



Openness, Data, and the Future of Education

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Brigham Young University



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updated 12:02 a.m. EDT, Tue March 17, 2009

Make CNN Your Home Page

Road to Rescue



Seattle paper stops the presses, goes online only

Reporters, editors and photographers at the Seattle Post-Intelligencer prepared their final contributions to the paper, toasted one another with shots of Wild Turkey and packed up their desks in an eerily clean newsroom as the final edition of the paper went to the presses Monday night. The paper published its final print edition for Tuesday as the P-I makes a transformation into an online-only news outlet. [full story](#)

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Dow	7,216.97	↓ -7.01	(-0.10%)
Nasdaq	1,404.02	↓ -27.48	(-1.92%)



Small (c) Problems

Just because you can copy
doesn't mean you're allowed to



Open Educational Resources

Hacking (c) to leverage the nonrivalrous nature of digital educational materials



Open, adj.

Providing users a collection of rights
called “the four R’s” - for free

The 4 Rs



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Remix - combinations / mashups



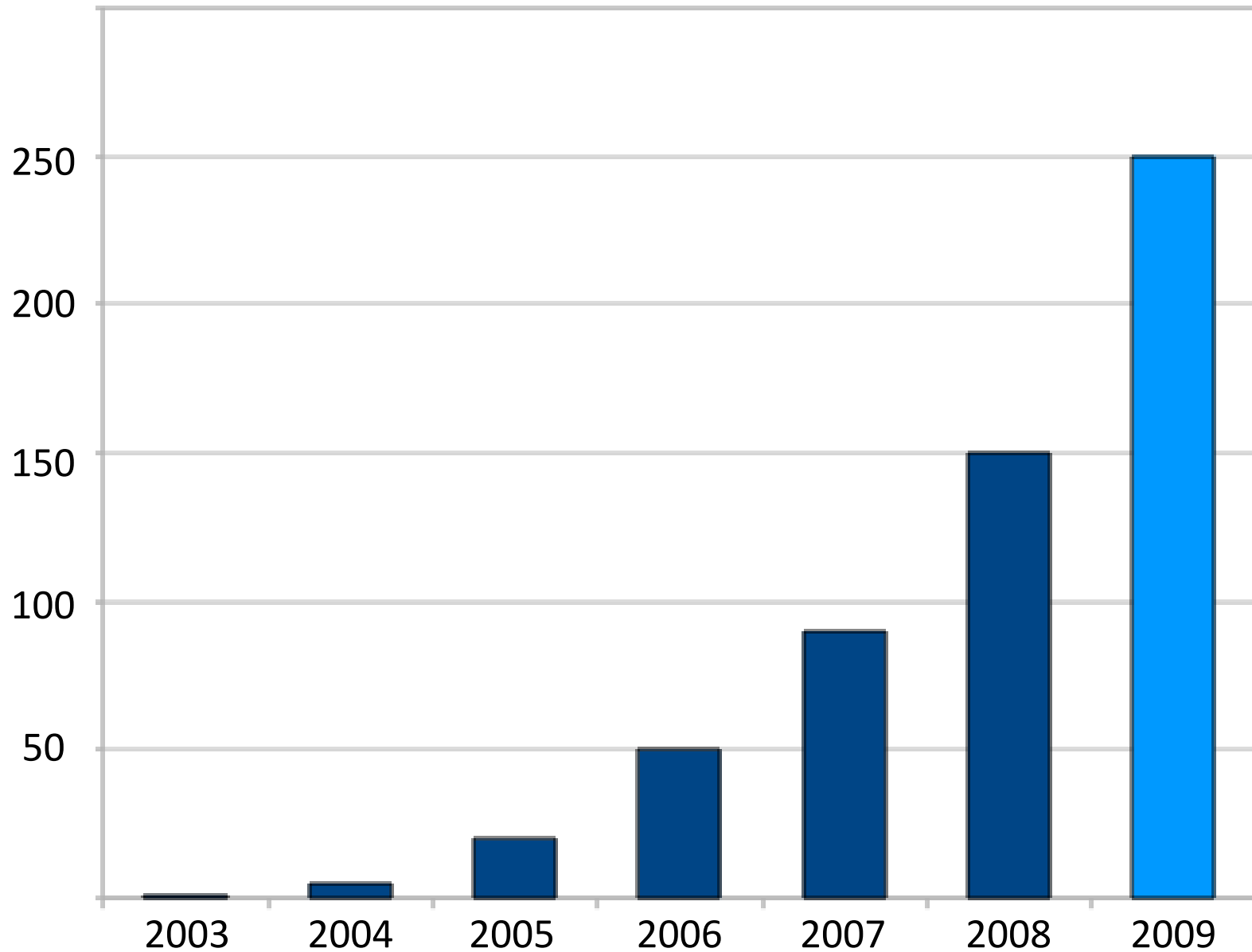
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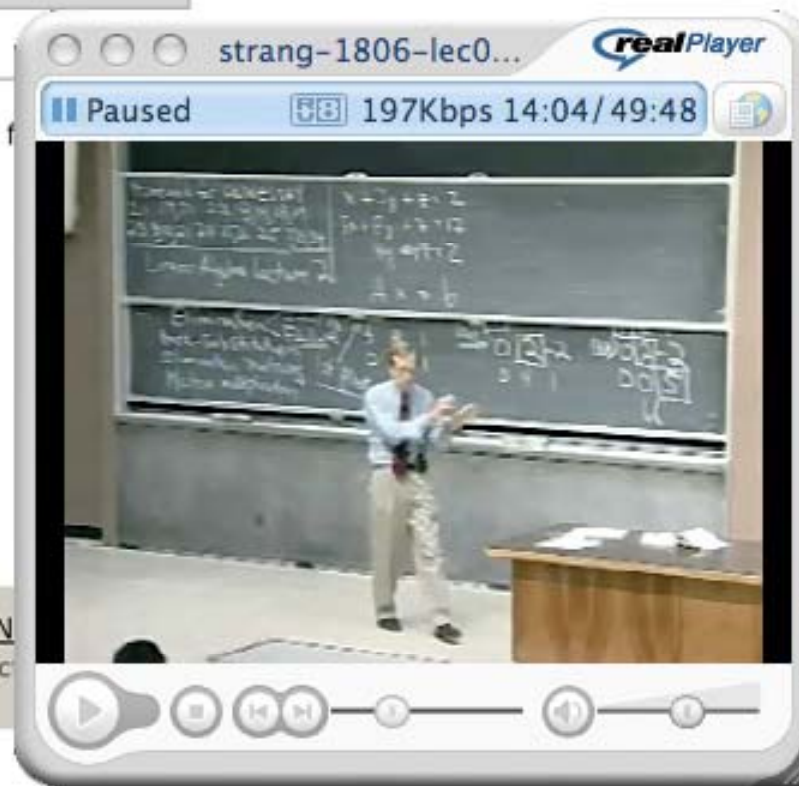
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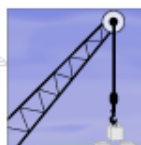
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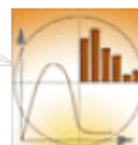
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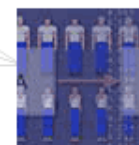
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Open Learning at BYU

Free public access to select courses and exemplary student work

Welcome!

Participating Departments

Welcome!

Welcome to the pilot **Open Learning** project at the [David O. McKay School of Education](#) at [Brigham Young University](#). The pilot includes free and open access to the materials used by participating MSE faculty to teach their courses. Samples of exemplary student work are also provided.

Message from Dean Young

"While none of us know exactly how learning will be facilitated in the future, we do know that BYU can bless the lives of millions of our brothers and sisters. As an educator, I can think of nothing more rewarding or humbling than to be blessed to live in an age when our Heavenly Father has given us the tools to bring the uplifting and edifying BYU experience to all of our Father in Heaven's children. The David O. McKay School of Education is committed to taking the principles of Open Learning forward." – David O. McKay School of Education Dean Richard Young



David O. McKay
School of Education
Dean Richard Young

What is the pilot Open Learning project?

