PRELIMINARY QUESTIONS – USING FRAMING

☑ WHO DOES IT IMPACT?

This impact various stakeholders of the institute directly.
1. Students
2. College Administration
3. Faculties
4. Future batches and their participants

☑ WHY DO YOU WANT TO CHANGE THIS PROCESS?

Reasons for changing the process:
1. Benefits the institute when they have more credible data
2. Feedback is essential, not just for interal improvement but also for rankings and documentation
3. Improving the feedback form instils a sense of ownership amongst students, hence making them more attached to the institute and kicking in the endowment effect
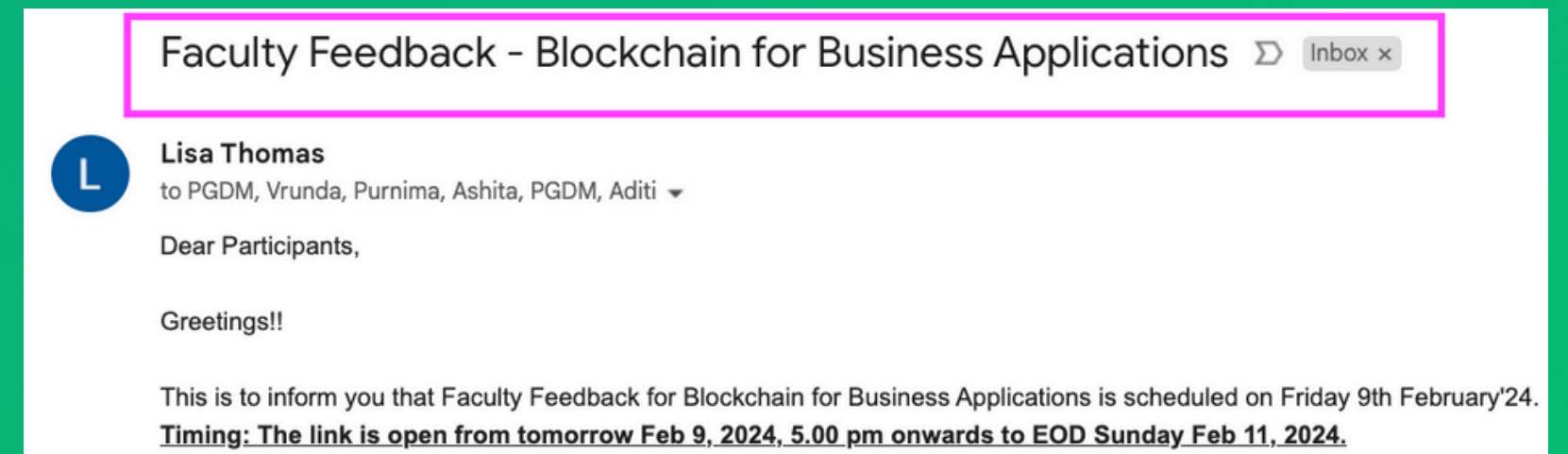
☑ WHO IS MISBEHAVING?

1. Students - The students miss the deadlines very often, due to lack of motivation to fill the form and also lack of insights on how will their feedback be utilised.
2. College Administration - In-sighting into how the feedback is being used to improve the subjects. Moreover, nudges are not used to the best of their capabilities.
3. Future batches and their participants - If the processes are not improved or even the bias of participants not getting to know of the improvement, then it directly impacts future batches.

CURRENT PROCESS

1. Reminder Email from Ms. Lisa Thomas Containing Course Name in Subject Line.
2. Login in Ekosh with our user-id
3. Navigate to the Feedback link
4. Fill the form
5. The form contains five questions with 7 options given points from 0 to 6 with a clause to fill the reason in case options 0 to 4 are chosen.

Faculty Feedback - Blockchain for Business Applications ⅀ Inbox ×

L   Lisa Thomas
    to PGDM, Vrunda, Purnima, Ashita, PGDM, Aditi ▾

Dear Participants,

Greetings!!

This is to inform you that Faculty Feedback for Blockchain for Business Applications is scheduled on Friday 9th February'24.
Timing: The link is open from tomorrow Feb 9, 2024, 5.00 pm onwards to EOD Sunday Feb 11, 2024.

