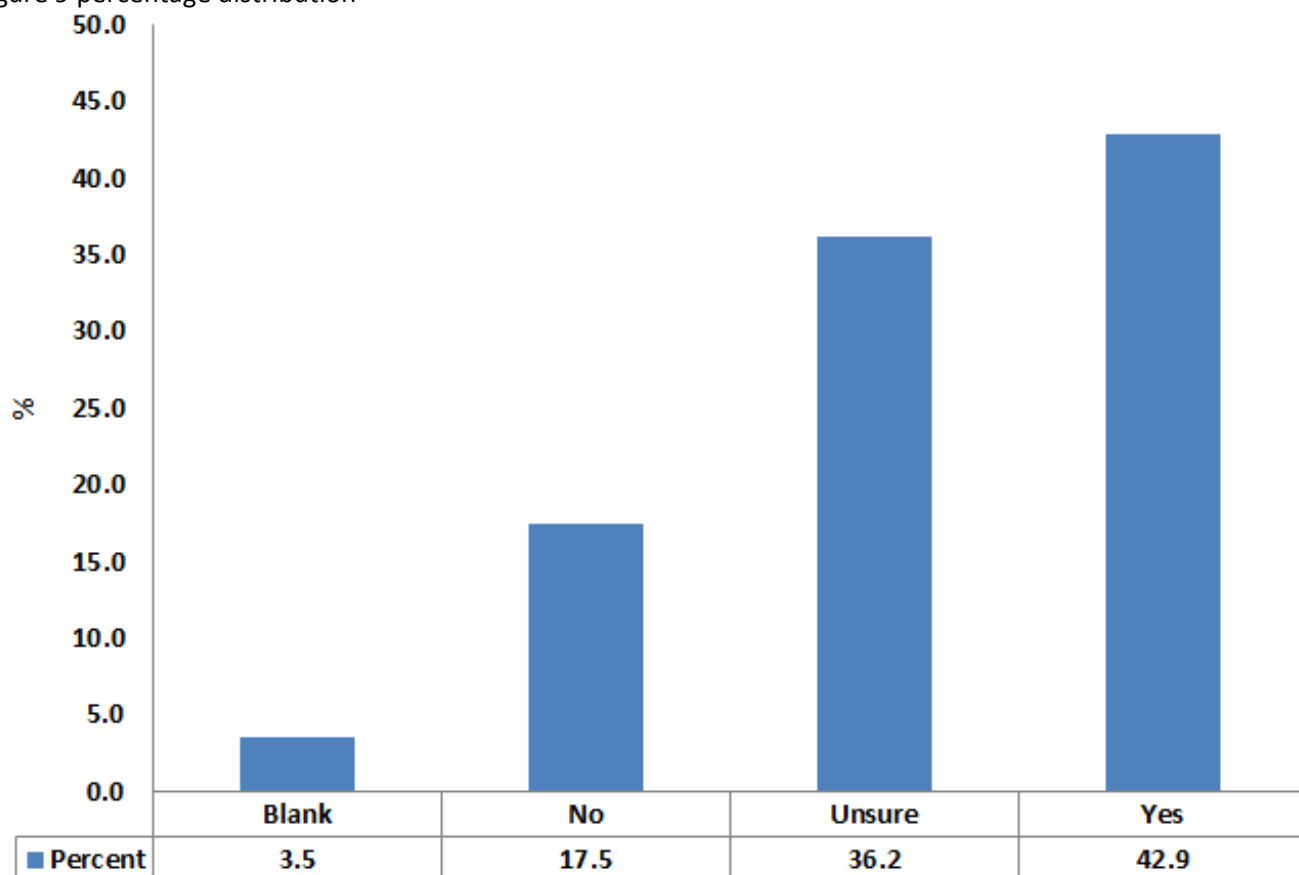
Post-course Survey

Q21 Please indicate below to what extent you agree or disagree with each of the following statements

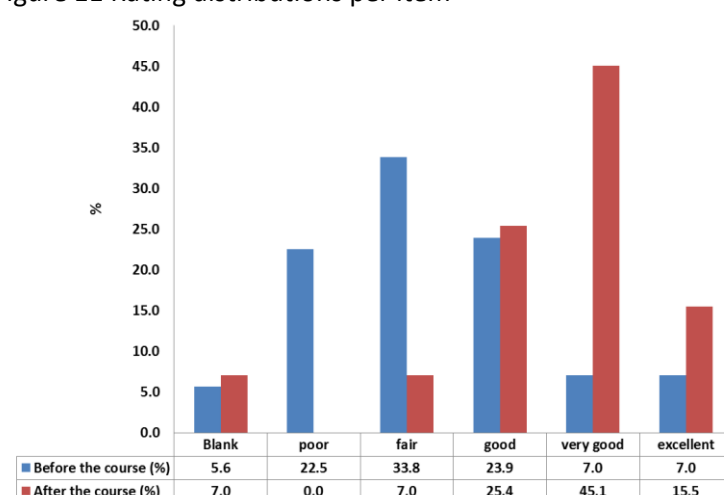Table 6 Rating distributions with highlight of the highest ratings

