

The Personalization Problem

Spot the difference!

“It's about **customizing** to your circumstances and **personalizing** education to the people you're actually teaching. And doing that is the answer to the future... it's about creating a movement in education in which people develop their own solutions, but with external **support** based on a **personalized** curriculum”.

“We believe the best way to make measurable progress is through **personalization** and products that really work for you. We can **customize** a learning program based on your needs, your particular learning style and your interests. We'll be there to provide feedback throughout your journey, celebrating your achievements and **supporting** you all the way.”

FURTHER READING

Kerr, P. <https://adaptivelearninginelt.wordpress.com/2014/04/04/personalization-for-all/>

Kullman, J. *Discourses of Identity in the English Language Coursebook* in Gray J. (ed.). *Critical Perspectives on Language Teaching Materials* (Palgrave, 2013)

Selwyn, N. *Minding our language: why education and technology is full of bullshit and what might be done about it*. Learning, Media and Technology, 2015
<http://dx.doi.org/10.1080/17439884.2015.1012523>

Critics of the term “Personalization” (online articles)

Feldstein, Michael, Hill, Phil:

<http://er.educause.edu/articles/2016/3/personalized-learning-what-it-really-is-and-why-it-really-matters>

Feldstein, Michael: *Pearsonalized Learning*: <http://mfeldstein.com/pearsonalized-learning/>

Watters, Audrey: Hack Education. <http://hackeducation.com/2014/07/02/personalization-teaching-machines>

Riley, Benjamin. Don't Personalize Learning,

<http://kuranga.tumblr.com/post/89290487631/dont-personalize-learning>

Willingham, Daniel. Teaching to what students have in common.

<http://www.ascd.org/publications/educational-leadership/feb12/vol69/num05/Teaching-to-What-Students-Have-in-Common.aspx>