IGNITE SESSION

Name of session
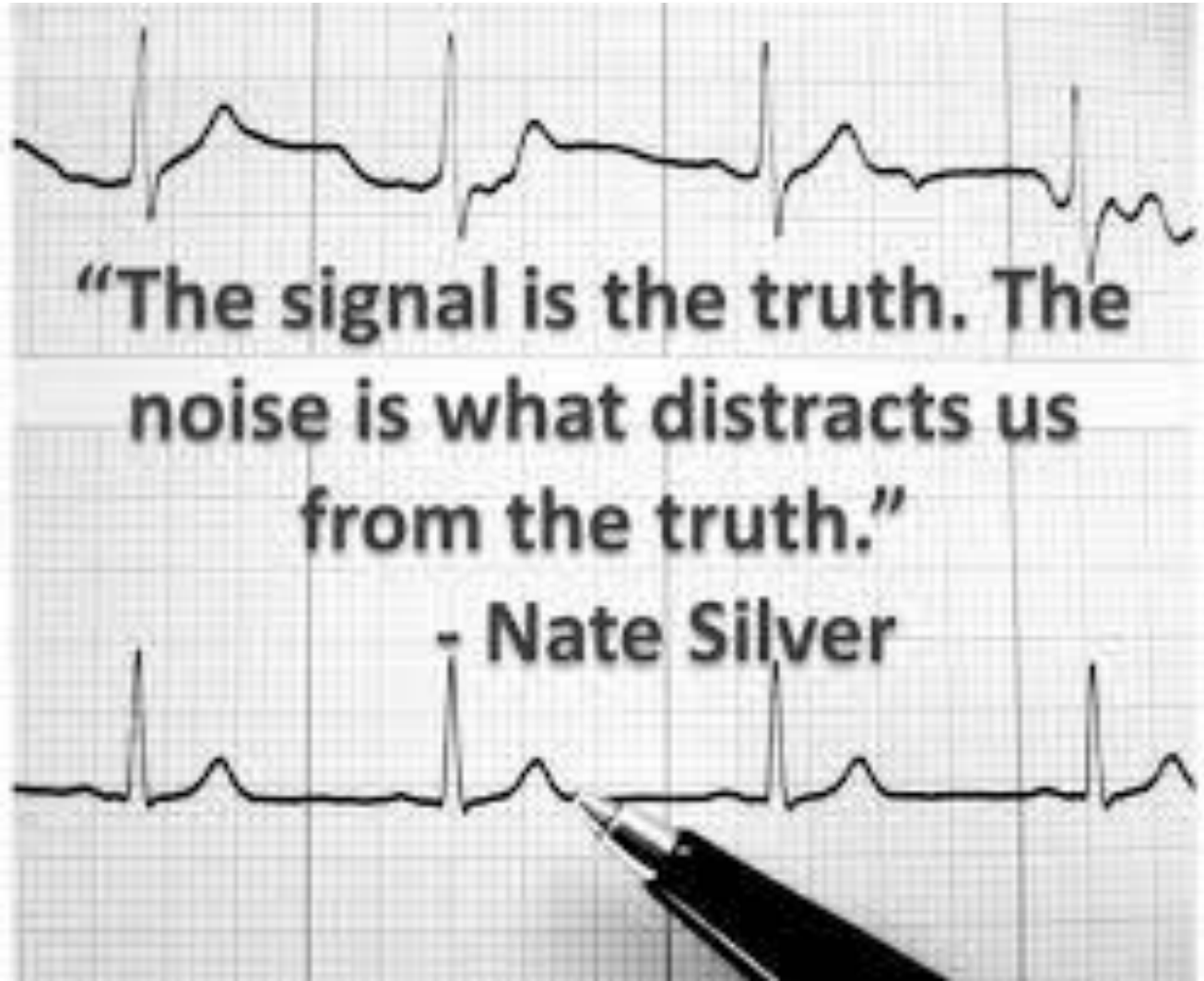
EUROPE ATP 2015
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Five Innovative Practices to Manage and Work with Big Data for the European Testing Industry

