



SELCERT

Skills Development and Certification
for Trainers of Synchronous
Electronic Learning



UNIT 1.2

Needs Analysis

UNIT OVERVIEW

Summary: This unit considers the need for training needs analysis. Specifically, it determines the necessary characteristics of potential online learners and the techniques used to examine the personal needs of online learners. The unit entails an initial understanding of online training tools. After completing the unit you will be able to:

- ❖ Name the characteristics of potential online learners (social, demographic);
- ❖ Define techniques of collecting data for investigating the personal needs of online learners;
- ❖ Set learning goals using the standards of e-learning environments;
- ❖ Design and use appropriate digital diagnostic tools for investigating the personal needs of online learners;
- ❖ Identify learning needs and set learning goals to meet these needs.

The unit contains 27 slides.

Duration of the unit: 1 h 45 min

UNIT OBJECTIVES

In terms of knowledge:

1. Name characteristics of potential online learners;
2. Recall effective techniques used to collect data for investigating learners' needs in SEL environments.

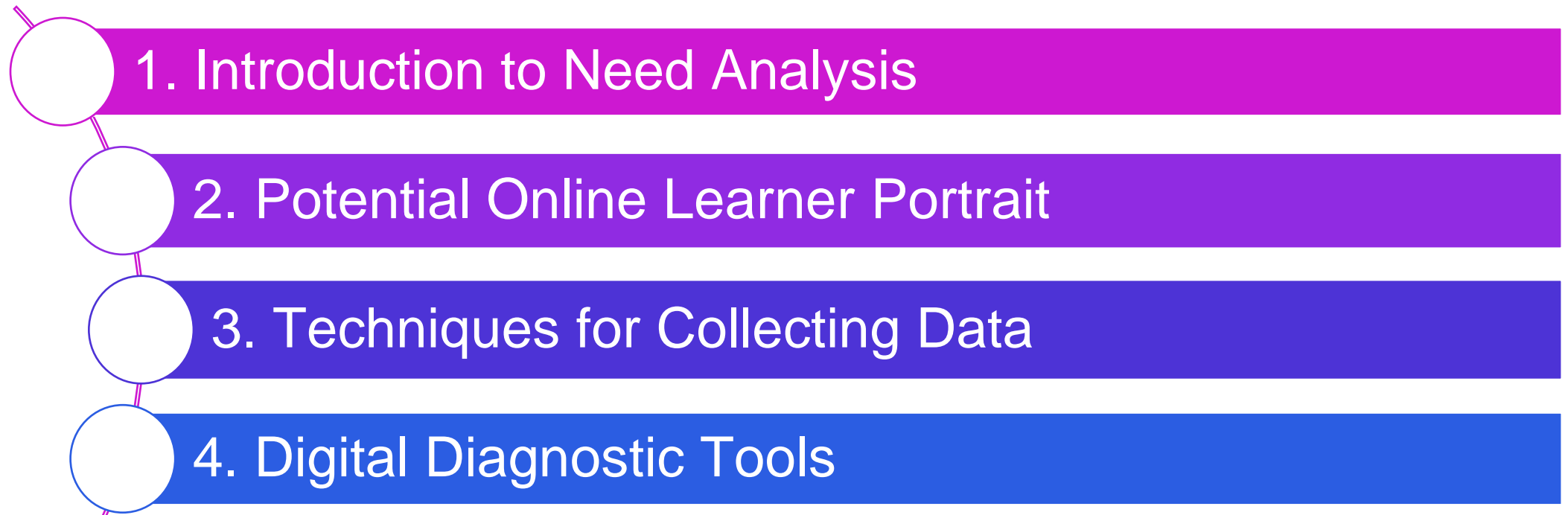
In terms of skills:

1. Formulate specific and measurable learning goals aligned with the standards of e-learning environments;
2. Develop and use suitable and user-friendly digital diagnostic tools effectively;
3. Analyse the personal needs of online learners in SEL.

In terms of competencies:

1. Support the need to continually update knowledge about online learners' needs;
2. Recognize the role of online learners' needs in setting learning goals.

UNIT TOPICS

- 
1. Introduction to Need Analysis
 2. Potential Online Learner Portrait
 3. Techniques for Collecting Data
 4. Digital Diagnostic Tools

INTRODUCTION TO NEED ANALYSIS

Learning Objectives

- Define the meaning of Needs Analysis;
- Understand the importance and purpose of need analysis in online learning.

