Ethnography Supports Changes to Student-Centered Instruction

TQR 4th Annual Conference

Mary Ann Sprague, Maryann Fuhrmann
Xerox Research Centre Webster
January 18, 2013
Schools have to adapt

Standards
- Common Core State Standards
- Partnership for Assessment of Readiness for College & Careers

Assessments

Electronic Testing
- NWEA
- Acuity
- Yearly Progress Pro (YPP)
Xerox Educational Assessment Management System supports adaptive learning.
Aiding the teacher behind the assessment
Studying the Pilot

Work Practice Study

Alpha Test: 2011-12 school year
- Technology pilot in 4 elementary schools, ~100 teachers, ~1,200 students.
- Focus on assessment work process, user experience and administration data needs

Beta Test: 2012-13 school year
- Additional schools, commercialization focus
- Identifying process changes and improvements
Site Challenges

No video allowed in classrooms
   Relied on observation, audio and notes

Team coordination
   Participants confused by multiple Xerox contacts
   Repeated information transfer
Ethnography Process & Methods

1) Systematic Observation

2) Open-ended Interview

3) Representing the Data

4) Data Analysis

5) Co-design: Prototype

5) Co-design: Analytic

Create user Videotape Library and Database
- Video records
- Transcripts
- Site maps
- Mock-ups
- Scenarios of use
Ethnographic Technology

Observation & Recording

Transcription

Data Analysis

Brainstorming

Co-development

Representations
Outcomes

• **Improving integration with teacher processes**
  - Making the assessment process seamless

• **Flexibility for forming learning groups**
  - Providing data needed for regrouping

• **Administration roles and requirements added**
  - New data analytics for school and district personnel
Insights

• Different timelines accelerated feedback
  • Limited teacher and administrator availability
  • Ethnographers shared findings with pilot team, & participants iteratively

• Utilized pilot support team experiences

• Identified new development areas and opportunities

• Ethnographic process still works without technology
Questions?

Thank you