	Blank	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I found the material interesting.	5.6	2.8	0.0	4.2	38.0	49.3
The topic of the course is applicable to my current or potential career.	5.6	4.2	8.5	29.6	35.2	16.9
The course ran smoothly, with few technical difficulties.	7	1.4	1.4	9.9	33.8	46.5
I would be interested in taking this course on the Signature Track.	5.6	7.0	22.5	32.4	14.1	18.3

Figure 10 rating distributions per item

	Blank	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
■ I found the material interesting.	5.6	2.8	0.0	4.2	38.0	49.3
■ The topic of the course is applicable to my current or potential career.	5.6	4.2	8.5	29.6	35.2	16.9
■ The course ran smoothly, with few technical difficulties.	7	1.4	1.4	9.9	33.8	46.5
■ I would be interested in taking this course on the Signature Track.	5.6	7.0	22.5	32.4	14.1	18.3

Q22 & Q23 How would you rate your understanding of the subject matter before & after taking this course?

Figure 11 Rating distributions per item

	Blank	poor	fair	good	very good	excellent
■ Before the course (%)	5.6	22.5	33.8	23.9	7.0	7.0
■ After the course (%)	7.0	0.0	7.0	25.4	45.1	15.5

Q16 & Q33 & Q18

Table 7 Rating distributions per question

| Q16 Has completing this course changed your understanding of / personalised medicine?	%	Q 33Would you undertake commercial genetic testing?	%	Q18 Have you achieved the aims you set yourself at the beginning of this course?	%
blank	8.5	blank	7.0	blank	5.6
no	14.1	no	18.3	no none of them	2.8
not sure	11.3	unsure	18.3	some of them	39.4
yes	66.2	yes	56.3	yes all of them	52.1

Q7 Please rate your satisfaction with each of the following

Table 8 rating distribution with highlight of the highest ratings per item

	poor	fair	good	very good	excellent	Not Answered
Course content	1.4	2.8	12.7	29.6	46.5	7.0
Depth of content	0.0	7.0	19.7	28.2	38.0	7.0
Course materials	0.0	4.2	21.1	28.2	39.4	7.0
Lecture videos	0.0	2.8	12.7	23.9	53.5	7.0
In-video quizzes	0.0	5.6	23.9	22.5	40.8	7.0
Assessments	0.0	4.2	23.9	26.8	31.0	14.1
Discussion forums	0.0	14.1	26.8	22.5	11.3	25.4
Instructor/teaching staff	0.0	1.4	9.9	29.6	52.1	7.0
Clarity of explanations	0.0	1.4	16.9	25.4	49.3	7.0
Knowledgeability	0.0	1.4	12.7	19.7	57.7	8.5
Presentation skills	0.0	1.4	14.1	26.8	49.3	8.5

Q19 Overall, how do you rate your course experience?

Figure 12 rating distribution

	Not Answered	excellent	good	poor	very good
Percent	8.5	32.4	18.3	1.4	39.4
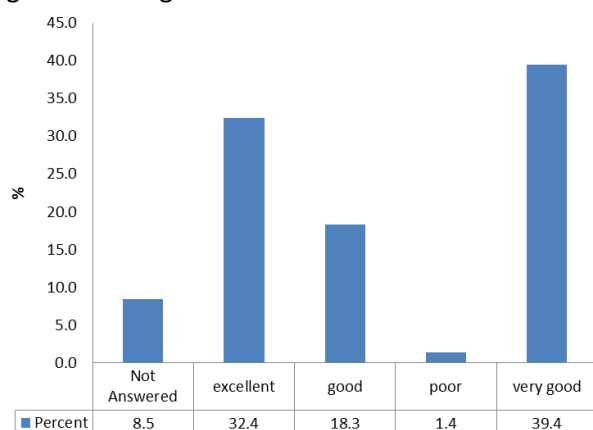
Q20 please rate the following

Table 9 rating percentages per item with highlight of the highest ratings

|	○	○	○	○	○	○	
Ligh workload	4.2	16.9	32.4	33.8	2.8	4.2	**heavy workload**
Content too easy	2	5	28	30	2	0	**content too difficult**
Pace too slow	4.2	5.6	39.4	40.8	1.4	2.8	**pace too fast**

Q24 how would you assess the impact of the following potential changes to the course?