SEL

Digital based techniques be used for the training:

- Brainstorming session.

Digital evaluation techniques:

Multiple choice questions in Mentimeter

RELEVANCE

An effective Needs Analysis helps you tailor your instructional strategies and content to the specific needs and preferences of learners. In the context of SEL, it allows you to identify the emotional and social challenges that learners may be facing in online environments, which might differ from traditional learning settings. Recognizing these challenges and addressing them through tailored interventions can lead to more meaningful and impactful learning experiences.

WHAT IS NEEDS ANALYSIS?

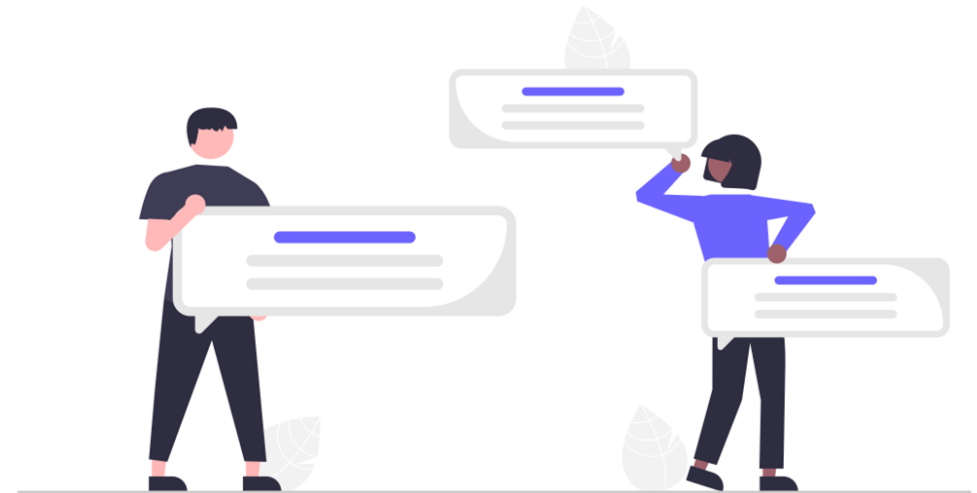
According to Graves (2000), a needs analysis is “a systematic and ongoing process of gathering information about students’ needs and preferences, interpreting the information, and then making course decisions based on the interpretations in order to meet the needs”.

Source: Graves, K. (2000). *Designing language courses: A guide for teachers*. Heinle and Heinle.

BRAINSTORMING SESSION

Reflective Discussion

Reflect on the challenges you have encountered as trainers or learners in online learning environments. Discuss and share your experiences and challenges.



POTENTIAL ONLINE LEARNER PORTRAIT

Learning Objective

- Identify and describe characteristics of potential online learners.

SEL

Digital based techniques be used for the training:

- Group Exercise on web.

Digital evaluation techniques:

Multiple choice questions in Mentimeter

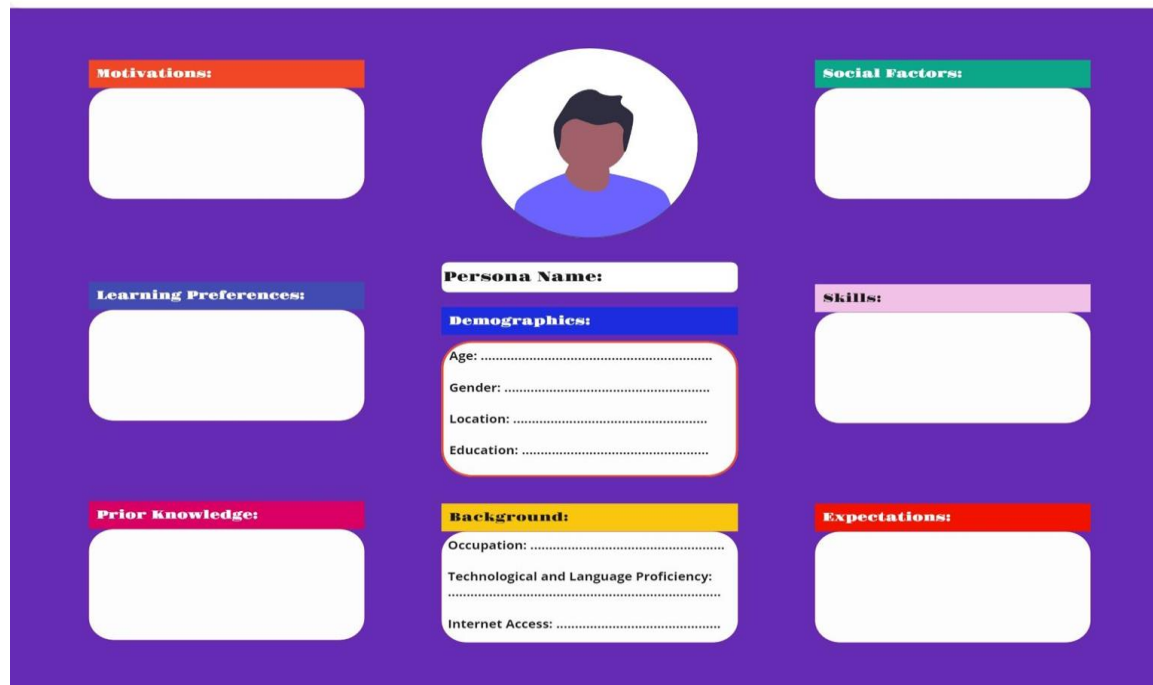
RELEVANCE

Online learners may come from diverse backgrounds, possess varying levels of digital literacy, and face unique challenges related to the online learning environment. By creating a comprehensive learner portrait, you can gain insights into learners' traits, needs, preferences, and potential barriers, enabling them to develop strategies that resonate with and support learners in their emotional and social growth.


You can use this information to develop SEL content that is engaging, relatable, and relevant to learners' experiences.

GROUP EXERCISE

Potential Learner Persona Canvas



The Potential Learner Persona Canvas is a template for creating a learner persona. It features a central circular placeholder for a person's image. Surrounding this are nine colored boxes for different categories: Motivations (orange), Social Factors (green), Learning Preferences (blue), Demographics (blue), Skills (pink), Prior Knowledge (red), Background (yellow), and Expectations (red). The Demographics and Background sections include dotted lines for text entry.

| | | |
|------------------------------|--|------------------------|
| Motivations: |  | Social Factors: |
| Learning Preferences: | Persona Name: | Skills: |
| Prior Knowledge: | Demographics: Age: Gender: Location: Education: | Expectations: |
| | Background: Occupation: Technological and Language Proficiency: Internet Access: | |

Potential Learner Persona Canvas

Work in small groups and try to fill in [the given template](#) to identify the key characteristics (social and geographic aspects, prior knowledge, learning preferences, technological and language proficiency) of their potential online learners.

TECHNIQUES FOR COLLECTING DATA

Learning Objectives

- Explain effective techniques used to collect data for investigating learners' needs in SEL environments;
- Analyse the personal needs of online learners in SEL;
- Understand the need to continually update knowledge about online learners' needs.

SEL

Digital based techniques be used for the training:

- Lecture on web;
- Group Exercise on web;
- Role Play;

Digital evaluation techniques:

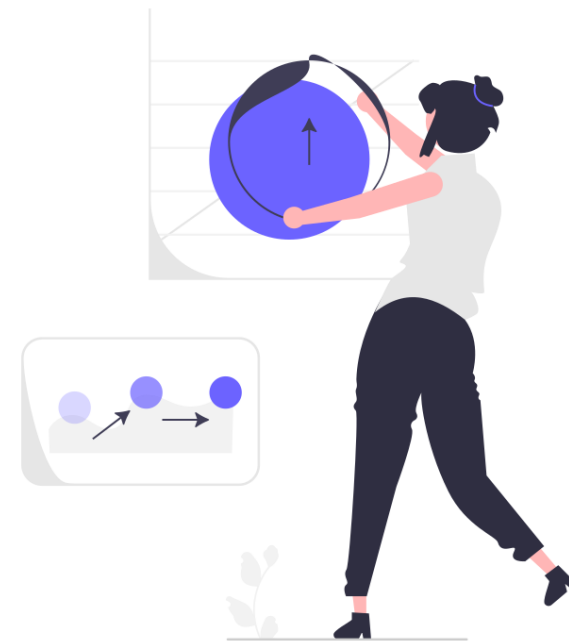
Multiple choice questions in Mentimeter

RELEVANCE

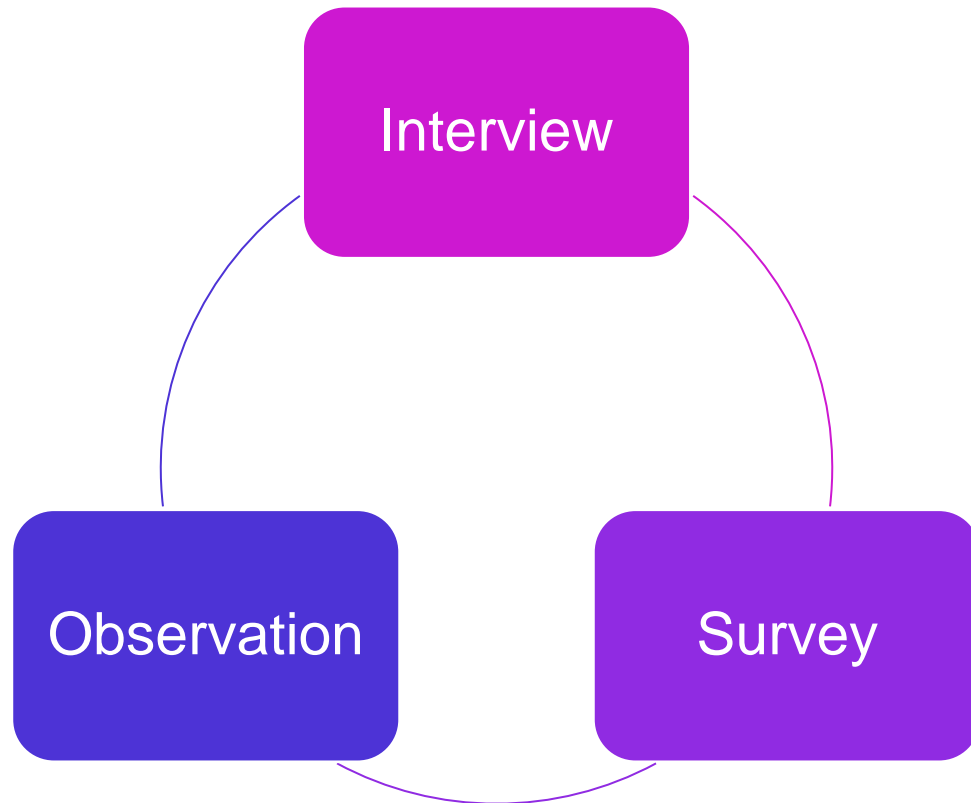
Effective data collection techniques are essential for understanding the emotional and social needs of online learners in SEL environments. By employing appropriate methods to gather relevant data, you can gain insights into learners' experiences, challenges, preferences, and strengths. Using surveys and questionnaires, interviews and observation techniques to gather quantitative and qualitative data about learners' emotional states, attitudes, and perceptions can help you to identify common trends and individual variations in learners' emotional needs and social experiences.

DATA COLLECTION TECHNIQUES

Needs analysis takes into account the personal and professional details of learners, along with their interests and language learning gaps. This process encompasses the methods used to gather and evaluate crucial information for lesson preparation.



DATA COLLECTION TECHNIQUES



Through questionnaires, interviews, and observation, educators can gather valuable insights that inform instructional design, content delivery, and engagement strategies. By embracing these methods, we empower ourselves to create dynamic and responsive online learning experiences that cater to the diverse needs of our students.

Lecture text

DATA COLLECTION TECHNIQUES

E.g. Questionnaire on learning styles

0 = not at all 1 = little 2 = enough 3 = very

| | | | | | |
|---|---|---|---|---|---|
| 1 | I prefer that the teacher gives us jobs that each of us can then perform as he prefers. | 0 | 1 | 2 | 3 |
| 2 | I like working in a group. | 0 | 1 | 2 | 3 |
| 3 | If working in groups is requested, I prefer the teacher to decide how to form groups. | 0 | 1 | 2 | 3 |
| 4 | I learn and remember more when I study alone. | 0 | 1 | 2 | 3 |
| 5 | In group work, I prefer that the teacher leaves us free to distribute the tasks within the group. | 0 | 1 | 2 | 3 |
| 6 | At the end of group work, I have learned more than if I had worked alone. | 0 | 1 | 2 | 3 |

Questionnaires are a widely used method for gathering information from students in a structured and standardized manner. They can be administered online and allow for collecting data from a large number of students efficiently.

