Computer Computer Computer Computer E-Learning Educational Issue International Systems Springer Alexandra Authoring A.Cristea DOI Advanced Conference Hendrix Distance Workshop Intelligent Adaptation Stewart Adaptation Stewart Neural Learning Education Web-Based System Adaptable Copy Journal Stewart Neural Learning Education Web-Based Stewart Neural Learning Education Web-Based Stewart Neural Learning Education Toshio Alamitos Support Design Study Shi Report New ISSN Science Towards European ACM Kinshuk AACE Scientific th World Vol Eds Web July Networks INCS Sciences ICALT Society MOT September Issues Authoring Environment Environment Evaluation Evaluatio



## Alexandra I. Cristea IAS: Intelligent and Adaptive Systems Group

upporting Immersion in

Learn





## • <u>DCS</u>

- 2<sup>nd</sup> in UK at REF 2014
- Leading Alan
   Turing Institute of
   Data Science

	Uni [Filter un	is]		Subject	Average UCAS points achieved	▼%of emp grad	loyed with	
U	NIVERSITY	OF CAMBR	IDGE	Computer Science	580	1	100%	
UNIVERSITY OF WARWICK		Computer Science	480	100%				
U	NIVERSITY	OF YORK		Computer Science	460	100%		
U	NIVERSITY	OF BATH		Computer Science	440	1	00%	
D	URHAM UN	NIVERSITY		Computer Science	440	100%		
IMPERIAL COLLEGE, LONDON		Computer Science	510	98%				
UNIVERSITY OF BRISTOL			L	Computer Science	480	9	5%+	
	NIVERSITY OUTHAMP			Computer Science	450	9	95%	
U	NIVERSITY	OF SHEFFI	ELD	Computer Science	390	ę	95%	
U	NIVERSITY	OF READIN	G	Computer Science	350	ş	95%	
	11 Co	mputer s	cience	and Informatics				
	1	3.15	UCL		71	61	3.57	
	2	2.75	Warwi	ck	24	56	3.53	
	3	3.20	Imper	ial	49	56	3.50	
	4	3.15	Manc	hester	45	48	3.42	
	5	2.75	Sheffi	eld	31	47	3.39	
	6	3.35	Camb	ridge	55	48	3.36	
	=7	3.15	Oxfore	ł	74	53	3.34	
	=7	2.95	York		35	44	3.34	
	9	2.90	Newc	astle	28	46	3.33	
	10	3.05	Liverp	ool	24	35	3.32	
	11	3.00	Queer	n Mary	31	39	3.29	
	12	3.05	Lanca		33	36	3.26	
	13	3.10	Nottin	gham	43		3.24	
16	14	2.70		College London	46		3.20	
	15		Edinb	_	95		3.19	



- One of 4 research groups in DCS
- 8 staff
- 9 affiliated staff
- ~ 20+ students
- Research directions:
  - Personalisation & adaptation
  - Educational technology
  - Empirical modelling



# Current & recent funded projects EU ERASMUS+ Construit ('14-'17)

- Making construals as a new digital skill for creating interactive open educational resources
- Brazil Partnership Fund ('15-'16)
  - with MeuTutor, learner analytics of students studying for entrance exams
- <u>Assistive Technologies</u> ('12-'14)
  - Engaging young people w. 3D printing technologies and CAD software; <u>BBC website</u> + Wall Street journal
- <u>EU FP7 Blogforever project</u> ('11 -'13)

- harvest, preserve, manage and reuse blog content

See <u>my website</u> for previous ones



# **My Current Research Students**

- Election prediction, sentiment analysis & social net mining:
  - Adam Tsakalidis (from Greece; since October 2014) (Twitter, Blogs)
  - Zachary Roberts (from UK; since October 2014) (Wikipedia)
  - <u>Yiwei Zhou</u> (from China; since April 2014) (Wikipedia, Twitter)
- Emotions, personalisation needs &privacy concerns in health websites:
  - <u>Suncica Hadzidedic</u> (from Bosnia-Herzegovina; since October 2013)
- Imitation Learning:

6

- Alexandros Gkiokas (from Greece; since October 2012)
- Adaptive Advertising:
  - <u>Alaa Qaffas (from Saudi-Arabia; since June 2012)</u> (light-weight)
  - <u>Dana Al Qudah (from Jordan; since October 2011)</u> (stand-alone)
- Personalised & Social e-Learning, Group Formation, Visualisation, Gamification:
  - <u>Afaf Alamri</u> (from Saudi-Arabia; since May 2012) (group formation)
  - <u>Lei Shi</u> (from China; October 2011 December 2014)
- Adaptation Languages and Authoring Tools:

ed <u>Khan (part-time) (from UK; since August 2010)</u>





## **Recommended Reading**

### Election prediction : – predicting the future

•

 Adam Tsakalidis, Symeon Papadopoulos, Alexandra I. Cristea, and Yiannis Kompatsiaris, Predicting the EU 2014 Election Results in Multiple Countries Using Twitter, IEEE Transactions on Intelligent Systems, to appear 2015

