IT'S A MATTER OF TIME

Formative Feedback in Online Learning Environments

Debbie Sikes, DNP, RN, CNE
LEARNING OBJECTIVES

By the end of this presentation:

• The learner will be able to describe at least three approaches to improve student satisfaction with timely feedback

• The learner will be able to differentiate at least three preferred generational strategies for providing timely feedback
Traditionalists

- **Born** between 1900-1945
- **Values** hard work, delayed gratification, respect for authority
- **Education**: a dream
- **Communication**: handwritten notes, rotary phone, one-on-one
- **Feedback**: private, job well-done

(Generational Differences Chart, n.d)
GENERATIONS OF LEARNERS

Baby Boomers

- **Born** between 1946-1964
- **Values** work, personal gratification, challenge authority
- **Education**: a birthright
- **Communication**: touch tone phone, call anytime
- **Feedback**: public praise, titles, awards, certificates

(Generational Differences Chart, n.d)
GENERATIONS OF LEARNERS

Generation X

• **Born** between 1965-1980
• **Values** fun, seeks life balance, unimpressed with authority
• **Education:** a way to get there
• **Communication:** cell phones, call only during working hours
• **Feedback:** constructive, but not as public, freedom

(Generational Differences Chart, n.d.)
Generations of Learners

**Millennials**

- Born between 1981-2000
- Values extreme fun, likes personal attention, now!
- Education: an incredible expense
- Communication: Internet (social media), picture phones, email
- Feedback: needed often and freely ask for it

(Generational Differences Chart, n.d)
STUDENT SATISFACTION

Why does it matter?

Impacts nearly 7 million online students

- Student learning outcomes
- Faculty ratings
- Accreditation

(Allen & Seaman, 2013)
IMPROVING FORMATIVE FEEDBACK

• **Hypothesis**: Students who received feedback within 24 hours or less from the time requested would be more satisfied than students who received feedback more than 24 hours from time of posting.

• **Demographics**:
  • 160 Total Responses (26% response rate); 9 incomplete = Total 151

• **Ages**:
  • 25% (n = 38)
  • 36% (n = 55)
  • 28% (n = 42)
  • 11% (n = 16)
DEMOGRAPHICS

• Gender
  • 25% (n = 37) male
  • 75% (n = 114) female

• Graduate Program Year
  • 46% (n = 70) first-year graduate students
  • 43% (n = 64) second-year graduate students
  • 11% (n = 17) post-graduate students
PREFERRED FORMATIVE FEEDBACK

• Discussion Board
• Course Email
• Phone Call
• Text Message
• Other

What type do you think students preferred most?
Respond at PollEv.com/dsikes

Text DSIKES to 37607 once to join, then

A. Discussion Board
B. Course Email
C. Phone Call
D. Text Message
E. Other

Total Results: 9
DISCUSSION BOARD

Most Helpful
Somewhat Helpful
Neutral
Not Helpful
Least Helpful

Millennials (20-30)  |  GenX (31-40)  |  Baby Boomers (41-50)  |  Traditionalists (50+)
---|---|---|---
Most Helpful | Somewhat Helpful | Neutral | Not Helpful | Least Helpful
TEXT MESSAGES

Bar chart showing the distribution of different age groups (Millennials 20-30, GenX 31-40, Baby Boomers 41-50, Traditionalists 50+) across different categories of text messages:

- Most Helpful
- Somewhat Helpful
- Neutral
- Not Helpful
- Least Helpful

The chart indicates varying levels of helpfulness across different age groups in different categories.
TIMELINESS OF FEEDBACK

- 12 hours or less: 25%
- 12-24 hours: 25%
- 24-48 hours: 33%
- 48 + hours: 17%
SATISFACTION WITH TIMELINESS OF FEEDBACK

- Highly Satisfied: 38%
- Somewhat Satisfied: 40%
- Somewhat Dissatisfied: 12%
- Highly Dissatisfied: 10%
IMPROVING SATISFACTION

Timely feedback using technology
• Blackboard IM
• Blackboard Collaborate
• Lync
• Join.me
• WebEx
Traditionalists (51+)
Feedback: private, job well-done
Preferred Method:
• Course Email
• Discussion Board

Baby Boomers (41-50)
Feedback: public praise, titles, awards, certificates
Preferred Method:
• Course Email
• Discussion Board

GenX (31-40)
Feedback: constructive, but not as public, freedom
Preferred Method:
• Discussion Board
• Course Email

Millennial (20-30)
Feedback: needed often and freely ask for it
Preferred Method:
• Course Email
• Discussion Board
Dissatisfied Students

- "constructive detailed feedback"
- "specific well-defined feedback on areas needing improvement"
- "timely feedback so that I know that I am on the right track"

Satisfied Students

- "quick response and timely grading"
- "individual feedback on each assignment"
- "feedback that answered my questions and assisted me with course content"
CONCLUSIONS

One Size Does Not Fit All...

Our Education System
Our Results…
References


References


