How we transformed the way we understand learners

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Future Learn

Changing the way we survey learners

Why did we need a new solution?

Surveys in the user journey

Gaining insights from data

Why did we need a new solution?

Stepping away from Surveymonkey

Improvement Area #1:

How could we reach more and more types of learners?

Image © Unsplash

Improvement Area #2:
How could we get better insights (by asking the right questions at the right time)?

Improvement Area #3:

How could we make the data more accessible for partners?

Surveys in the user journey

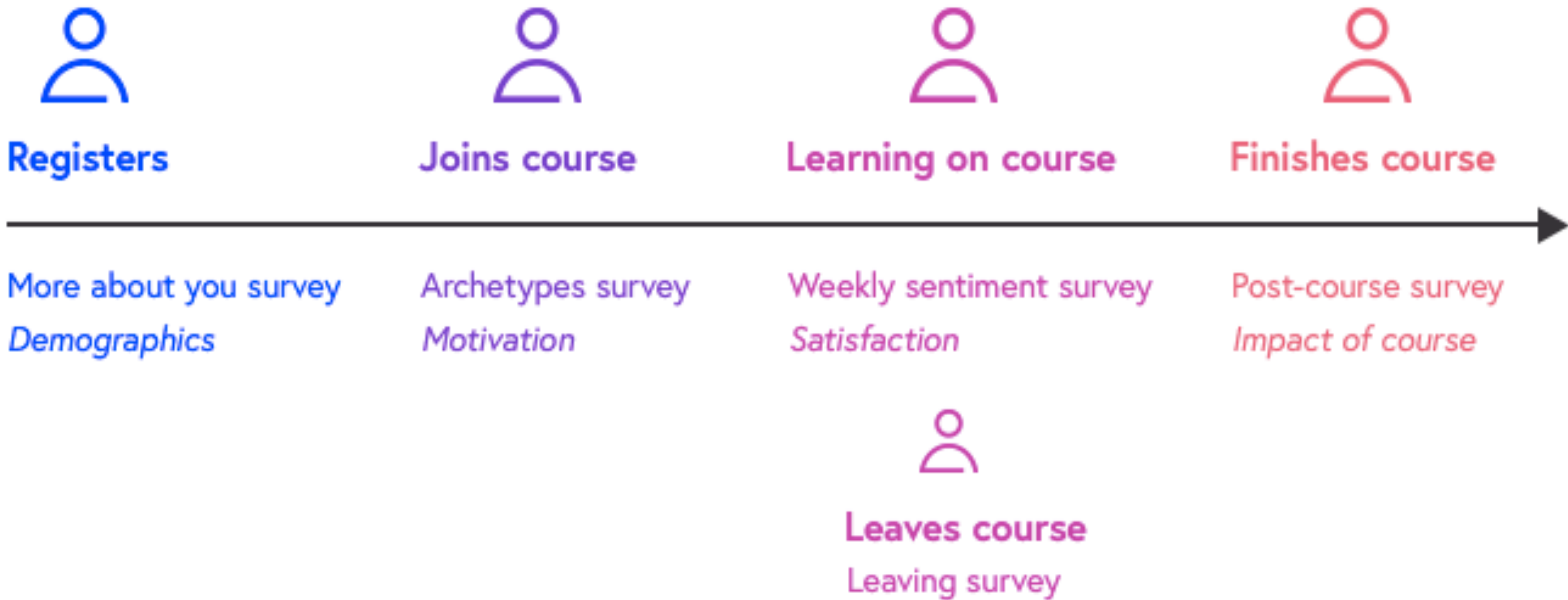What and when do we ask from learners?

