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Instrumentalism
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AUDREY WATTERS

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LARRY CUBAN

1935 illustration of a New York professor, C.C. Clark, giving lectures by way of shortwave radio, imagining TV broadcasting university

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Education, Computers and Industry

Kevin Robins and Frank Webster

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The Folly of Technological Solutionism

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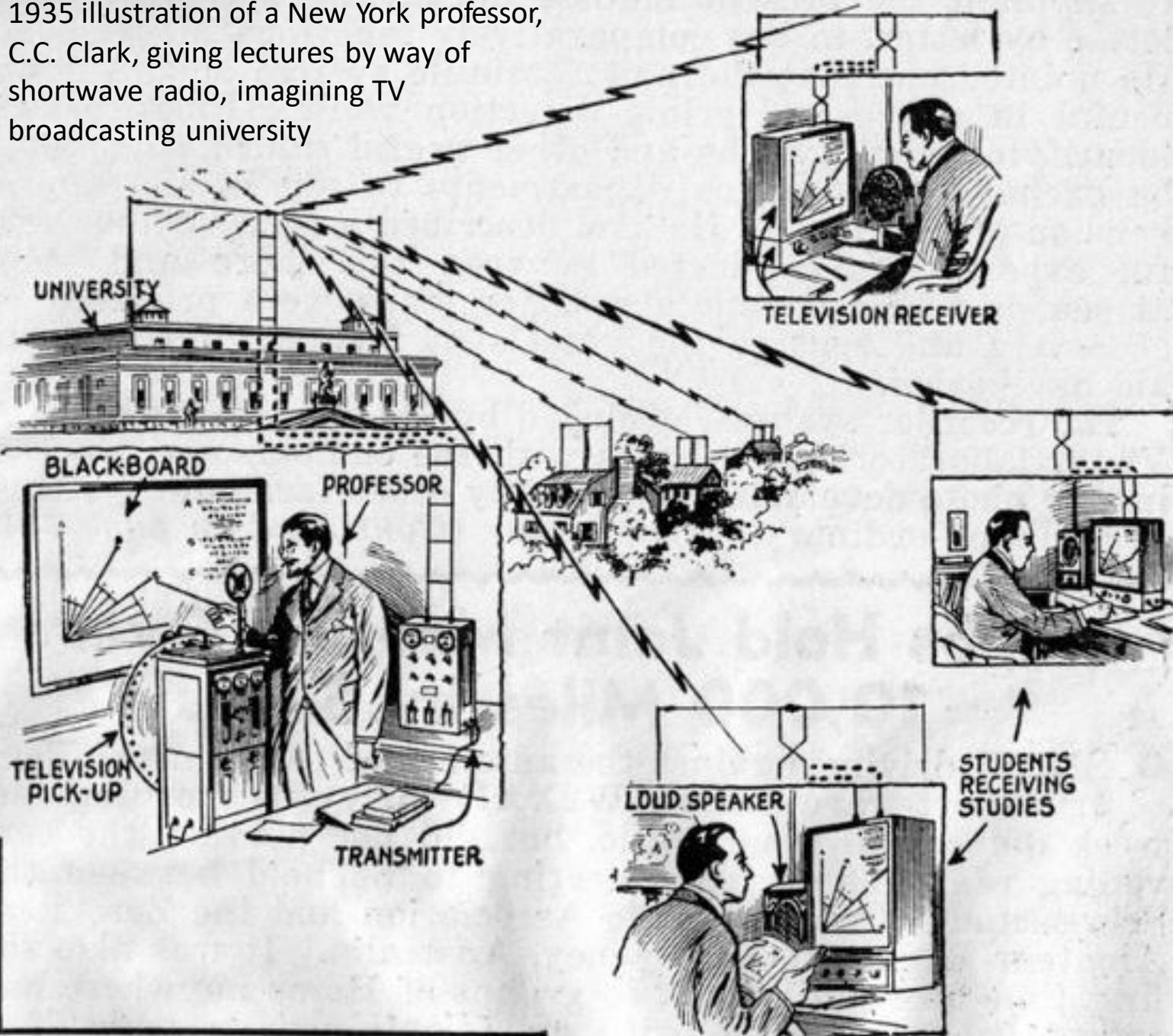
death glitch
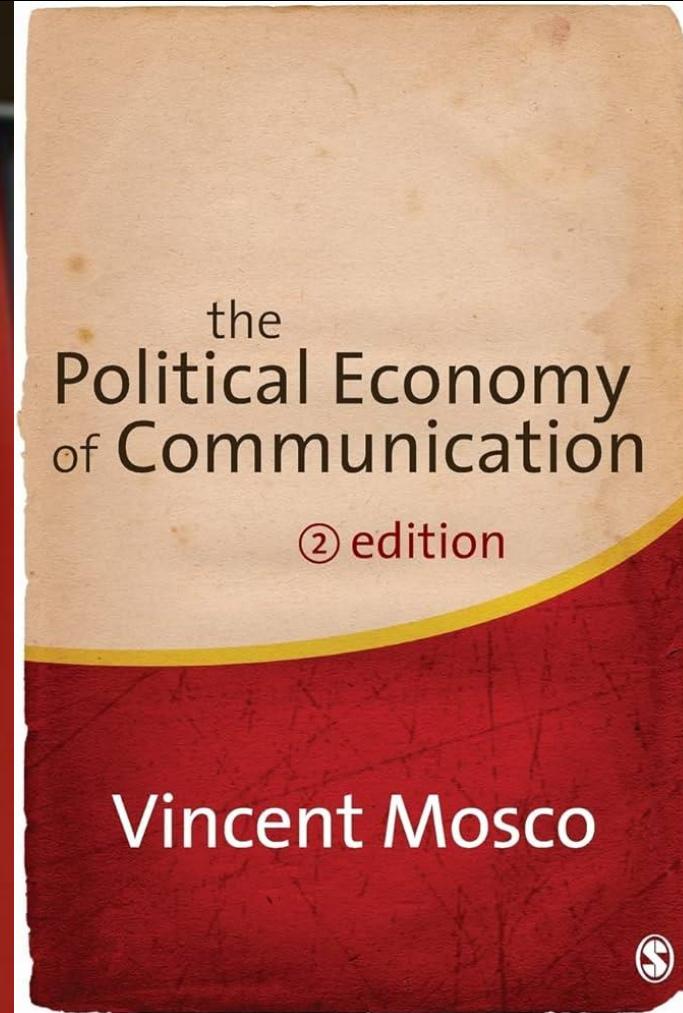
how techno-solutionism fails us in this life and beyond