PROBLEM WITH CURRENT PROCESS

01. RELEVANCE

The reminder email is not due to the boring subject line and many students put a filter that directly archives these emails

Reason: There's so much information in the world that our brain needs to take shortcuts to save time and energy **(i.e., System One)**. It's why Feedback emails suffer from the **Law of Shitty Clickthrough2** and a very low disappointing completion rate.

Faculty Feedback – Blockchain for Business Applications 📋 Inbox ×

L **Lisa Thomas**
to PGDM, Vrunda, Purnima, Ashita, PGDM, Aditi ▾

Dear Participants,

Greetings!!

This is to inform you that Faculty Feedback for Blockchain for Business Applications is scheduled on Friday 9th February'24.
Timing: The link is open from tomorrow Feb 9, 2024, 5.00 pm onwards to EOD Sunday Feb 11, 2024.

Why do I need to fill the feedback now? The course ended last week and I don't remeber the exact details.

PROBLEM WITH CURRENT PROCESS

●●● ●

02. TONE

The tone of the reminder email is dull and mildly coercive, repeatedly stressing potential downgrades for failure to complete the feedback form. This approach inadvertently discourages genuine feedback, as students view form completion merely as a task.

Please note that feedback is mandatory.

Please refer to clause 1.6.4 of General Guidelines.
"1.6.4 It is mandatory for participants to provide periodic faculty and course feedback for which the date and time will be separately communicated by the Programme Office. Consequences for failure to provide faculty and course feedback without prior authorisation / permission will be up to one letter downgrade for the said course."

Please provide an explanation if you rated any item at 4 or below

Why are we being forced to give a feedback?
Why do I need to explain in case I don't agree?
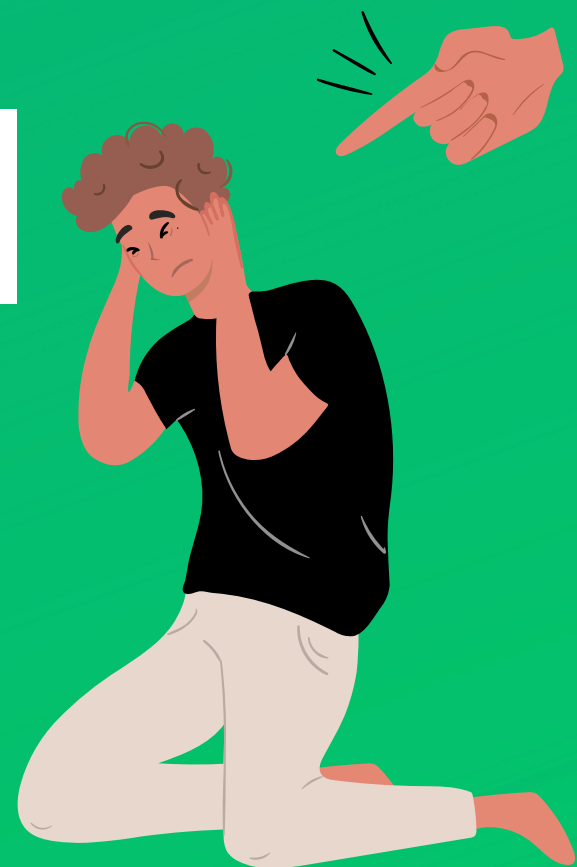
PROBLEM WITH CURRENT PROCESS

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03. TIRESOME

Navigating the Ekosh platform, locating the appropriate feedback link, and providing multiple feedback submissions within a single day can be exhausting.

Since Ekosh serves as a central hub for students to access grades, download course materials, and submit assignments, it typically prompts logins either upon receiving emails or on the day of submission. Consequently, students often wait until the last date to fill out the feedback form for all their subjects collectively.

You have to give feedback for faculty as mentioned below:
URL : http://ekosh.spjimr.org
User id: your spjimr.org email id - (e.g. pgp22.aditig@spjimr.org)
Password : already provided to you.

Steps to follow:
1) Login in Ekosh with your user id.
2) PGDM, then select PGDM/ PGDM 2022-2024/ Common Electives
3) On clicking this, you will see:
    Blockchain for Business Applications

Too many steps to follow? I don't even remember the exact path to find the feedback link.
Why isn't there a direct link which can be accessed on one click ?