Dr. Manny Straehle

AERE
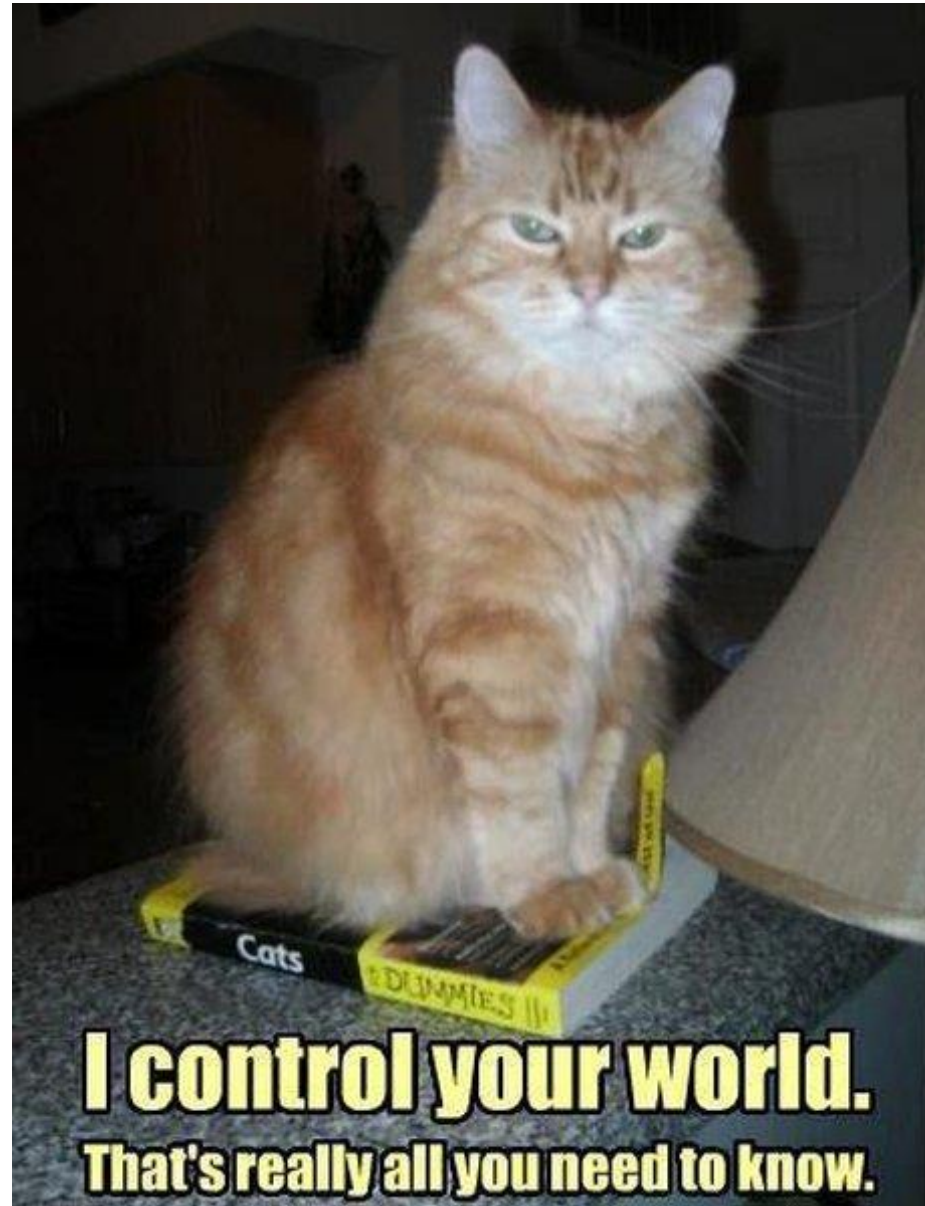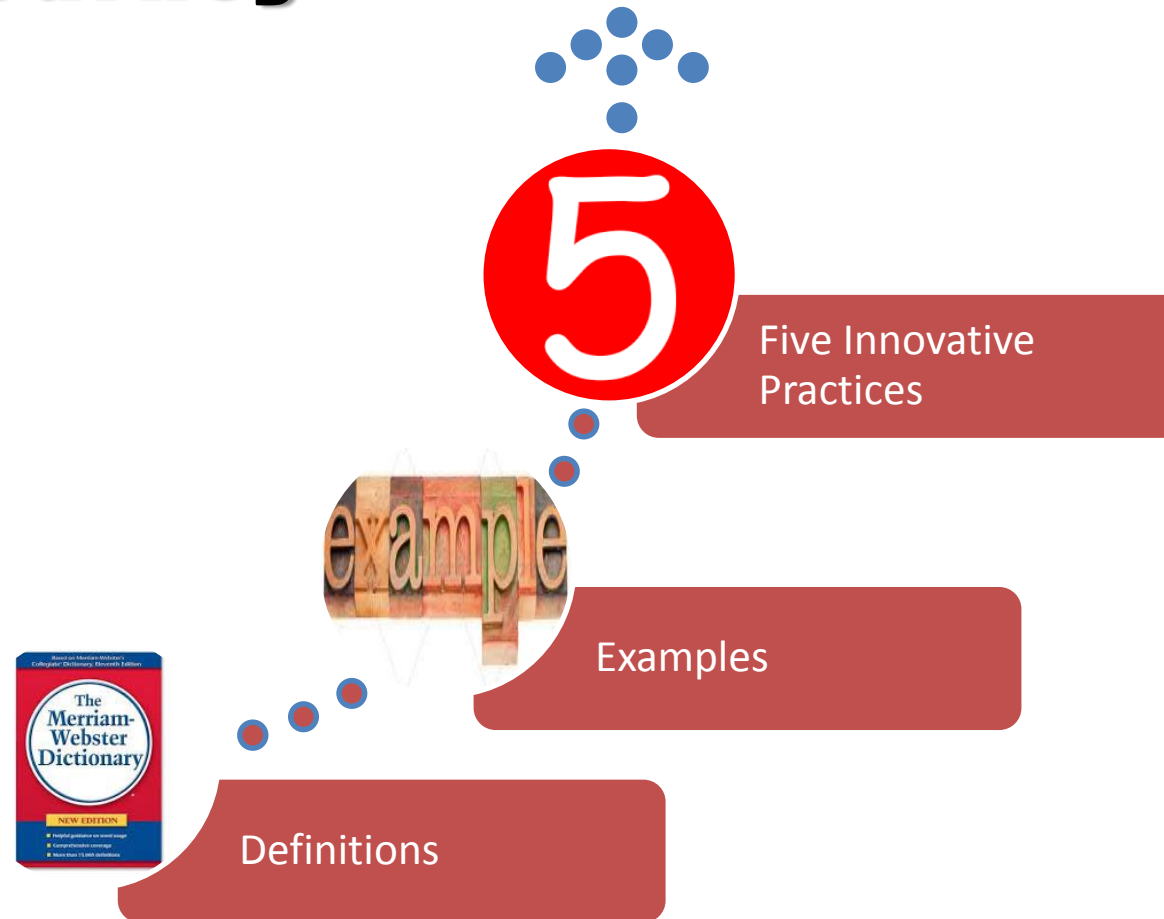Assessment, Education &
Research Experts