tamara kneese

The Promise of Access

"One of the most important books written on social institutions and the lived experiences of techno-solutionism in the United States."
—Tressie McMillan Cottom

Technology, Inequality, and the Political Economy of Hope

Daniel Greene

Remembering Vincent Mosco

"[T]his book interrogates how EdTech is shaped by old, new and emerging capitalist logics and disputes the idea that EdTech is in itself driving a 'revolution' that breaks from the social problems of the past and makes a new and better future. We demonstrate EdTech to be a significant and fast-growing sector of the current ICT and media industries and show how this sector is bankrolled by global financiers and is also constituted by publicly-traded profit-seeking firms that rely upon waged and unwaged human labor to produce, distribute and sell EdTech hardware, software and services as commodities to the growing 'market' of higher education...As EdTech's private titans make inroads into the public institutions of education, we take stock of their attempt to reconfigure these into new spaces of capital accumulation and interrogate the...interests advanced and obscured" (Tanner Mirrlees and Shahid Alvi, 2019
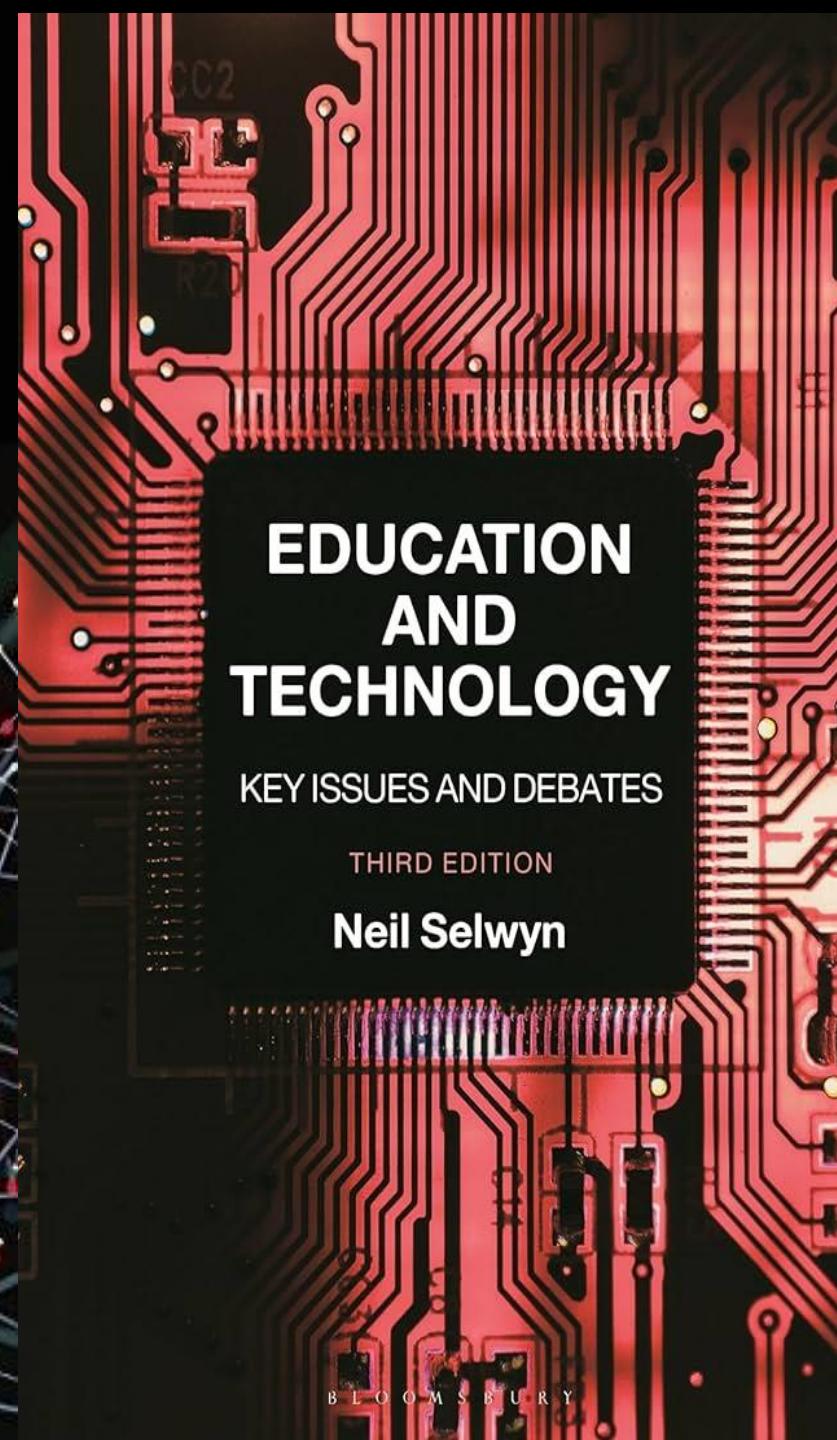
Neoliberalism
Platformization
Automation
Data Colonialism

