

The Digital Transition in Education

A brief overview

Berlin, May 6th 2014

Introduction



Fionnuala Duggan

20+ years in digital media

CourseSmart, Random House, EMI,
Macmillan and others

The Digital Transformation in Education

Education is experiencing a fundamentally different digital migration to many other entertainment/publishing sectors

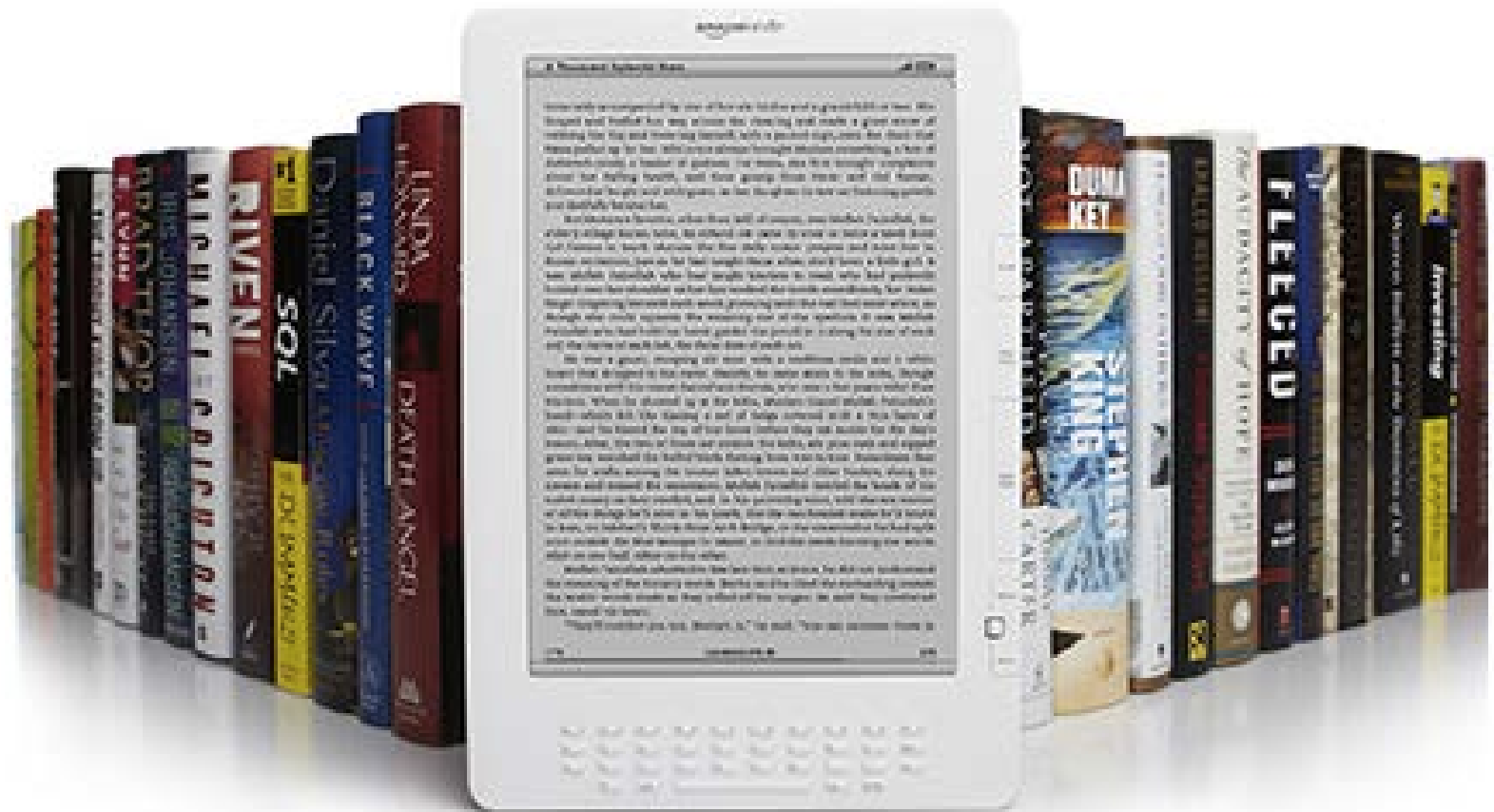
E-textbooks are a 'transitional phase' - the real benefits will come from **the learning platform** and associated technologies

It will take time, as there are many stakeholders, and education is being shaped by other global forces too

In the end, it will be a more fundamental and complete transformation of education, into a 100% digital world

Education is different...





