

Towards Education Big Data

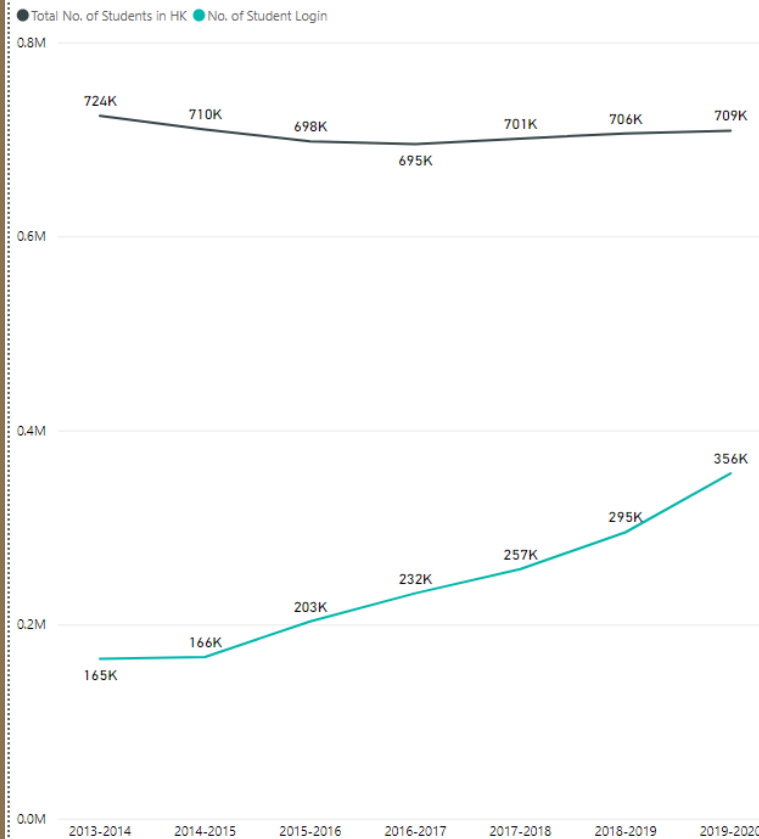
LTEOnline 2021

Trends

Schools, teachers, students...

Student & Teacher Login

Total No. of Students in HK and No. of Student Login to HKEdCity by School Year (2013-2020)



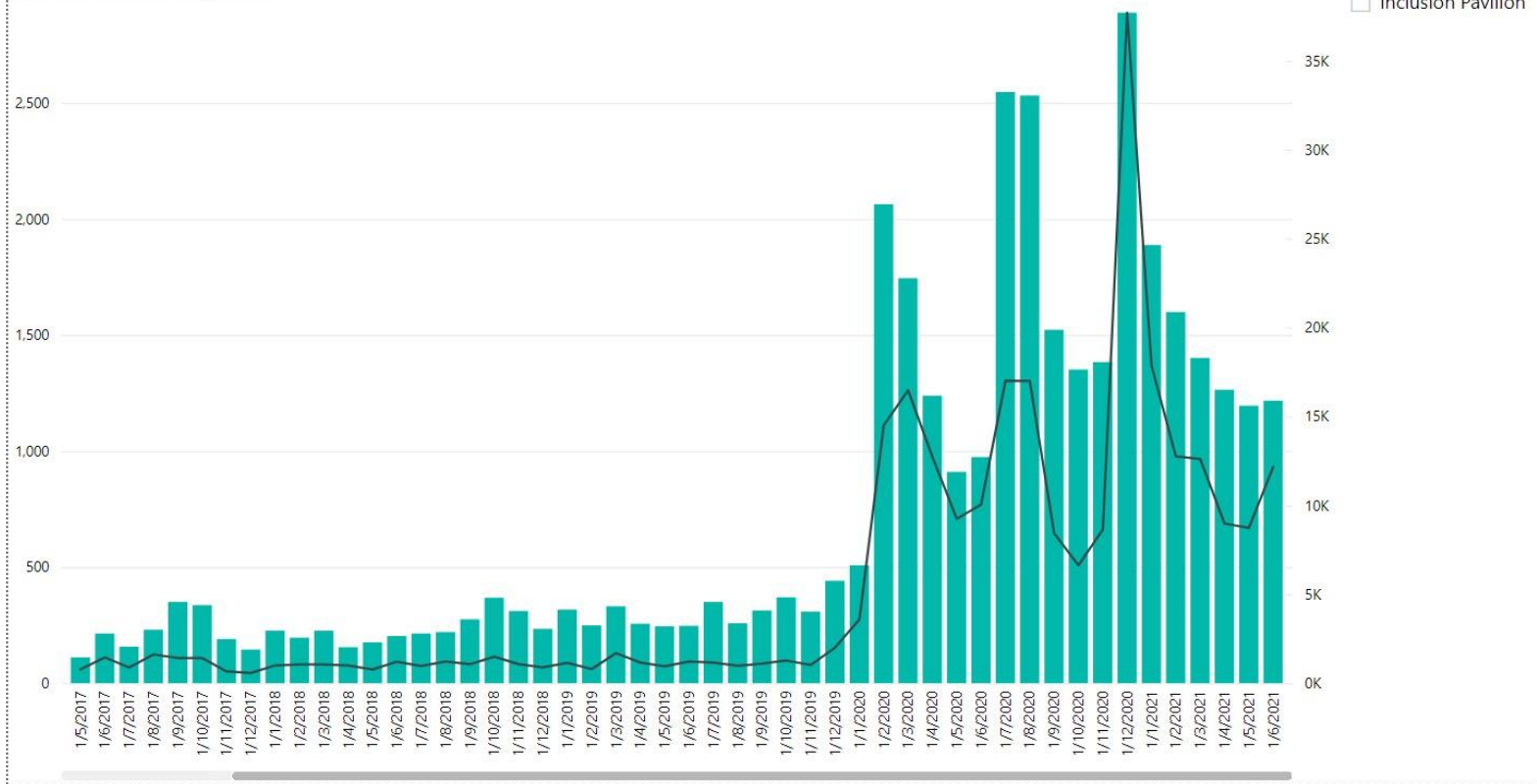
No. of Teacher Login to HKEdCity by School Year (2013-2020)