Personalised, Social e-learning: - immersing learners

- H. Ashman, T. Brailsford, A. I. Cristea, Q. Z. Sheng, C. Stewart, E. Toms and V. Wade "<u>The Ethical and Social Implications of Personalisation Technologies for e-Learning (local copy</u>) "International Journal of Information MAnagement (IJIM), Special Issue on IS Ethics: Past, Present and Future at Information & Management, Elsevier, 51(6), September 2014, p. 819–832, 2014
- Shi, L., Cristea, A. I., Awan, M., Stewart, C., Hendrix, M., "<u>Towards Understanding Learning Behavior Patterns in Social Adaptive Personalized E-Learning Systems.</u>", In Proceedings of the 19th Americas Conference on Information Systems (AMCIS 2013), pages 1 10, Chicago, Illinois, USA, August 15 17, 2013. Association for Information Systems, 2013.
- A. I. Cristea and F. Ghali, "Towards Adaptation in E-Learning 2.0 "(pdf), The New Review of Hypermedia and Multimedia, Vol. 17, No. 2 (April 2011), pp. 199-238, Taylor & Francis, Inc. Bristol, PA, USA, DOI 10.1080/13614568.2010.54128, 2011
- Social Net mining: predicting the future
  - George Gkotsis, Karen Stepanyan, Alexandra I. Cristea, Mike Joy, "<u>Entropy-based</u> <u>automated wrapper generation for weblog data extraction</u> "(pdf), The World Wide Web Journal, Springer US, Vol 16, Iss. tbc, November 2013

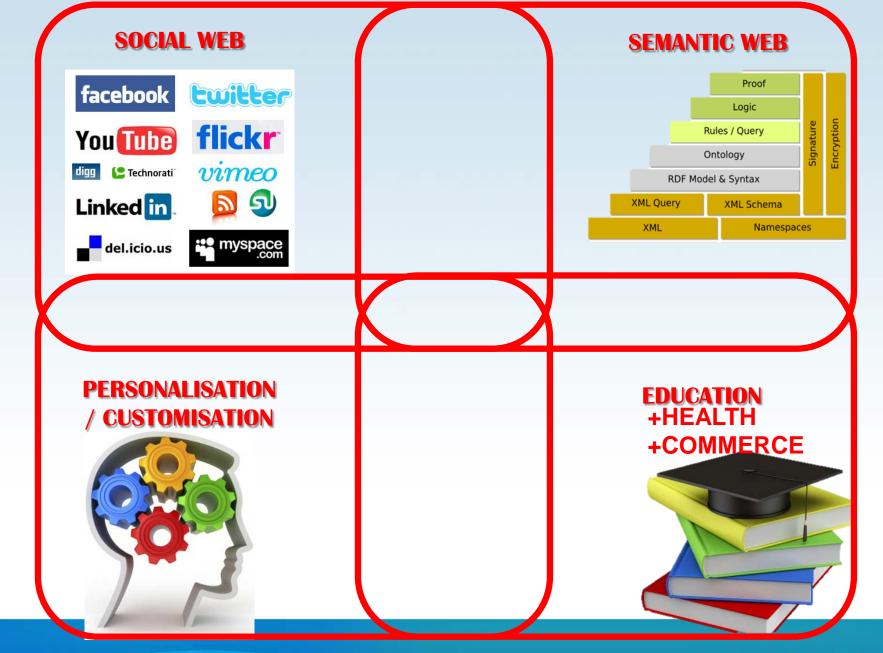


# **Recommended Reading**

### Adaptive Advertising: – liking ads

- Dana A. Al Qudah, Alexandra I. Cristea "<u>MyAds A proposed adaptive social</u> <u>online advertising framework (local copy</u>) "International Journal JOEBM – Journal of Economics, Business and Management. Vol.1, No.4, P.P 401–406 ISSN: 2301–3567, DOI: 10.7763/JOEBM 2013
- Adaptation languages and Authoring: flexible, easy to create adaptation
  - Stash, N., Cristea, A.I., and De Bra, P., "<u>Adaptation languages as vehicles of explicit intelligence in Adaptive Hypermedia</u>", In International Journal on Continuing Engineering Education and Life-Long Learning, vol. 17, nr 4/5, pp. 319-336, InderScience, 2007. DOI:10.1504/IJCEELL.2007.015045, 2007.
  - A. I. Cristea and C. Stewart, "<u>Automatic Authoring of Adaptive Educational</u> <u>Hypermedia</u> (copy <u>here</u>) ", book chapter II in "Web-based Intelligent E-Learning Systems: Technologies and Applications", ZongMin Ma (Ed.), Information Science Publishing (IDEA group); pp. 24–55, Hard Cover (ISBN: 1–59140–729– X), Perpetual E-Access (ISBN: 1–59140–731–1),2006
  - J. Khan, A. I. Cristea and C. Stewart, 2011 "<u>Adaptive Authoring of Adaptive Hypermedia: Towards, Role-based, Adaptive Authoring.</u>", In Proceedings Computers and Advanced Technology in Education 2011, 734–042, ACTA Press, DOI: 10.2316/P.2011.734–042