Digital Transformation in Education – its different

Education's digital transition is not like books or music –

- Music: digital music consumption still mainly linear
- Consumer ebooks: the bulk is narrative fiction and non fiction text

Education benefits from technology in a **deeper, more useful and meaningful way**

Technology can bring **huge benefits** in the **act of teaching** itself

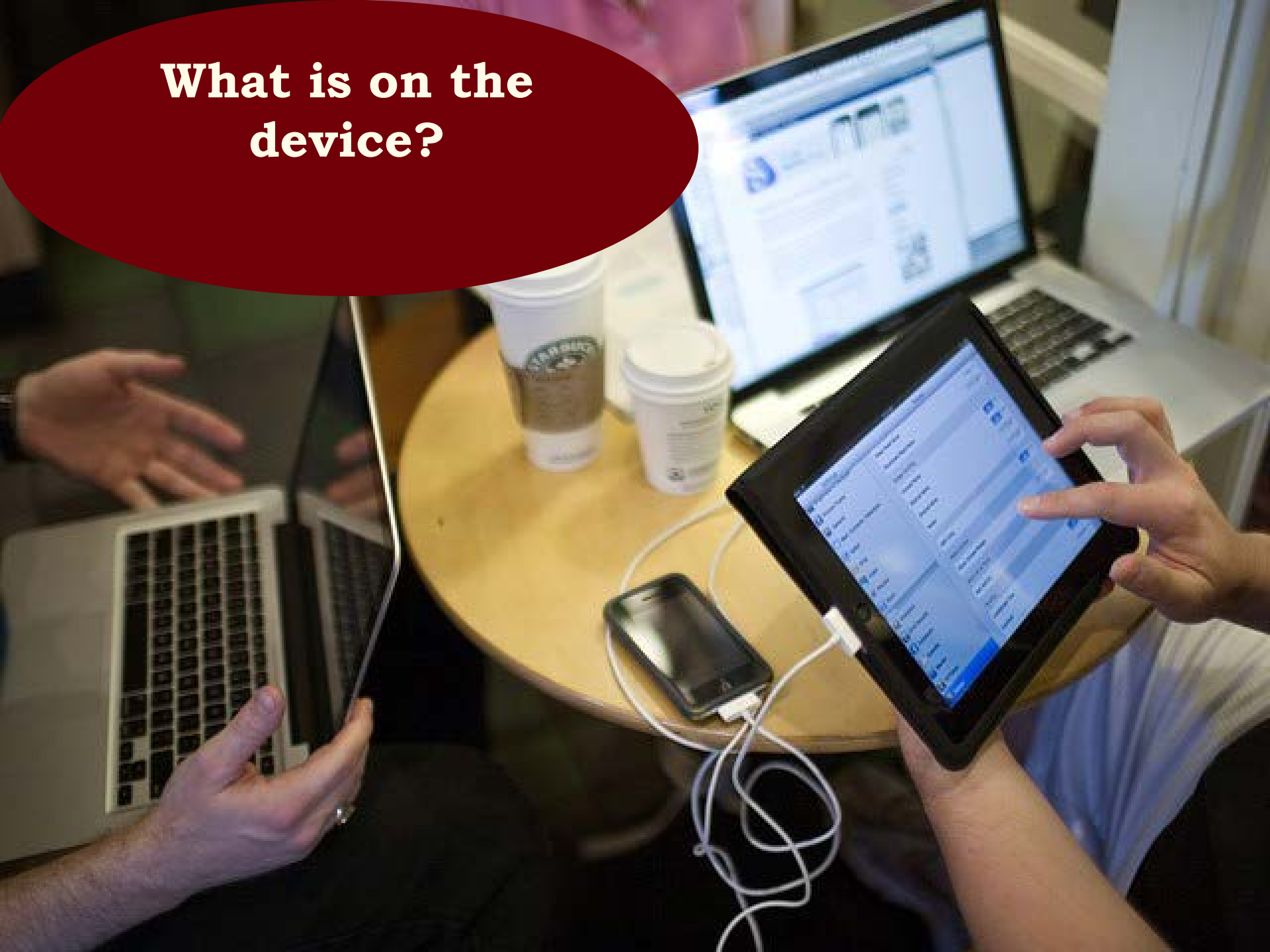
Learning platforms will bring (*some combination of*): assessments, analytics, adaptive, personalised, social, 'anytime anywhere', remote access, scalability – and operating efficiencies