BIG DATA IN EDUCATION

The digital future of learning, policy and practice

Ben Williamson

EDUCATION AND TECHNOLOGY

KEY ISSUES AND DEBATES

THIRD EDITION

Neil Selwyn

Bloomsbury

Learning, Media and Technology
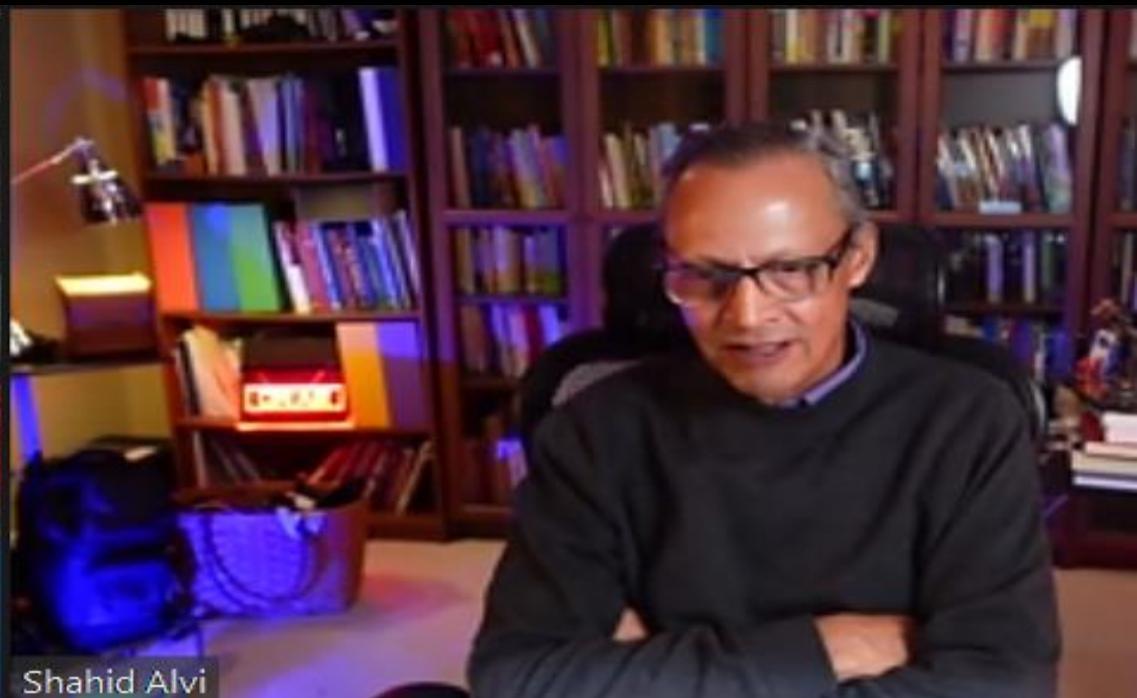
Special Issue: Global and Local Histories of Educational Technologies
Guest Editors: Katie Day Good and Barbara Hof