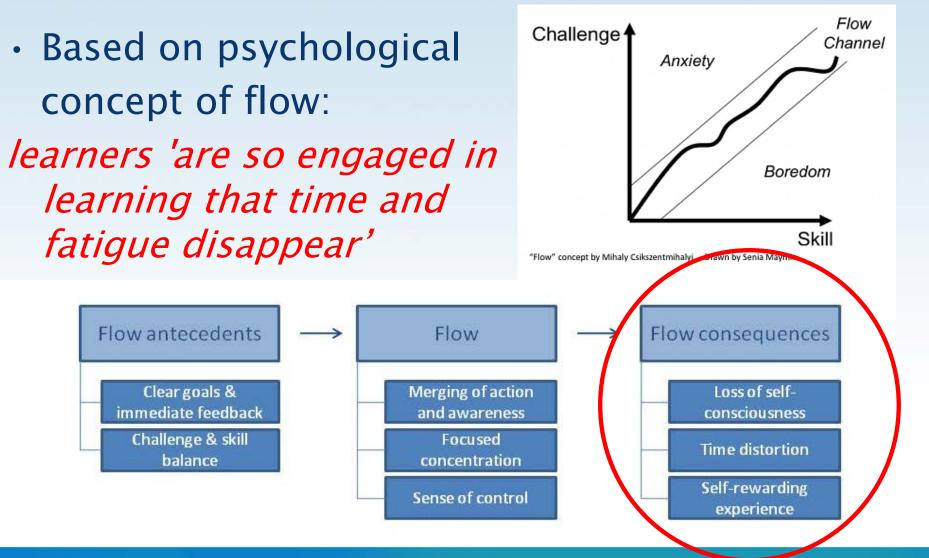
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# Immersion in e-learning



# What is immersion in e-learning?

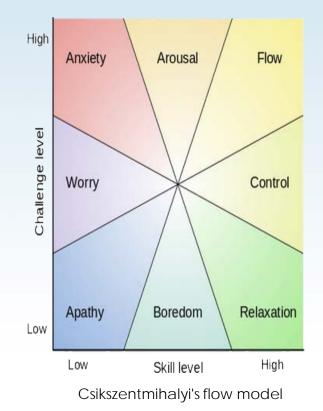


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### 3 conditions to meet for achieving a flow state

- being involved in activities with clear and structured goals and progress
- performing tasks with articulate and immediate feedbacks
- having a good balance between perceived challenge level and skill level



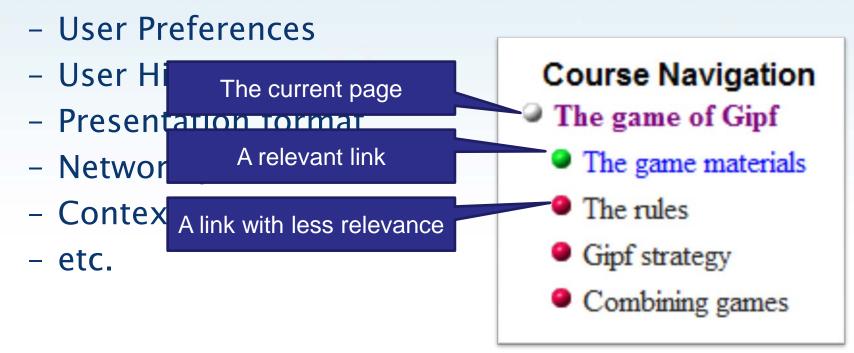
# **Progression of Immersion Mechanisms**

- Adaptive Hypermedia
- E-learning 2.0, Social E-learning
- Challenge, Visualisation & Familiarity
- Gamification & Feedback



# **Adaptive Hypermedia**

 Allows content to be personalised and recommended to users based on





### ICALT 2010

ICALT	About Hosting City	Todo List
Conference Program	Location	Conference Program Accomodation
Hosting City Accomodation	The city of Sousse is located in the east-central part of the country on the Mediterranean coast. The old part of the city, known as the medina, was declared by UNESCO a World Heritage Site in 1988.	
guest - <u>Logout</u>	Next: Conference Program	<u>Course List</u>





### ICALT 2010

### **About Hosting City** Todo List ICALT Accomodation Location **Conference Program** Hosting City Accomodation The city of Sousse is located in the east-central part of the country on the Mediterranean coast. The old part of the city, known as the medina, was declared by UNESCO a World Heritage Site in 1988. Weather This period of the year (July) in Sousse is summer time. Temperatures are in the 25-35°C and may reach × guest - Logout Next: Accomodation Course List



