

Learning analytics in Moroccan higher education: Justifications for use and challenges for successful implementation - Abstract

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Abstract

Learning analytics (LA) is a better solution to leverage the big data left by learners in learning platforms. This solution could become a valuable strategy to increase retention rates, reduce quality disparities, improve resource allocation, monitor skill development, and increase graduation rates. This research explores of the subject of learning analytics in Moroccan Higher Education, in terms of justifications for use and challenges for implementation. The method is based on qualitative research that uses 10 interviews with teachers of multidisciplinary faculty of Nador. The findings of this research concluded that a small number of professors use on their own initiative learning analytics tools, and their goal was to track the students' work, the development of their performance, and the extent of their commitment. In addition, most respondents mentioned a set of challenges that would need to be addressed if they were to adopt learning analytics, including: inability to align LAs with teacher practices, additional workload and lack of time, concerns about ethics and confidentiality, the results of learning analytics are limited by the value of the data provided, lack of sufficient skills (technological and pedagogical skills), lack of necessary resources (financial and technologies), commitment and adherence of other parties concerned, learning analytics are difficult to operationalize, systemic management of unstructured data, heterogeneity of databases and data, insufficient preparation of teaching staff. A series of recommendations to overcome these challenges were formulated, among the most important of them are the need for training; the need for advice; the development of policies, models and frameworks for the adoption of learning analytics; the learning analytics tools adopted must be useful and easy to use.

Keywords

challenges, learning analytics, Moroccan higher education

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