Teacher PD

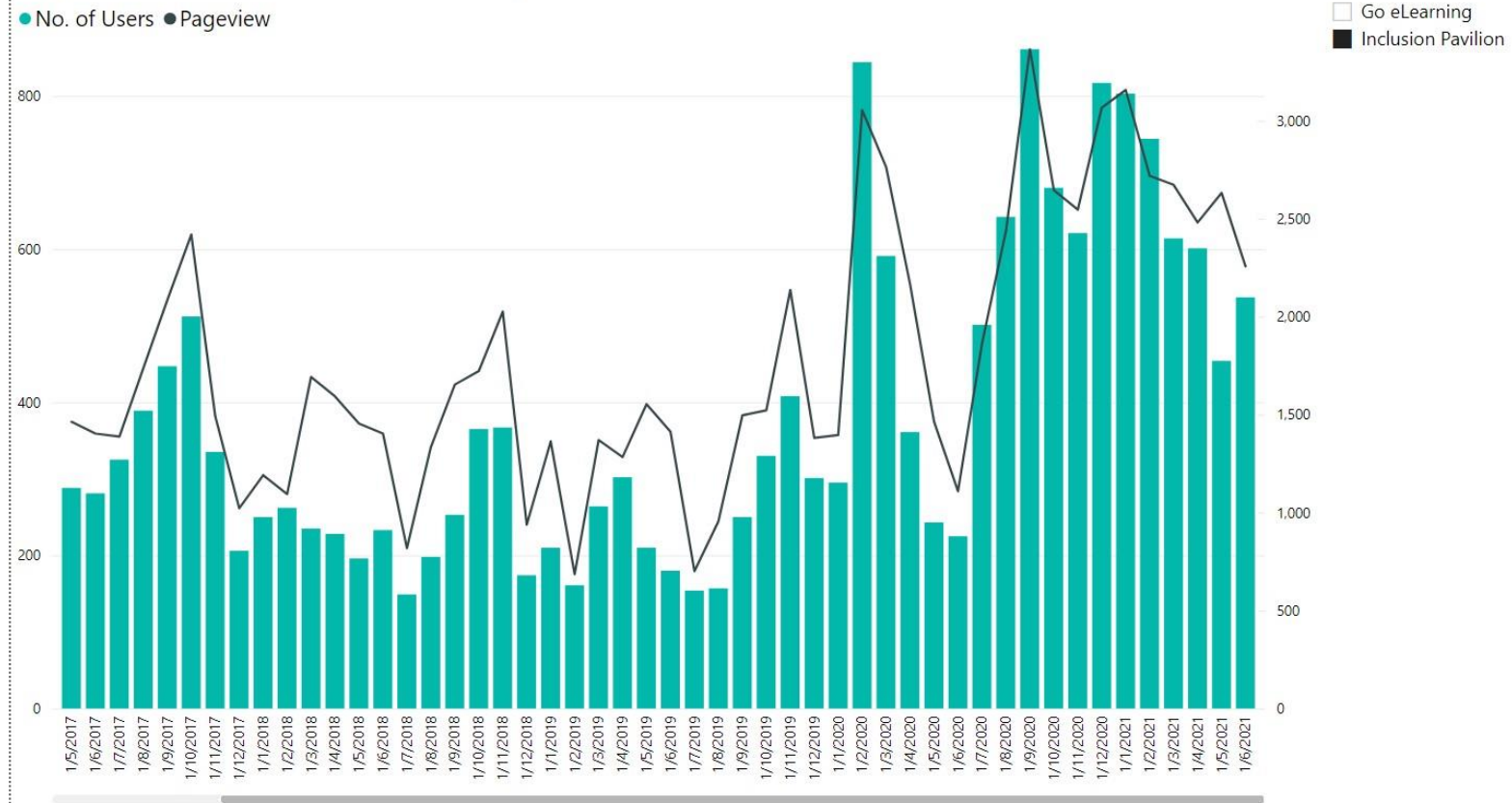
Pageview and No. of Users of Go eLearning and Inclusion Pavilion

