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Assessment**

Gaining insight from social media data in educational assessment

Conference Paper Abstract

Tom Sutch, Nicole Klir & Anne-Claire Gueranger

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Author contact details:

Tom Sutch, Nicole Klir & Anne-Claire Gueranger
Assessment Research and Development,
Research Division
Cambridge Assessment
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA
UK

Sutch.T@cambridgeassessment.org.uk

<http://www.cambridgeassessment.org.uk>

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Abstract

The ever-expanding usage of social media in our private and professional lives offers a critical data resource to draw insights on our behaviours and opinions. At Cambridge Assessment, we are developing our capability to capture and analyse education-related social-media feeds. We collected 6.44 million exam-related tweets during the summer 2016 UK examination session. Our analyses on patterns over time, topics and sentiments confirmed that pre-exam conversations and 'exam post-mortems' are not only confined to a private circle anymore as candidates now conduct them on social networks as well. Mining social-media data can therefore open a window into students' viewpoints throughout the exam process. The same applies to social network in the enterprise. We developed analytics from our Yammer feed data to improve virtual interactions with our examiners. Centrality measures can now be used to identify the key persons to spread a message efficiently among the community and messages tailored to the specific interests of a group thanks to insights from topics analysis. Opportunities to draw insight from social-media data are numerous and Cambridge Assessment will continue to explore new creative ways to use such data to inform better decisions across our organisation.