

Project proposal template

Graduate School studentships

March 2015

<i>Project title</i>	<input type="text" value="Predictive analytics reporting framework to improve learning outcomes and student retention in Higher Education"/>	
<i>First Supervisor</i>	<input type="text" value="Dr"/> ▼	<input type="text" value="Beryl Jones"/>
<i>Second Supervisor</i>	<input type="text" value="Mr Graham Alsop"/>	
<i>School</i>	<input type="text" value="Computing and Information Systems"/> ▼	
<i>Other member of supervisory team (no more than three KU supervisors in total)</i>	<input type="text"/>	
<i>Specific requirements beyond 2:1 degree</i>	<input type="text"/>	

Project summary
(max 4,000 characters)

Data mining techniques are used extensively in the corporate world for searching large stores of data to discover patterns or trends that go beyond simple analysis and provide commercial value. Universities can adopt and adapt these methods to predict academic performance.

Social Media are increasingly being used effectively in Higher Education for knowledge transfer. This provides an opportunity for large volumes of data to be collected during learners' interactions through these channels.

This PhD project aims to develop a tool to capture these data and a model to relate social media use in higher education to academic performance. An application will then be developed to segment the data and, using the model, evaluate students' engagement and predict final degree classification.

The outcome is that the tool could ultimately be used to identify students likely to underperform and concentrate academic assistance on those students most at risk of failure. This will benefit the individuals through improved academic outcomes, and the University by improving student engagement and, crucially, student retention.

