

THE  
3  
STAGES  
OF THE  
EDUCATIONAL  
CONTENT  
SHIFT

EDIA

# A GUIDE TO SMART CONTENT

## CITATION

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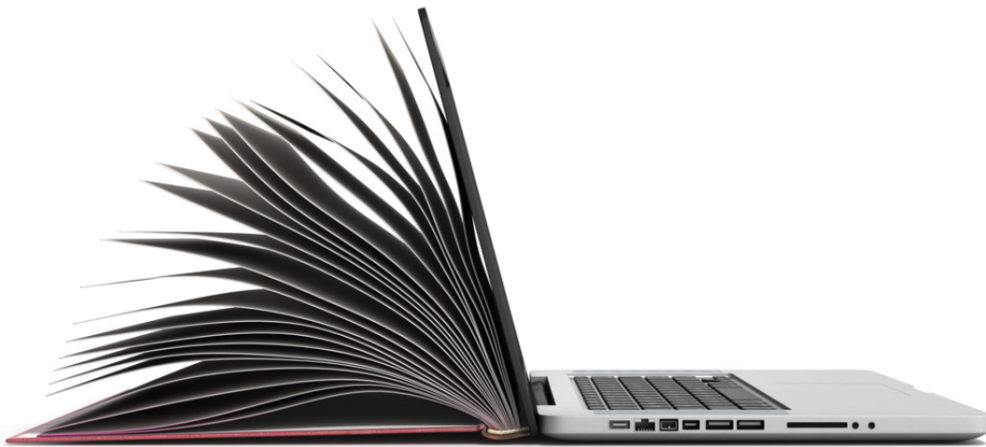
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# Introduction

## Changing times: what are the 3 stages of the educational content shift?



**Now more than ever, the quality of online learning materials should be up to par. To make sure your content meets current demands, it's important to be aware of the educational shift that's taking place. Content-wise, this shift consists of 3 stages. In this blog post, we'll discuss them briefly.**

**What stages do we distinguish, and which steps are relevant in each?**

### 1. From print to digital content

This transition enables the digital distribution of educational content, allowing for time- and location-independent access to educational content. Suppose you're currently working on going from print to digital. At some point during the process, you will start looking for a way to manage your content in a content management system (CMS). A CMS will undoubtedly improve your digital asset management, but will it also speed up your time to market and save cost? To achieve these goals, you will probably want a system that allows you to perform key content management tasks, such as the automation of content labelling.

## 2. From digital to interactive content

At this stage, content is no longer static and user data comes into play, enabling distance teaching and learning. At this point, your content is typically played back in an e-learning environment. If, for example, you have a ton of test questions perfectly labelled in your CMS, how can you optimise their 'external' usability? The time has come to publish your content labels to the e-learning environment and start driving higher learner engagement.

## 3. From interactive to personalised content

During the final transition, fully-fledged personalised education is offered. Now, you should divide your content into increasingly smaller labelled units, and the content should be able to match itself with a learner within an e-learning platform. The purpose is to create personalised content, enabling full adaptation to a person's learning journey and providing learning materials based on topic and level of difficulty.

***The question, of course, is where you currently stand. Now that you're familiar with the different stages of the educational shift, have a closer look at the type of content you deliver so as to determine the digitalisation stage you're at.***

# Stage 1

## From print to digital content: what are the benefits and how can you get started?



Let's have a look at the first transition: from print to digital content. What are the benefits of embarking on this journey? And what do you need to realise the change?

### What digital content can bring you

If you go from print to digital content, you will no longer depend on the physicality of things. Why is this beneficial to you?

- You will shorten the time to market. There is no need to ship any pallets. You can make materials available to the world whenever you like, which means distribution is both easier and cheaper.

- **Once your content is available online, you don't need to advertise it in (local) newspapers and bookstores. The world is your stage: your potential target audience is a lot wider than it used to be.**
- **Your content is much more accessible because it's no longer presented to people as a physical object they need to toss along. Never again will they jump on the train, only to remember they left that important textbook at home. They can access materials anywhere, as long as they are connected to the internet.**

## **Put a label on it**

What do you need to reap the benefits of this first transition? Well, you will have to create and distribute digital content. But converting a traditional warehouse packed with books is no mean feat. You'll need to reorganise and automate certain processes, which requires digital content and data management tools. For example, how will you manage your digital inventory?

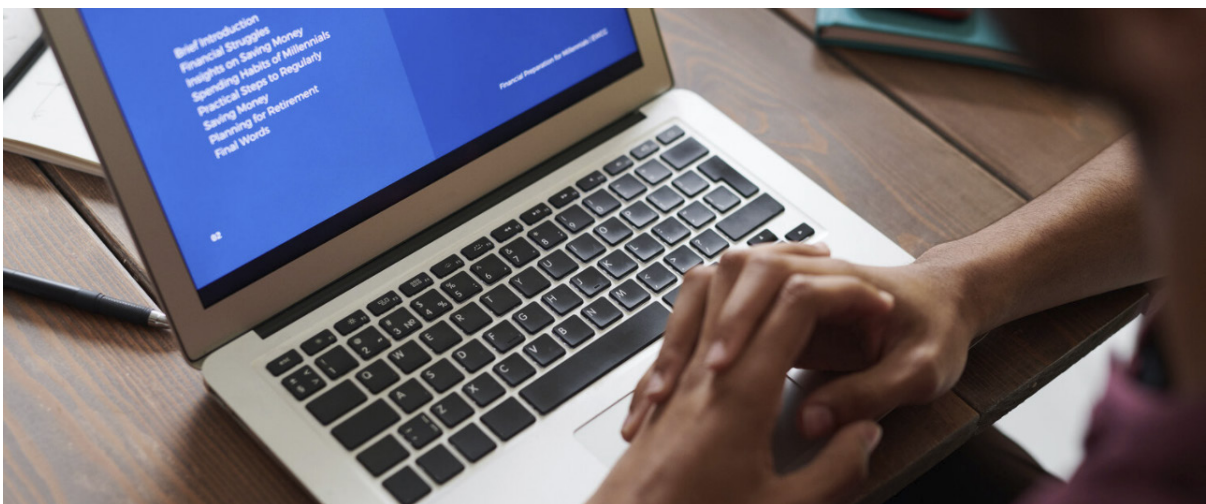
First, you need a digital repository: a content management system (CMS). But that's merely a solid foundation. Your next step is to label each piece of content, keeping track of subject matter, level, and keywords, among other things. It will help you save costs and increase production, because you won't spend loads of time retrieving your content. On top of that, you'll improve your internal processes. And let's not forget labels make it a lot easier for end users to find your content.