Routledge
Taylor & Francis Group

Included in Social Sciences Citation Index®

Outline

1) Back to 2013: Why We Wrote the Book

2) Forward to 2023: The Ed Tech Industry, Business Models and Controversies

3) 2024 to the Future: Ed Tech Industry Research Directions

Screenshot of Tanner and Shahid, chatting on ZOOM, Summer 2020

Review of Contemporary Issues in Communication

Change the media, change the world

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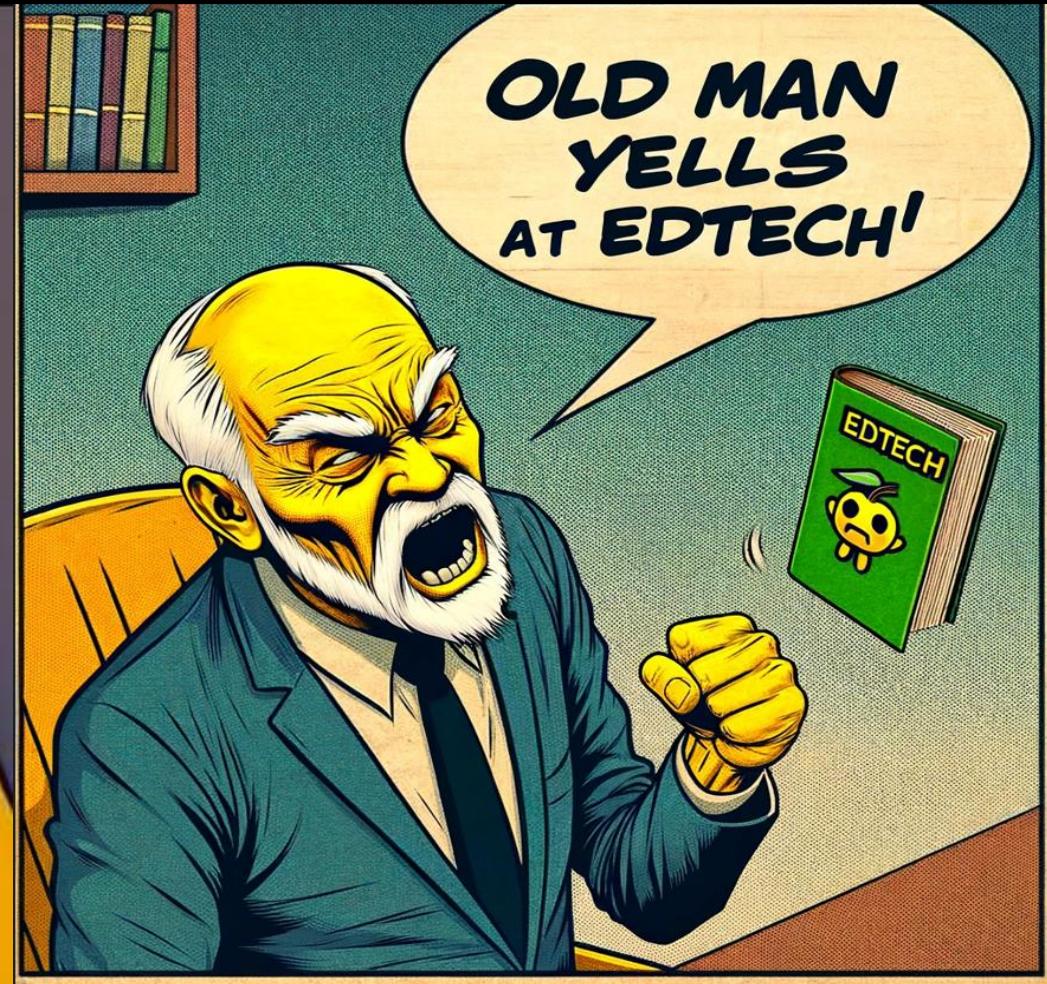
Technophiles
Technophobes
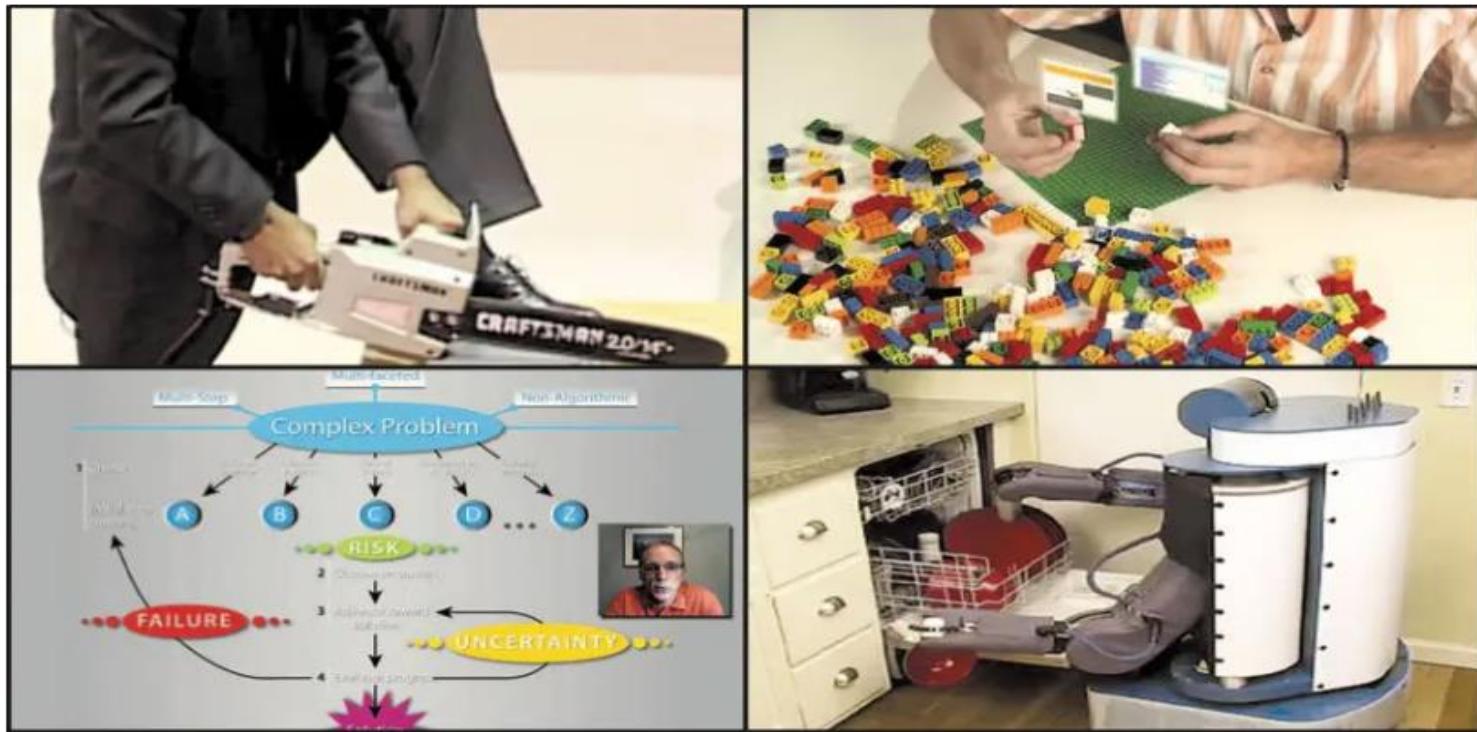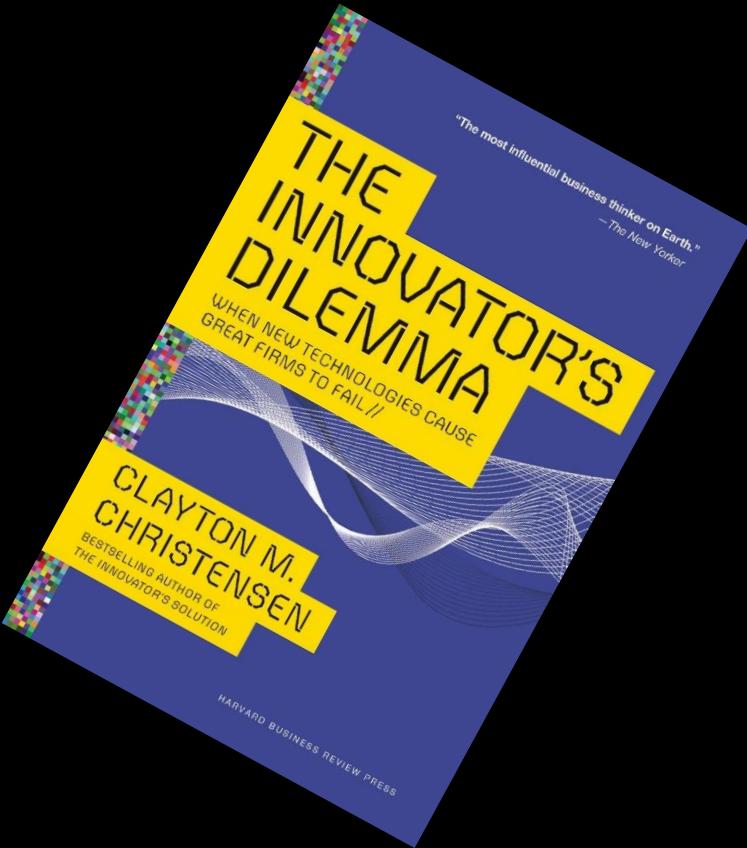
The Year of the MOOC