PREVIOUSLY: SurveyMonkey links sent by email

Registers

Joins course

Finishes course

More about you survey

Pre-course survey

Post-course survey

Data available by asking Partnership Manager & on Demographics dashboard

NOW: Learners surveyed on futurelearn.com

Registers

More about you survey
Demographics

Joins course

Archetypes survey
Motivation

Learning on course

Weekly sentiment survey
Satisfaction

Finishes course

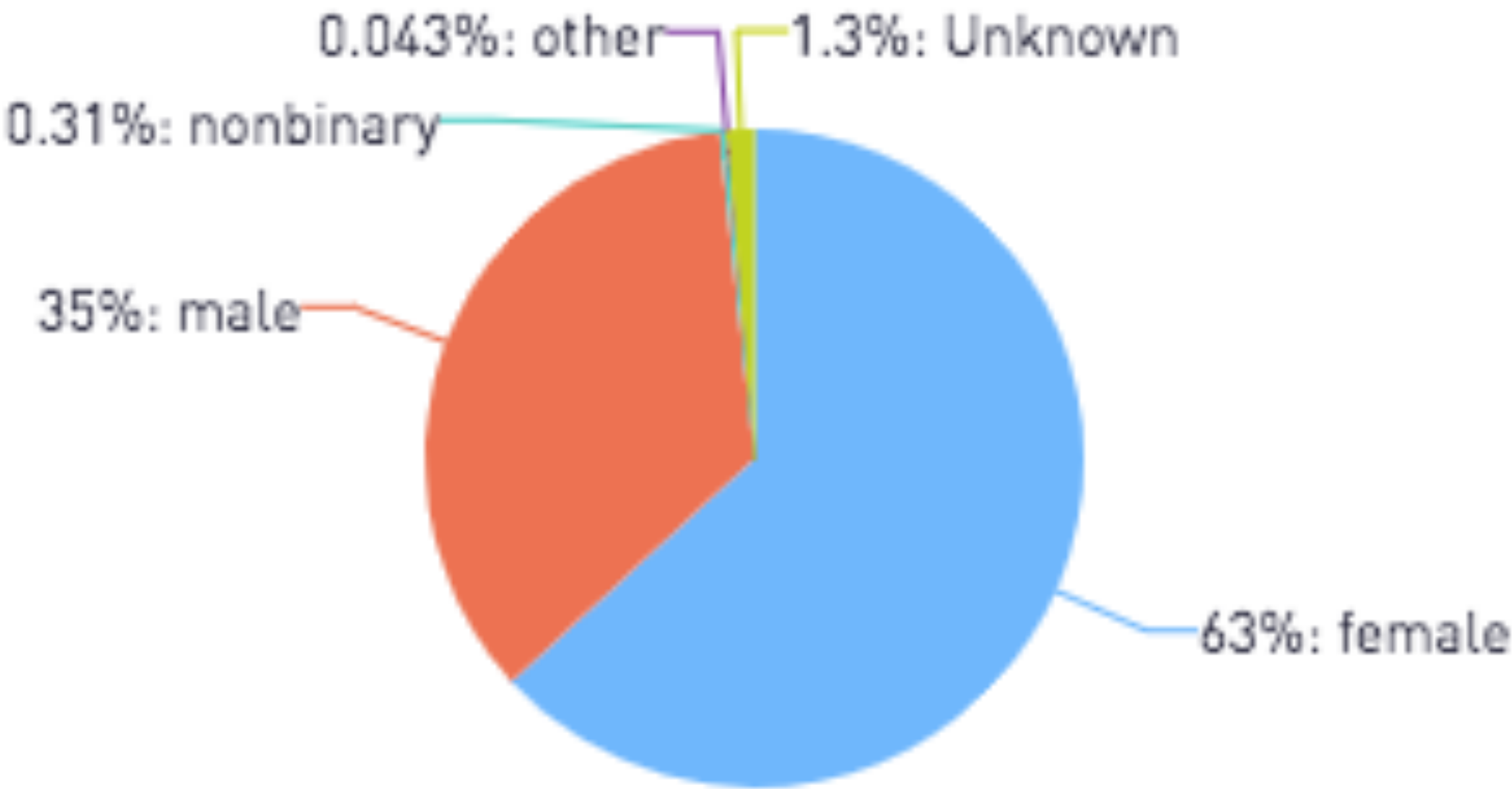Post-course survey
Impact of course

Leaves course

Leaving survey

Data available on Stats dashboard & on Demographics dashboard

Registers

More about you survey
Demographics

What is your gender?