The pilot Open Learning project does not award university credit and does not provide you with access to MSE faculty. The pilot Open Learning project provides you with free and open access to materials like lecture notes, syllabi, and assignments. Your use of these

Participating Departments

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Institutions and organizations currently participating in OpenCourseWare Consortium activities are listed below:

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Australia ([member profiles](#))

- [University of Southern Queensland](#)

Austria ([member profiles](#))

- [Klagenfurt University](#)

Brazil ([member profiles](#))

- [ESAGS - Escola Superior de Administração e Gestão](#)
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Consortium Membership

Institutions participating in the Consortium...

- commit to publish at least 10 courses under the institution's name in an opencourseware format.
- commit resources as available in support of [Consortium goals](#).

Organizations that do not publish their own materials, but whose activities further Consortium goals, also participate in Consortium activities.

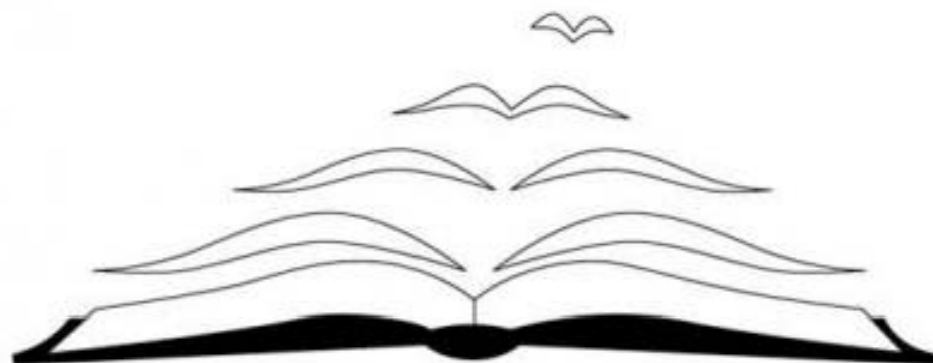
Consortium members feature the following button on their web sites.



An OpenCourseWare site...

- is a free and open digital publication of high quality educational materials, organized as courses.
- is available for use and adaptation under an open license.
- does not typically provide certification or access to instructors.

[Click here](#) to learn more about becoming a member institution.



Community College Consortium for Open Educational Resources

» Shared Knowledge

When educators pool their expertise to create a culture of shared knowledge, everyone benefits. Use of open textbooks can lower educational costs for students. Become involved with the open educational resources (OER) movement so that doors to higher education stay open to all.



Adopt Open Textbooks

The **Community College Consortium for Open Educational Resources (CCCOER)** is a joint effort by the **OER Center for California**, Foothill–De Anza Community College District, the League for Innovation in the Community College and many other community colleges and university partners to develop and use open educational resources (OER) and especially **open textbooks** in community college courses. We now have over **150 CCCOER members**. For more details, see the **It Takes a Consortium to Support Open Textbooks** article in the **January/February 2009 issue of *Educause Review*** magazine.

Hewlett Awards Open Textbook Grant

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What do you think of Governor Schwarzenegger's initiative to put digital textbooks into the hands of California's students this fall?

- ☐ Fantastic, forward-thinking idea
- ☐ It's a good idea but it's not without its challenges and I have some reservations.
- ☐ Seems unrealistic to me.

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Bruce Davidson

Bruce Davidson has an M.S. in Physical Science Education from Old Dominion University. He has retired after teaching high school physics and biology and is currently working part-time for Newport News Public Schools in Newport News,

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Meet the incredible people involved with the Open High School of Utah, including our **board members**, director, **teachers**, **staff**, **parents** and **students**, and don't miss the **OHSU Blog**.



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Bloom's 2 Sigma Challenge

Bloom, 1984



One-to-One Tutoring

And other methods compared to
30 students in the classroom



Average Tutored Student by 2 SD

In other words, the average student
is capable of much more



Tutoring is Expensive

So we teach class instead!

