Measuring Engagement Using Echo360

Defining Engagement

An engagement score is a combination of metrics that you customize to make them meaningful to you. You specify how important each metric is relevant to the other metrics. This creates YOUR definition of "engagement".

The metrics work together to form the engagement score provided for each student. The Engagement score is determined based on the student's activity (or inactivity) surrounding your classes and the media you are presenting, as weighted by the "metric importance" setting you give each of those metrics. Essentially the student engagement score scales student performance based on the weight you establish for each of the analytic metrics.

See What do the analytics mean? for a detailed description of each of the metrics, what it tracks, and how you can view each for both classes and students.

You can change your definition of engagement at any time. The Engagement settings page also provides pre-defined presets that you can use or base your settings on. See Understanding engagement presets below.

NOTE: Engagement Settings MUST be set for EACH SECTION. Engagement settings do not carry over from one section to another. All metrics are evenly weighted by default.

To define engagement scores

1. Navigate to the Class List page for the course (click ALL CLASSES from the DASHBOARD or select the course from the COURSES drop-down list on the main menu).

2. Click the **ANALYTICS** tab for the course.

3. Select **Engagement**.

4. By default, all of the metrics are evenly weighted. You have the following customization options:

- Change the default settings by sliding the end of each metric's bar to the right or left to increase or decrease the importance of that metric.
- Click one of the **Presets** provided. See [Understanding engagement presets](#) below.
- Do both! Select a Preset, then customize it by moving the slider to the right or left as appropriate.
- **All metrics add up to 100%:** The "weight" of each metric is a portion of 100% - meaning if you increase one metric, the rest of the metrics must decrease by a corresponding amount. This is reflected in the percentages shown for each metric to the right of the slider.

5. Click **APPLY** to apply these settings to this course**.**
   Click **RESET** to return the metrics to their original (or last saved) settings.

You are strongly encouraged to read [What do the analytics mean?](#) to become comfortable with the details each metric tracks. That will help you weigh them more accurately based on the things you think are important for students to do to succeed in your classes.

Understanding engagement presets

The engagement Presets are designed to weight the metrics in a way that reflects the importance of that preset. The three presets provided reflect the most common engagement types used by instructors to determine whether a student is properly participating in the class or not.

These can be used as they are defined in the preset, or they can be used as a base from which you may customize your definition of "what's important".

For example: The In Class preset weighs Attendance and Activities participation very highly, but Video Views (performed outside of class) very low. The idea is that the video in most classes is a capture (recording) of the lecture. If the student is to be IN class during the lecture, they don't necessarily need to watch it again outside of class.

Click each preset to see what settings are used there, and feel free to adjust them for your own needs.