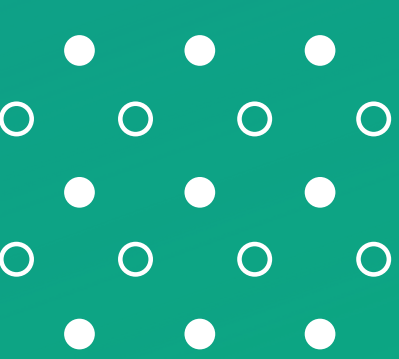# PROBLEM WITH CURRENT PROCESS

04. CLARITY AND COMPLEXITY

Hick's Law: The effort needed to make a decision increases with the number of options.

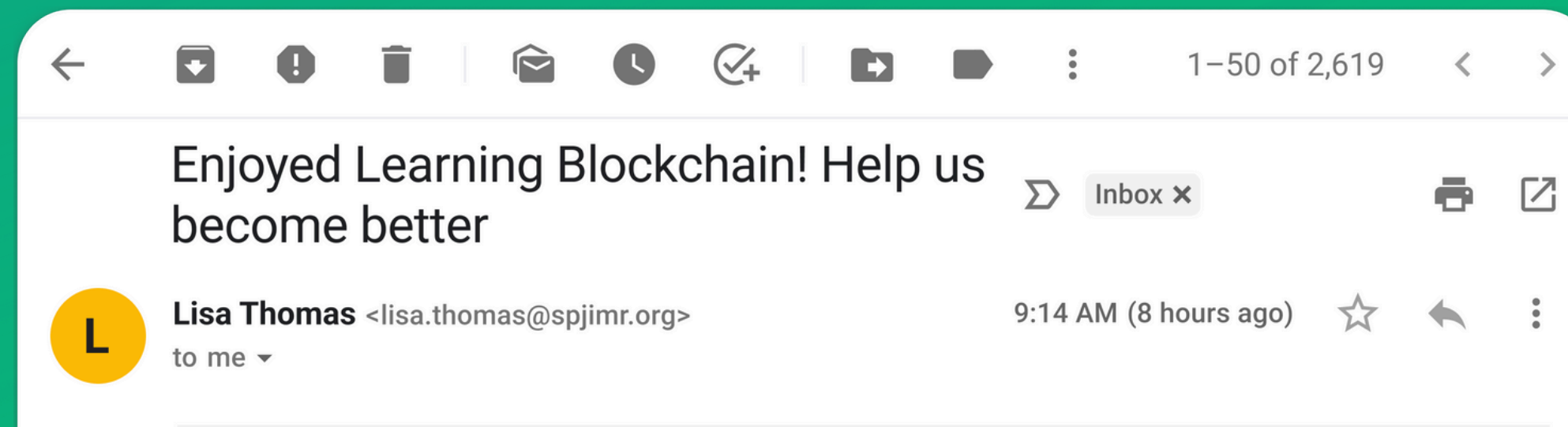The instructor created an environment that enabled learning❗

○ (1) Strongly disagree

○ (2) Disagree

○ (3) Somewhat disagree

○ (4) Neither disagree nor agree

○ (5) Somewhat agree

○ (6) Agree

○ (7) Strongly agree

What is "learning environment" here indicating?
What is the difference in Agree and Somewhat agree ?
What is the meaning of Neither Agree or Disagree in this case?
Why are there seven options for this question?

SOLUTION

● ● ●

Enjoyed Learning Blockchain! Help us become better   Inbox ✕

L   Lisa Thomas <lisa.thomas@spjimr.org>   9:14 AM (8 hours ago) ☆ ↩ ⋮
    to me ▾

RELEVANT SUBJECT LINE
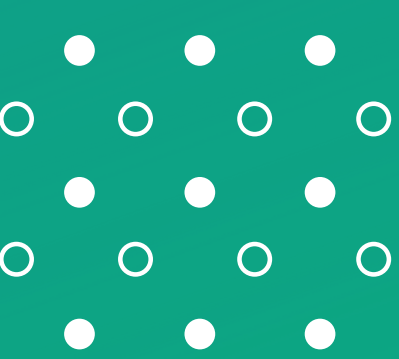The subject line should be relevant and not mechanical. It should be short and human

TIMING
The timing of the mail should be accurate. It should be sent just post the last session.