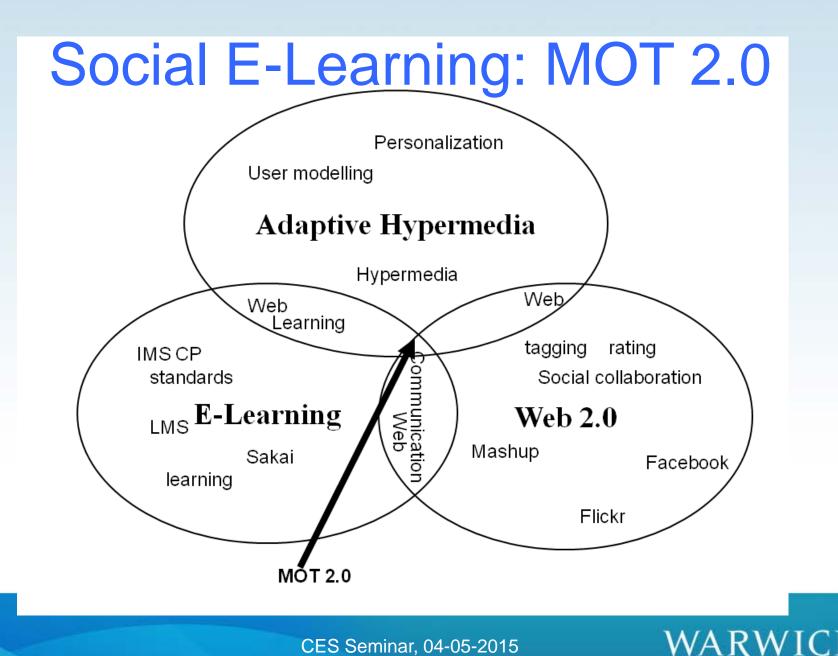
# **Adaptive Hypermedia Demos**

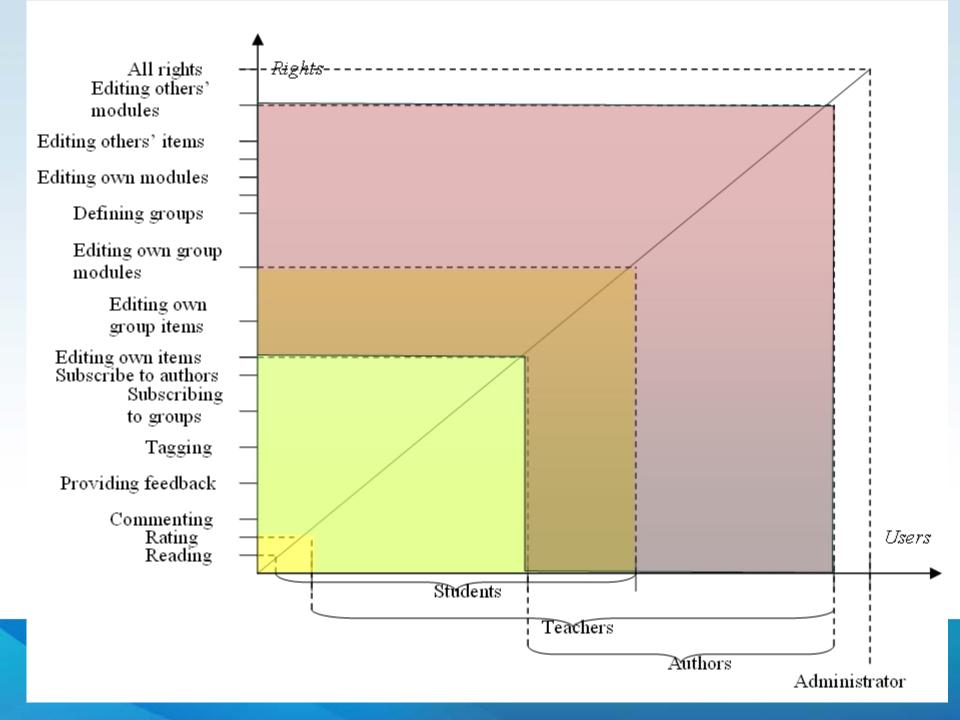
Try out at:

•ADE: <u>http://adaptive.dcs.warwick.ac.uk/</u> •AHA!: <u>http://prolearn.dcs.warwick.ac.uk/strategies.html</u>

