Big Data and Education: What's the Big Idea?

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Partnership between academia and industry should not be restricted to short-term gains. A key commitment to ensuring the appropriate delivery of training for students should be around   – and being prepared to deal with answers derived from using analytic techniques, which also ref ects wider stakeholder interests.

"Big Data is not the answer, and it is not the question. It is an opportunity."
(Conference speaker)

Problems and risks

One of the most important problems is the challenge posed to privacy through the ability to collect, integrate and analyse personal student data. T ere are also dif culties in obtaining informed consent from users when there are hundreds of data-collection sources, including many machine-generated sources of data. Computational techniques exist that can help to protect individuals from harmful uses of data, yet this is not well understood by the public and fears persist around loss of privacy.
                to:

• raise public awareness around BD and its potential for disruption.

• reduce public fears by developing the science base and providing user generators with the tools and skilols and-   t 4   o