SNOB Analysis

What is SNOB Analysis?

A SNOB Analysis is a tool to help you analyse your learning processes including your lecturer's feedback on assessments. You can identify your own strengths, needs, opportunities and barriers and create an action plan to improve your academic literacy skills.

Reflect on your learning process to identify your:	
S = Strengths	**N = Needs**
- What did I do well? - What can I continue to do in future assessments?	- What do I need to do before the next assessment to optimise my chances for better marks? - What do I need to do to further develop my academic literacy skills?
O = Opportunities	**B = Barriers**
- What did I miss that could have improved my results? - What could I have done better?	- What are the challenges to improve my next assessment? - What are the major and minor barriers?

(Adapted from University of Salford, 2019

An example SNOB Analysis analysing lecturer feedback may look like this:	
Strengths	**Needs**
- I linked the textbook and readings to the assessment topic - I used discipline-specific vocabulary effectively	- Understanding how to reference sources better - More confidence in writing academic paragraphs
Opportunities	**Barriers**
- Use LibGuides to get the referencing right - Attend / watch Learning Zone workshops to improve academic skills	- Not enough time to focus on study - Balancing work and family responsibilities with study

Now fill in your own SNOB Analysis:	
Strengths	**Needs**
…. …. …. ….	…. …. …. ….
Opportunities	**Barriers**
…. …. …. ….	…. …. …. ….