Digital Educational Industry vis-à-vis Education Analytics and Big Data Analytics: A Conceptual Study

Ritam Chatterjee

Department of Computer and Information Science, Raiganj University, West Bengal, India

Email: ritamchatterjee1@gmail.com

Abstract

Education Analytics is one of the important aspects of the teaching and learning process at present time. Different analytical techniques are able to predict the future performance of a learner. Education Analytics gives a predictive report on data collected through different sources like- Online Based Learning, Blended Learning, Massive Open Online Learning (MOOC), Learning Management System (LMS), Course Management System, Content Management System and so on. It also collected data from social networking sites. In this chapter, the concept of Education Analytics has been discussed. Education Analytics has different stakeholders. The stakeholders of the Education Analytics have shown here diagrammatically. Various basic and emerging Technologies used in digital education has discussed in brief. The concepts of Education Analytics and the Education sector have been given an overview in this chapter. The various benefits of Education Analytics have discussed here. The challenges face to implement Education Analytics has also been discussed here.

Keywords: Learning Analytics, Big Data Analytics, Data mining, Data Collection, Education Analytics

Introduction

Education is an important component of human life. Education is one of the basic needs of society. A learner may learn anything in a traditional way or they could learn with the use of technology. Technology helps the learner to learn anything easily. Various emerging technologies help the learner to learn anything from anywhere at any time. Information Technology, Information and Communication Technology and various other emerging Technologies have been

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result may vary depending on different faculties, staff and administrators. Interdepartmental sharing of information is very necessary to get an accurate result. The Corporation from different departments is also a fundamental criterion to get the accurate result. The outcome of Education Analytics is very much important for fodder institutions. It helps the institution to correlate the student records with faculties' records. It not only analyzes the student characteristics but also helps to design the course, improve students' performance, maximize the learning outcome, minimize the unwanted budget expenditure of the institution, enhance the educational experience and maintain student retention.

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