● No. of Users ● Pageview



Special Education Needs

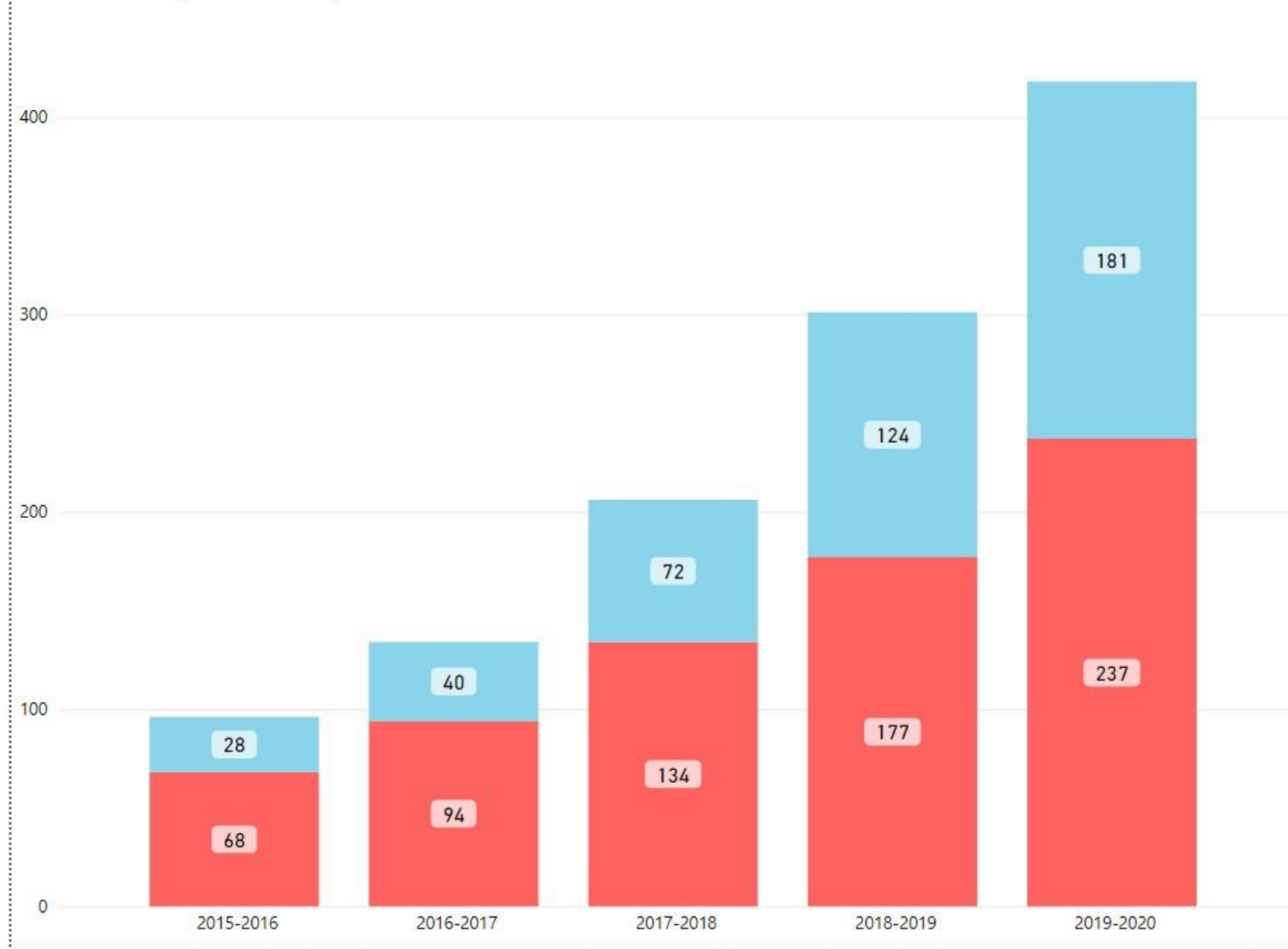
Pageview and No. of Users of Go eLearning and Inclusion Pavilion



