Media Evolution at Pearson

- Books
- HTML eBooks
- Flash eBooks
- Dynamic eBooks

content efficacy
usage tracking
learning standards
Linked Data in Education: a natural selection
Madi Solomon, Director of Semantic Platforms & Metadata

To support learning, we need not more of the same data, but different kinds of data.
Transforming to a data and evidence based education company

<table>
<thead>
<tr>
<th>Theme</th>
<th>Question description</th>
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<tbody>
<tr>
<td>1 Learning science</td>
<td>How can we apply the insights from cognitive and developmental psychology, neuroscience, and behavioural science design and deliver learning appropriate for all learners and at different stages of development?</td>
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<tr>
<td>2 Knowledge and skills</td>
<td>What should learners, at different stages of education, know, understand and be able to do, and to what standard, in order to maximise further progression in learning and work?</td>
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<td>3 Pedagogy and educator quality</td>
<td>How can we develop, at scale, teachers and leaders with the capabilities to deliver intended learning outcomes through best practice pedagogy?</td>
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<td>4 Measurement and assessment</td>
<td>How can we develop the means of assessment and measurement of cognitive interpersonal and intrapersonal education outcomes that matter in the 21st century?</td>
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<td>5 Digital and adaptive learning</td>
<td>How can we harness digital technologies, analytics and adaptive learning tools to enable personalised learning that leads to demonstrably improved outcomes?</td>
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<td>6 Institutional improvement</td>
<td>How can we ensure the efficiency of education institutions to support improvement for all?</td>
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<td>7 System reform and innovation</td>
<td>How can whole system reform and systemic innovation be designed and implemented in order to support organisational improvement to scale?</td>
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<tr>
<td>8 Access for all</td>
<td>How can we assure that access and equity are embedded throughout our entire research agenda?</td>
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Learning Planes

Profiles, Institutional data

Psychometric, analytics, student progressions

Curriculum, Standards and Outcomes
Learning Planes

Profiles, Institutional data

Psychometric, analytics, student progressions

Curriculum, Standards and Outcomes
Semantic Platforms is an integrator

Linked data is a domain-model approach that interconnects data between systems, repositories, platforms, databases, without disrupting the source systems.
How? Provide mechanisms that quickly transform static (★★) data to a knowledge network(★★★★★)

- Enterprise single sign-on (identify)
- Inter-linking
- Enrichment & Classification
- Tag and cleanse
- Analyze and standardize
- Database integrations
- Text mining and concept extraction
- Search, cluster, explore
- Storage and query
- Manual revision & validation

Enterprise taxonomies & vocabularies
Web UIs & Search
Portals and platforms
XML Standard
MediaMixer Innovation Day | 04/04/2014
Where we are today...

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