



United Nations  
Educational, Scientific and  
Cultural Organization

# Effective reporting, dissemination and use of large-scale learning assessments

Dakar, 29 Nov 2018

## Sharing Knowledge and Assessing Needs

# Alternate ways to increase public awareness of assessment results

## Session objectives: 8:30 – 10:00

- Review Social media outlets
- Understand Infographics as tool for raising awareness through social media
- Make an infographic
- Review resources for developing infographics and use of open-source materials

# The starting point for many countries

- Data from large-scale learning assessments is available in abundance, but there are limited resources to:
  - store those data in modalities that facilitate consumption and use by various audiences
  - turn those data into actionable information at national and sub-national levels
- Key results from large-scale learning assessments are published in lengthy reports (pdf formats) and providing masses of descriptive information

# RECAP: Dissemination strategies & products

## Low

- Executive & summary report
- Pamphlet
- Policy briefing
- Media report
- Press release
- Blogs
- Social media

## Medium

- Main report
- Conferences and workshops
- Assessment websites
- Sample items and contextual instruments
- Policy briefings

## High

- Technical report
- Assessment frameworks
- Thematic report
- Assessment databases

A focus on *new* media tools, which foster alternate ways of presenting assessment results to reach broader public awareness

# New media tools

- Social media



Twitter




Facebook



Linked in



Youtube

- E-Newletters (MailChimp) 
- Blogs

## Recommended Education Blogs

- [UNESCO IIEP Learning Portal](#)
- [Education for All Blog – GPE](#)
- [World Education Blog \(GEM Report\)](#)
- [NORRAG](#)
- [OECD's Skills and Work Blog](#)
- [Data for Sustainable Development Blog UIS](#)

DON'T FORGET TO POST OR RETWEET  
THE BLOG CONTENT, WHEN RELEVANT  
FOR YOUR COUNTRY

# Main characteristics of new media

New media refers the mass communication using digital technologies such as the internet

- DIGITAL Content available online, accessible on a digital device (e.g. computer/laptop, tablet, smartphone)
- DIALOGUE Involves user participation and feedback (e.g. like, share comment)



- Users engage with each other in real-time, using short messages [max 140 characters], images, videos
- Hashtags (#) are used to create or continue conversations on a specific topics, themes or events e.g. #PISA2018, #climatechange,
- Effective in communicating and sharing quick and to the point messages to the masses

Cost: Free of charge

How can you operationalize it? Internal or external to the ministry. Limit number of tweets per week, and retweets per day.

TIP: Start today! Observe what others are doing to use Twitter.





Very few official  
Twitter accounts



But, those that exist...

- Embed videos
- Link to Facebook
- Post regularly on a variety of issues



# Facebook

- Users engage with each other in real time, using short messages, images and video
- Allows for longer messages, which tend to be more customized to certain groups
- Allows people to engage with causes they care about, by giving them the latest information – like about schooling – teachers, assessment results, school environments etc..
- Promote latest report findings, educational goals and learning assessment results
- Share with the world what your agency or ministry is doing to help students learn

Cost: Free of charge

TIP: Don't post too much or too little. Stay relevant.



2/3 of countries present here have a Facebook page for their Ministry of Education

But...

- Duplicate pages
- Inactive pages (have not had at least one post in the last 30 days)



# Linked In

- Social network aimed at connecting professionals and helping them build their profiles and connect with professionals online
- Good to stay in touch with people you have met at conferences and workshops.
- Share updates related to your work – new research, latest news from your organization etc.
- Send personal messages to people on work-related matters

Cost: Free for basic use of application.

TIP: Connect with everyone at your table on LinkedIn during the coffee break or lunch.

