

Evaluation of an Instructional Product

Introduction to Sway

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EDCI 577 - Section 07

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Description of Instructional Product: *Introduction to Sway*

Microsoft offers educators a virtual professional community called the Microsoft Educator Community (MEC). The MEC offers various *free* resources, including quick tip videos, lesson plans, courses, Skype connections, etc., that mirror many of the technology tools that many educational environments are utilizing. Educators earn points, badges, and certificates when participating in Skype activities, sharing resources from the MEC, sharing lesson plans/activities on the MEC, and successfully completing trainings/courses on the MEC.

One of the courses offered through the MEC is *Introduction to Sway*. Sway is a free “intelligent digital storytelling app from Office” used to create and share interactive web-based learning, presentations, newsletter, reports, portfolios, and much more, “right from a phone, tablet, or browser” (Introduction to Sway, 2017). The user adds desired content (images, videos, documents, and other multi-media content items) through a simple drag-and-drop process, and Sway does the rest. Sway has a built-in design engine that allows the creator to focus on content rather than formatting.

In the *Introduction to Sway* course, the trainee will learn how to: 1) create a Sway from start to finish, 2) collaborate with others on a Sway, and 3) share your finished Sway with others (Introduction to Sway, 2017). According to the MEC, the *Introduction to Sway* course will take a trainee approximately two hours to complete. Trainees will watch short instructional video clips and create a Sway while completing each instructional module. The nine modules include (Introduction to Sway, 2017):

1. Create and share interactive class materials, presentations, projects, and more
2. Create a new Sway
3. Adding cards to a Sway
4. Adding images and videos to Sway
5. Adding tweets to a Sway
6. Creating groups in a Sway
7. Embedding content in a Sway
8. Changing your Sway’s style and layout
9. Collaborate and share your Sway

Training Module Link: <https://education.microsoft.com/GetTrained/Introduction-to-Sway>

Audience and Context: District 765 New Hires

While the Microsoft Education Community is open to all interested in learning more about their products and beyond, this particular evaluation will be used with District 765's new hires for the new school year. The new hires have varying levels of education experience, ranging from first year teachers to well beyond ten years of classroom experience. All trainees will have at least a Bachelor's degree in education or a valid Indiana teaching license.

The training will be introduced during the new hire orientation in early August. This meeting will last from 8:30am to 3:30pm. All new hires are required to attend and will be asked to navigate the Microsoft Education Community site to find the "Introduction to Sway" training. Network accounts for all employees will be established prior to the orientation. The training will

be done on the new hires' time throughout the first six weeks of the school year (see suggested pacing below.) The Level 1 evaluation will be available for trainees to fill out each time they complete a learning module as well as once at the end of the training. The Level 2 posttest evaluation will take place at the 6-week mark when the new hires reconvene with their district cohort.

Suggested Pacing for Introduction to Sway

- Week 1 (week before school) – Module 1
- Week 2 (first week of school) – Module 2
- Week 3 – Modules 3 & 4
- Week 4 – Modules 5 & 6
- Week 5 – Modules 7 & 8
- Week 6 – Module 9

Measurement Instruments and Data Collection

Level 1 Evaluation:

When applying the Kirkpatrick Model (2006) to e-learning, it is important to gather feedback continuously. In order to accurately evaluate the *Introduction to Sway* training, a short evaluation will be used for each learning module, as well as a final longer evaluation for the training as a whole. For this training to be evaluated continuously, the form for evaluation will be available to trainees from the start. If 90% of the cohort fills out all ten evaluations, the Technology Department will raffle off a mini drone.

Measurement Instrument

Introduction to Sway Evaluation (Appendix A)- Administered via Microsoft Forms

Evaluation Procedures (Individual Learning Modules) & Data Collected

Using the above recommended pacing, an email will be sent to all trainees containing the evaluation link. This will serve as a reminder to fill out the evaluation form after each learning module. Trainees will be able to choose which module they are evaluating and then will be asked two questions:

- Overall, what was your response to the content of the module? (5 stars)
- Why did you feel that way? (open-ended)

The evaluation was designed this way to give specific feedback to the trainers on each individual learning module. An open-ended question is available for comments beyond the star rating for trainees to mention specific items within the modules.

