

## **SHEILA Interview Questions (Interviewer's note)**

### **Opening and briefing**

Hi, \_\_\_\_\_, welcome, thank you for agreeing to participate in this interview (greetings).

My name is \_\_\_\_\_. I'm working at the SHEILA project to build a policy development framework that promotes formative assessment and personalised learning through the use of Learning Analytics at higher education institutions. You may know that learning analytics measures, collects, analyses and reports data about learners and their contexts, and the data resources include digital data from VLE/LMS, course marks and grades, records of library use, and so on. We are trying to engage senior stakeholders to understand the development of Learning Analytics in their institutions, even if they have not started the process yet. The big goal of the SHEILA project is to assist higher education institutions to better adopt learning analytics. Your input in this interview will make great contributions towards it. Thank you again for giving your time to join this interview.

In the following interview, I would like to explore the current practice or plans for Learning Analytics in your institution, including the scope, the adopted strategy, the established infrastructure, the resources allocated, and various ethical considerations related to the use of institutional data and/or analytics. The interview will last for no longer than an hour, and it will be recorded for the purpose of analysis. However, any information that we collect from the interview will be kept confidential and any data that is used for publications will remain anonymous.

Please be aware that as a participant, you have the following rights:

1. Although we have received your signed consent for the interview, you may withdraw your participation at any time without consequences (i.e. you may discontinue the interview or withdraw the data collected from you at any time).
2. You may ask questions at any time or take a break when you wish to.

Before we begin the interview, are there any questions that you would like to ask?

I will start the interview and the recording process now. I understand that some of the questions may be difficult to answer for you. Please feel free to skip those questions or direct me to someone who can answer them.

**[Part A]**

Questions	Prompts
<p>1. Does your institution have a learning analytics project? What is it? [If the institution does not have any learning analytics project or plan for it, go to Part B.]</p>	<p>a) Are there any pilot studies (e.g. class-scale) or LA projects planned in the next few months/ years? b) Who initiated this project? Who is involved? c) Are you using a framework provided by a technological vendor or in-house development? d) Are you aware of any vendors that provide LA software and services? Do you know their names? e) What type of data is/ will be collected (qualitative, quantitative, mixed, dispositional, behavioural, etc.)? f) How is/ will the data be stored and shared? g) When did LA projects start (how long)?</p>
<p>2. Why are you doing it? (Or, why do you plan to do it?)</p>	<p>a) Motivation b) Potential benefits c) Potential beneficiaries d) Apart from the benefits, do you see any downside of LA?</p>
<p>3. Do you have a strategy specific for LA or do you implement LA under a wider university strategy?</p>	<p>a) Setting goals b) Defining methods c) Evaluating results (milestones, success criteria) d) Refining goals and methods</p>
<p>4. How does/ will your institution develop the strategy?  If no LA specific strategy, ask: What was the planning process like?</p>	<p>a) Before the implementing LA or along the way of the implementation? b) Consulting any previous guidelines, institutional policies or existing examples? c) Consulting any European or national guidelines? d) Consulting a code of practice for LA? How to ensure the relevance to their context and the actual practice? e) Which stakeholders are involved in the consultation process?</p>
<p>5. How does/ will your institution prepare itself for learning analytics?</p>	<p>a) Institutional culture b) Stakeholders' buy-in and a governance structure c) Training for staff and students d) Data management infrastructure and technical expertise (capabilities to obtain data in usable forms, managing data in big volumes, and integrating data from different systems) e) Analytics expertise</p>