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Clockwise, from top left: an online course in circuits and electronics with an M.I.T. professor (edX); statistics, Stanford (Udacity); machine learning, Stanford (Coursera); organic chemistry, University of Illinois, Urbana (Coursera).

"Fifteen years from now more than half of the universities will be in bankruptcy, including the state schools. In the end, I am excited to see that happen" – Clay Christensen, 2013

The MOOC Post-Mortem: Bibliometric and Systematic Analyses of Research on Massive Open Online Courses (MOOCs), 2009 to 2022

Jon Billsberry[1] (iD) **and Irit Alony**[1]

Abstract

Massive open online courses (MOOCs) are online-based teaching programs designed to accommodate thousands of students without charging any fees. They began appearing in 2009 and 2010, became popular for a while, but are in decline now. This paper contains bibliometric and systematic reviews of research on MOOCs to see what can be learned from the innovation. The primary goals of these reviews are (1) to bibliometrically chart the research conducted on MOOCs and highlight significant milestones, (2) to reveal themes in MOOC research and discover key lessons, and (3) to surface any management education-specific lessons. The results show an increasing interest in scholarly work on MOOCs that demonstrates an enduring interest in reducing drop-out rates, although remedies have not yet been found. Studies demonstrate the importance of increasing opportunities for engagement and interaction. Few studies have explored MOOCs related to business and management. As universities have sought to monetize MOOCs,

The "Depressing" And "Disheartening" News About MOOCs

Derek Newton Contributor ⓘ

I write about education, edtech and higher education.

Massive Open Online Course Market is Anticipated to Surpass a Valuation of US$ 48.4 Billion by the year 2033, Advancing at a CAGR of 16.2% | Future Market Insights, Inc.

coursera
education for everyone

2013:
$1 million revenue

2023:
$636 million revenue

GAFAM's EdTech Game Plan: Platformizing, Automating and Globalizing Higher Education in a Digital Age [Workshop]

Past Event! Note: this event has already taken place.

When:	Tuesday, March 10th, 2020
Time:	12:30 pm — 2:00 pm
Location:	Richcraft Hall, Reader's Digest Resource Centre, room 4400
Audience:	Current Students, Faculty
Contact:	Rena Bivens, Rena.Bivens@carleton.ca

Workshop with Dr. Tanner Mirrlees, Associate Professor in Communication and Digital Media Studies (Ontario Tech University)

An ed-tech tragedy?