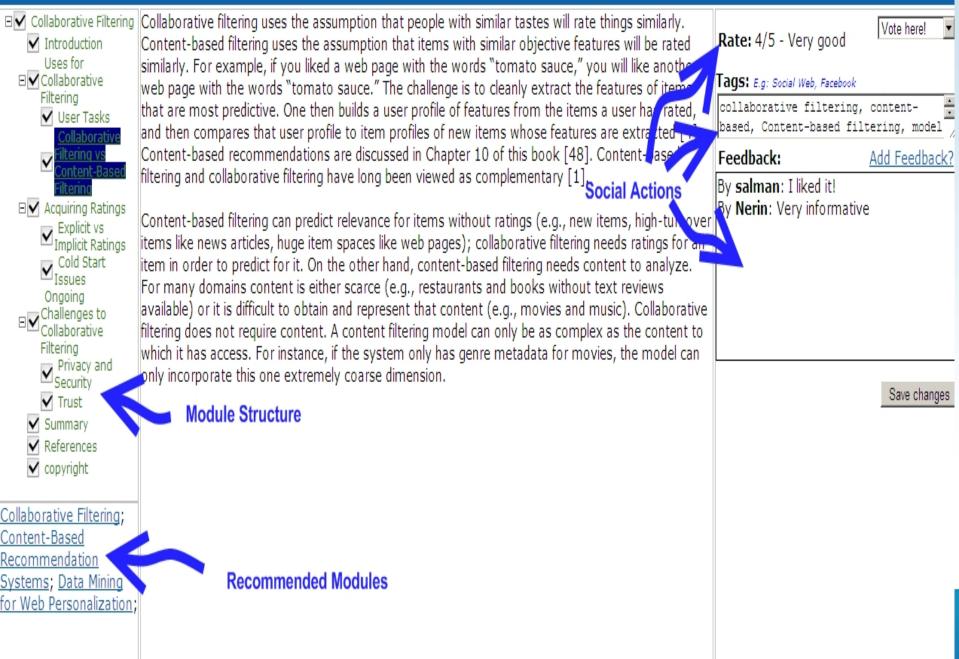




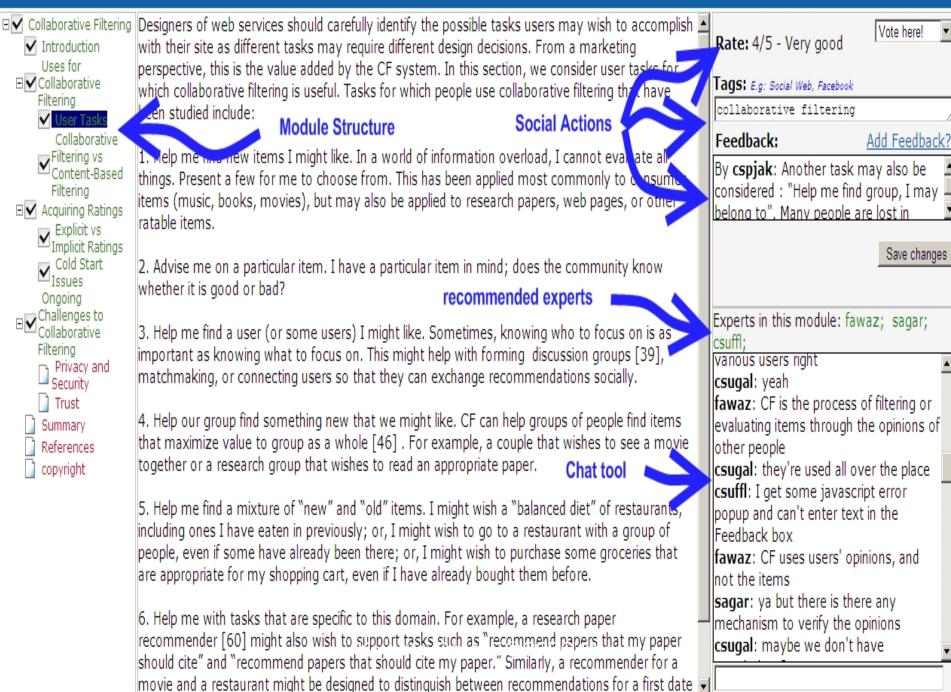




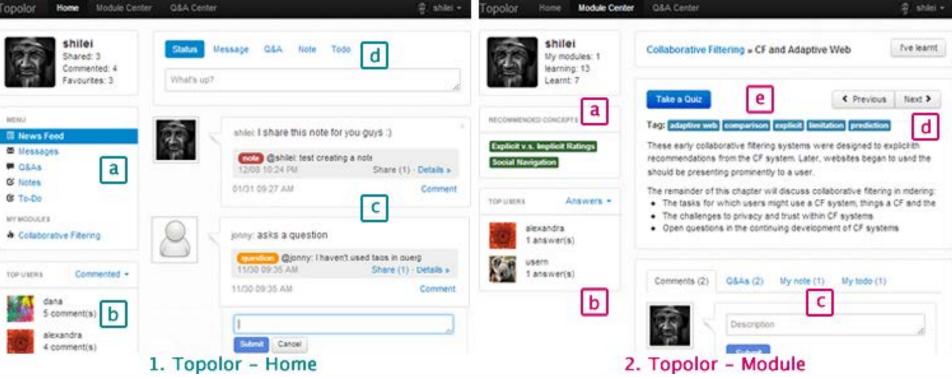
#### Hi cspjae



### Hi **fawaz**



# Visualisation & familiarity in Topolor



a)messages, Q&A list, notes, to-do.b)Learning peer list:c)Information flow walld)Posting tool

a)Learning topic adaptation.b)Learning peer adaptation & Messagingc)Web2.0 tools.d)nexte)Quiz



