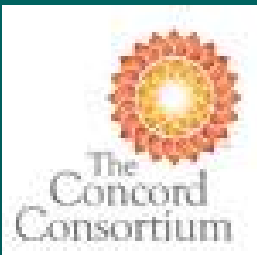


Interactive Curriculum and Assessment: the Road to Scaling?

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Paul Horwitz

The Concord Consortium
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Problem number one

- n Students like to play games but...
 - n They can often get good at the game but fail to learn the science content underneath
 - n They consequently perform poorly on tests of content knowledge
 - n It's not easy to make the connections for them



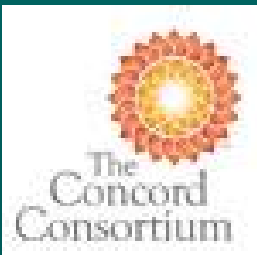
Solution? Interactive curriculum

- n Embed games in real-world situations
- n Add scaffolding
 - n Explanatory text, graphics, or video
 - n Embedded assessments
 - n Multiple choice or open-response questions
 - n Context-sensitive hints



Problem number two

- n Teacher can't know what the students are doing
- n Students don't remember, and can't share, what they have done
- n Games can't adapt to students' learning levels



Solution? Interactive assessment

- n Analyze and log students' actions in real time for two reasons so that
 - n In real time we can be more helpful
 - n After the fact we can generate reports for:
 - n Teachers
 - n Students
 - n Parents
 - n Administrators



Problem number three

- n Record keeping is not easy in schools
 - n Registration of students
 - n Protection of privacy
 - n Protection against cheating, vandalism
 - n Database maintenance
- n Just getting the technology to run is a major hassle!



Solution: outsource

- n It's not a problem, it's a business opportunity!
 - n Educational service providers can
 - n Install and maintain software (“rent, don't buy”)
 - n Keep data on a secure server
 - n Provide datamining and analysis services
 - n Generate specialized reports to stakeholders



Problem number four:

- n Promising innovations don't outlast, and don't extend beyond, the project that created them
 - n Scaling up requires *marketing and advertising*
 - n We don't do that!
 - n Sustainability requires a continued source of income
 - n We don't have that!



Solution: provide a service, not a product

- n Products sell once but services provide a continuous revenue stream
- n Products tend to be narrowly targeted but services are general
- n Products can be copied
- n The service is no good without the product, so give away the razor and sell the blades