If the research on the 2 sigma problem yields practiced methods (methods that the *average teacher* or school faculty can *learn in a brief period* of time and use with *little more cost or time* than conventional instruction), it would be an educational *contribution of the greatest magnitude*. (p. 5)

Bloom, 1984



To Tutor Or Not to Tutor?

That is the (false) question



“Strategic Tutoring”

What if we could do one-on-one tutoring
just-in-time and just-on-topic?



Obs. 1 - Requires Great Insight

We'd have to know who needs help, when,
and what they need help with



Obs. 2 - Data Are the Key

You'd need live, fine-grained data about students, assessment, and curriculum



Obs. 3 – Good Data Are Expensive!

Who gathers and analyzes data like this?

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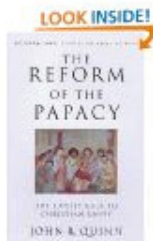
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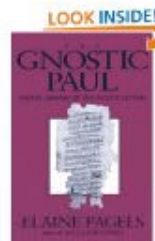
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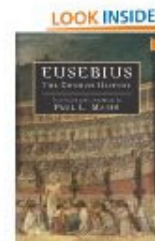
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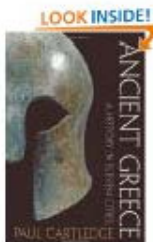
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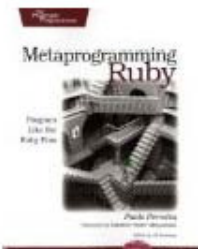
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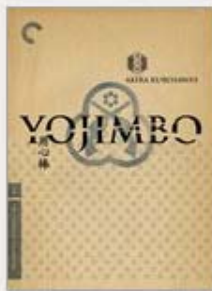
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Because you enjoyed:
Seven Samurai

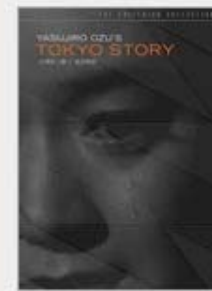
Play

☐ Not Interested

Auntie Mame

Because you enjoyed:
Singin' in the Rain

Play

☐ Not Interested

Tokyo Story

Because you enjoyed:
Seven Samurai

Play

☐ Not Interested

New Suggestions for David

[See all >](#)

Robin Hood

Because you enjoyed:
The Aristocats
The Jungle Book
The Rescuers

Add



Harry Potter and the Sorcerer's Stone

Because you enjoyed:
Harry Potter and the Chamber of Secrets
Harry Potter and the Goblet of Fire
Harry Potter and the Order of the Phoenix

Add



Lord of the Rings: Fellowship of the Ring

Because you enjoyed:
X-Men
Pirates of the Caribbean: Black Pearl
Spider-Man

Add





Each and Every Interaction

Recorded and stored for analysis
to improve quality of service / experience

[Home](#)

[Great Meals](#)

[Healthy Living](#)

[Fresh Foods](#)

[Gift Center](#)

[Services](#)

[Pharmacy](#)

[In Store](#)

[See All](#)

Search For

In

All Sites

go

Welcome!

[Sign In/Register](#)



Buy 8, Get \$4.00 Off
Instantly at checkout when using your Shopper's Card.

MARCH TO SAVINGS

Robert, Palos Verdes, CA

Look for the special tags on participating products.

Buy 8 Save \$4 Fuel March to Savings



Design a Reusable Bag
2009 winners now available in stores.

This IS MY GREEN
REUSE-REUSE-REUSE
SAVE THE PLANET
WHILE SAVING US
BAG

View the winners!

SPECIAL FEATURES



digital coupons
click. load. save.

Load more than **\$35** in savings directly to your Shopper's Card.

Get started.

Dinora
Studio City, CA

ADVERTISED SPECIALS



4 for \$5

Dozen Large Eggs
Smith's, Grade AA
[Save With Card](#)



1.99 lb.

Fresh Boneless, Skinless Chicken Breasts
Smith's, Super Value Pack
[Everyday Low Price!](#)



***1.99**



Even the Grocer!

Almost every industry uses data
more effectively than education



How Can We Get the Data?