Teachers
Sharing on
Go eLearning
– technical vs
non-technical
subjects

No. of Teacher Sharings by School Year (2015-2020)

● Non-tech Subject ● Tech Subject

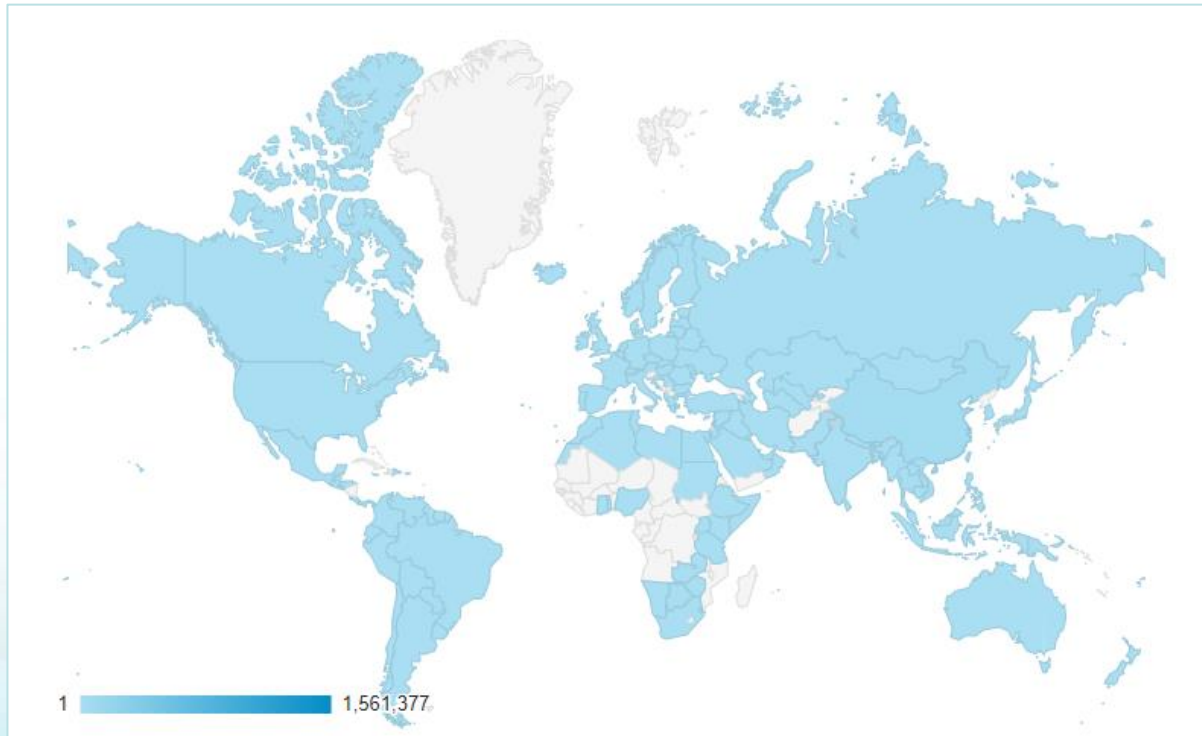


Patterns and Behaviors

Google Analytic, Microsoft D365, Power BI,
Government Open Data, GeoLab, ArcGIS...