Educational technologies and school closures in the time of COVID-19
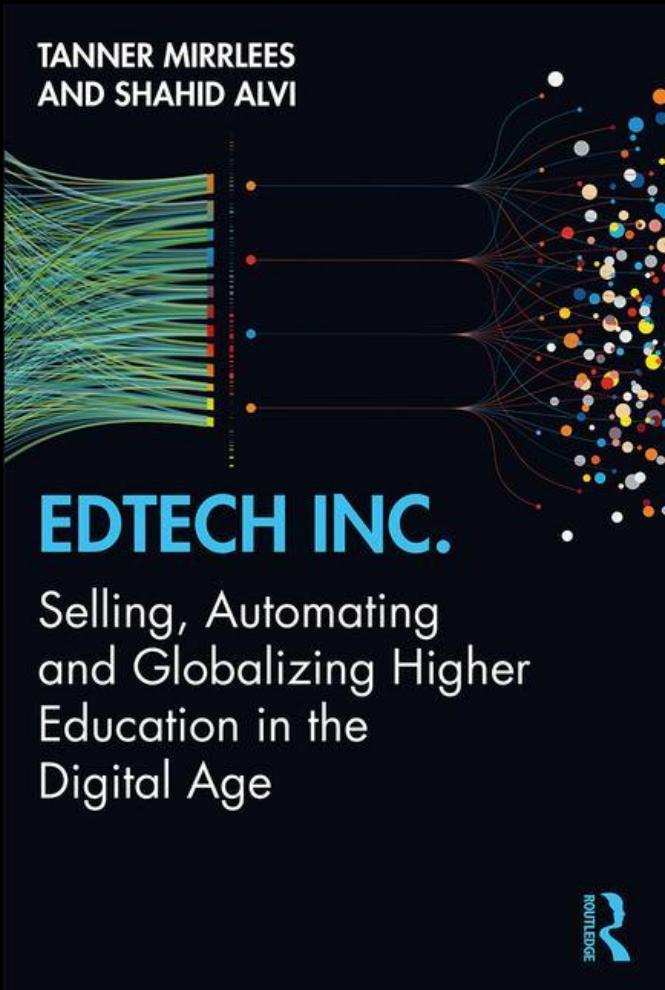
"Powerful organizations, from big tech corporations and financial investors to EdTech consultancies and international bodies, exploited school closures to try to reform the social institution of schooling into a digital-first or even digital-only ecosystem" - Ben Williamson, 2023
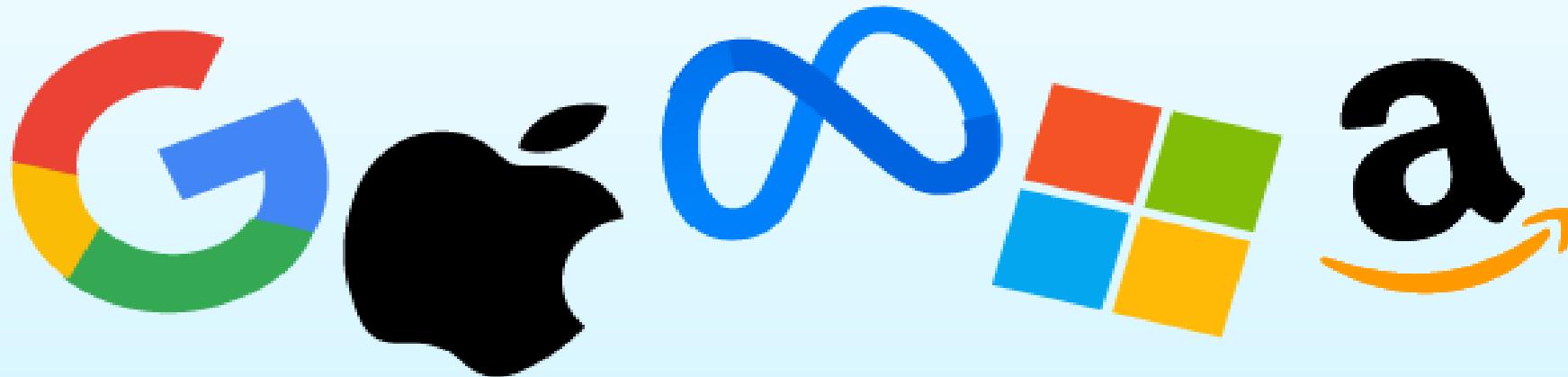
Testing Tech Products in the Classroom

The EdTech industry is "all the companies currently involved in the financing, production and distribution of commercial hardware, software, cultural goods, services and platforms for the educational market with the goal of turning a profit" - Tanner Mirrlees and Shahid Alvi, 2019

Combined market valuation of Microsoft ($3.09 trillion), Apple ($2.68 trillion), and Google ($1.8 trillion) = $7.57 trillion / Global annual public expenditure on education = $5.4 trillion

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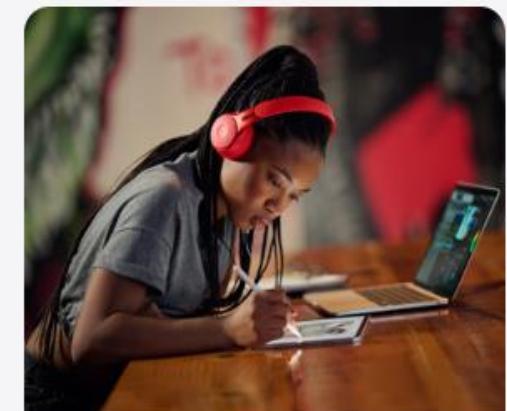
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Social-emotional learning resources >

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The Ed Tech Market Map

Created By CB INSIGHTS

Learning Management Systems: HotChalk, classkick, Blackboard Bb, schoolOGY, Edmodo, remind, brightwheel, fresh grade, 学科网 www.zxxk.com, nearpod, Schoolzilla, eSpark, Desire2Learn, CLASS DOJO, echo, CIVITAS LEARNING, LearnZillion, 一起作业 17zuoye.com, EVERFI, FLAT WORLD LEARN ON, TOP HAT, MasteryConnect, PowerSchool

Early Childhood Education: Tynker, kidaptive, SPEAKABOOS, Knowledge Adventure, tinkergarten, TINYBOP

Broad Online Learning Platforms: KNEWTON, coursera, Learnist, Curious.com, panOpen, EduKart, KHAN ACADEMY, udemy, popexpert, descomplica.