One option is to follow Google,
Amazon, Netflix, WoW, etc.



Do School *Online*

Where each and every interaction can be captured and stored for analysis



What Kind of Data?

When they logged in, read, and worked
How long they logged in, read, and worked
Pathway information
Item-by-item analytics
&c.



OHSU Teaching Model

Online curriculum teaches as much as possible,
teachers do proactive “strategic tutoring”



Another Benefit of Data

Engage in continuous improvement of
curriculum materials



Can You Improve Curriculum?

Data aren't sufficient – you need permission



OHSU Charter Requires OER

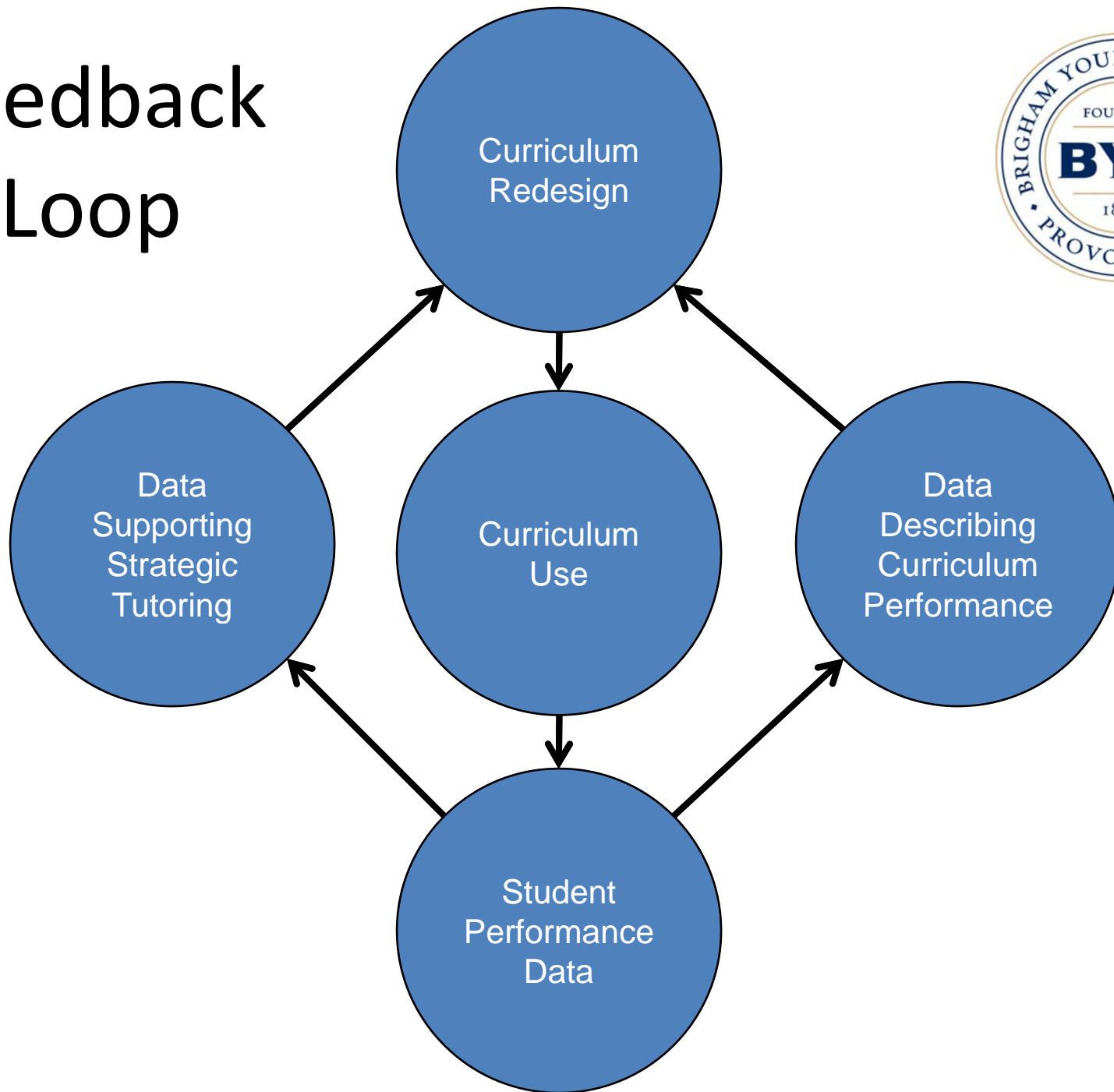
Founders' way of "burning the ships"