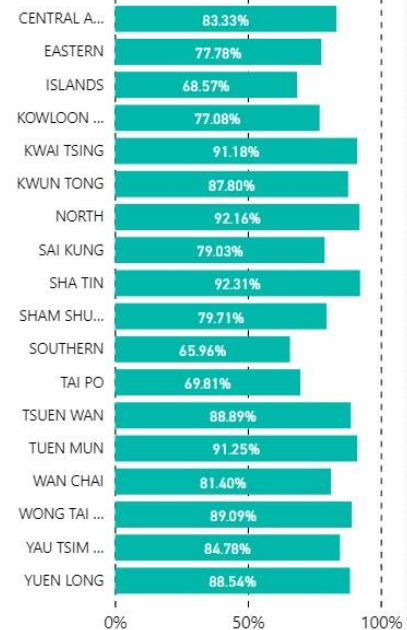
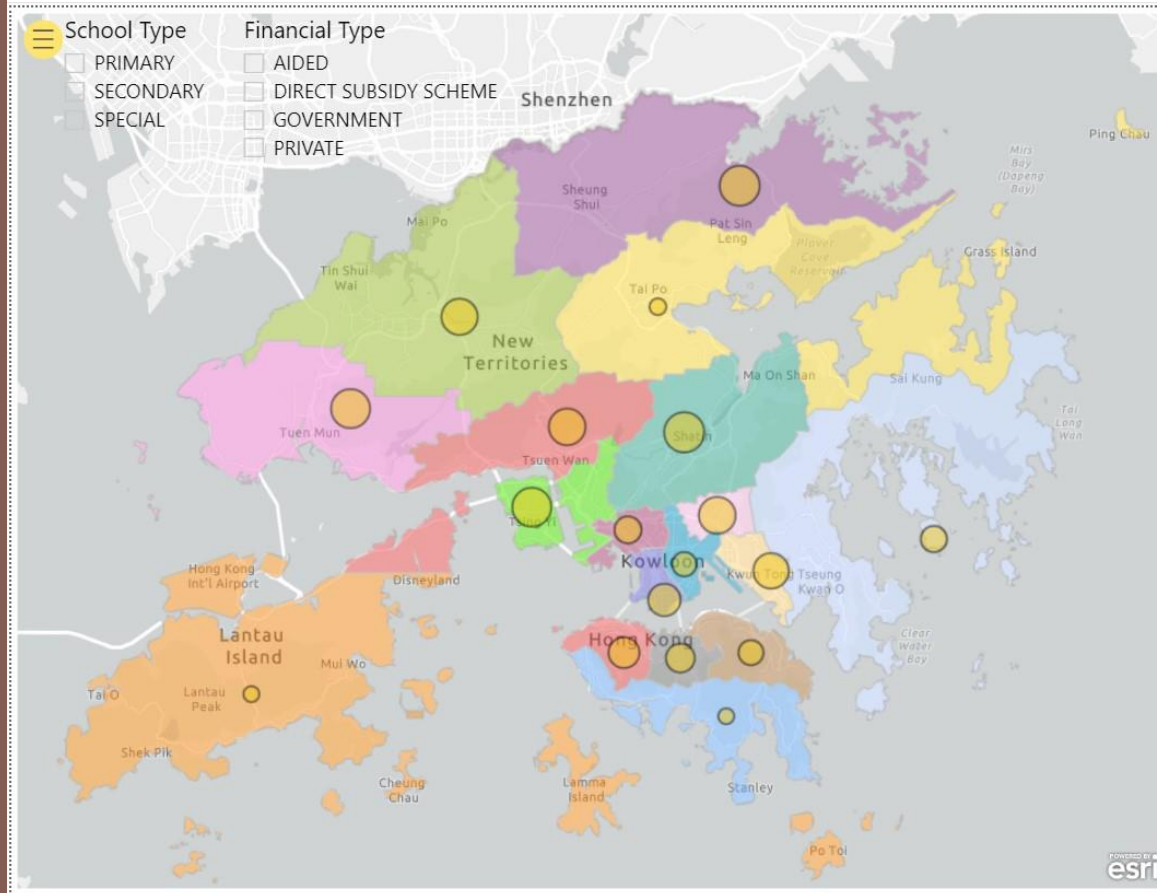
Geo Locations of Visitors in Feb 2020

Feb 1, 2020 - Feb 29, 2020



Country ?		Acquisition
		Users ? ↓
		1,676,744 % of Total: 100.00% (1,676,744)
1.	Hong Kong	1,561,377 (92.62%)
2.	China	61,152 (3.63%)
3.	Taiwan	17,225 (1.02%)
4.	United State	11,930 (0.71%)
5.	Macao	9,622 (0.57%)
6.	Japan	5,315 (0.32%)
7.	Australia	2,014 (0.12%)
8.	ot set)	1,831 (0.11%)
9.	Malaysia	1,802 (0.11%)
10.	Singapore	1,784 (0.11%)

