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**4.00pm – 5.30pm, Wednesday 25<sup>th</sup> November**  
**Roscoe Boardroom, Egerton Court, 2 Rodney Street**

### Scaling up Learning Analytics

**Dr Rebecca Ferguson**

Senior Lecturer and Data Wrangler, The Open University

The promise of learning analytics is that they will enable us to understand and optimize learning and the environments in which it takes place. The intention is to develop models, algorithms, and processes that can be widely used. In order to do this, we need to move from small-scale research towards large-scale implementation. This is a tough challenge, because educational institutions are stable systems, resistant to change. To avoid failure and maximize success, implementation of learning analytics at scale requires careful consideration of the entire 'TEL technology complex'. This complex includes the different groups of people involved, the educational beliefs and practices of those groups, the technologies they use, and the specific environments within which they operate. Providing reliable and trustworthy analytics is just one part of implementing analytics at scale. It is also important to develop a clear strategic vision, assess institutional culture critically, identify potential barriers to adoption, develop approaches that can overcome these, and put in place appropriate forms of support, training, and community building. In this seminar, Rebecca will introduce tools, resources, organisations and case studies that can be used when considering the development of learning analytics within an institution.

## Biography:

### Dr Rebecca Ferguson

Rebecca Ferguson is a senior lecturer in the Institute of Educational Technology (IET) at The Open University and a senior fellow of the Higher Education Academy. Her primary research interests are educational futures, and how people learn together online, and she supervises doctoral students in both these areas. She is currently a pedagogic adviser to the FutureLearn MOOC platform, and evaluation lead on The Open University's FutureLearn MOOCs. She is an active member of the Society for Learning Analytics Research, and has co-chaired many learning analytics events, included several associated with the Learning Analytics Community Exchange (LACE), European Project funded under Framework 7. Her most recent book, *Augmented Education*, was published by Palgrave in spring 2014. For more details, see her blog at <https://r3beccaf.wordpress.com/>

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