Conjoint Continuous Improvement

Student learning and curriculum effectiveness
grow simultaneously

Feedback Loop






Capturing Out-of-Band Tutoring

Using customer relationship management
(CRM) tools

Highrise PR

Settings | Users | Groups | My info | Log-out | HELP

Dashboard | Contacts | Tasks | Cases | Jamis Buck | **Walt Moss...** | Steve Jobs | Jeff Bezos | Steven Levy



Walt Mossberg

Reporter at [The Wall Street Journal](#)

2006, Backpack, Basecamp, Press, [Edit tags](#)


[Edit this person](#)

Add a new note

[Add attachments and set permissions](#) [Add this note](#)




February 24 [Note by Jason F.](#)

Dropped Walt an email letting him know about Highrise. We provided him a few sample screens, a brief explanation of how he could use Highrise, and some common use-case scenarios. I also set a talk to follow-up with him next week about it.


 [Highrise-PR.pdf](#)

February 20 [Note by Jason F.](#)

In an article called "Net-Based To-Do Lists Permit Collaboration By Family, Colleagues," Walt's colleague, Thomas E. Webber, called our [Backpack](#) product "the best example" of an on-line to-do list. He went on to say Backpack is simple to use with a clean interface and clear menus.

February 18 [Email from David H.](#)

 Re: See the story on Walt?

Wired piece on Walt called him "The Kingmaker" because of how his reviews in the WSJ can make or break a product. Good to know when we pitch our

Add a task

Today

☒ **Email** Send the Highrise press kit.

This week

☐ **Follow-up** Check to make sure he received the press kit and see if he has any additional questions.

Next week

☐ Check paper for story

☐ **Thank you** Send Walt a note for the review (assuming it's good :)

Contact info [Get vCard](#)

Phone 202-555-1234 Work
202-555-5678 Mobile

Email mossberg@wsj.com Work

Work 200 Burnett Road
Chicopee, MA 01020
[Map](#)

Background

Mr. Mossberg, 58, has been a reporter and editor at the Journal since 1970. He is based in the Journal's Washington, D.C., office, where he spent 18 years covering national and international affairs before turning his attention to technology. A native of Warwick, Rhode Island, he holds degrees from Brandeis University and the Columbia University Graduate School of Journalism.

<http://tinyurl.com/ywvrh5>

Each person has a page. Photo, title, company, tags, and more.

Add notes about calls, meetings, history, etc. Attach files too.

This note has a lock to let you know only you can see it. Notes can also have files attached just like an email can.

You can even include images or links to movies or audio in your notes.

