



**Cambridge  
Assessment**

# **Data, data everywhere? Opportunities and challenges in a data-rich world**

*Conference Paper Abstract*

**Nick Raikes**

Presented at the 44<sup>th</sup> International Association for Educational Assessment (IAEA) Annual Conference, Oxford, UK, September 2018

**Author contact details:**

Nick Raikes  
Assessment Research and Development,  
Cambridge Assessment  
The Triangle Building  
Shaftesbury Road  
Cambridge  
CB2 8EA  
UK

Raikes.N@cambridgeassessment.org.uk

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

As a department of Cambridge University, Cambridge Assessment is respected and trusted worldwide, managing three world-class examination boards, and maintaining the highest standards in educational assessment and learning. We are a not-for-profit organisation.

**How to cite this publication:**

Raikes, N. (2018, September]. *Data, data everywhere? Opportunities and challenges in a data-rich world*. Paper presented at the International Association for Educational Assessment (IAEA) Annual Conference, Oxford, UK.

## **Abstract**

Data has always been central to large scale educational assessments such as those provided by Cambridge Assessment, but digital learning and assessment products vastly increase the amount, types and immediacy of data available. Advances in data science and technology have opened up this data for analysis as never before. “Big Data” is much hyped by both those that fear it and those that welcome it, but as yet there has been no big data revolution in education. In this presentation I will briefly outline current uses of data analytics at Cambridge Assessment, and how big data extends them. I will explore some likely future uses and benefits of Big Data in relation to formative assessment and individualised recommendations for learners, together with the risks of statistical naivety and data misuse, and the challenge of gaining the trust of students, parents and teachers.