

PERSONALISED EDUCATIONAL CONTENT

*What can
automation
do for you?*



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A GUIDE TO SMART CONTENT

CITATION

Personalised educational content: what can automation do for you?

is an amalgamation of a blogpost series by EDIA

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COVID-19: time for a value innovation in education



The COVID-19 crisis has changed the face of education. Lockdowns and social distancing measures across the world have forced educational institutions to double down on technology. But despite stopgaps and provisional solutions, the transition to remote learning is here to stay. The good news: it offers exciting opportunities in terms of education. The problem is, distance learning is still grossly undervalued.

Digital versus live education

Distance learning has long been the stepchild in education. A reverse digital divide has been going on for a while: online classes were for the less fortunate, live classes were for the elite. Now, it turns out the idea is ingrained in the minds of consumers of education, spurring many to believe that digital education is inferior. And in the light of the pandemic, the reverse digital divide has gained new relevance — especially with students calling for tuition fee refunds.

Meanwhile, educational institutions make irreversible investments in digital education. Without time to reflect, it's difficult to implement solutions that will work in the long term.

And yet it's ever important to offer top-quality distance learning, as it will be the foundation for what we really need right now: a value innovation in education. Digital and live education should be considered equals. If we don't bring about this change, the only solution will be to lower tuition fees — and with all current investments, that won't be a viable option for most educational institutions.

How to offer a truly valuable learning experience

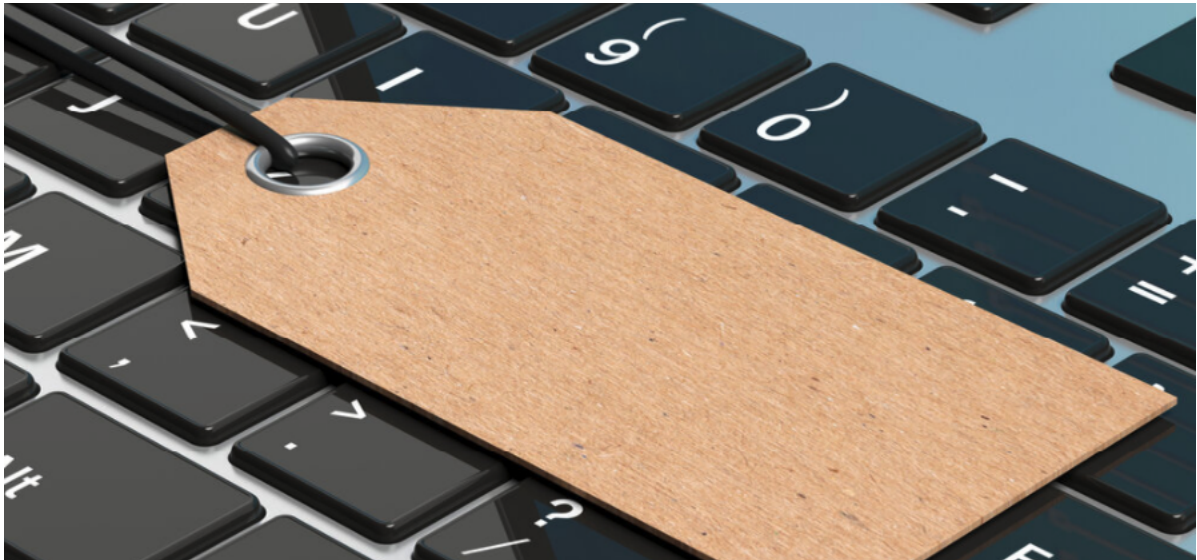
It all starts with offering a truly valuable learning experience, which is a mix of face-to-face education and smart content.

So, educators require two things. First, the right means of communication (including videoconferencing tools), which allow them to incorporate live lectures and conversations into their classes. Second, personalised teaching materials that are truly aimed at the individual.

It's not necessarily difficult to meet these requirements. But educational institutions need to stop coming up with temporary solutions that lack quality and worsen the reverse digital divide. Only if they focus on top-notch communication tools and content — solutions that work in the long term — a value innovation in education can be achieved.

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Offering personalised educational content: what can automation do for you?