Schools



Overall Penetration

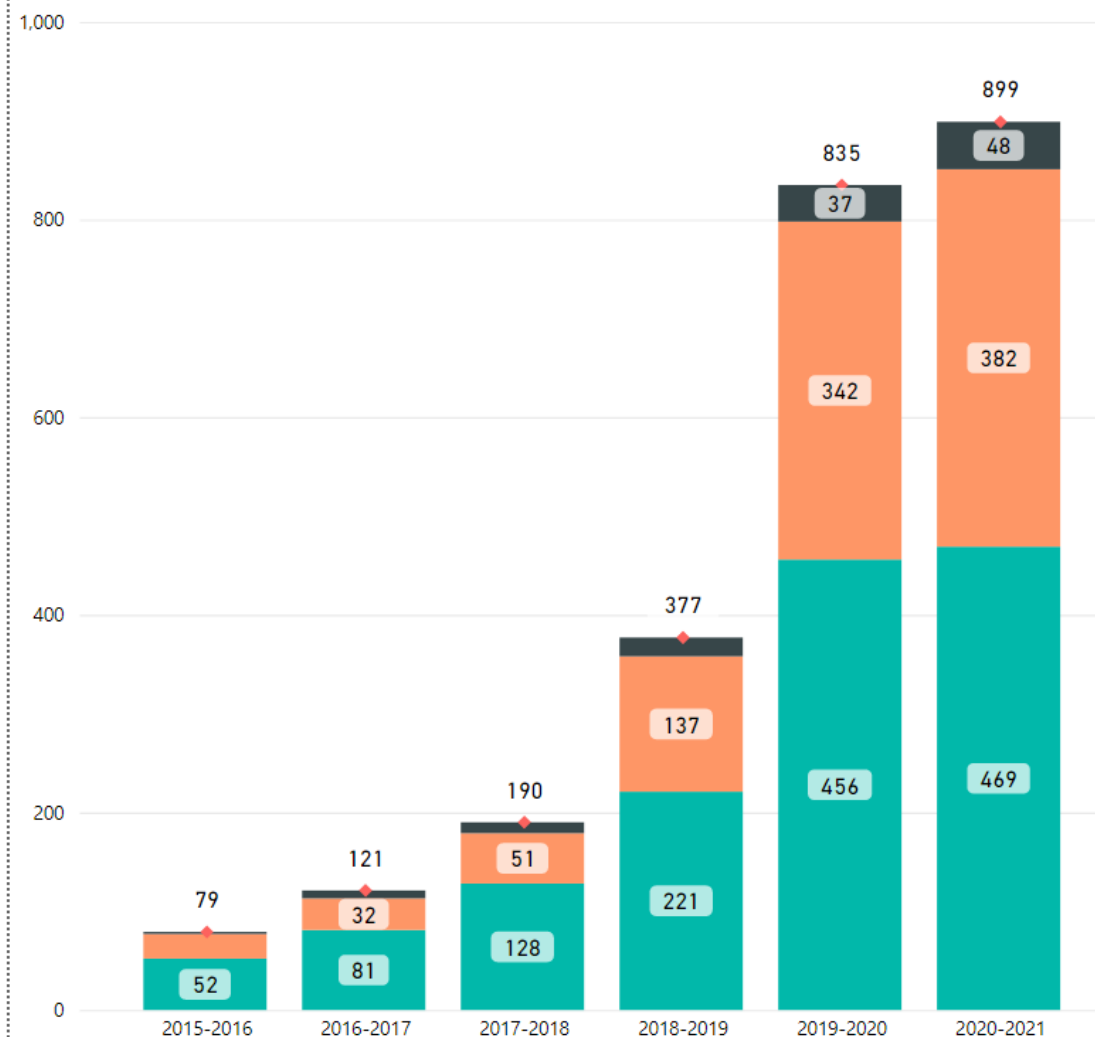


83.54%

Digital Reading

Subscription of eRead Scheme by School Year (2015-2021)

School Type ● PRIMARY ● SECONDARY ● SPECIAL ◆ Total



Digital Assessment

STAR and Beyond...