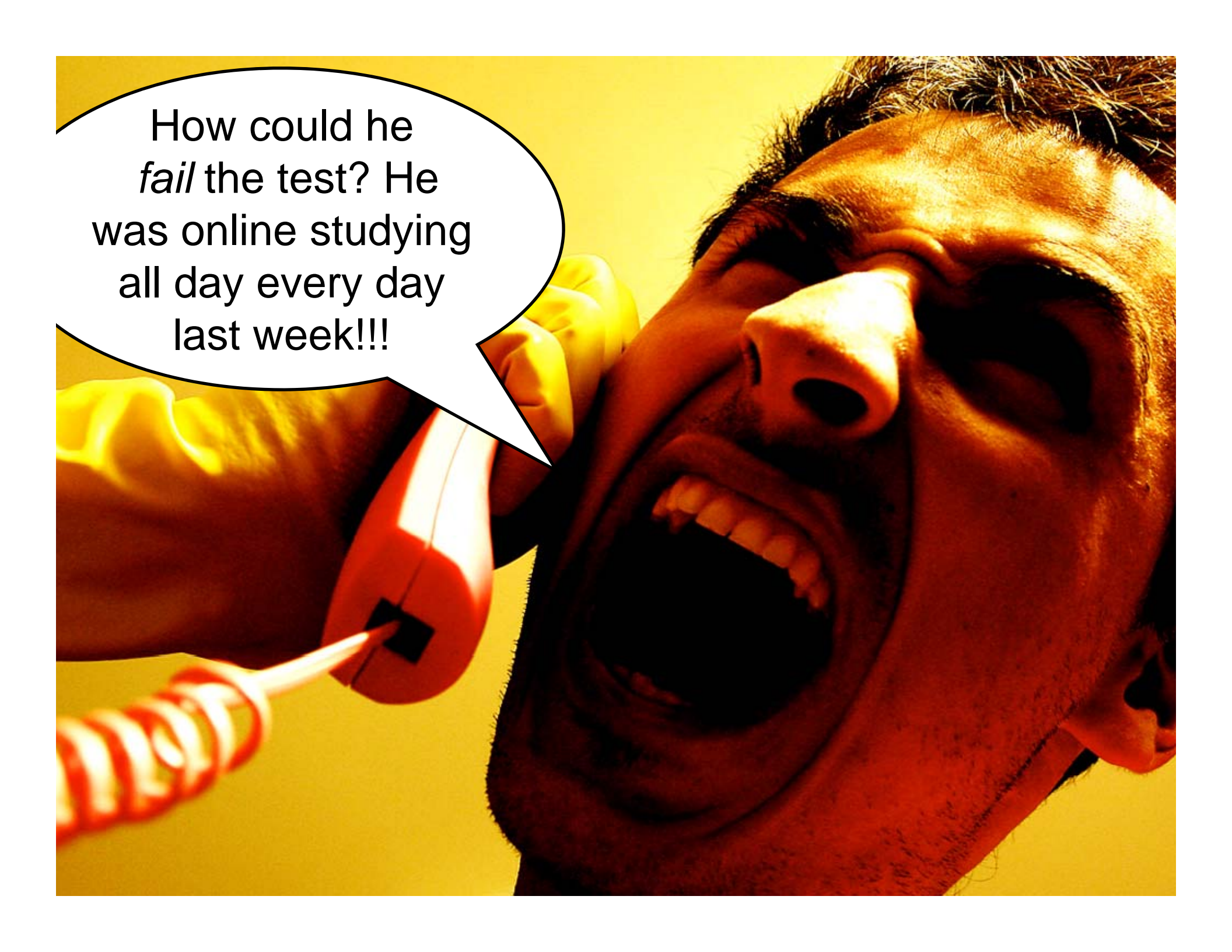
Attach emails too!

Got something to do for this person? Just add a task and get it done.

All the tasks you need to get done regarding this person are shown in the sidebar. Check 'em off as you finish them.

Contact information and vCard export is always near by. A map too!

Store bio/background information for historical research or posterity. Also useful to get up to speed on people you don't know.

A close-up photograph of a man's face, lit with a warm, golden light. He has a look of intense frustration or anger, with his mouth wide open in a shout. He is holding a red telephone receiver to his ear. A speech bubble originates from the receiver, containing text. The background is a solid, warm yellow.

How could he
fail the test? He
was online studying
all day every day
last week!!!


He must have
been playing
World of Warcraft,
because he only
spent 32 minutes
on Algebra.