Evaluation Procedures (Final Evaluation) & Data Collected

A final evaluation will be collected once the learning module is complete. Trainees will have a chance to fill out the evaluation at the 6-week meeting to ensure 100% response rate. This electronic evaluation will be longer and will contain questions for the entire process, including:

- The material covered during the Introduction to Sway was relevant to my job (5 point)
- The material was presented in an easy to follow manner (5 point)
- Please elaborate on the relevancy and delivery of the material in the Introduction to Sway (open-ended)
- I will be able to apply what I learned to my job (5 point)

- I felt supported during the six weeks while going through the Introduction to Sway tutorial (5 point)
- Please be specific on the support you received over the six weeks, if you did not receive support be sure to mention that below (open-ended)
- I would recommend this training to my colleagues (5 point)
- What was your quiz score at the end of the Introduction to Sway? (open-ended)
- How many times did you attempt the quiz? (multiple choice)
- Why do you think you scored that on the quiz? (open-ended)
- Additional Comments about the Introduction to Sway (open-ended)

There is a quiz used in the training for Microsoft Education points. We have decided to include the results from the quiz to determine initial learning (pre-level 2 data) as well as their feelings on the training based on their quiz score.

Level 2 Evaluation:

When applying the Kirkpatrick Model, it is important to keep in mind the following guidelines: evaluate knowledge both before and after the training, get one hundred percent response, and use the results to take appropriate action (Kirkpatrick & Kirkpatrick, 2006, pg. 43). In order to accurately evaluate the trainee's Sway knowledge, a pretest and posttest have been created for implementation prior to, and following completion of the training. Also, in order to achieve one hundred percent evaluation completion, both the pretest and posttest will be completed during required new hire meetings.

Measurement Instrument

Pretest: Introduction to Sway (Appendix B)

Posttest: Introduction to Sway (Appendix C)

Evaluation Procedures (Pretest) & Data Collected

During the District 765's new hire orientation, the *Pretest: Introduction to Sway* link will be emailed to all new hires (trainees). There will be designated time built in to the orientation's agenda for the trainees to complete *Pretest: Introduction to Sway*.

The pretest's introductory question is designed to distinguish between trainees who have no knowledge of Sway from those who have some/great knowledge of Sway. The first question is as follows:

- Do you have any knowledge of Microsoft's Sway application? (Yes, No)

If the trainee responds no, the pretest is submitted without any further questions. If the trainee responds yes, the following fifteen multiple choice questions will be asked:

- Is Sway a part of the official Microsoft Office family?
- What forms of multimedia can you include in a Sway?
- Do you have to have an Office 365 account to use Sway?
- Do you have to go in a specific order when creating your Sway?
- Which tab do you choose to add content to your Sway?
- Do photo captions always show up automatically beneath the photo?
- Can you add Tweets to a Sway?
- While making a Sway for Social Studies class, which photo grouping option would be best to show a current photo of your city versus a photo of your city taken a century ago?

- When editing a Sway, can you ungroup a set of photos previously grouped?
- Can you embed online content in to a Sway?
- Which of the following can you embed in a Sway?
- How do you save a Sway?
- Selecting the Remix tab: (select what completes the statement).
- Can more than one person edit the Sway simultaneously?
- Is there special software required to view, share, or edit a Sway?

Each of the fifteen questions will be counted as correct (1 point each) or incorrect (0 points each), making the total score possible 15/15. If the trainee responded 'No' to the introductory question, the trainee's score will automatically be documented as 0/15.