FRICTION
Feedback should be taken on the E-Mail itself. Navigating to Ekosh adds friction which reduces the number of inputs.
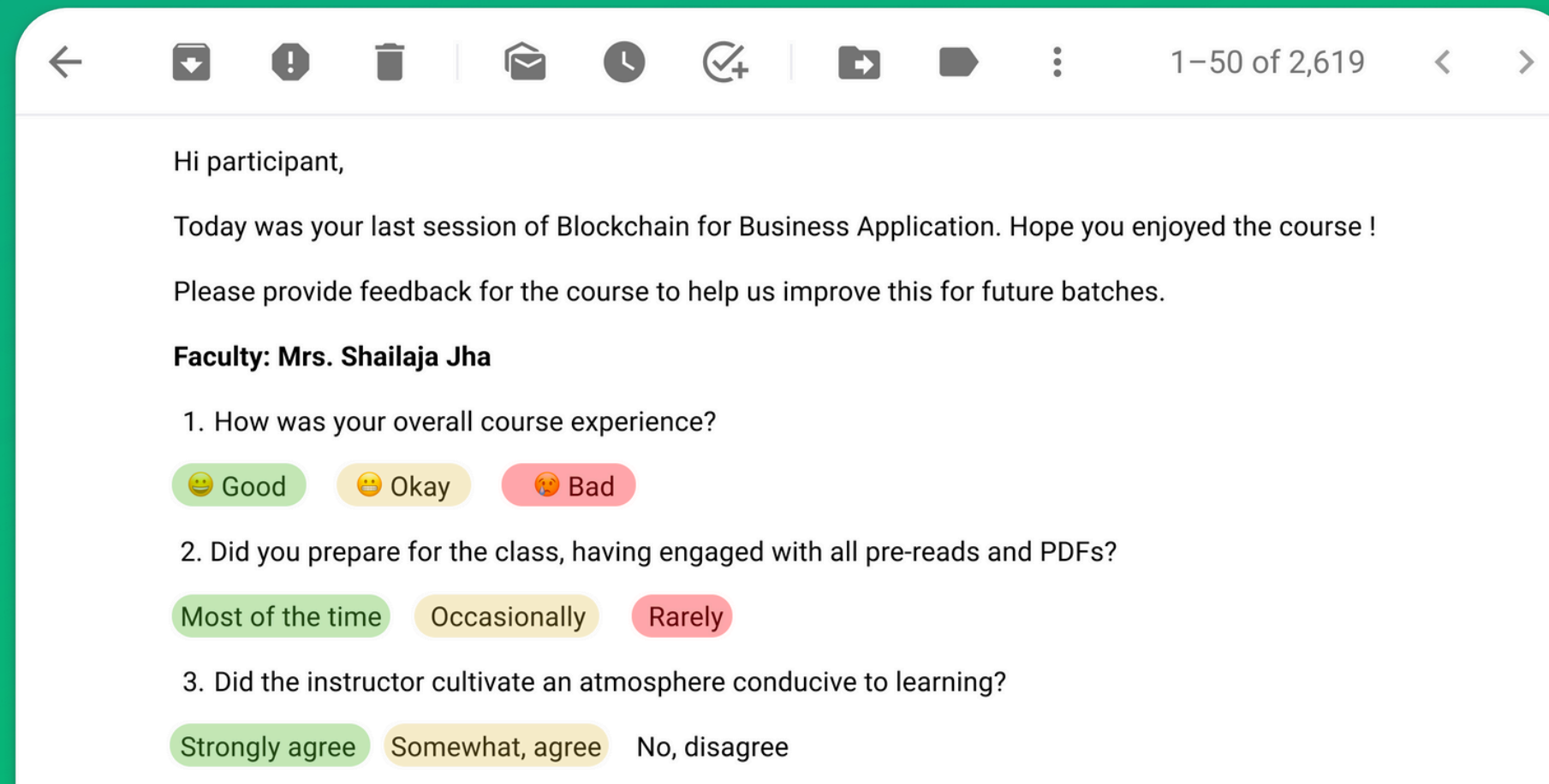
SOLUTION

● ● ●

✅ **EASY TO UNDERSTAND QUESTIONS**

✅ **CLEAR CHOICE OF OPTIONS AND LESS**

✅ **LESS CHOICES REDUCE EFFORT TO MAKE DESISCION**
Hick's Law

✅ **HUMAN TONE TO PROVOKE STUDENTS TO READ THE EMAIL**

✅ **EMOJI'S INCREASE THE CLICKTHROUGH RATE**

✅ **COLORS HELP THE READERS TO MAKE DEISCION IN CASE OF QUICK READ**

1–50 of 2,619

Hi participant,

Today was your last session of Blockchain for Business Application. Hope you enjoyed the course !

