EEPG network meeting in Prague, 11-12 May 2017

The Importance of Being SMART
(Specific - Measurable - Agreed upon - Realistic - Time-related)

CJ Fallon, Cornelsen, Fraus Publishing, Kreativni centar, Learnetic, Otava, Prosveta, Ranok, Rokus Klett, Systime, Zvaigzne ABC
The Importance of Being SMART
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09:00 - 09:15 Welcome address by Jiri Fraus, Fraus Publishing, and Helga Holtkamp, EEPG, participants' introduction

09:15 - 12:15 Why should we collect data?
09:15 - 9:45 Introduction: How can big data change educational publishers? (Jiri Fraus)
09:45 - 10:45 Keynote 1: Challenges of today’s school (Jana Straková), Is school development fast enough to keep up with today’s pace? (Hana Friedlaenderová) Q&A
10:45 - 11:00 Coffee break
11:00 - 11:45 Case study 1: How will successful textbooks look like in the near future and why evaluation is important? (David Soucek)
11:45 - 12.15 Case study 2: Getting data about reading behaviour from e-books (Claes Sønderriis)

12:15 - 13:15 Lunch
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13:15 - 15:00 How can we collect and use data?
13:15 - 14:15 Keynote 2: What are the limitations of data collection (Hans Osinga) Q&A
14.15 - 14.45 Case study 3: Adaptive learning paths and big data storing solutions (Rafal Romenko)
14:45 - 15:00 Coffee break

15:40 - 17:00 Panel discussion: Big data and publishers: case studies in solutions (Adam Jelínek, Hans Osinga, Rafal Romenko, Markku Pelkonen, Claes Sønderriis) Q&A
How can BIG DATA change educational publishers?

EEPG workshop in Prague, May 2017
Amacio Ortega Gaona
Zara clothing chain founder

“Every day we gather requirements from our customers in all our 2,100 shops and every 3 weeks we change our collection.”
Marco Tronchetti Provera
Pirelli CEO

“Every our tire will be ‘smart’; in real-time it will send the drivers important information about operation of every car.”
Fraus Publishing

We sell approximately 1.3 mil. products per year.

We estimate that our products are used by more than 1 mil. users in one year.

What do we know about them?
Content Solution in Fraus Group

- **Textbooks** (content defined by curriculum)
- **Workbooks** (content defined by students’ needs)
- **Teacher’s book** (content defined by teachers’ needs)

Print

Digital

- **Interactive textbooks + apps**
- **Digital exercises + assessment**
- **Teachers’ portal**
- **Fred** (Nechte se inspirovat)
Assessment Solution in Fraus Group

Self-assessment (autoevaluation) by students

Assessment by teachers

External school assessment by Kalibro

Digital exercises + assessment

Teachers’ portal
Questions

1. What can we name Big Data (BD) in textbooks publishing?
2. What is the difference between “Big Data” and “Smart Data”?
3. How can Big Data knowledge change our marketing? (Are Big Data knowledge our true business aim?)
4. How can we sort Big Data in publishing? (marketing, user experience, evaluation...)
5. How can we analyze Big Data in the publishing house? (personal and technical needs, marketing changes, legal limits...)
6. Shall we use Big Data in-house only, or should we provide them to other subjects? (pupils, parents, teachers, headmasters, school founders, public, media... )
7. Is it useful (and pedagogically correct) to show students (and/or their parents) their results based on (our) Big Data analysis and compare them with other students (in class / in school / in all schools)?

8. How can the use of Big Data change the current workflow and/or its processes in the publishing house? (influence on marketing, editorial processes...)

9. Can the use of Big Data bring new business opportunities to the publishing house? (e-learning, derived products...)

10. What is the value of Big Data in the publishing house? (when compared with other publishing house’s assets, such as employees, know-how, licence rights etc.)

11. What legal problems can we run into while collecting Big Data?
How Can We Sort Big Data in Publishing?

<table>
<thead>
<tr>
<th>Business Data</th>
<th>Usage Data</th>
<th>Evaluation Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Email</td>
<td>• Open rate</td>
<td>• Results by excercise</td>
</tr>
<tr>
<td>• Address</td>
<td>• Time spent with product</td>
<td>• Results by whole test</td>
</tr>
<tr>
<td>• Telephone</td>
<td>• Usage by OS</td>
<td>• Results by curriculum</td>
</tr>
<tr>
<td>• Products sold</td>
<td>• Usage by location</td>
<td>• Results by subjects</td>
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<tr>
<td>• Customer Interactions</td>
<td>• Usage by school</td>
<td>• Results by year</td>
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<tr>
<td>• Etc.</td>
<td>• Etc.</td>
<td>• Etc.</td>
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</tbody>
</table>
Jiří Fraus
Fraus Publishing founder, CEO

“In the future, big data will be a crucial divide between professional systematic support provided by publishers and ad hoc products. There is a big difference between ‘thinking’ and ‘knowing’.”