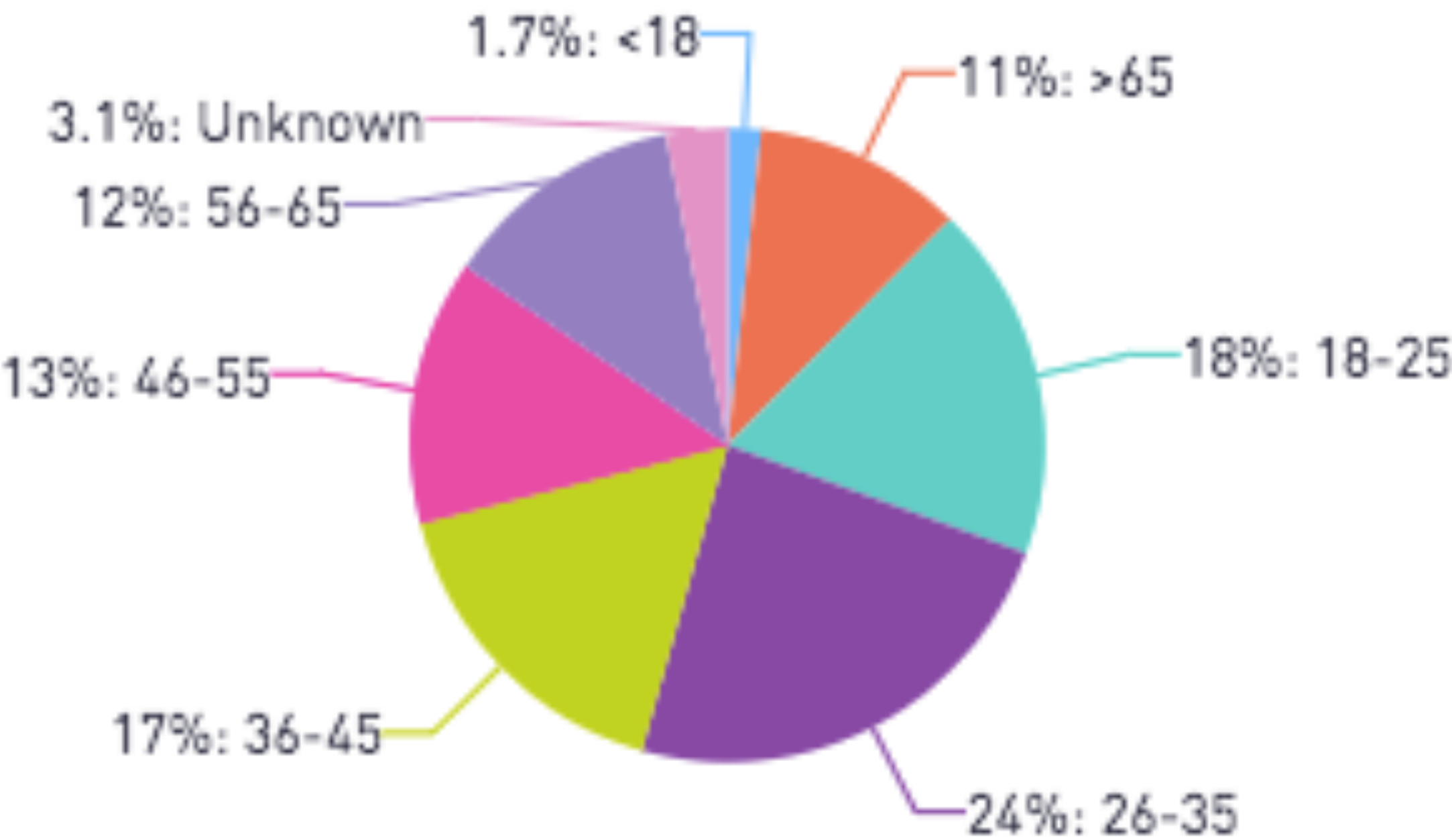0.043%: other — 1.3%: Unknown

0.31%: nonbinary

35%: male

63%: female

Past 12 months all respondents

Registers

More about you survey
Demographics

What is your age?

Past 12 months all respondents

Where do you live?