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"The signal is the truth. The noise is what distracts us from the truth."
- Nate Silver

The Noise

The Signal

I control your world.
That's really all you need to know.

The Journey

5

Five Innovative Practices

Examples

Definitions

What is Big Data?

- **Big Vs**
  - Volume
  - Velocity
  - Variety
  - Veracity

Volume Velocity Variety

Technical Approach

Strategic Approach

Intentional

Is Big Data New?

BIG DATA? YEAH I WAS INTO DATA BEFORE IT WAS BIG

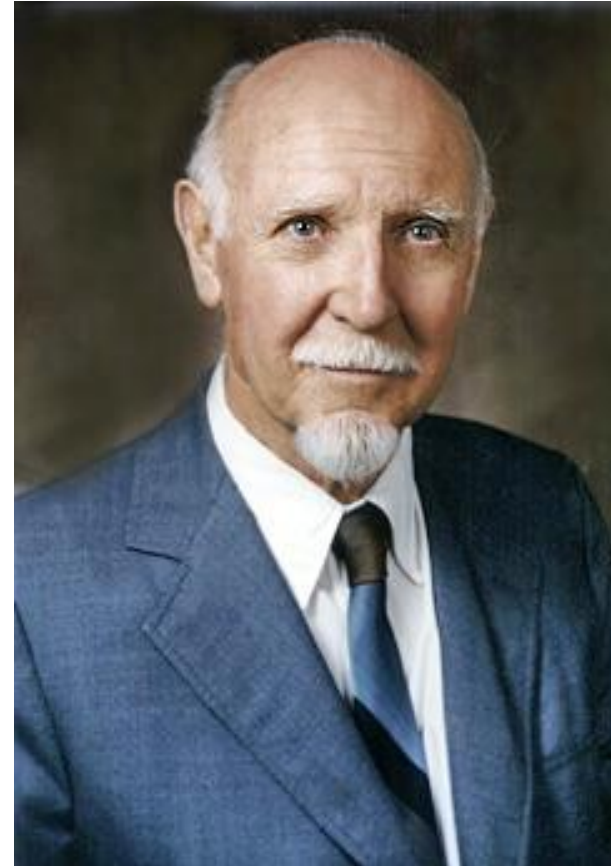lets talk about it: sex
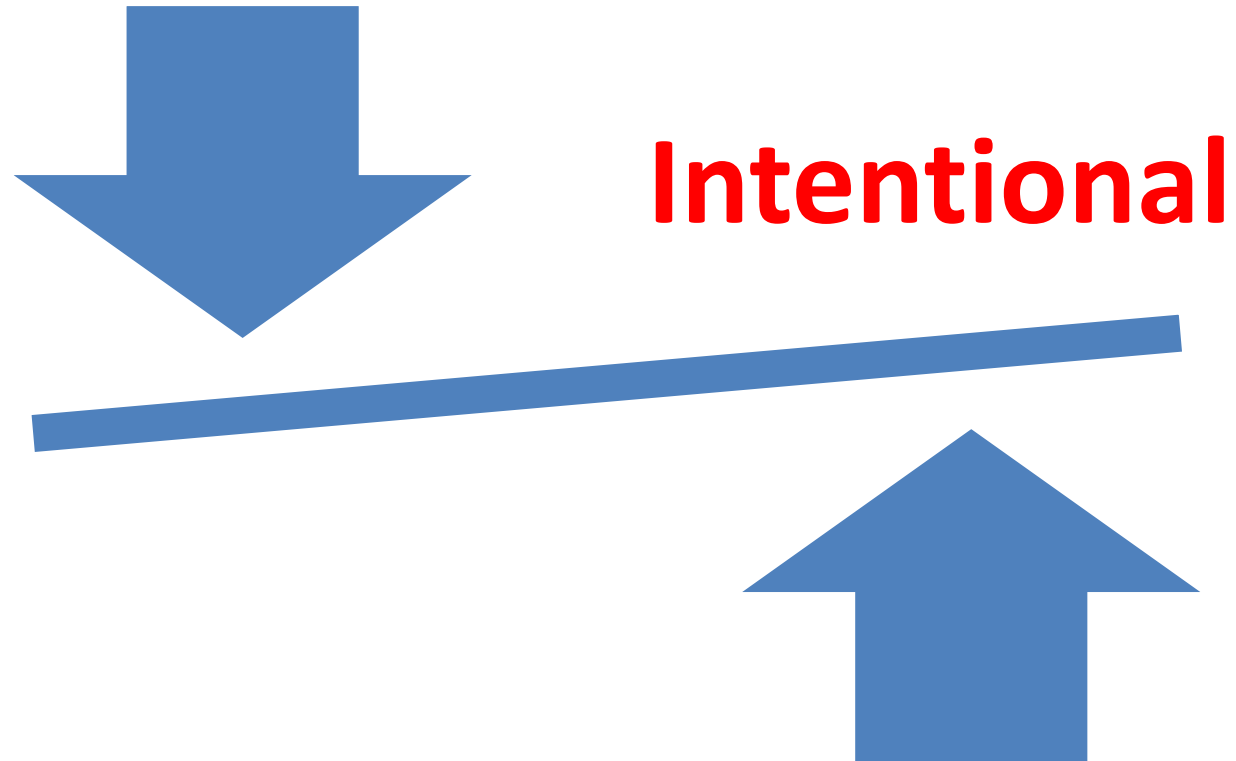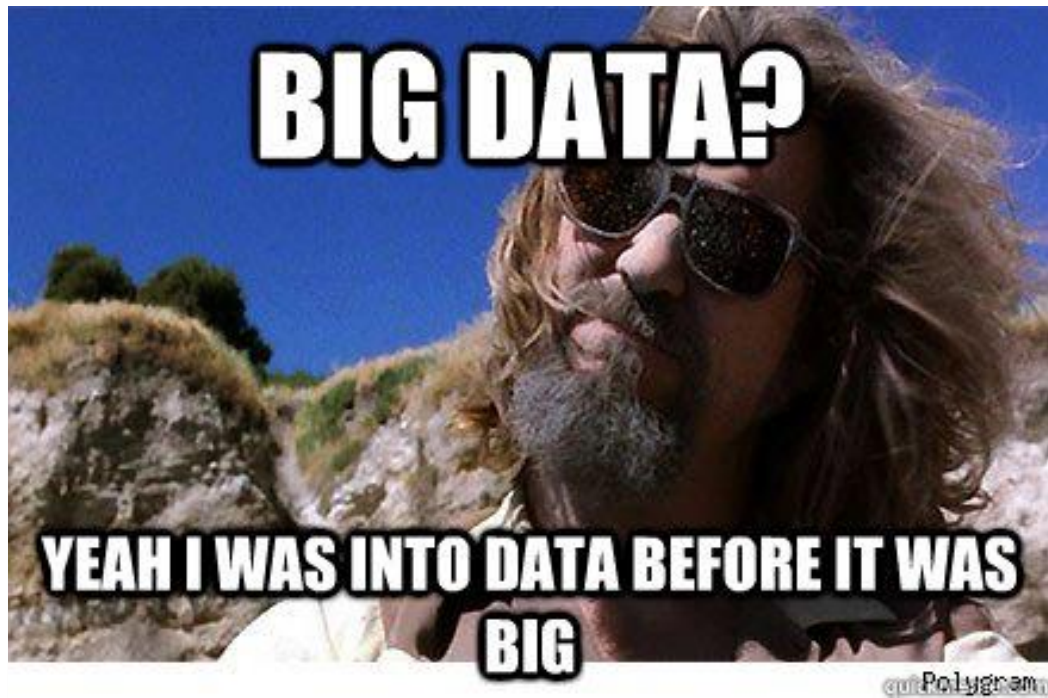
Is Big Data New?

