

Using Text Analysis to Inform Outreach Efforts

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Abstract

This poster discusses research at Brigham Young University to use text analysis tools to identify underserved programs and courses that would benefit from the primary source instruction provided by curators in the L. Tom Perry Special Collections. Researchers initially chose to analyze program learning outcomes because of their accessibility. All Brigham Young University academic programs are asked to formulate expected learning outcomes. These learning outcomes describe “the knowledge, skills, and attitudes that learners should have after successfully completing a learning experience or program.” The analysis of learning outcomes identified a number of courses and programs that could potentially benefit from the primary source instruction offered by the Perry Special Collections. Some of the results were expected and some were quite surprising. The researchers decided to run a similar text analysis on the syllabi for the identified courses and programs to see if similar results were achieved. This poster compares the results of text analysis on program learning outcomes and the associated course syllabi.

About the authors:

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