Highrise PR

Settings | Users | Groups | My info | Log-out | HELP

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Walt Mossberg

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Visualizing Educational Data

Creating new visualization techniques to
support teaching and learning

99%

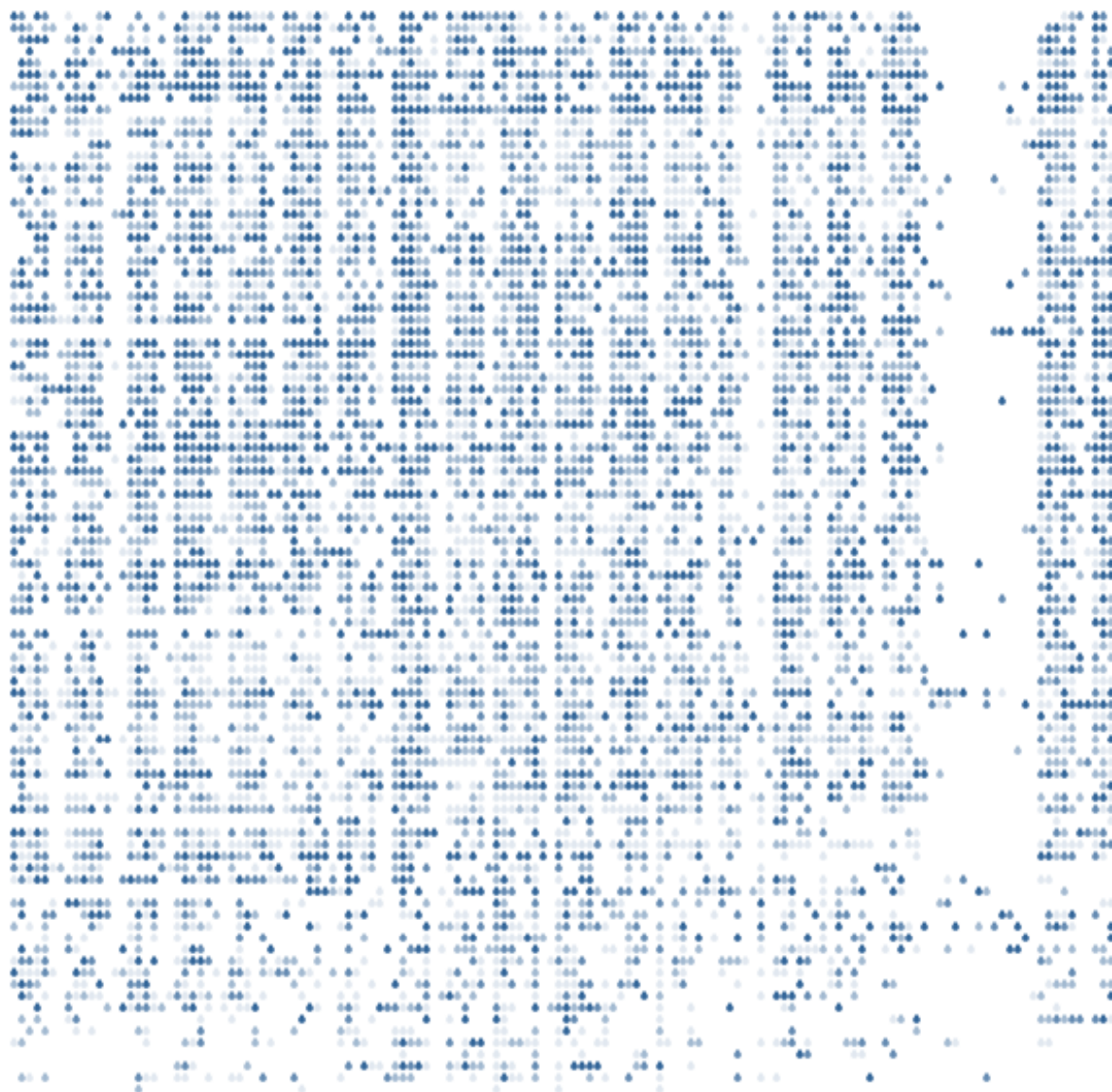
Combined Final Grade

0%

August

January

Time Spent on Gradable Activities





Open Textbook Pilot

Replacing expensive textbooks with
OER textbooks from CK12.org



2010-2011

2100 students in Earth Systems,
Biology, and Chemistry



\$10 per book

As opposed to \$80+ per book



Textbook as Consumable

Students can highlight, annotate,
and keep their textbooks



At Least 50% Cost Savings

We believe levels of learning
will be constant or improve slightly



Thank You

david.wiley@byu.edu
<http://davidwiley.org/>