Evaluation Procedures (Posttest) & Data Collected

The posttest will be given once the new hires have completed the training. According to the timeline stated above, the trainee will have completed by the 6-week mark of the school year. At that time, the new hires will reconvene with District 765's new hire cohort. While at the meeting, to ensure 100% response rate, the trainees will take *Posttest: Introduction to Sway*. The *Pretest: Introduction to Sway* link will be emailed to all new hires. There will be designated time built in to the orientation's agenda for the trainees to complete *Pretest: Introduction to Sway*.

While posttest contains the same fifteen questions as the pretest, the following two details have been added.

- When each question is presented, the module in which it was taken from is distinguished. This will allow the trainee to reference any notes/materials they created while completing the training. It is recognized that during trainings, employees may create notes or reference guides for future use; therefore, they are allowed to use said notes or reference guides when taking the test.
 - Module 1: Is Sway a part of the official Microsoft Office family?
 - Module 1: What forms of multimedia can you include in a Sway?
 - Module 2: Do you have to have an Office 365 account to use Sway?
 - Module 2: Do you have to go in a specific order when creating your Sway?
 - Module 3: Which tab do you choose to add content to your Sway?
 - Module 4: Do photo captions always show up automatically beneath the photo?
 - Module 5: Can you add Tweets to a Sway?
 - Module 6: While making a Sway for Social Studies class, which photo grouping option would be best to show a current photo of your city versus a photo of your city taken a century ago?
 - Module 6: When editing a Sway, can you ungroup a set of photos previously grouped?
 - Module 7: Can you embed online content in to a Sway?
 - Module 7: Which of the following can you embed in a Sway?
 - Module 8: How do you save a Sway?
 - Module 8: Selecting the Remix tab: (select what completes the statement).
 - Module 9: Can more than one person edit the Sway simultaneously?
 - Module 9: Is there special software required to view, share, or edit a Sway?
- Once the trainee has submitted their test, they will see their responses scored as either correct or incorrect. If a question was marked incorrect, there will be a prompt that tells them which module they need to review to learn the correct answer. This is intended to serve as a guide to direct each trainee to the module(s) they need to review.

The posttest also asks the trainee to submit the link to the Sway that they created while completing the training. (The training asked them to work on a Sway while working through the nine modules.) This submission is not linked to a score, but instead will be linked to trainee Sway creation achievement level.

Reporting Process

Data Analysis

Both Level 1 and Level 2 data will be collected through Microsoft Forms and downloaded into a spreadsheet for analysis. Level 1 evaluation data will be broken out into individual learning modules, based on the response of the first question, as well as final evaluation data. Some questions utilize a five-point scale, while other questions garner open-ended responses. Detailed analysis will take place for Level 1 to determine if there are any adjustments needed to meet the training needs within future cohorts. All Level 2 questions result in a value of 0 (incorrect answer) or 1 (correct answer). Each trainee will produce both a pretest and a posttest score. Individual trainee Level 2 evaluation data will be analyzed. In addition, a cohort analysis will take place for Level 2 to determine if there are any gaps in knowledge related to specific modules among the trainees in the cohort. A plan of action will be created to address gaps in specific knowledge. The results for Level 1 and 2 will also help decide if the program will continue with the next round of new hires within the district.

Data Summaries

Level 1 data will be summarized by calculating the average scores on each 5-point question. Further detail will be given by using the open response comments linked to each of the Likert scale questions. The two main categories the technology department is focused on are job relevancy and support for new hires. Each item will give insight into those goals by providing a score, out of 5 points. A positive reaction will be indicated by a score close to 5-points. Benchmarks for each Likert scale question are set at 4 points.

Level 2 data will be collected for both the pretest and posttest. Each of the fifteen questions posed is either scored as correct or incorrect, worth one point. With a total of fifteen content area questions, the total possible point value is 15/15. Pretest and posttest questions are identical in content. This will allow data summaries to correlate between pre-module completion to module completion. The goal for Level 2 performance is a 75% increase in knowledge from the pretest to the posttest. This will be determined following the collection of data from the completion of the Level 2 posttest.