Registers

More about you survey
Demographics

Pie chart:
- 14%: Africa
- 0.0042%: Antarctica
- 21%: Asia
- 4.3%: Australia
- 48%: Europe
- 8%: North America
- 4.8%: South America
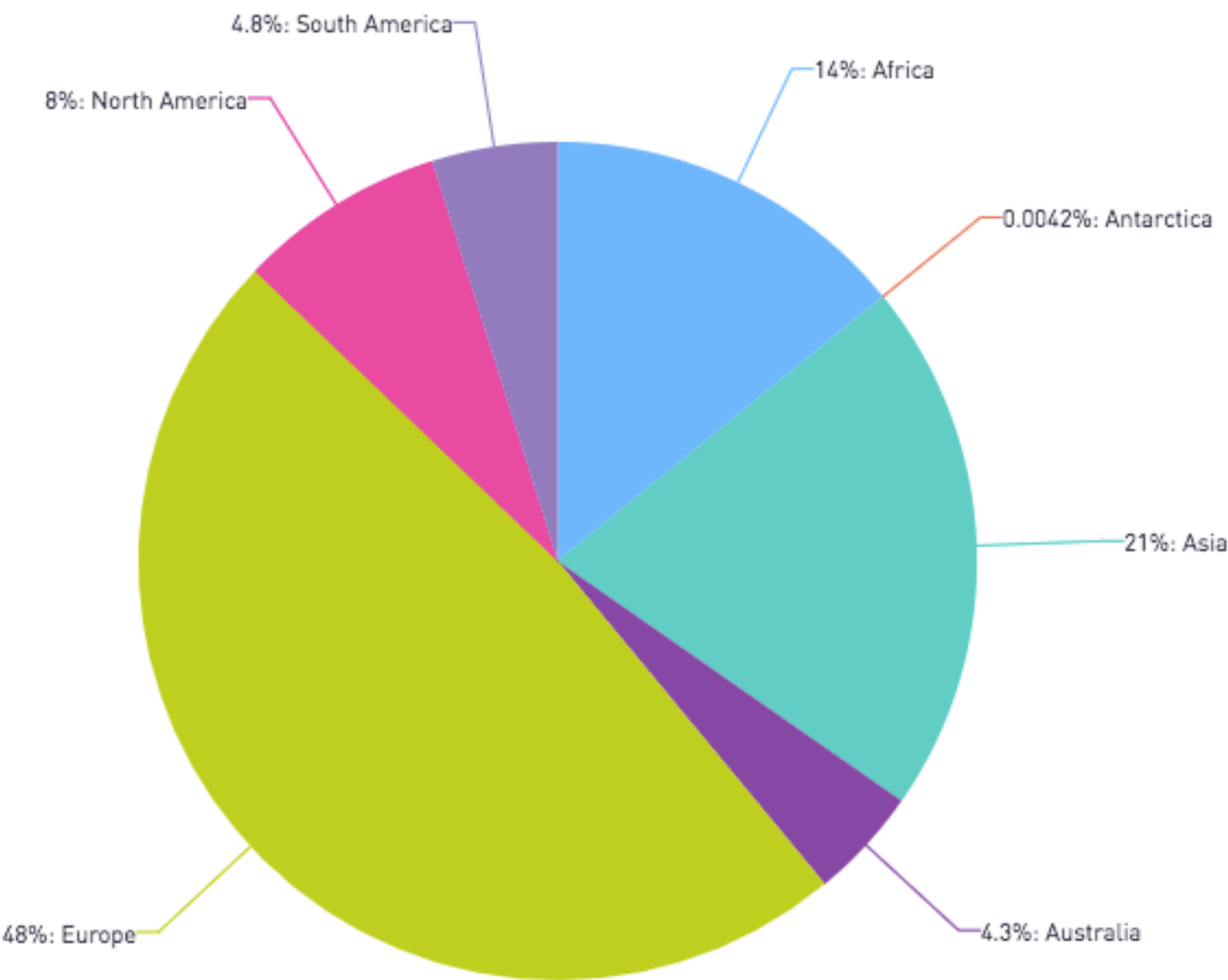
TOP 10 COUNTRIES

UK	28%
US	4%
Australia	3%
India	3%
Nigeria	3%
Egypt	3%
Ukraine	2%
Italy	2%
Spain	2%
Brazil	2%