Cattell's Personality Theory

- L-Data - Life Data
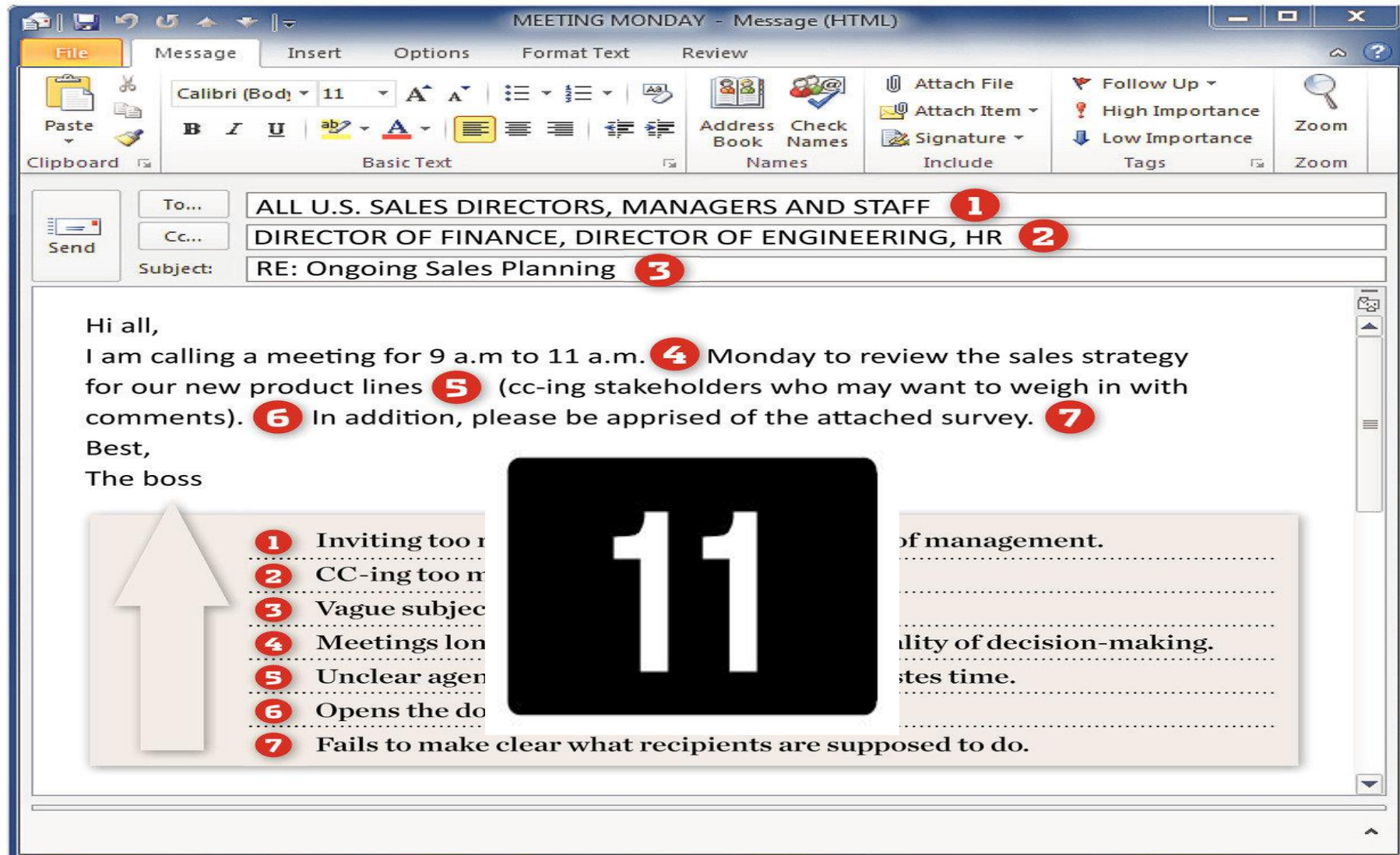
- T-Data - Experimental Data

- Q-Data – Questionnaire Data

Netflix

- ✓ Kevin Spacey films do well
- ✓ British version did well
- ✓ Increase in individuals streaming video media

Volometrix

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Big Data in Certification

- Data Sets
  - Registration Data
  - Exam Preparation Data
  - Psychometric Data
  - Recertification Data
  - Marketing/Financial Data (Volume)
  - Other Departmental Data (e.g., Number of Individuals Taking Courses related to exam)