Results Presentation

Results will be presented to the Director of Human Resources, as well as the Director of Technology for District 765. The results will aid in determining future plans for new hire training within the district.

References

Kirkpatrick, D. L., & Kirkpatrick, J. D. (2006). *Evaluating Training Programs*. Berrett-Koehler Publishers, Inc.: San Francisco, CA.

Introduction to Sway. (2017). *Microsoft Educator Community*. Retrieved from:

<https://education.microsoft.com/GetTrained/Introduction-to-Sway>

Appendix A

Evaluation:

https://forms.office.com/Pages/ResponsePage.aspx?id=Ob0wQVN8nEGx5YdY1tY_IeL8IgpIIYZNuVLSOw3BrN9UM0IzTzRVWU2TEFLSlgzNDNHM0IUQVZWV4u

Initial Question

Introduction to Sway Evaluation

Please complete this evaluation for each learning module as well as once at the end of the training.

Hi Sarah, when you submit this form, the owner will be able to see your name and email address.

1. Which module are you evaluating?

Select your answer ^

- Module 1: Sway
- Module 2: Create a New Sway
- Module 3: Adding Cards to a Sway
- Module 4: Adding Videos and Images to Sway
- Module 5: Adding Tweets to a Sway
- Module 6: Creating Groups in a Sway
- Module 7: Embedding Content in a Sway
- Module 8: Changing your Sway's style and layout
- Module 9: Collaborate and share your Sway
- Introduction to Sway (Final Evaluation)

Submit will be sent to the form owner. Never give out your password.
 and Cookies
 Microsoft Forms

Module Branch

2. Overall, what was your response to the content of the module?

1 star- Poor, 2 stars- Fair, 3 stars- Good, 4 stars- Very Good, 5 stars- Excellent



3. Why did you feel that way?

Feel free to mention specific aspects of the module.

Enter your answer

Submit

Final Evaluation Branch

1. Which module are you evaluating?

Introduction to Sway (Final Evaluation) ▾

2. The material covered during the Introduction to Sway was relevant to my job.

1- Strongly Disagree...5- Strongly Agree

1 2 3 4 5

3. The material was presented in an easy to follow manner.

1- Strongly Disagree...5- Strongly Agree

1 2 3 4 5

4. Please elaborate on the relevancy and delivery of the material in the Introduction to Sway.

Enter your answer

5. I will be able to apply what I learned to my job.

1- Strongly Disagree...5- Strongly Agree

1 2 3 4 5

6. I felt supported during the six weeks while going through the Introduction to Sway tutorial.

1 2 3 4 5

7. Please be specific on the support you received over the six weeks, if you did not receive support be sure to mention that below.

Enter your answer

8. I would recommend this training to my colleagues.

1- Strongly Disagree...5- Strongly Agree

1 2 3 4 5

9. What was your quiz score at the end of the Introduction to Sway?

10. How many times did you attempt the quiz?

- 1
- 2
- 3
- 4+

Appendix B

Pretest:

https://forms.office.com/Pages/ResponsePage.aspx?id=Ob0wQVN8nEGx5YdY1tY_IYFFjJbclydNj1VwYOR6WrJUMVoyVDExNkI5R0FWUUIZU0ZDTDBFUDRYVS4u

Pretest: Introduction to Sway

Level 2 Evaluation

* Required

1. Do you have any knowledge of Microsoft's Sway application? *

- Yes
 No

2. Sway is part of the Microsoft Office family. * (1 Point)

- Yes
 No

3. What forms of multimedia can you include in a Sway? * (1 Point)

- Images
 Videos
 Social Media Posts
 Documents
 All Of The Above

4. Do you have to have an Office 365 account to use Sway? * (1 Point)

- Yes
 No

5. Do you have to go in a specific order when creating your Sway? * (1 Point)

- Yes
 No

6. Which tab do you choose to add content to your Sway? * (1 Point)

- Cards
- Remix
- Layout
- Design

7. Do photo captions always show up automatically beneath the photo? * (1 Point)

- Yes
- No

8. Can you add Tweets to a Sway? * (1 Point)

- Yes
- No

9. While making a Sway for Social Studies class, which photo grouping option would be best to show a current photo of your city versus a photo of your city taken a century ago? * (1 Point)