'Content' will be non linear, interactive, enriched, more granular and smart

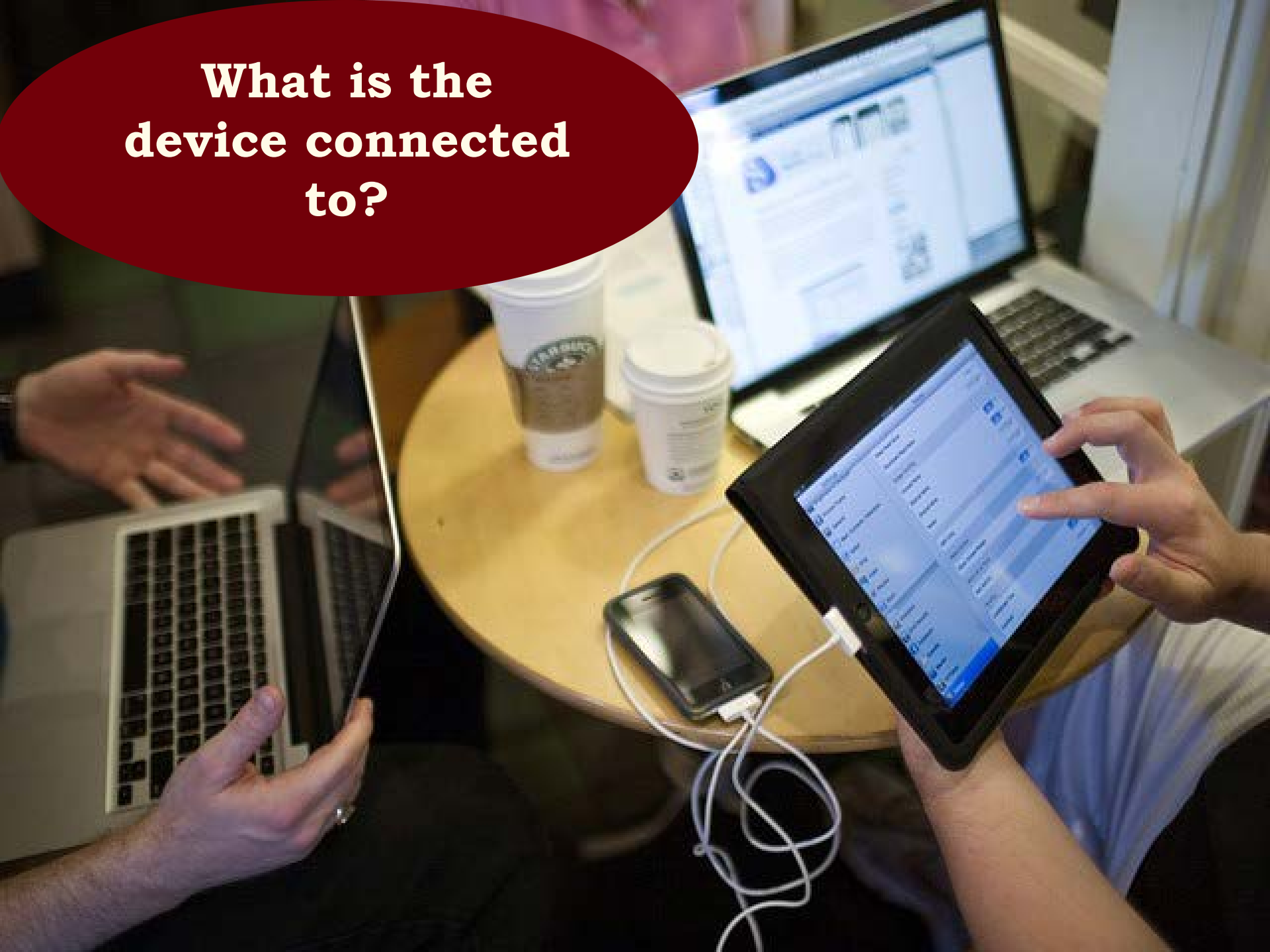
E-textbook is transitional
– the real benefits will come from the
learning platform



What is on the device?



**What is the
device connected
to?**



Learning platforms are complex, perform many functions

Interfaces to other systems

e.g. Learning Management System, campus/school systems, student gradebook, school management systems, others...

*** SIMPLIFIED
CHART ***

Functions / Tools

e.g. Social, Interactive/adaptive learning engine, Pedagogy Map, Assessment Engine, Analytics, Content Management etc.

Content

Text and metadata..

Content

Rich Media, audio, video..