- Data Purposes
  - Volume
  - Satisfaction

  - Competency
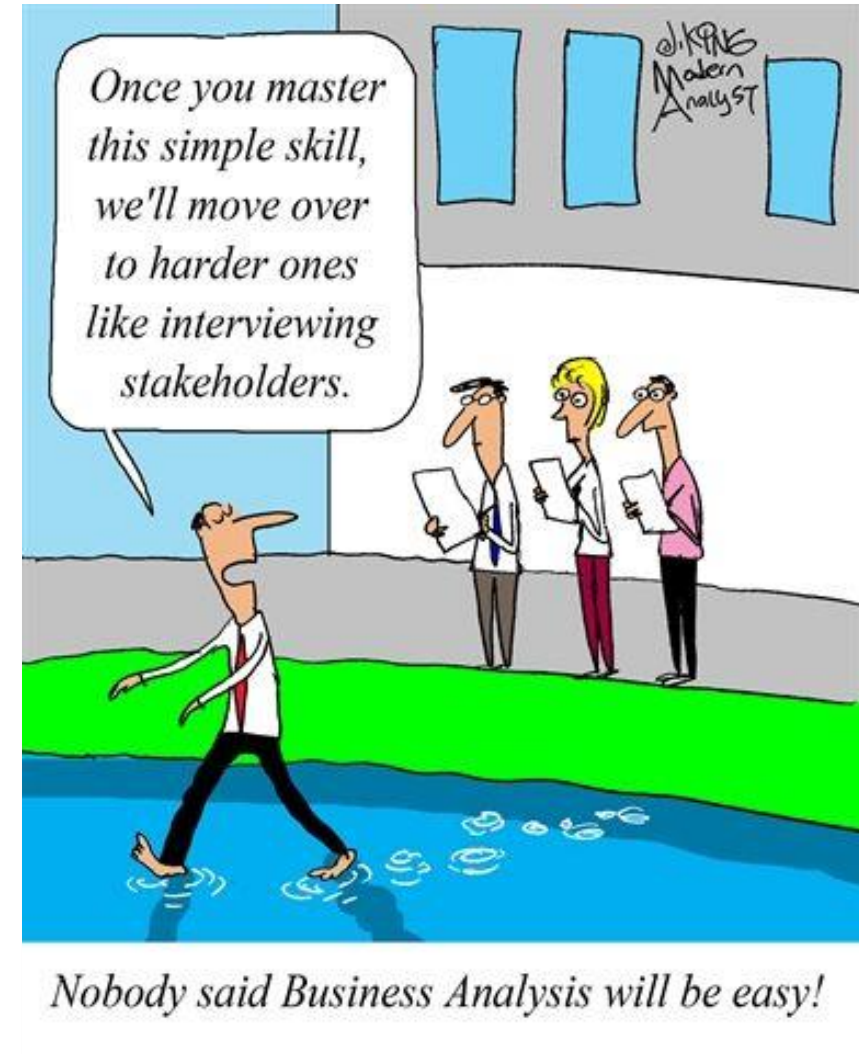 - Validity

The Five Ways

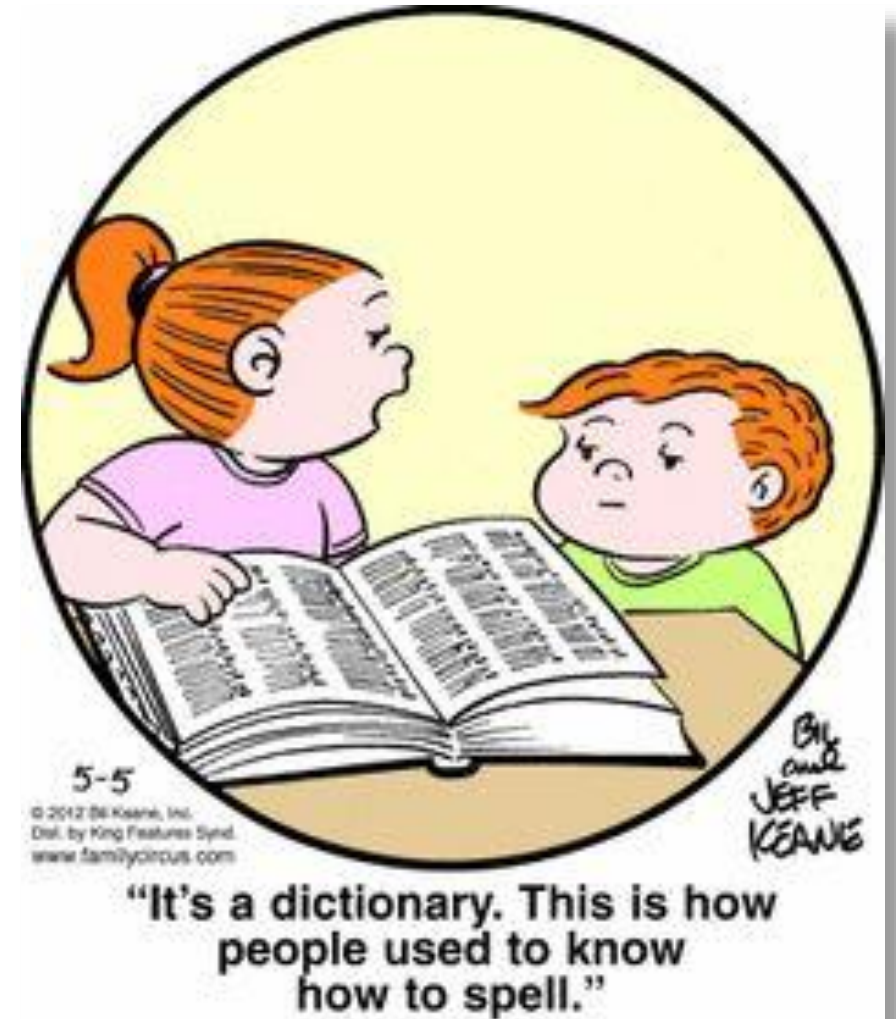### #1 Define and operationalize the question your organization seeks to answer