Enterprise Learning: edcast, Kaltura, Lessonly, Grovo, inkling, NovoED, ExecOnline, declara, degreed, Qstream

Next-Gen Schools: UNIVERSITY NOW, altschool, MINERVA, QUAD LEARNING

Tech Learning: PLURALSIGHT, Udacity, codecademy, codementor, BLOC, GENERAL ASSEMBLY, CodeHS, One Month, CODE COMBAT, CAREERFOUNDRY

Online to Offline: GAOSI EDUCATION 高思教育, WyzAnt, 轻轻家教, 跟进学 genshuixue.com, Yup, VARSITY TUTORS

Curriculum Production: Apex Learning, CENGAGE Learning, ACHIEVE3000

Next-Gen Study Tools: WriteLab, Kahoot!, agnitus, lumosity, Course Hero, dreambox LEARNING, picmonic, curriculet

Language Learning: OKPanda, 沪江网 HUJIANG.COM, duolingo, Colingo, babbel, open english, 51Talk 无忧英语, TutorGroup, noredink

School Administration: BloomBoard, SchoolMint, chalkable, parchment, Clever, FULLMEASURE EDUCATION, EVERSPRING, BrightBytes, ALLOVUE

Search: GREAT!SCHOOLS, 决胜网 juesheng.com, EDUNAV, admitsee

Test Prep: BYJU'S, toppr, BenchPrep, 小站教育 zhan.com

Venture Capital Investment Sources for EdTech Start-Ups

Investment Source	Examples
GAFAM Venture Capital Arms	Google Ventures, Microsoft Ventures (M12)
Philanthropic Foundations of GAFAM CEOs-Owners	Chan Zuckerberg Initiative, Bill & Melinda Gates Foundation, Emerson Collective, Bezos Family Foundation
Venture Capital Firms	Reach Capital, Learn Capital, GSV Ventures, Owl Ventures, Rethink Education, New Markets Venture Partners
Angel Investors	Reid Hoffman (Co-founder of LinkedIn), Peter Thiel (Co-founder of PayPal), Mark Cuban (investor and Shark Tank star), Ashton Kutcher (head of Sound Ventures)

Global Venture Capital Investment in Ed-Tech Soared in 2021, Hitting $20B

REPORT

AI in Education Global Market

175 pages 2024

SMART CLASSROOM MARKET

Size, Share Global Analysis Report, 2023 – 2030

USD 61.71 Billion IN 2022
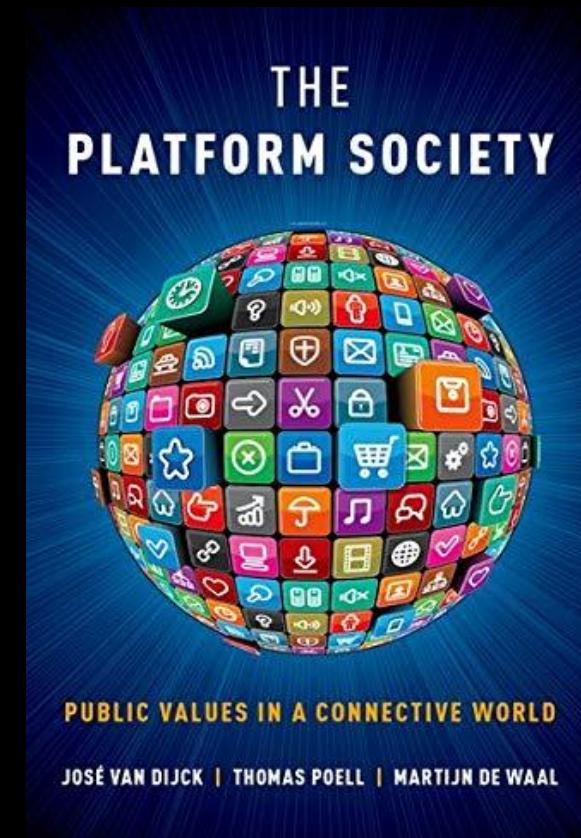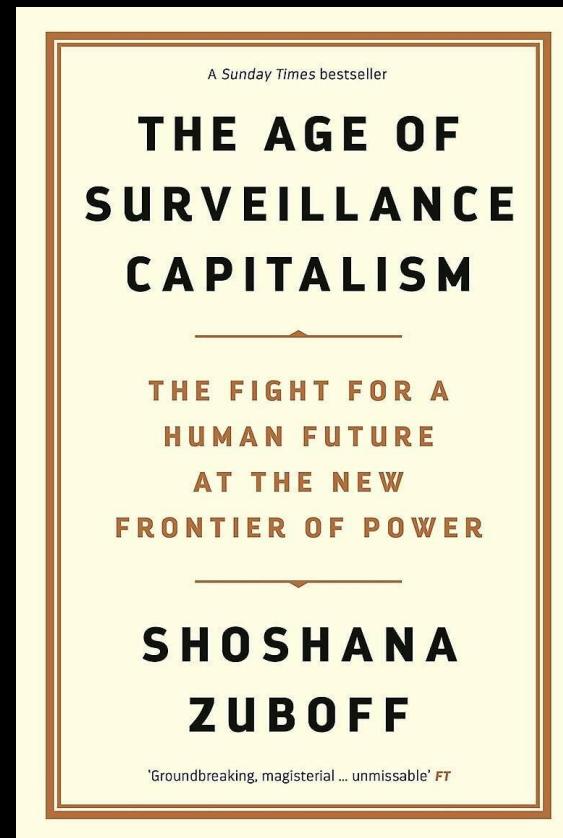
USD 132 Billion BY 2030