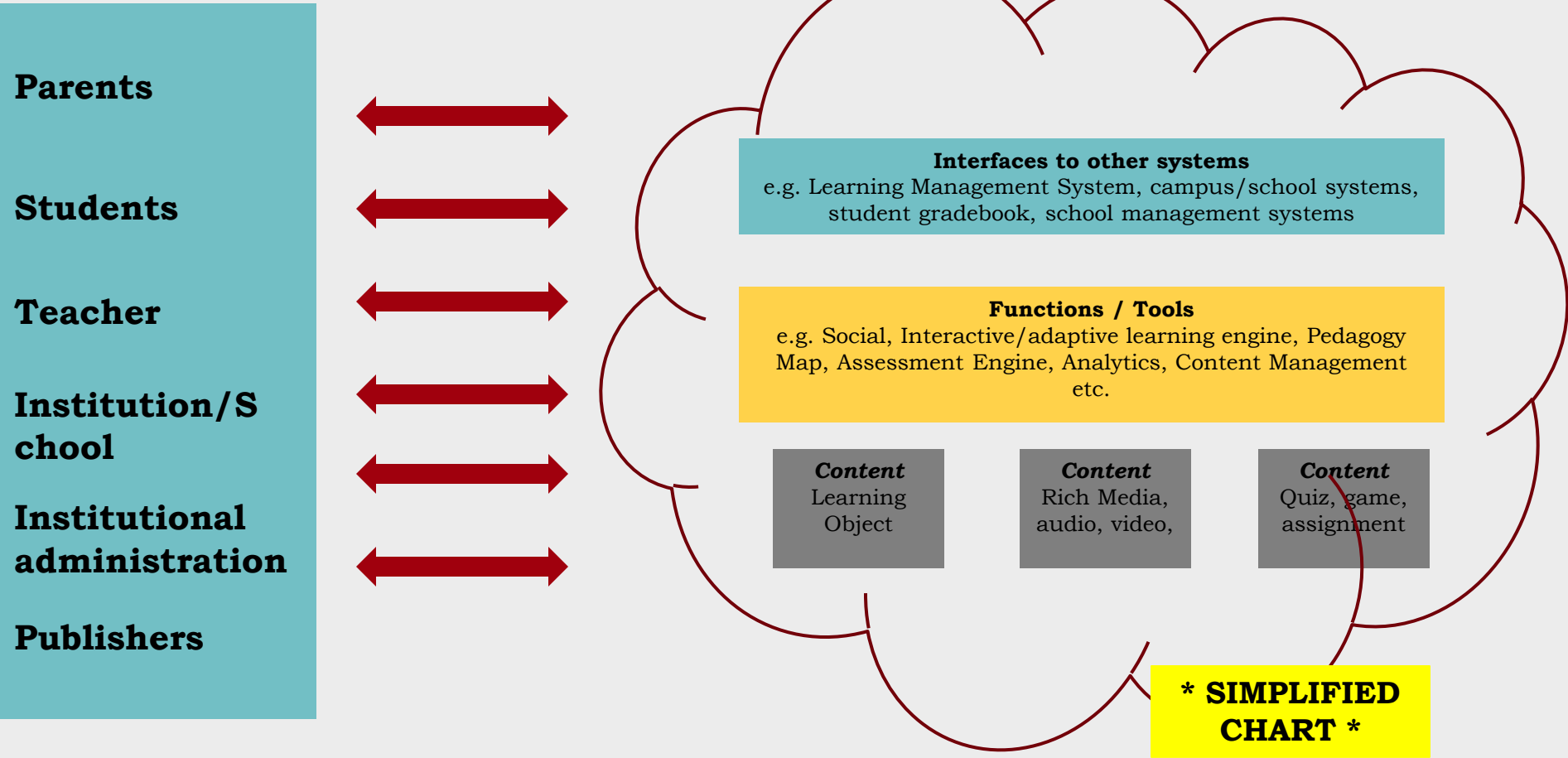
Content

Quiz, game, assignment...



*** SIMPLIFIED
CHART ***

Learning platforms 'in the cloud', connected, intelligent



The transition will take time...but
will eventually be a 100% migration

Many stakeholders need to be convinced...