The Five Ways

#2 Involve multiple stakeholders when discussing Big Data (e.g., vendors, IT, decision makers, certification holders/SMEs)
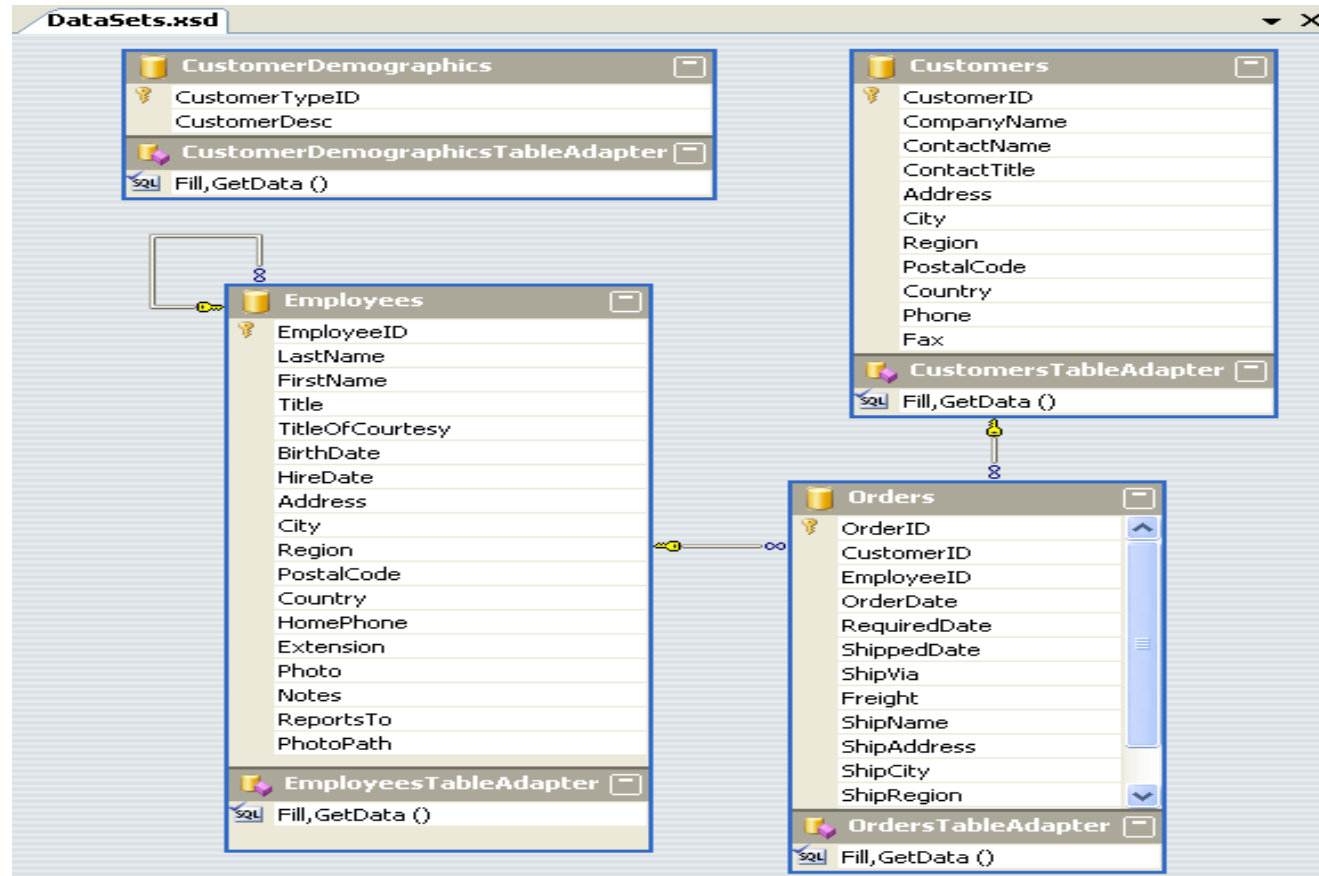
The Five Ways