DATA COLLECTION TECHNIQUES

Interviews:

- **Selecting participants:** Choose a representative sample of students to interview, ensuring diversity in terms of backgrounds and learning preferences.
- **Structured or semi-structured interviews:** Decide whether to use a set of predetermined questions or have a more flexible conversation format. Both approaches have their advantages and can provide valuable information.
- **Active listening:** During the interview, actively listen to students' responses, ask follow-up questions, and encourage them to elaborate on their experiences.
- **Recording and analyzing data:** Record the interviews (with permission) and transcribe them for analysis. Look for common themes and patterns in the responses to gain insights into students' needs.

DATA COLLECTION TECHNIQUES

Observation:

- Selecting observation methods: Decide whether to conduct live observations during synchronous sessions or analyze recorded sessions. Both approaches have their benefits and limitations.
- Focusing on key aspects: Observe how students engage with the learning materials, interact with their peers, and utilize the available technological tools.
- Taking notes: During the observation, take detailed notes on students' behaviours, challenges, and successes. These notes can provide valuable insights into their needs and preferences.
- Analyzing the data: Review and analyse the observation notes to identify patterns and trends. This can help inform instructional decisions and improvements.

GROUP EXERCISE

Case Study Analysis:

Identify the key information you need to gather from learners to understand their needs referring to the learner's characteristics identified in persona canvas. Design sample questionnaires to investigate one of these areas.

Suggested areas:

- Student motivation;
- Learning Preferences;
- Challenges and Difficulties;
- Resource Utilization;
- Support Systems;
- Future Plans;
- Student digital literacy.

ROLE PLAY

Interview Role-Play

Pair up and take turns playing the roles of interviewer and learner using a set of sample interview questions developed in the previous activity. Reflect and discuss the effectiveness of the questions and interview techniques employed.



GROUP EXERCISE

Workshop on Students' Challenges

Work in pairs and discuss one or more of the following topics:

- Technology;
- Learning content;
- Self-management;
- Social interaction;
- Feedback.

Try to identify the specific challenges that learners are faced with and paraphrase them into needs.

DIGITAL DIAGNOSTIC TOOLS

Learning Objective

- Develop and use suitable and user-friendly digital diagnostic tools effectively.

SEL

Digital based techniques be used for the training:

- Group Exercise on web.

Digital evaluation techniques:

Multiple choice questions in Mentimeter

RELEVANCE

You will explore and select digital diagnostic tools that align with their goals and the specific emotional and social competencies they aim to assess. Designing digital tools with a user-friendly interface is crucial to ensure that learners can easily navigate and engage with the assessment. Clear instructions, intuitive layouts, and interactive features enhance the overall experience and encourage participation. After learners complete the assessments, digital tools can generate personalized feedback reports. These reports can provide learners with insights into their strengths, areas for growth, and actionable recommendations for enhancing their emotional intelligence and social skills.

GROUP EXERCISE

Online Tool/Resource Evaluation Rubric

Analyse the list of possible digital diagnostic tools given in Toolkit. Try to evaluate tools with help of [the provided rubric](#) and connect with the data collection techniques. Discuss your choice in groups.



ASSESSMENT OF LEARNING OUTCOMES

Test of knowledge - Multiple choice questionnaire online and Practical exam - oral exam in SEL

To assess your understanding of this unit, you will be presented with 5 multiple-choice questions. Prior to your exam, you will be capable of:

- Describing the purpose of need analysis in online learning;
- Understanding the role of needs analysis in SEL;
- Conducting the needs analysis for potential online learners;
- Using common techniques for data analysis through digital tools

HYPERLINKS IN TABLE OF CONTENTS



1. Introduction to Need Analysis

2. Potential Online Learner Portrait

3. Techniques for Collecting Data

4. Digital Diagnostic Tools

5. Setting Learning Goals

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FOR SKILLS DEVELOPMENT AND CERTIFICATION FOR TRAINERS OF SYNCHRONOUS ELECTRONIC LEARNING .

SELCERT PROJECT BROUGHT TOGETHER A GROUP OF PARTNERS WITH DIVERSE EXPERTISE TO DEVELOP A QUALIFICATION FRAMEWORK,
A PROGRAMME AND CERTIFICATION SCHEMES FOR THE TRAINER OF SYNCHRONOUS ELECTRONIC TRAINING.

OUR PARTNERS HAVE EXTENSIVE EXPERTISE IN EDUCATION, VET EDUCATION AND LIFE-LONG LEARNING, BUT ALSO EXPERTISE IN TECHNOLOGICAL AND CERTIFICATION MATTERS.

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