Assessing student online behavior via Google Analytics

Format
- Introduction [2min]
- Google Analytics 101 [10min]
- How does this stuff translate to student behavior? Showing examples of courses, etc. [20min]
- Goals – the most important part about analytics [5min]
- Exercise: Small Group Discussion – brainstorm goals [15min]
- Talk about some goals and how you could find them [10min]
- Closing and Questions [2min]

Would be cool to get them all a generic google username and password to use for the class.

Brainstorm stuff:

Intro to Analytics

What are web analytics? What are google analytics? How is google analytics different than other types of analytics? Why do they need to know this (b/c they may look at other analytics and wonder why the numbers look different)

“Web analytics is the study of online behavior in order to improve it” Wikipedia

What does analytics do?

What does analytics measure?

Example: good analytic vs bad analytic. Wow... 2 people in Canada have viewed my course. Ok. What does that mean.

Show examples of how this comes into play. Focus on real context.

What’s the context to “learning analytics”?

Graphic – Take Action > Measure > Learn

Graph on p4: visitors (who came?)... etc.

What’s the goal of your site?

At least two questions that you’d like to know about how people find and use your site