# Visualisation of social status, comparison & learning progress in Topolor 2

- Topolor's support for the sense of competence and relatedness include the comparison of learner performance and contribution



## Structured & chunked goals with increasing challenges

Learning Path: Control		Х
* Control Process	ſ	•
Basic Elements in Control Process	•	•
Basic Elements in Control Process: Establish Standards <ul> <li>up next</li> </ul>	•	0
Basic Elements in Control Process: Measure Performance	<b>-</b>	0
Types and Scope of Control	<b>-</b>	0
* Strategic Controls		0
Tactical Controls: Financial		0
In unlocked	oic to lea	rn next



## **Gamification: Feedback**

- Feedback type as user characteristic (thus adaptation parameter)
- multi-dimensional levels of interactivity and feedback
- feedback is frequent, instantaneous/ immediate
- feedback is highly visible
- feedback is fine-grained
- feedback is volatile
- feedback is traceable
- distance to achievement, instead of challenges conquered (distance from start point)



# **Immediate Feedback in Topolor 2**

### 2. Within the context of organizations, control involves...

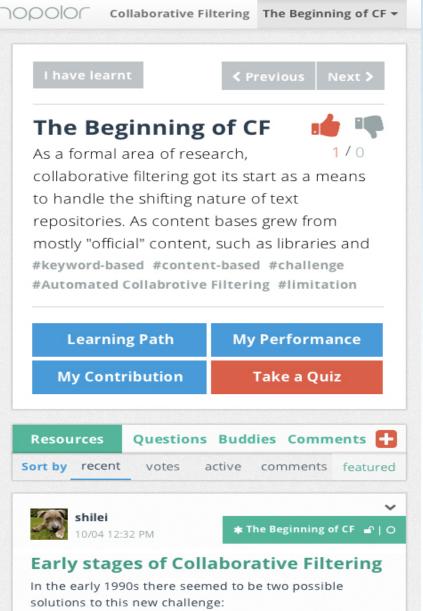
- A. arranging the organization's workforce in some sequence.
- B. tracking flow of transactions across different organizational departments.
- C. regulating activities and behaviors to accomplish specific organizational objectives.

Your answer: A Correct answer: C

🛊 Control Process 🗗 | 🌒



# Feedback is fine-grained



Wait for improvements in artificial intelligence that would allow better automated classification of documents, or

#keyword-based #content-based #challenge #Automated Collabrotive Filtering #limitation

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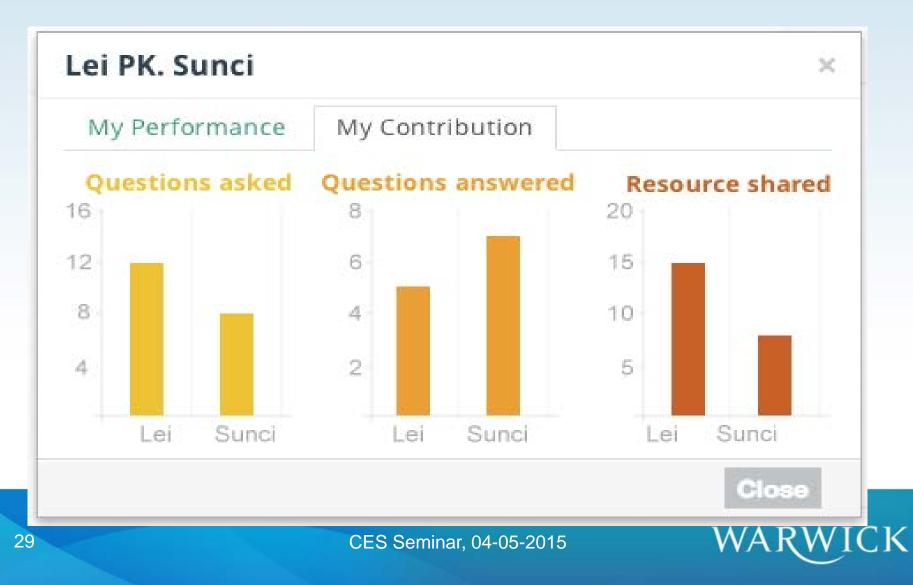
## **Gamification: Social aspects**

## interactivity with other players, social

 Competitive vs. collaborative element, group forming, chat, different type of interaction, mediation (tutor-learner versus peer learning; filtering (- education, context), re-mediation)