Past 12 months all respondents

Registers

More about you survey
Demographics

What is your highest education level?
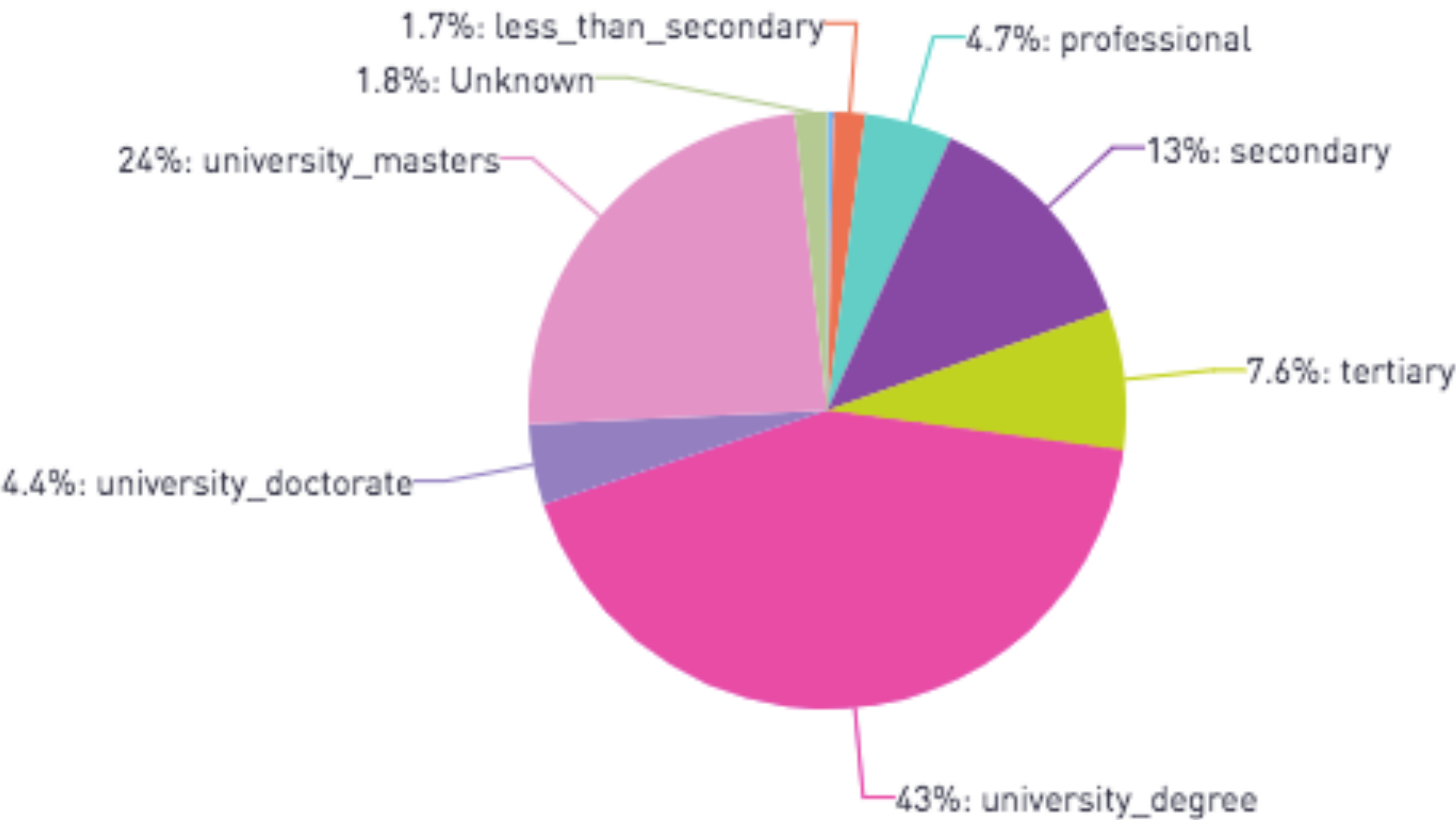
1.7%: less_than_secondary
4.7%: professional
1.8%: Unknown
13%: secondary
24%: university_masters
7.6%: tertiary
4.4%: university_doctorate
43%: university_degree

Past 12 months all respondents

Registers

More about you survey
Demographics

What is your employment status?

- 12%: working_part_time
- 11%: full_time_student
- 8.9%: looking_for_work
- 5.3%: not_working
- 12%: retired
- 8.8%: self_employed
- 2.9%: unemployed
- 2%: Unknown
- 37%: working_full_time

Past 12 months all respondents

Registers

More about you survey
Demographics

What is your employment sector?