Please provide feedback for the course to help us improve this for future batches.

Faculty: Mrs. Shailaja Jha

1. How was your overall course experience?

😀 Good   😐 Okay   😡 Bad

2. Did you prepare for the class, having engaged with all pre-reads and PDFs?

Most of the time   Occasionally   Rarely
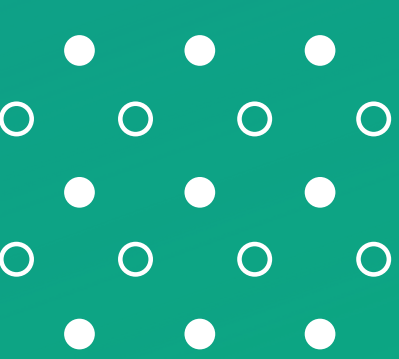
3. Did the instructor cultivate an atmosphere conducive to learning?

Strongly agree   Somewhat, agree   No, disagree

SOLUTION

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Please provide a detailed feedback about the course and the faculty which will help us make the course better for the future batches.

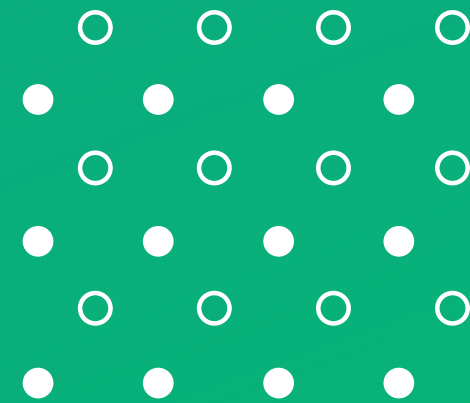P.S. The feedback is confidential. Every single feedback matters for us to improve

☑ BENEFITS AND CONDITIONS SHOULD BE CLEARLY MENTIONED

☑ NO COMPULSION TO FILL DETAILED FEEDBACK MULTIPLE TIMES

LEARNINGS FROM BESHEARS GINO ARTICLE IMPLEMENTED IN THE SOLUTION

01.

UNDERSTABD HOW DECISIONS ARE MADE

Students choose options in two ways:

1. Automatic, instinctive, emotional: Students often ignore the feedback exercise or choose the same option for all feedback depending on their interest in the subject.
2. Logical, deliberate: Some students fill out honest feedback, read all the questions and choose the appropriate options provided.

Often the first option supersedes the second option known as system one thinking

02.

DEFINE THE PROBLEM

The main problem here is human behaviour. Students fail to understand that the feedback system is implemented in their best interest. Another problem with the feedback system is that it is a painful and non-interactive system provided for feedback that involves many steps.

E.g. There is no clarity on what happens after positive/ negative feedback is provided for a particular course or faculty. Students are not aware of the possible course of action/ steps that would be taken.

03.

DIAGNOSE THE UNDERLYING CAUSES

The poor decision-making is due to a combination of a lack of motivation and cognitive biases.

Sometimes students are not taking action at all as they don't know the outcome of the exercise, hence lack of motivation is there.

Some students provide feedback just because it is a mandatory exercise and failing to do so may cause a penalty

04.

DESIGN THE SOLUTION

A new style of feedback mechanism or process as explained in the earlier slides can be designed that will include relevant subject lines, timing, reduced friction, Easy to understanding questions, fewer choices to reduce confusion, color scheme can be included.

05.

TEST THE SOLUTION

The solution provided can be tested by creating two groups. The first one is the 'control group' and the second one is the 'treatment group' The control group will be provided with the old feedback forms on the ekosh while the treatment group will be given a new system of feedback.

We can evaluate the percentage of students filling out forms in both of these groups. Thus we can evaluate the quality of feedback received in both methods as well as the success of the newer method.

APPENDIX

- **LAW OF SHITTY CLICKTHROUGH**
  https://andrewchen.com/the-law-of-shitty-clickthroughs/

- **AVERAGE EMAIL CTR**
  https://www.constantcontact.com/blog/average-click-through-rate-for-email/

- **PROJECTION BIAS**
  https://thedecisionlab.com/biases/projection-bias

- **HICK'S LAW**
  https://lawsofux.com/hicks-law/

- **GOODHART'S LAW**
  https://sketchplanations.com/goodharts-law