Distance learning is perfectly scalable. Videoconferencing makes it possible to work anytime, anywhere, and one teacher can organize online classes for as many students as they like. But these classes are of the one-size-fits-all type: it's impossible to personalise the content you offer. And given the expectations of today's consumers of education, it's important to provide personalised content — preferably without spending all your time on creating it.

Enter automation, which opens up a world of opportunities. What can it do for you?

A myriad of labels, please

Let's talk labels for a moment. The simplest ones are those that contain your personal details: you attach them to suitcases, so they will be recognisable on the luggage belt. And if your suitcase gets lost, the airline company will be able to retrieve it and return your belongings to you. These labels don't require any automation — you grab a pen, write your name and

address on them, and attach them to your suitcases. But what if it is more complicated than that?

When labelling teaching materials, you need to create a myriad of labels. You'll want to categorise everything from topics to reading level. Those who plan on doing this manually should realise it's more than a day job, and it's subject to human error. The employee(s) tasked with this job will grow tired, and your labels will lack consistency. There must be a better way to go about it, right?

How to benefit from AI in two ways

Artificial Intelligence (AI) provides a solution to the labelling predicament. While robotics has allowed us to stamp stuff for a long time, AI takes automation to the next level by tackling cognitive tasks. Based on past analyses performed by humans, AI is capable of analysing text and recognising patterns in a consistent, lightning fast way.

The result is that you can have educational content labelled on a large scale very quickly, which you will benefit from in two ways:

- *you can consistently target personalised content*
- *and make sure your target audience finds it.*

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One system, various parts: why you need a self-driving car for education



Would you trust a company that claims to be good at everything? We'll take a guess and say your answer to that question is "No." But chances are reality begs to differ. Many educational organisations tend to work with comprehensive systems that are managed by a single company, which controls all data and processes. These one-tool-fits-all solutions may sound appealing, but the truth is, they're not agile, and the company providing them usually know a little about a lot. If you store your educational content in a sluggish system like that, you're depriving yourself of the opportunity to respond quickly to market developments. And the latter is crucial in today's educational landscape.

The sum of all parts

Let's have a look at self-driving cars. Teslas and Google Cars are known for their brand names, but their individual parts have been manufactured by several parties. The same goes for Apple computers: the hardware company doesn't manufacture all parts in-house. It works with experts in their respective fields to create its end products.

The thing is, complex systems and tools consist of a variety of components that intercommunicate, and you'll need to join forces with others to assemble them

In the automotive industry and the industrial sector, this has become quite common. But how about education?

Your own autonomous educational vehicle

Electronic learning environments have been embraced by now. But how to share all educational content in a single environment? It requires a complex, overarching system that should be composed of a myriad of components, each manufactured by a supplier who specializes in a particular field. Simply put, you should create your electronic learning environment in the same way you would assemble a self-driving car.

Here's an example: if you currently use Zoom for videoconferencing, you may want to incorporate the resulting data into your student monitoring system. So, this should be a small part of your autonomous educational vehicle.

The point is, if you want to provide personalised educational materials, you need to purchase component-based technologies and integrate them into one coherent system. Want to know how you should go about it? Be sure to read this [blog](#) or [contact us](#).

ABOUT EDIA

EDIA was founded in 2004 and is based in Amsterdam, the Netherlands. In 2006 EDIA launched its first AI in education product, which uses machine learning and natural language processing to automatically curate authentic texts for online vocabulary training. The product won several (international) awards and is still widely used today.

At EDIA we believe that smart automation will play a significant role in the content creation and publishing industry. As modern web technologies rapidly enable personalized learning at scale, this also reveals an urgent need for truly adaptive content. By implementing EDIA's AI products and tools, data-entry and administrative tasks are relieved during the content creation and publication process. As a result, publishers can shorten time-to-market and provide new benefits to customers that were not feasible before.

With 16 years of experience with AI in education, EDIA now finds itself in a unique position to be able to share those experiences, lessons learned and the insights about AI in education with a broader audience.

If you're interested in how AI can help your company with Smart Content, you can schedule an appointment with one of our specialists at edia.nl/contact

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