Past 12 months all respondents
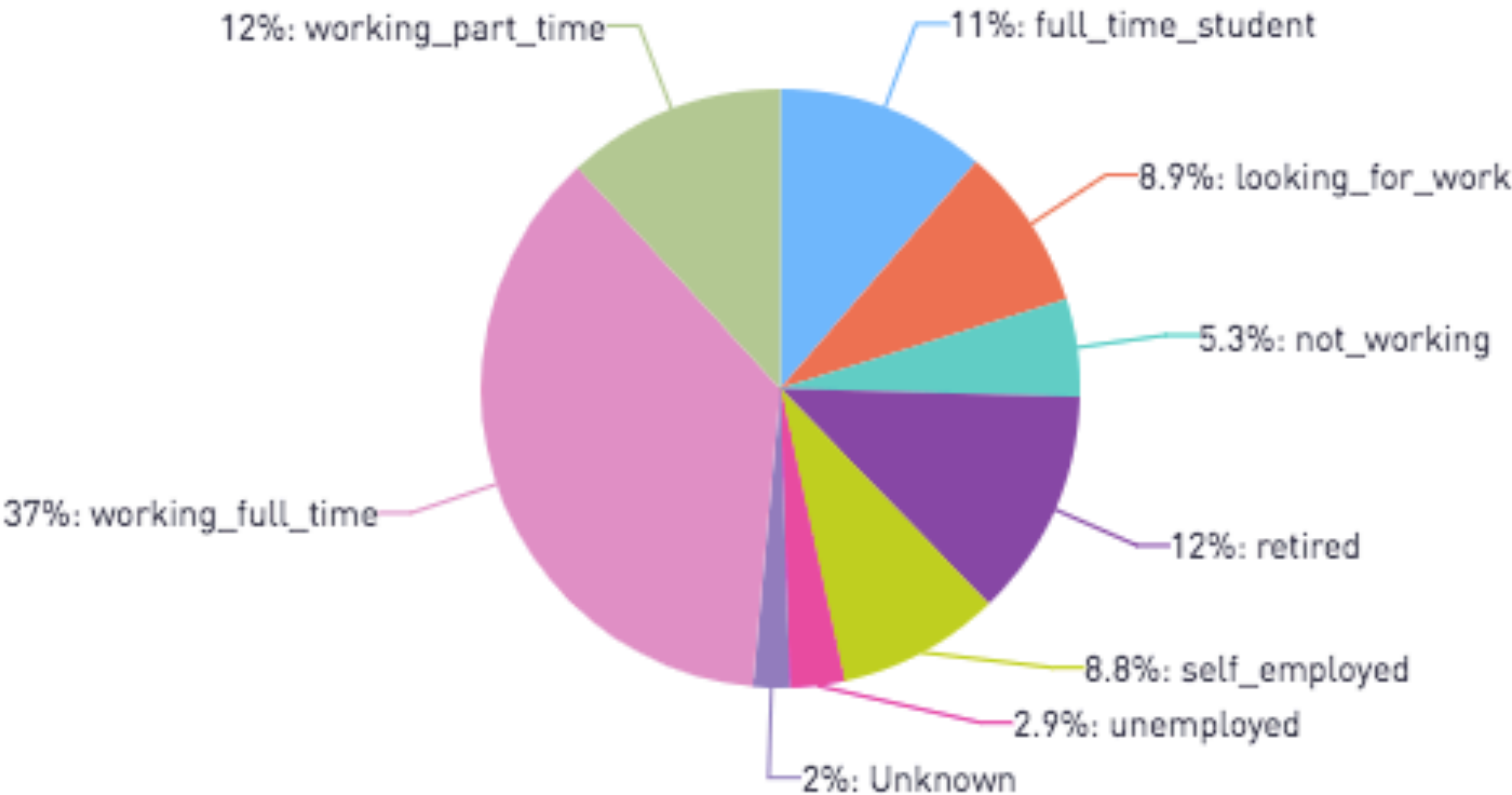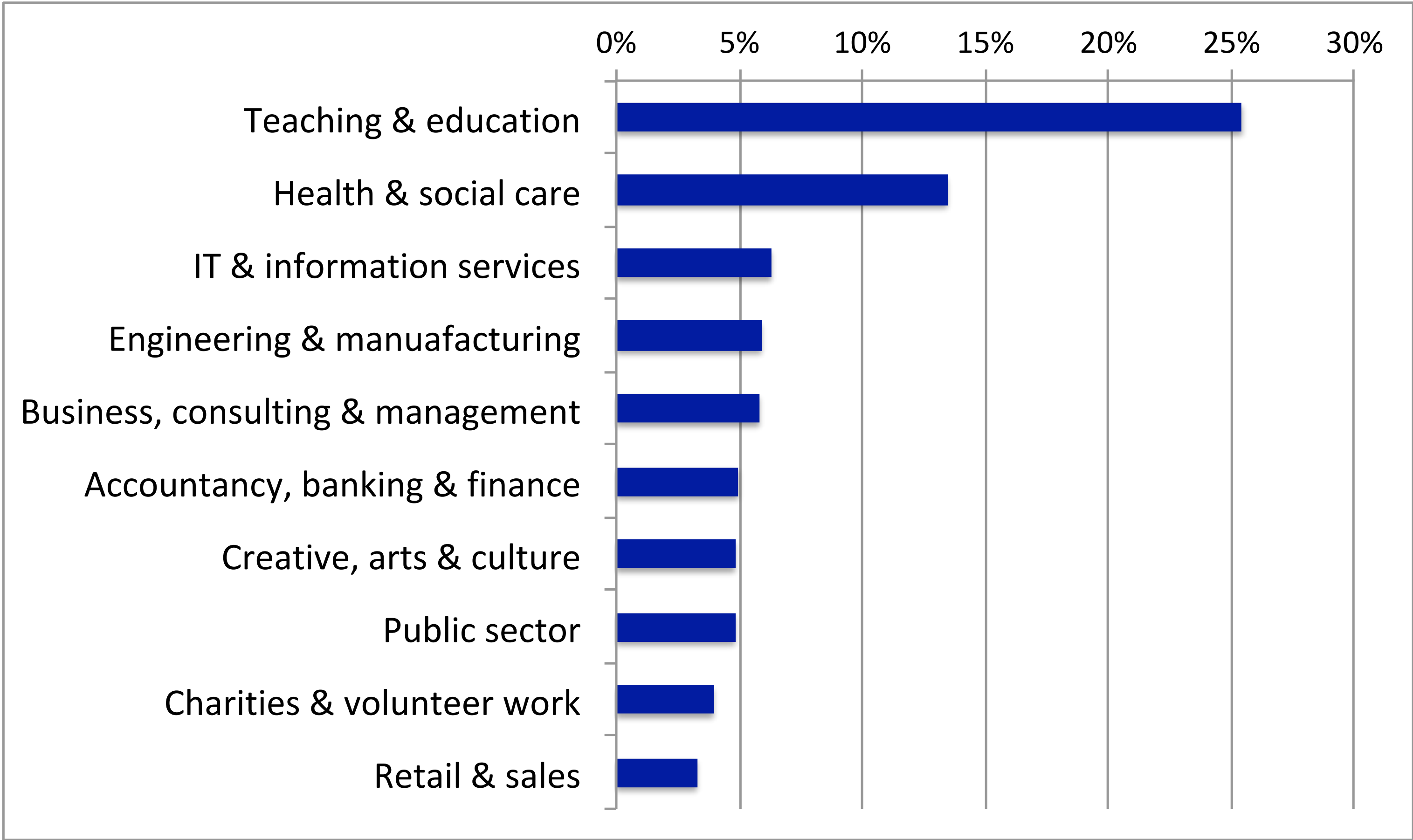
Joins course