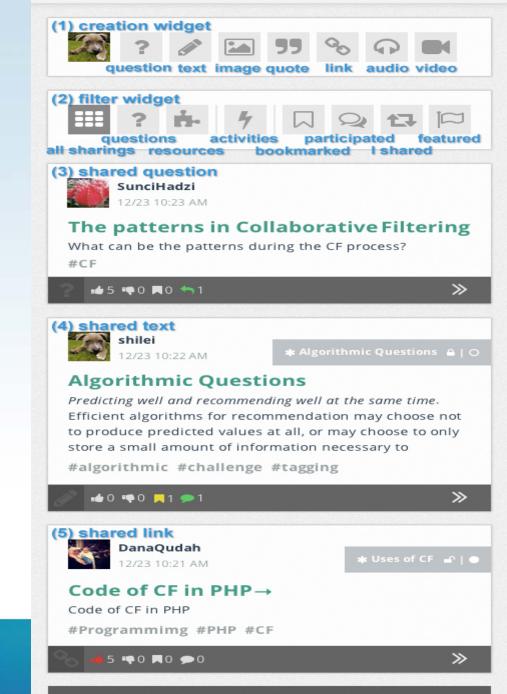


# **Competition: Player vs. Player**



# Social aspect: sharing

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Load more resources & questions

30

## Gamification: Rewards

## Barriers to access versus rewards

Collaborative Filtering The Beginning of CF -

### **The Beginning of CF** As a formal area of research.



collaborative filtering got its start as a means to handle the shifting nature of text repositories. As content bases grew from mostly "official" content, such as libraries and **#keyword-based #content-based #challenge #Automated Collabrotive Filtering #limitation** 

My Performance	
Take a Quiz	

 Resources
 Questions
 Buddies
 Comments
 Image: Comments
 Imag



10000

🛊 The Beginning of CF 🖃 | 🔿

### **Early stages of Collaborative Filtering**

In the early 1990s there seemed to be two possible solutions to this new challenge:

Wait for improvements in artificial intelligence that would allow better automated classification of documents, or

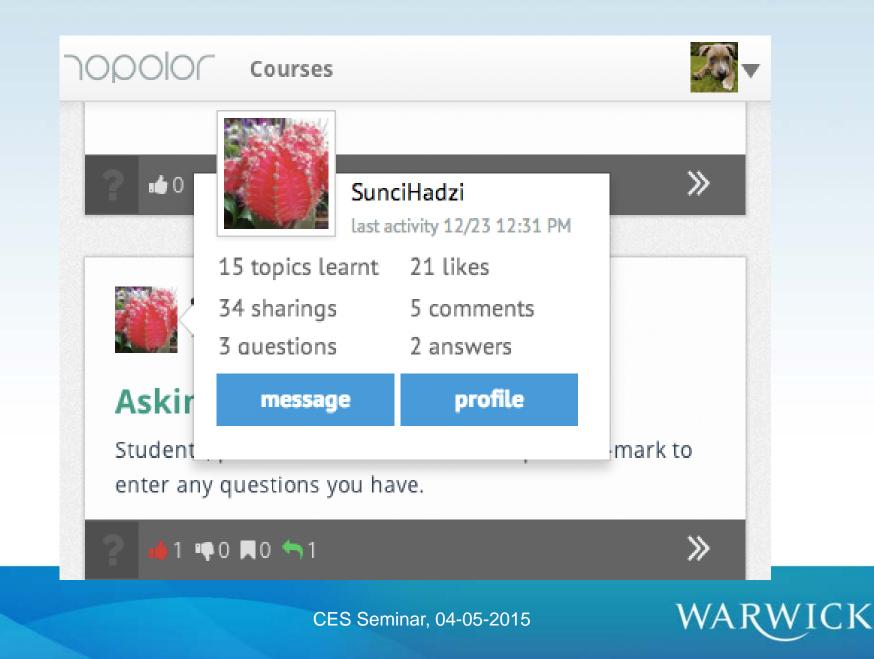
#keyword-based #content-based #challenge #Automated Collabrotive Filtering #limitation

# Gamification: multi-dimensionality

 Access to information (such as feedback) can be obtained in multiple, redundant ways







## **Gamification: Freedom**

 Rules of the 'game' <-> versus freedom ('shoot someone/ anyone')







# **Gamification: Centrality of Learning**

- vicarious learning (learning almost as a side effect) in games
  - Learning whilst interacting
- Knowledge has a function in the game
- Packaging of content and information in smaller sized 'packages', encased in other information (or, more interestingly activities and context)
  - E.g.: course lesson resources ...

## **Gamification: Emphasis on Process**

## • Information and process both as first hand citizens

- E.g., interaction - views, messages ...

