Spring 2018
Oral Communications Survey
Text Analytics Results

Institutional Analytics & Research (IAR)

June 2018

Draft 1.10
Executive Summary

The Oral Communications Survey (OCS) was presented in the Spring 2018 Academic term (1/10/18 through 4/30/18) to 260 students in three speech classes including SPC2017, Introduction to Speech Communications; SPC2065, Speech Communication for Business and the Professions; and SPC2608, Fundamentals of Public Speaking. The survey included three open-text response items (Q1, Q2, Q3) and one ranked (forced selection) item (Q4). All open-text responses were analyzed using IBM SPSS Text Analytics (TA) for Surveys. Three respective TA models were produced categorizing virtually all (99%) of the text responses into one or more model node(s). Results were further exported to Tableau to produce several interactive (summary) dashboards. Overall survey results provide good empirical evidence of communications course impact from the perspective of the student in terms of knowledge gains and post-course application beyond the classroom, particularly in terms of gained confidence, improved interpersonal skills, on-the-job application, and enhanced social interaction skills. This presentation contains a summary of TA Modeling results as well as an embedded link to additional summary dashboard results for further exploration and drill-down. Please contact the FSCJ Office of Institutional Analytics & Research (IAR) for additional detail.
Course Descriptions

• SPC 2017 - Introduction to Speech Communications
  This course is a performance based course that provides theory and practice in interpersonal, intrapersonal small group, intercultural and mass communication. The course emphasizes the responsibilities of individuals in the communication process required by a variety of communication settings. The course explores the principles of communication, the barriers to communication, and techniques to improve communication skills. This course focuses on speaking and listening competencies and will reinforce reading and writing competencies and CLAS communication skills.

• SPC 2065 - Speech Communication for Business and the Professions
  This course is designed to develop and refine oral communication skills in business and the professions. Students will learn basic listening, interpersonal, group and public speaking skills. Additional emphasis is given to non-verbal communication, preparing cover letters and resumes and job interview skills. Skills in using multi-media technology may be included. This course focuses on speaking and listening competencies and will reinforce reading and writing competencies and CLAS communication skills.

• SPC 2608 - Fundamentals of Public Speaking
  This essential course in speaking and listening skills instructs students in the principles and procedures that promote effective communication. This study includes message composition involving idea and information acquisition, determination of purpose, and analysis of audience. This course also includes message transmittal involving vocal variations, articulation and appropriate levels of language usage and listening for both literal and critical comprehension.
Q1: Do you feel you have improved as a speaker since taking this course? Explain how.
FSCJ Oral Communications Course Survey Q1 Individual Category Counts
Do you feel you have improved as a speaker since taking this course? Explain how.
Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065

- Comfort/Confidence: 220
- Affirmed Improvement: 135
- Course/Class: 77
- Public Speaking: 29
- Neutral/Negative: 12
- Specific Skills: 11

n = 259 (text responses)
FSCJ Oral Communications Course Survey Q1 Shared Category Counts
Do you feel you have improved as a speaker since taking this course? Explain how.
Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065

Affirmed Improvement(135) & Comfort/Confidence(220) 113
Course/Class(77) & Comfort/Confidence(220) 56
Affirmed Improvement(135) & Course/Class(77) 45
Comfort/Confidence(220) & Public Speaking(29) 28
Affirmed Improvement(135) & Public Speaking(29) 13
Specific Skills(11) & Comfort/Confidence(220) 10
Course/Class(77) & Public Speaking(29) 9
Course/Class(77) & Neutral/Negative(12) 5
Affirmed Improvement(135) & Specific Skills(11) 3
Specific Skills(11) & Course/Class(77) 2
Specific Skills(11) & Affirmed Improvement(135) 2
Course/Class(77) & Specific Skills(11) 1
Comfort/Confidence(220) & Neutral/Negative(12) 1
Affirmed Improvement(135) & Neutral/Negative(12) 1

n = 259 (text responses)
Text Analytics Model 2

Q2: Briefly explain how this speech communication course has affected your ability to interact with others.
FSCJ Oral Communications Course Survey Q2 Individual Category Counts

Briefly explain how this speech communication course has affected your ability to interact with others.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065

<table>
<thead>
<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Interpersonal Skills</td>
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</tr>
<tr>
<td>Professional Competence</td>
<td>68</td>
</tr>
<tr>
<td>Positive Attitude</td>
<td>35</td>
</tr>
<tr>
<td>Confidence</td>
<td>35</td>
</tr>
<tr>
<td>Marginal Impact</td>
<td>26</td>
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<tr>
<td>Course/Class</td>
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<tr>
<td>Listening Skills</td>
<td>13</td>
</tr>
<tr>
<td>Personal Improvement</td>
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</tr>
</tbody>
</table>

n = 258 (text responses)
### FSCJ Oral Communications Course Survey Q2 Shared Category Counts