6. Has your institution achieved any goals? How do/ will you evaluate the results?	<ul style="list-style-type: none"> <li>a) Curriculum designs</li> <li>b) Student support</li> <li>c) Learning design</li> <li>d) Retention</li> <li>e) Recruitment</li> <li>f) Others</li> </ul>
7. What may have contributed to the success of this project?	Any enablers?
8. Has your institution encountered any challenges when implementing the project?  And/ Or, do you foresee any (more) challenges in this project?	Same prompts for Q5: <ul style="list-style-type: none"> <li>a) Institutional culture</li> <li>b) Stakeholders' buy-in and a governance structure</li> <li>c) Training for staff and students</li> <li>d) Data management infrastructure and technical expertise (capabilities to obtain data in usable forms, managing data in big volume, and integrate data from different systems)</li> <li>e) Analytics expertise</li> </ul>
9. What ethical and privacy considerations do you have to take account of?	<ul style="list-style-type: none"> <li>a) Student privacy (anonymous data and consent)</li> <li>b) The right to opt in or out</li> <li>c) Transparent process of data collection, storage and sharing (internally or externally)</li> <li>d) Any normative policy or guidance?</li> <li>e) Is there a committee that supervises this process?</li> </ul>
10. What do you think is essential in a learning analytics policy?	<ul style="list-style-type: none"> <li>a) Leadership</li> <li>b) Ethical and legal guidelines</li> <li>c) Pedagogical dimensions</li> <li>d) Evaluation</li> <li>e) Quality control</li> </ul>

**Closure:**

This is all from my side. Do you have any comments that you would like to add?

If you have any resource that explains the current learning analytics project or the strategy for it, do you mind sharing it with me?

Thank you very much for your time and sharing. We will transcribe this interview and share the transcript with you to confirm that we have understood you correctly.

**[Part B]**

Questions	Prompts
1. Does your institution currently collect any form of student data? What is it?	<ul style="list-style-type: none"> <li>a) The type of data (qualitative, quantitative, mixed, dispositional, behavioural, etc.)?</li> <li>b) How is/ will the data be stored and shared?</li> <li>c) Are you using a framework provided by a technological vendor or in-house development?</li> <li>d) Are you aware of any vendors that provide LA software and services? Do you know their names?</li> <li>e) Any overlap with LA?</li> </ul>
2. Why are you doing it?	<ul style="list-style-type: none"> <li>a) Motivation</li> <li>b) Potential benefits</li> <li>c) Potential beneficiaries</li> </ul>
3. Do you have a strategy for that?	<ul style="list-style-type: none"> <li>a) Setting goals</li> <li>b) Defining methods</li> <li>c) Evaluating results</li> <li>d) Refining goals and methods</li> </ul>
4. How did your institution develop the strategy?	<ul style="list-style-type: none"> <li>a) Before or along the way of the implementation?</li> <li>b) Did you consult any previous guidelines, institutional policies or existing examples?</li> <li>c) Did you consult any European or national guidelines?</li> <li>d) How did you ensure the relevance to their context and the actual practice?</li> <li>e) Which stakeholders were involved in the consultation process?</li> </ul>
5. What ethical and privacy considerations do you have to take account of?	<ul style="list-style-type: none"> <li>a) Student privacy (anonymous data and consent)</li> <li>b) The right to opt in or out</li> <li>c) Transparent process of data collection, storage and sharing (internally or externally)</li> <li>d) Any normative policy or guidance?</li> <li>e) Is there a committee that supervises this process?</li> </ul>
6. Do you think learning analytics will potentially be useful for your institution?	<ul style="list-style-type: none"> <li>a) Any gaps that current analytics projects fails to address?</li> <li>b) Can LA address these gaps?</li> <li>c) Any potential to integrate LA with current analytics projects?</li> </ul>
7. What may be stopping your institution from adopting learning analytics?	<ul style="list-style-type: none"> <li>a) Institutional culture</li> <li>b) Stakeholders' buy-in and a governance structure</li> <li>c) Training for staff and students</li> <li>d) Data management infrastructure and technical expertise (capabilities to obtain data in usable</li> </ul>

	forms, managing data in big volume, and integrate data from different systems) e) Analytics expertise
8. What needs to be in place for your institution to start using learning analytics?	a) Following Q7, what changes need to be made? b) What challenges have you foreseen in introducing these changes?
9. What do you think will be essential in a learning analytics policy?	a) Leadership b) Ethical and legal guidelines c) Pedagogical dimensions d) Evaluation e) Quality control

Closure:

This is all from my side. Do you have any comments that you would like to add?

If you have any resource that explains the current learning analytics project or the strategy for it, do you mind sharing it with me?

Thank you very much for your time and sharing. We will transcribe this interview and share the transcript with you to confirm that we have understood you correctly.