



Data Source	Quantitative vs. Qualitative	Learning Objectives vs. Engagement, etc.	Direct vs. Indirect	Customized vs. Standardized
Assignments or subjective tests	Both	Learning Objectives	Direct	Customized
Home-grown Objective tests	Quantitative	Learning Objectives	Direct	Customized
Student reflection	Qualitative	Both	Both	Customized
Interviews and focus groups	Qualitative	Both	Both	Customized
Observations	Both	Both	Direct	Customized
Home-grown surveys	Both	Both	Indirect	Customized
Student records	Quantitative	Both	Indirect	Both
Published tests	Quantitative	Learning Objectives	Direct	Standardized
Published surveys	Quantitative	Both	Indirect	Standardized
Social media and other big data	Both	Engagement, etc.	Both	Both
Course Syllabi	Qualitative	Learning Objectives	Indirect	Customized