Briefly explain how this speech communication course has affected your ability to interact with others.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<tbody>
<tr>
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<tr>
<td>Positive Attitude (35) &amp; Interpersonal Skills (232)</td>
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<tr>
<td>Confidence (35) &amp; Interpersonal Skills (232)</td>
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<td>Marginal Impact (26) &amp; Interpersonal Skills (232)</td>
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<td>Course/Class (21) &amp; Interpersonal Skills (232)</td>
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<td>Positive Attitude (35) &amp; Professional Competence (68)</td>
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<td>Personal Improvement (11) &amp; Interpersonal Skills (232)</td>
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<td>Interpersonal Skills (232) &amp; Listening Skills (13)</td>
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<tr>
<td>Course/Class (21) &amp; Marginal Impact (26)</td>
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<td>Confidence (35) &amp; Professional Competence (68)</td>
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<td>Professional Competence (68) &amp; Marginal Impact (26)</td>
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<td>Professional Competence (68) &amp; Listening Skills (13)</td>
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</tr>
<tr>
<td>Professional Competence (68) &amp; Confidence (35)</td>
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<tr>
<td>Course/Class (21) &amp; Listening Skills (13)</td>
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<tr>
<td>Positive Attitude (35) &amp; Confidence (35)</td>
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<td>Course/Class (21) &amp; Professional Competence (68)</td>
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<td>Personal Improvement (11) &amp; Professional Competence (68)</td>
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<td>Positive Attitude (35) &amp; Marginal Impact (26)</td>
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<tr>
<td>Course/Class (21) &amp; Positive Attitude (35)</td>
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<tr>
<td>Confidence (35) &amp; Course/Class (21)</td>
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</tr>
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</table>

n = 258 (text responses)
Q3: Briefly describe a specific situation where you have used the skills gained in this course.
FSCJ Oral Communications Course Survey Q3 Individual Category Counts

Briefly describe a specific situation where you have used the skills gained in this course.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065

- Interpersonal: 157
- Business-Professional: 130
- Academics: 113
- Presentations: 19
- Social Organizations: 14
- Other/Not Applicable: 7

n = 257 (text responses)
FSCJ Oral Communications Course Survey Q3 Shared Category Counts

Briefly describe a specific situation where you have used the skills gained in this course.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065

Interpersonal(157) & Academics(113) - 70
Interpersonal(157) & Business-Professional(130) - 61
Academics(113) & Business-Professional(130) - 52
Interpersonal(157) & Social Organizations(14) - 9
Academics(113) & Social Organizations(14) - 8
Business-Professional(130) & Presentations(19) - 7
Academics(113) & Presentations(19) - 7
Business-Professional(130) & Social Organizations(14) - 6
Interpersonal(157) & Presentations(19) - 5
Business-Professional(130) & Academics(113) - 3
Presentations(19) & Academics(113) - 2
Presentations(19) & Business-Professional(130) - 2
Presentations(19) & Social Organizations(14) - 1
Presentations(19) & Interpersonal(157) - 1
Business-Professional(130) & Other/Not Applicable(7) - 1

n = 257 (text responses)
Q4 (Forced Rank): Select the TOP 3 topics you learned in this course that you think will help you most in your future communications.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065

n = 259 (selected responses)
Summary

• The results provide good support for tangible course benefits in terms of student application in professional/job-related, social, personal, and academic settings.

• Text Analytics results (Q1, Q2, Q3) agree well with forced rank (Q4) selection results.

• Future survey improvements include consideration to add
  ✓ Specific course selection choices
  ✓ Student demographic items
    ➢ Age category, gender, race/ethnicity, employment status, etc.

• Contact Institutional Analytics and Research (IAR) with questions.*

*reference JIRA SR-1603
Online Dashboards

View additional detail, including verbatim response and more granular coding categories (link)

Introduction
The Oral Communications Survey (OCS) was presented in the Spring 2018 Academic term (3/20/18 through 4/30/18) to 250 students in three speech classes including SPC2017, Introduction to Speech Communication; SPC2065, Speech Communication for Business and the Professions; and SPC2610, Fundamentals of Public Speaking. The survey included three open-text response items and one ranked (forced selection) item. All open-text responses were analyzed using IBM SPSS Text Analytics (TIA) for Surveys. Three respective TA models were produced categorizing virtually all (99%) of the text responses into one or more model node(s). Results were further exported to Tableau. This view shows counts of text responses by coding category. You can hover over an individual segment to view the coded comment in the category because most responses are individual/distinct, the count will equal 1. Some common responses or comments (e.g., the single word 'yes') will show coding count greater than 1. Please contact the FSCJ Office of Institutional Analytics & Research (IAR) for additional detail.

Q1: Do you feel you have improved as a speaker since taking this course?
Categories: Comfort/Confidence, Affirmed Improvement, Comfort/Confidence, Affirmed Improvement, Comfort/Confidence, Affirmed Improvement and 24 more

Q1 Categories
- Comfort/Confidence
- Affirmed Improvement
- Comfort/Confidence, Course/Class
- Comfort/Confidence, Specific Skills
- Affirmed Improvement, Course/Class
- Specific Skills
- Comfort/Confidence, Public Speaking
- Neutral/Negative
- Course/Class
- Affirmed Improvement, Course/Class, Specific Skills
- Affirmed Improvement, Course/Class, Public Speaking
- Affirmed Improvement, Course/Class, Specific Skills
- Comfort/Confidence, Affirmed Improvement, Course/Class, Public Speaking
- Comfort/Confidence, Affirmed Improvement, Specific Skills
- Comfort/Confidence, Course/Class, Affirmed Improvement
- Public Speaking, Affirmed Improvement
- Specific Skills

Response: After taking this class I was many improvement on me. My speaking and communication level improved. (60)
Coded Count: 3