- Stack
- Comparison
- Slide Show
- Grid

10. When editing a Sway, can you ungroup a set of photos previously grouped? * (1 Point)

- Yes
- No

11. Can you embed online content in to a Sway? * (1 Point)

- Yes
- No

12. Which of the following can you embed in a Sway? * (1 Point)

- Weebly Website
- Google Maps
- Facebook Post
- Online Textbook

13. How do you save a Sway? * (1 Point)

- Select file, save as, then save.
- There is no need to. Sway saves your changes automatically.

14. Selecting the Remix tab: * (1 Point)

- Changes the order of the Sway's text cards.
- Changes the size of the included photos.
- Changes the design of the Sway.

15. Can more than one person edit the Sway simultaneously? * (1 Point)

- Yes
- No

16. Is there special software required to view, share, or edit a Sway? * (1 Point)

- Yes, you must purchase the Sway application.
- No, you can view, share, or edit a Sway in any browser.

Submit

Appendix C

Posttest:

https://forms.office.com/Pages/ResponsePage.aspx?id=Ob0wQVN8nEGx5YdY1tY_IYFFjJbclYdNj1VwYOR6WfJUM1JMNvdJMEQzUVFVWkNXUzNQRkE1N0JUWC4u

Posttest: Introduction to Sway

Level 2 Evaluation

* Required

1. Module 1: Sway is part of the Microsoft Office family. * (1 Point)

- Yes
- No

2. Module 1: What forms of multimedia can you include in a Sway? * (1 Point)

- Images
- Videos
- Social Media Posts
- Documents
- All Of The Above

3. Module 2: Do you have to have an Office 365 account to use Sway? * (1 Point)

- Yes
- No

4. Module 2: Do you have to go in a specific order when creating your Sway? * (1 Point)

- Yes
- No

5. Module 3: Which tab do you choose to add content to your Sway? * (1 Point)

- Cards
- Remix
- Layout
- Design

6. Module 4: Do photo captions always show up automatically beneath the photo? * (1 Point)

- Yes
- No

7. Module 5: Can you add Tweets to a Sway? * (1 Point)

- Yes
- No

8. Module 6: While making a Sway for Social Studies class, which photo grouping option would be best to show a current photo of your city versus a photo of your city taken a century ago? * (1 Point)

- Stack
- Comparison
- Slide Show
- Grid

9. Module 6: When editing a Sway, can you ungroup a set of photos previously grouped? * (1 Point)

- Yes
- No

10. Module 7: Can you embed online content in to a Sway? * (1 Point)

- Yes
- No

11. Module 7: Which of the following can you embed in a Sway? * (1 Point)

- Weebly Website
- Google Maps
- Facebook Post
- Online Textbook

12. Module 8: How do you save a Sway? * (1 Point)

- Select file, save as, then save.
- There is no need to. Sway saves your changes automatically.

13. Module 8: Selecting the Remix tab: * (1 Point)

- Changes the order of the Sway's text cards.
- Changes the size of the included photos.
- Changes the design of the Sway.

14. Module 9: Can more than one person edit the Sway simultaneously? * (1 Point)

- Yes
- No

15. Module 9: Is there special software required to view, share, or edit a Sway? * (1 Point)

- Yes, you must purchase the Sway application.
- No, you can view, share, or edit a Sway in any browser.

16. Below, paste the link to the Sway you created while completing the 'Introduction to Sway' training. *

Submit