

Contents

1	Learning Analytics as a Breakthrough in Educational Improvement	1
	Francisco José García-Peñalvo	
2	Data, Mark of a New Era	17
	Richard Tong, Shuai Wang, Elizabeth McBride, Hannah Kelly, and Wei Cui	
3	Research Ethics Guidelines for Personalized Learning and Teaching Through Big Data	37
	Jako Olivier	
4	Management Process of Big Data in High Education as Sociotechnical System	57
	Marcel Simonette and Edison Spina	
5	Learning Analytics and eAssessment—Towards Computational Psychometrics by Combining Psychometrics with Learning Analytics	67
	Hendrik Drachsler and Frank Goldhammer	
6	Motor Imagery Experiment Using BCI: An Educational Technology Approach	81
	Camilo Andrés Ortiz Daza, Fredys A. Simanca H., Fabian Blanco Garrido, and Daniel Burgos	
7	Visual Learning Analytics for a Better Impact of Big Data	99
	Roberto Therón	
8	Preventing Student and Faculty Attrition in Times of Change	115
	Pablo Munguia	

9	Ontological Model to Represent Interactive Simulation Objects . . .	131
	Jonathan Enrique Cuspoca Ruiz, Julio Baron Velandia, Jhon Francined Herrera-Cubides, Paulo Alonso Gaona-García, and Carlos Enrique Montenegro-Marín	
10	AI Technology and Personalized Learning Design—Uncovering Unconscious Incompetence	157
	Doug Lynch, Ulrik Juul Christensen, and Nicholas J. Howe	
11	How to Integrate Formal and Informal Settings in Massive Open Online Courses Through a Transgenic Learning Approach	173
	Alberto Corbi and Daniel Burgos	
12	Understanding and Using Big Data for Educational Management	193
	Lars Nellesmann, Peter Nordestgaard, and Lone Dirckinck-Holmfeld	
13	The Case for Serious Games Analytics	213
	Pablo Moreno-Ger and Daniel Burgos	