Table 10 rating distribution with highest ratings highlighted

	Not Answered	very negative	somewhat negative	neutral	somewhat positive	very positive
Cover more topics	7.0	0	9.9	18.3	40.8	23.9
Include more practically relevant content	7.0	0	2.8	21.1	40.8	28.2
Split into multiple shorter courses	7.0	7.0	21.1	35.2	15.5	14.1
Make assignment deadlines more flexible	7.0	2.8	14.1	39.4	19.7	16.9
Spread content over longer time period	8.5	9.9	21.1	32.4	18.3	9.9

Q25 how many hours per week did you spend on this course?

Figure 13 Distribution of responses in percentages

	Not answered	12 hours	25 hours	Less than 1 hour	more than 5 hours
■ Percent	7.0	15.5	4.2	26.8	46.5
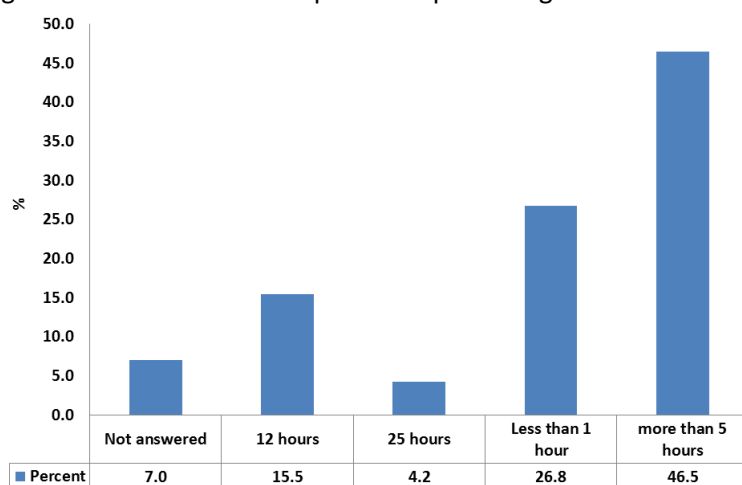
Q26 how likely would you be to

Table 11 rating distributions with the highest ratings highlighted per item

	Not answered	Very Unlikely	Unlikely	Undecided	Likely	Very Likely
Revisit the course materials in the future?	7.0	7.0	5.6	12.7	46.5	21.1
Take this course again?	7.0	8.5	28.2	31.0	19.7	5.6
Take another course by the same instructor(s)?	7.0	4.2	2.8	11.3	42.3	32.4
Recommend this course to a friend?	7.0	1.4	2.8	8.5	32.4	47.9

Q15 How familiar are you with each of the following –

Table 12 rating distributions with the highest percentages highlighted

	Not answered	unfamiliar	slightly	familiar	very familiar
the human genome project	8.5	0.0	18.3	53.5	19.7
the concept of risk determination in genetic inheritance	8.5	0.0	7.0	64.8	19.7
the term targeted medicine/therapy	9.9	0.0	7.0	56.3	26.8
the medicines development process	8.5	2.8	16.9	45.1	26.8
how medicines are funded by society	8.5	0.0	22.5	47.9	21.1
how direct to consumer genetic testing works	8.5	1.4	12.7	59.2	18.3
the ethical aspects of genetic testing	8.5	0.0	7.0	62.0	22.5
legal issues surrounding gene patenting	8.5	2.8	23.9	53.5	11.3
critically evaluating media on personalised medicine	8.5	2.8	18.3	56.3	14.1

Q32 When thinking about yourself, how would you rate the following?

Table 13 rating distributions with the highest ratings percentages highlighted

	Not answered	Never	Sometimes	Frequently	Always
I can always manage to solve difficult problems if I try hard enough.	11.3	0.0	16.9	56.3	15.5
It is easy for me to stick to my aims and accomplish my goals.	11.3	0.0	18.3	49.3	21.1
I am confident that I could deal efficiently with unexpected events.	12.7	0.0	19.7	43.7	23.9
Thanks to my resourcefulness, I know how to handle unforeseen situations.	11.3	0.0	28.2	45.1	15.5
I can solve most problems if I invest the necessary effort.	11.3	0.0	9.9	53.5	25.4
I can remain calm when facing difficulties because I can rely on my coping abilities.	11.3	2.8	18.3	42.3	25.4
When I am confronted with a problem, I can usually find several solutions.	11.3	0.0	25.4	43.7	19.7
I can usually handle whatever comes my way	11.3	0.0	21.1	49.3	18.3