*#3 Identify your data sources
and develop a data dictionary*

"It's a dictionary. This is how people used to know how to spell."

The Five Ways

#4 Standardized multiple data sets among common fields
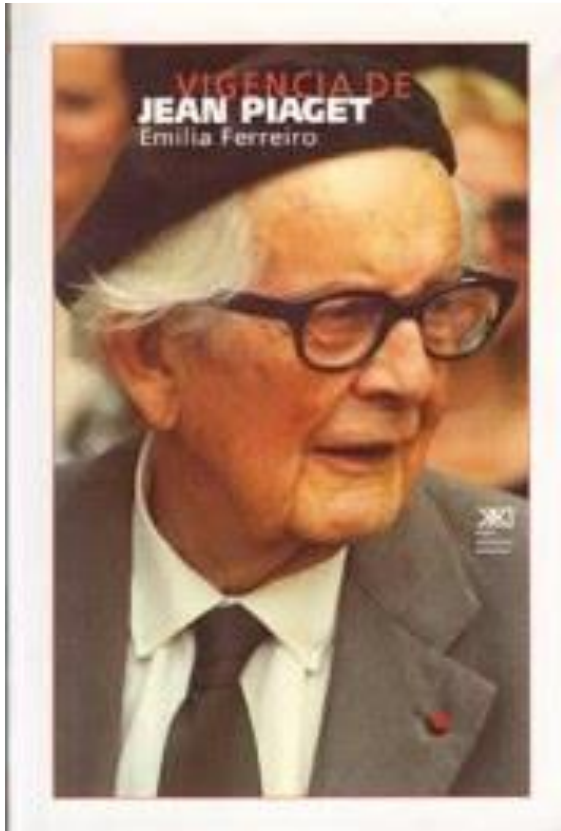
The Five Ways

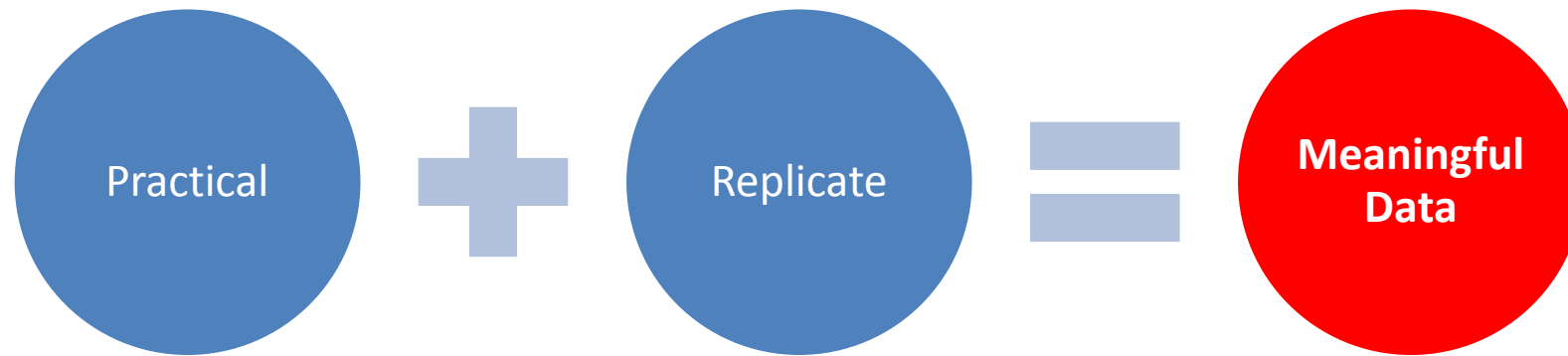## #5 *Produce simple reports designed to answer the question across multiple stakeholders*

114 Years of Nobel Laureates

Umm, What About The Other Data?

What is Really Important?

Practical + Replicate = **Meaningful Data**

Thank you!

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President and Founder