CAGR of 9.99% 2023-2030

Business Models
& Controversies

EdTech industry business model #1:
"platform" or "surveillance" capitalism."

Information we collect as you use core services

As described fully in Google's Cloud Privacy Notice, we also collect service data through the core services, including:

- **Your account information**, which includes things like name and email address.

- **Your activity while using the core services**, which includes things like viewing and interacting with content, people with whom you communicate or share content, and other details about your usage of the services.

- **Your settings, apps, browsers & devices**. We collect info about your settings and the apps, browsers, and devices you use to access our services. This information includes browser and device type, settings configuration, unique identifiers, operating system, mobile network information, and application version number. We also collect information about the interaction of your apps, browsers, and devices with our services, including IP address, crash reports, system activity, and the date and time of your request.

- **Your location information**. We collect info about your location as determined by various technologies such as IP address.

- **Your direct communications**. We keep records of communications when you or your admin provide feedback, ask questions, or seek technical support.

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Bring your school community together with a suite of tools that enables better communication and collaboration.

No cost for qualifying institutions[1]

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NEW FEATURES

Teaching and Learning Upgrade

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NEW FEATURES

Google Workspace for Education Plus

(Formerly known as G Suite Enterprise for Education)

Transform your school with a comprehensive solution incorporating advanced security and analytics, enhanced teaching and learning tools, and more.

C$6.50 / student / year

Get one staff license for every four student licenses

Contact sales

New study confirms that many EdTech companies exploit children's data and there is nothing to stop them

Digital Dystopia

The Danger in Buying What the EdTech Surveillance Industry is Selling

ACLU

Education data breaches hit record high in 2021

EdTech industry business model #2:
public-private partnerships – Online Program Management (OPM)

Corporation	Revenue in 2023 (Million $)
2U	946.0
Coursera	635.8
Academic Partnerships	208.7

Report Calls Online Program Managers 'Wolves in Sheep's Clothing'

TCF Analysis of 70+ University-OPM Contracts Reveals Increasing Risks to Students, Public Education

EdTech industry business model #3
copyrighted educational content is "king"

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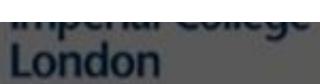
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"We know there is financial benefit to companies…but the educational benefit is unclear because we have so little evidence regarding the impact on learning" - Sam Sellar, Dean of Research in Education Futures and Policy at the University of South Australia, 2023

EDTECH Black Box

EdTech industry business model #4:
crowdsourced prosumer labor

BY JEFF HOWE   BACKCHANNEL   JUN 1, 2006 12:00 PM

The Rise of Crowdsourcing

Remember outsourcing? Sending jobs to India and China is so 2003. The new pool of cheap labor: everyday people using their spare cycles to create content, solve problems, even do corporate R&D.

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Capitalism: 8 Logics

Research

EdTech and work and labor

EdTech and the digital divide

EdTech, climate change and environmental sustainability

EdTech and the state, policy and regulation

EdTech and Work and Labour

Edtech in 2023: A Year Of Layoffs and Funding Crunch

Edtech unicorn Byju's was engulfed with multiple problems this year, which led to skepticism about the entire sector

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BY S SHANTHI • DEC 28, 2023

'Unethical, illegal': Wage theft scandal hits Markham-based online teaching company

Online tutor service Paper Education faces growing pains as layoffs follow questions about efficacy

SEAN SILCOFF › TECHNOLOGY REPORTER
ANA PEREIRA

EdTech and the digital divide

In 2023, approx. 2.6 billion people worldwide did not have Internet access (33 percent of the global population)

EdTech, climate change and environmental sustainability

Educational Technology and its Environmental Impacts

Ed-Tech Within Limits: anticipating educational technology in times of environmental crisis

EdTech is killing us all: facing up to the environmental consequences of digital education

# EdTech and the state, policy and regulation

EdTech Inc. Revisited

Tanner Mirrlees

Communication and Digital Media Studies

Faculty of Social Science and Humanities

EdTech Inc., Revisited

Join Dr. Tanner Mirrlees for a talk on the rise of the EdTech industry.

Using a political economy of communication framework, Mirrlees presents an overview of the EdTech industry and probes the forces and relations underpinning the digitization, commercialization, platformization, automation, and globalization of higher education.

Offering a counterpoint to techno-deterministic and techno-optimistic narratives about EdTech, Mirrlees considers the ethical and social dimensions of the EdTech industry's impact on teacher labour, student learning, and the public education sector as a whole.

Sponsored by:

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22 Friday, March 22

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