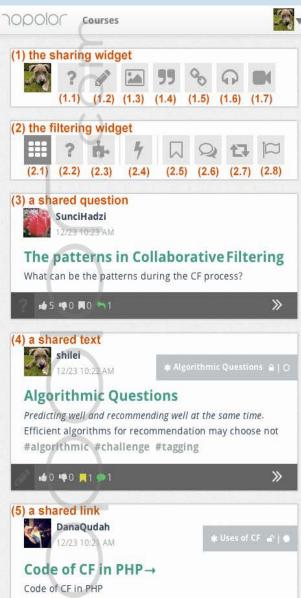




### other gamification features

- **storytelling**: tours for guiding 'newbie' learners to use various features
- profile pages: publishing learning activities, learning status statistics, visualisations of performance and contribution
- leaderboard;
- team building: discussing and commenting on learning contents
- **peer reviewing**: rating peers' posts and comments





**#Programmimg #PHP #CF** 

5 10 00 00

Load more resources & questions

>>

nopolor **Collaborative Filtering** 

Collaborative Filtering 💼

Collaborative filtering (CF) is a technique

used by some recommender systems.

Collaborative filtering has two senses, a

narrow one and a more general one. In

techniques involving collaboration among

multiple agents, viewpoints, data sources,

#keyword-based #content-based #challenge

#adaptive web #explicit #recommendation

Take a Test

**Learning Path** 

**My Contribution** 

(2) the sorter-filter bar

The Beginning of CF

₩2 ?0 9 2 811 1 1 1 1

(3) a topic belong to this course

**CF and Adaptive Web** 

1000 Collaborative Filtering The Beginning of CF

(1) learning path recommendation Next 2 The Beginning of CF As a formal area of research. 1/0 collaborative filtering got its start as a means to handle the shifting nature of text general, collaborative filtering is the process of filtering for information or patterns using repositories. As content bases grew from mostly "official" content, such as libraries and #keyword-based #content-based #challenge **My Performance Learning Path My Performance My Contribution** Take a Quiz (1) the menu bar for switching recommendation lists Topics Resources Questions Buddies Comments Questions Buddies Comments Resources Sort by learning path resources questions all unlocked Sort by recent active comments featured votes (2) a resource belong to this topic £10 shilei ★ The Beginning of CF ▲ | O 10/04 12:32 PM As a formal area of research, collaborative filtering got its Early stages of Collaborative Filtering start as a means to handle the shifting nature of text In the early 1990s there seemed to be two possible repositories. As content bases grew from mostly "official" solutions to this new challenge: content, such as libraries and corporate document sets, Wait for improvements in artificial intelligence that would to "informal" content such as discussion lists and e-mail allow better automated classification of documents, or Bring human judgment into the loop. >> While the challenges of automated classification have yet #keyword-based #content-based #challenge £10 #Automated Collabrotive Filtering #limitation

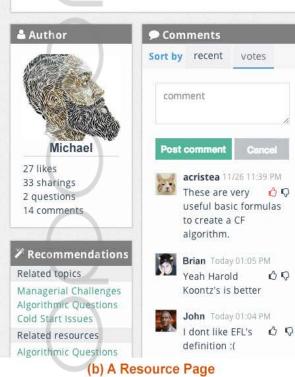
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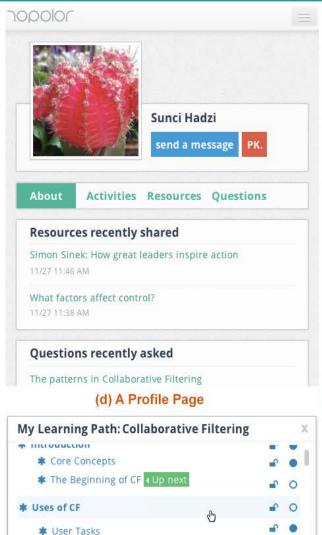
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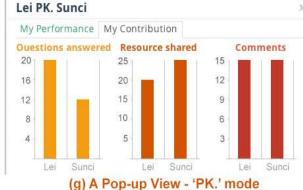
### « Back to topic: The Beginning of CF

### Early stages of Collaborative Filtering

In the early 1990s there seemed to be two possible solutions to this new 1/0 challenge: Wait for improvements in artificial artificial intelligence that would allow better automated classification of documents, or Bring human judgment into the loop.









### (h) A Pop-up View - Comparison of Performance



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(e) A Pop-up View - Learning Path

CF System Functionality

0

# Demos

Try out at:

•Topolor2: <u>http://www.topolor.com/</u>

•Topolor1: <u>http://topolor-shek.rhcloud.com</u>

•Topolor1.1: http://www.alamri.co.uk/





# Thank you!

## Any questions?



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adaptive advanced alexandra authoring computer conference opy Cristea de design development doi e-learning eds education environment evaluation hendrix hypermedia icalt ieee information international issue journal learning model networks neural okamoto press proceedings science scientific shi social society special springer stewart support Systems technology thomson toshio vol web web-based