Usually, you can also edit content in your CMS. If you go about this transition the right way, you'll immediately start using digital editors. They allow you to apply labels in real time, so authors can adapt content to existing categories.

***That's how you'll ultimately create a coherent digital whole!***

## Stage 2

# From digital to interactive content: how to capitalise on the opportunity to broaden your market



### Interactive content: what is it and how will you benefit?

Whereas the first transition is about digitalising publications and making them available as PDFs and/or online materials, the second transition revolves around digital publishing and e-learning. You create interactive content with an educational effect which can be consumed autonomously. In other words, you enable interaction with the materials. You can, for example, create a test that can be taken and assessed online.

This is beneficial for education providers, as digital materials turn into educational tools. Even without a teacher, they have educational value. And that's exactly why content publishers can benefit from interactive content, too: it allows them to broaden their market and create new revenue streams. For in addition to educational materials, they can now provide education, too.



## From labelling content to unlocking revenue streams

To capitalise on the opportunities offered by the second transition, you need modular teaching materials that are suitable to publish in an interactive environment. Managing content will become a bit more technical in nature. For instance, any changes made to digital content result in new (pdf) versions, while interactive content is stored in one central place where it can be adjusted and (re-)published as often as necessary.

***Now more than ever, you need to store teaching materials in your content management system (CMS) in a structured way. As with digital content, labels provide a solution: labelling each piece of content based on subject matter, level, keywords, and other characteristics makes it easy to retrieve materials at any time.***

Once you've set up a labelling system to organise all source materials in your CMS, you can start providing interactive (e-learning) applications. Here's what this means: in addition to being a publisher, you will assume the role of educator. Obviously, this requires you to consider your digital delivery platform. But it's worth the trouble: by offering interactive teaching materials in rich interactive environments, you will unlock those much-coveted new revenue streams!

## Stage 3

# From interactive to personalised content: why to take automated labelling to the next level



### Getting personal: the benefits of 'atomic' content

Interactive content is modular in nature. This means it opens up a new opportunity: you can collect materials on the fly in real time and provide it in a personalised way. So, during the third transition, content becomes dynamic: it adapts to specific user characteristics.

This doesn't mean personalised content stops being modular. In fact, it is so modular that it's almost atomic — you completely depart from the one-size-fits-all approach. Based on certain parameters, personalised content always meets a particular user's current demands. This will help them increase their academic success, as you can offer materials in a much more accurate way. The digital equivalent of one-on-one teaching, personalised content will increase customer satisfaction.

***Moreover, it will help you target your content in a better, more proactive way – after all, you’ll be highly familiar with the user’s demands and interests. So, it’s really a win-win situation.***

## **Automation is the only way to personalisation**

Nowadays, nearly everyone claims to offer some form of personalised learning. But if you don’t use the right technology, you’ll never be able to roll it out at a large scale. In fact, manual tasks will be so overwhelming that you won’t get much further than one-on-one teaching. How to avoid this?

Enter automated labelling. If you’ve offered interactive content during the second transition, students have shared their personal preferences with you. This data can now be matched with certain labels. For example, if a student is great at spelling but struggles to master grammar, and you label this correctly, content can be adapted to their individual needs.

This means you’ll require a lot more labels and types of labels, as you’ll be registering a variety of personal characteristics. So, you’ll need to label in a fast, accurate, scalable way. Briefly put, now is the time to embrace automation in all its aspects.

## **Doubling down on technology: a must**

Want to know more about why technology is indispensable in today’s rapidly changing world? Now more than ever, teachers and parents can’t do without it. The pandemic has changed the face of education in irreversible ways, requiring society to double down on technology. Read all about it in this [blog](#).

# ABOUT EDIA

EDIA was founded in 2004 and is based in Amsterdam, the Netherlands. In 2006 EDIA launched its first AI in education product, which uses machine learning and natural language processing to automatically curate authentic texts for online vocabulary training. The product won several (international) awards and is still widely used today.

At EDIA we believe that smart automation will play a significant role in the content creation and publishing industry. As modern web technologies rapidly enable personalized learning at scale, this also reveals an urgent need for truly adaptive content. By implementing EDIA's AI products and tools, data-entry and administrative tasks are relieved during the content creation and publication process. As a result, publishers can shorten time-to-market and provide new benefits to customers that were not feasible before.

With 16 years of experience with AI in education, EDIA now finds itself in a unique position to be able to share those experiences, lessons learned and the insights about AI in education with a broader audience.

*If you're interested in how AI can help your company with Smart Content, you can schedule an appointment with one of our specialists at [edia.nl/contact](https://edia.nl/contact)*

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