Archetypes survey
Motivation

ARCHETYPES		% Enrolments	% Upgrades
Develop or stay up to date in my field	**Advancer**	18%	29%
Explore future work or study options	**Explorer**	17%	17%
Prepare for a work or study goal such as an interview or exam	**Preparer**	14%	7%
Understand or manage a situation in my personal life	**Fixer**	6%	4%
Improve my wellbeing	**Flourisher**	6%	3%
Satisfy my curiosity and love of learning	**Vitaliser**	20%	17%
Support my personal interests or community activities	**Hobbyist**	10%	10%
Other (please specify)		9%	12%

Past 12 months all respondents

60,000 sentiments measured across courses since July

Learning on course

Weekly sentiment survey
Satisfaction

How would you rate your experience this week on this course?

Providing feedback is optional. Your feedback will help educators improve the course.

If you'd like to, please tell us the reason for your rating:

Submit

Positive	**89%**
Neutral	**9%**
Negative	**2%**

Past 12 months all respondents

Leaves course

Leaving survey

Reasons for leaving a course (if clicks on 'Leave the course' button)

The course required more time than I realised	10%
I don't have enough time	28%
The course wasn't what I expected	10%
The course won't help me reach my goals	7%
The course was too easy	6%
The course was too hard	6%
I prefer not to say	13%
Other	19%

Past 12 months all respondents

Finishes course

→

Post-course survey
Impact of course

Past 12 months all respondents

Did this course meet your expectations?