Students / Parents

Teachers

School/ Institution

**Government/Policy
makers**

...but they share many common goals

Students / Parents

Teachers

School/ Institution

**Government/Policy
makers**

Higher learning outcomes

**Predictability in learning
outcomes**

**Attracting and retaining
students**

**Efficiencies in the
administration of learning**

**Institutional stability &
growth**

Complexity adds delay but overall direction still digital

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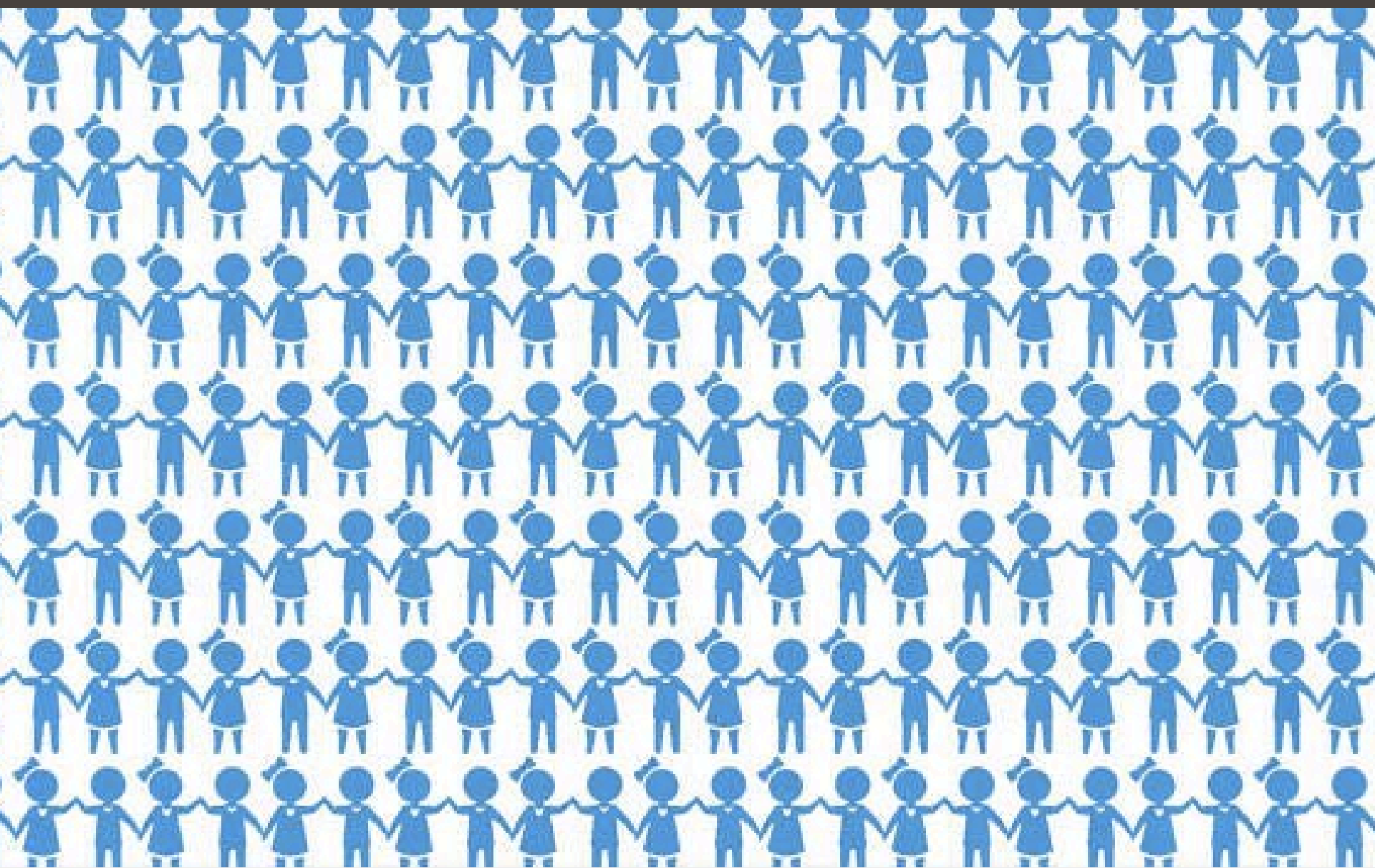
**Transition will take time, some subjects/ geographies are leading
Eventual resting point has to be 100% digital**

Thank you!

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Overview of Digital Transformation in Education

We agree with David Puttnam who argued that:

‘[I]t’s ... tragic because, by my reading, should we fail to radically change our approach to education, the same cohort we’re attempting to “protect” could find that their entire future is scuttled by our timidity.’

Speech at Massachusetts Institute of Technology, June 2012

Many stakeholders need to be convinced

Governments, policy makers, institutions, teachers, parents and students

Most educational stakeholder share common goals

- Higher learning outcomes

- Greater predictability in learning outcome

- Student retention

- Efficiencies in running educational institutions

Technology is able to support all of these, through

- higher student engagement

- learning and teaching analytics

- digital distribution and intergation into existing systems

