

# Digitization of education: Lucrative business opportunities abound in race to classroom of the future

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## Abstracts

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### SUMMARY

A lucrative growth area for technology companies and new entrants has opened up as a result of the digitization of education. Leading companies such as Google, Apple and Microsoft are racing to ensure technology from each brand is at the forefront of the classroom of tomorrow.

The business opportunities in doing so are substantial. New entities have sprung up to capture the expanding market for education that falls outside of schools and universities, made possible by developments in online learning. Learning environments are changing at a rapid pace, driven by the growing demand for incorporating digital technology.

Gamification of schooling is beginning to take hold, opening up new avenues in the sale of sophisticated devices intended to capture the attention of students in an era characterized by the frequent distractions of Wi-Fi, smartphones and social media.

Across leading education systems greater amounts of investment are being placed into personalized learning, capturing the attention of companies such as Apple, keen to gain a presence in what is probably going to become a very lucrative market.

Big data generates opportunities in creating new and improved learning experiences

provided information can be properly managed.

## **SCOPE**

Explores the gamification of education.

Examines the future role of technology in personalized learning.

Analyses the impact of big data on education.

Assesses the business opportunities presented by MOOCs.

Looks at the movement of big technology companies into schools.

## **REASONS TO BUY**

What are the benefits of big data in education?

What are the business opportunities presented by technology in schools?

How will the classroom of the future develop?

Can MOOCs succeed in the current business environment?

## Contents

Overview

Catalyst

Summary

Technology moving into schools, changing classroom experiences

Gamification of learning could be boon for computer companies and developers

Virtual reality takes visual education into a new era, providing vital opportunities for technology companies

Use of smartphones as a tool of education is no longer limited to wealthy nations

Even in impoverished countries, computers are playing a greater role in classrooms than ever before

Personalized education taking advantage of digital teaching

Major companies are racing to meet demand for classroom of tomorrow

Opportunities to monitor student development will enable expansion in personalized learning market

New technology raises both opportunities and problems for big data education

Data leaks reveal problems of digitization of education in the age of big data

Big data offer universities fresh insights into student performance, helping course development and saving money

Cloud computing could transform homework of the future

Universities move online, transforming education of ordinary people

Globally, university education is increasingly moving online

Better regulation of how MOOCs in the United States operate would be beneficial to wider growth

MOOCs are good business but continue to suffer from fundamental problems

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