Better than expected	45%
Met expectations	48%
Worse than expected	4%
Not sure	4%

Did you gain new knowledge or skills by taking the course?

Yes	91%
No	4%
Not sure	6%

Since starting the course, have you applied what you learned?

Yes	57%
No	28%
Not sure	15%

Since starting the course, have you shared what you learned with other people?

Yes	63%
No	37%

Gaining insights from data
How to access all survey data?

Stats dashboard

DATASETS   COURSE MEASURES   TOTALS   BY WEEK

- Archetype Survey Responses 9.29 KB *last updated 11 Sep 2018*
- Campaigns 22.8 KB *last updated 11 Sep 2018*
- Comments 172 KB *last updated 11 Sep 2018*
- Enrolments 162 KB *last updated 11 Sep 2018*
- Leaving Survey Responses 2.84 KB *last updated 11 Sep 2018*
- Post Course Survey Data 10.7 KB *last updated 11 Sep 2018*
- Post Course Survey Free Text 6.25 KB *last updated 11 Sep 2018*
- Question Response 967 KB *last updated 11 Sep 2018*
- Step Activity 800 KB *last updated 11 Sep 2018*
- Team Members 114 Bytes *last updated 11 Sep 2018*
- Video Stats 1.69 KB *last updated 10 Sep 2018*
- Weekly Sentiment Survey Responses 2.76 KB *last updated 11 Sep 2018*

ACCESS TO DATA

Learning on course

Weekly sentiment survey
Satisfaction

Facilitation Dashboard

Show comments from: Start of course run ▼

‹ Week 1 ›

111

74

37

0

Step 1.6 Article
Glossary
Overall comments:
16

| 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 1.7 | 1.8 | 1.9 | 1.10 |
| Art | Vid | Qui | Vid | Vid | Art | Qui | Vid | Dis | Art |

■ Overall Comments

Top conversations from week 1 ⓘ

☺

☹

☹

Week 1 sentiments ⓘ

☺ 92% ████████████████

☹ 8%   ██

☹ 0%
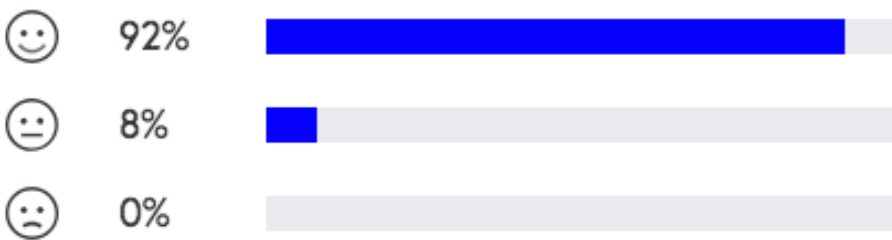
Results based on 52 responses

Finishes course

Post-course survey
Impact of course

Details | Content | Certificates | Emails | Facilitation | Team | Stats

/ End of course survey

End of course survey results

The following results are from the end of course survey.
Read about how we survey learners

MULTIPLE CHOICE   FREE TEXT

There are 23 end of course survey responses for this course run.

Did this course meet your expectations?	**Responses (23)**
Yes, the course was better than I expected	48%
Yes, the course met my expectations	43%
No, the course was worse than I expected	4%
Not sure	4%

Finishes course

Post-course survey
Impact of course

Details Content Certificates Emails Facilitation Team Stats

/ End of course survey

End of course survey results

The following results are from the end of course survey.
Read about how we survey learners

MULTIPLE CHOICE   FREE TEXT

What (if anything) would you like to learn next in this subject area?

About the liver

advanced medical biology

Is there anything else you would like to tell us?

I found it interesting

The course was short and concise and wasn't repetitive which i thought was good because it meant it was more engaging.Also, the videos were really interesting and i learnt a lot especially in the video with the surgeon.Thank you.

Thank you for it.

Appreciate the opportunity to take your Future Learn courses. Love to be able to learn a little about a lot! As a retiree, this source of learning I am finding amazing. Thank you!

Do you have any questions about the new survey setup?

Feel free to contact me:

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Strategy & Insights Manager