Digital Assessment

EXAM

ADAPTIVE

GAME

HOMEWORK

QUIZ

IMPROVE

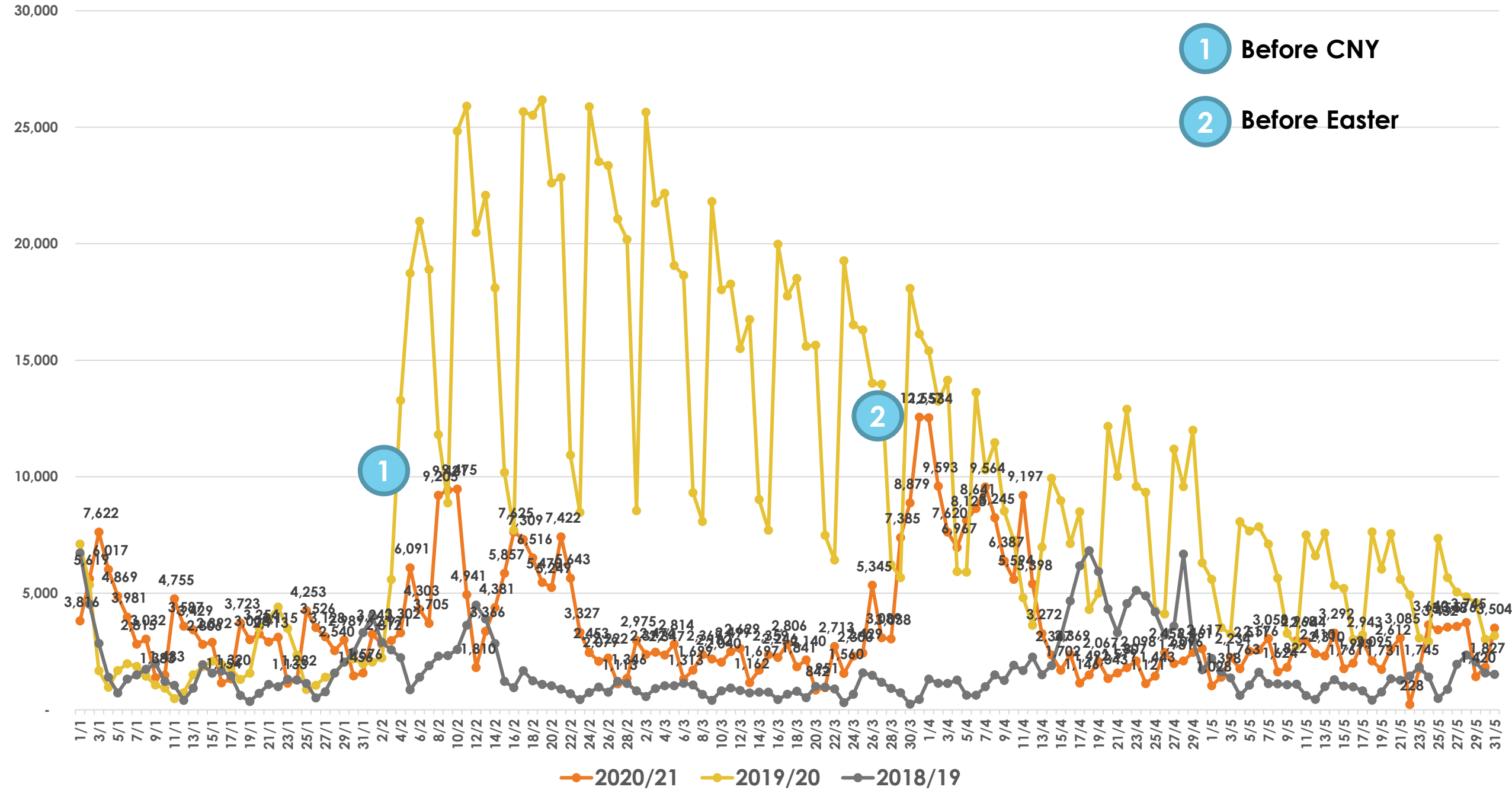
LEARNER GUIDANCE

INSTANT FEEDBACK

PLAY

Assessment Submissions from 1 January to 31 May

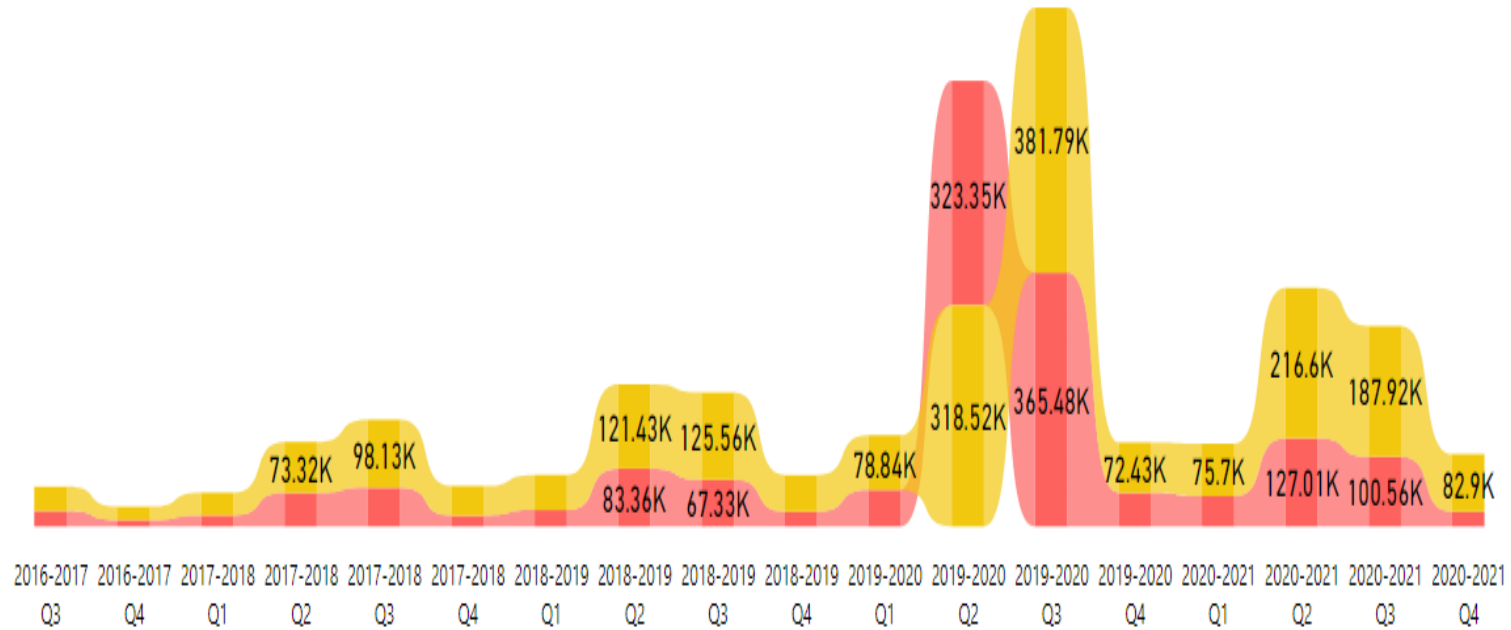
- 1 Before CNY
- 2 Before Easter



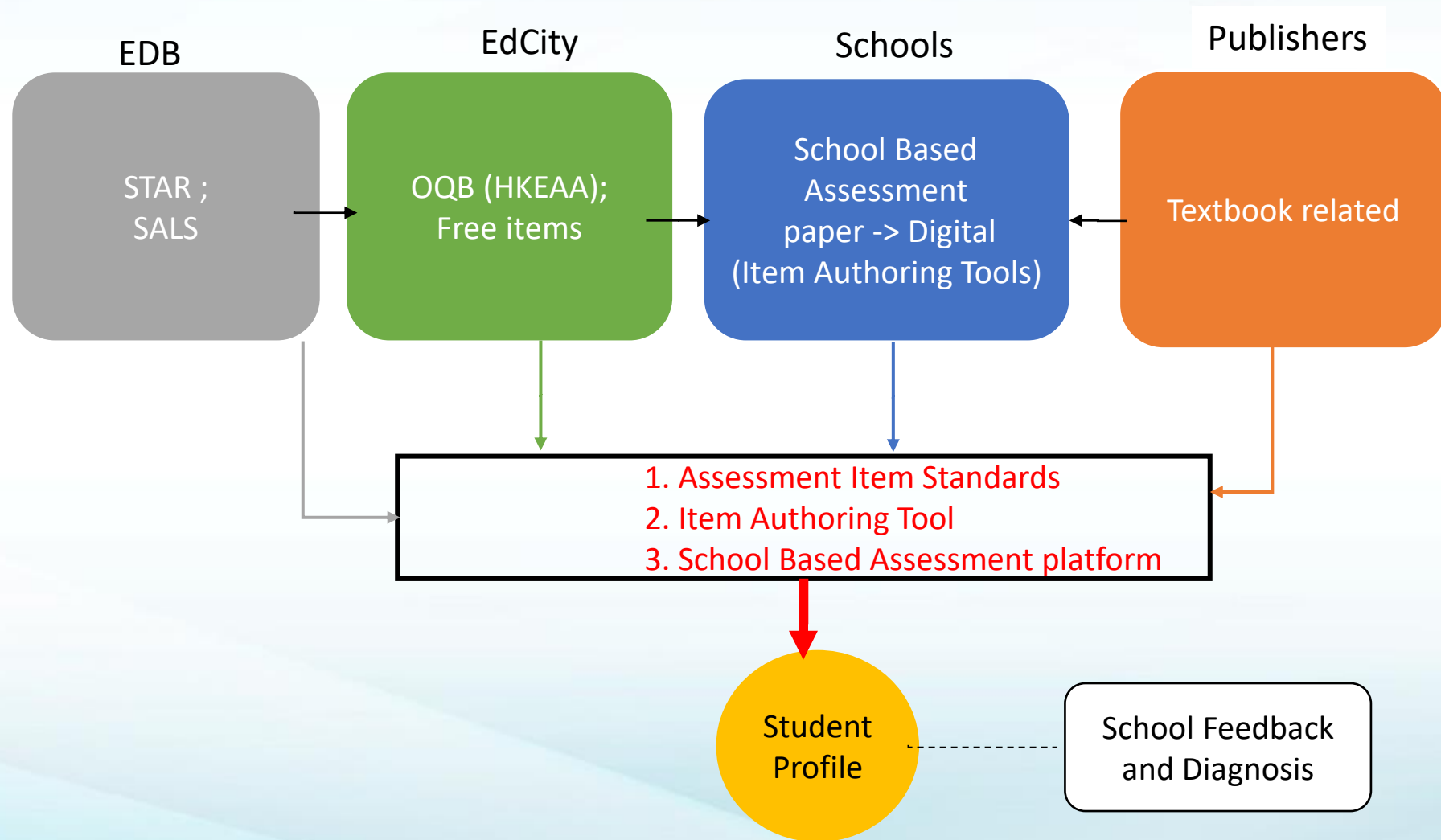
Mobile device usage (STAR)

Pageview by Mobile and Tablet on Quarters of Year (2016-2021)

Device ● Mobile ● Tablet



Big Data for Schools – assessment and more



Remarks: The IMS Question & Test Interoperability (QTI®) specification enables the exchange of item and test content and results data between authoring tools, item banks, test construction tools, learning platforms, assessment delivery systems, and scoring/analytics engines.

Success Factors

Anonymous identifiers

Structured vs unstructured data

Quality data (assessment and diagnostic data)

Professional inputs

Thank You!