# Youtube

- Video-sharing service and social media network
- Upload your video to youtube instead of embedding it on your site for maximum impact. Your video can be found more easily and shared more easily.
- Cost: Free to upload video, but video production may have a cost. E.g. interview with various individuals (teachers, school principals or minsters) on their views on assessment results



# E-Newsletters - Mailchimp

- Email marketing service
- OECD, UNESCO use MailChimp as a service to create and disseminate custom-curated e-newsletters to their news subscribers all over the world
- MailChimp has templates to help you create e-newsletters, of course, If you have enough material to make a standalone newsletter
- Newsletters reach out to an audience that is already interested and invested in your products
- Visibility and awareness of your assessment product is therefore much higher than using other dissemination tools since the messages are delivered to those who have requested this type of information (subscription or membership).

Cost: Free for a limited number of emails send per month – 2000 subscribers, 12,000 emails

# Putting it all together on your website

- Your organization's website is a hub in which various media tools can live and connect with each other
- Don't underestimate the power of simple, easy to use website in which all your key messages and content can be found
- Your website can host and connect your:
  - Press kit
  - Press releases
  - Media advisories and contact info
  - Blog
  - Videos
  - Newsletter archives
  - Infographics
  - Links to all your social media pages
  - Buttons to share your website on social media platforms

# Dissemination of findings using social media

- Increase public awareness of issues related to the education system and learning
- Capture the attention of a broad audience
- Disseminate key messages on the learning achievement results, but also on the factors associate to this performance
- Share messages/advice or good practices targeted to different groups e.g. parents, teachers,



# Increasing public awareness, requires mixing new media together...

Twitter + Video  
Infographic + Twitter  
Video and Facebook  
Newsletter + Twitter  
Infographic \_ Newsletter  
Etc...

## ... and complementing the media with more elaborate information on the assessment results and the overall education system

What about other advantages or  
potential unintended consequences?

Infographics  
Great tool for social media!

# What are infographics?

- **Infographics** are print or online dissemination tools that visualize key concepts, themes and data in a concise package.
- An infographic is typically a visual image or collection of images, such as a chart or diagram used to represent information or data.

THERE'S

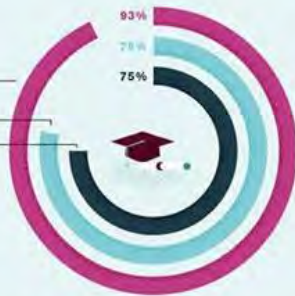
# No Homework In Finland



## Finland's school system accomplishes some impressive feats:

THEIR HIGH SCHOOL GRADUATION RATE IS AT 93%.

COMPARED TO 78% IN CANADA. AND 75% IN THE US.



ABOUT 2 IN 3 STUDENTS IN FINLAND WILL GO ON TO COLLEGE.

That's the highest rate in all of Europe.

## AND THEIR TEST SCORES DOMINATE EVERYONE ELSE.

Mean scores for PISA test (Program for International Student Assessment) 2006.



## South Africa's Education Problem

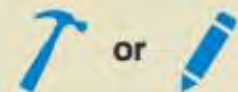
Apartheid-era educational disparities stifle even the country's youngest students.

Halfway through schooling

most South African children are still innumerate & illiterate.



The top 5% of 6th graders know more math than 20% of the nation's teachers.



Many parents have to choose between buying bricks to build a house or paying for a better education for their kids.

## GENDER GAP

Proficiency in...

## Mathematics

## Biology

53%

41%

20%

9%



Girls have...



Negative attitudes  
towards math and  
science



Less female role  
models in math  
and science

Girls look up to their  
female teachers...

But only less than one in  
ten science and math  
teachers are female



About half the students (47%) met or exceeded the threshold proficiency level in Mathematics, and 14% in Biology. The respective proportions of the boys and girls rated proficient were 53% and 41% in Mathematics and 20% and 9% in Biology. This shows that **boys performed significantly better than the girls**.

This may be due to **girls' attitude to science subjects** and having **few female role models**. This is also explicit in this year's findings about teachers' assessment knowledge and practice. The percentage of teachers by subject they teach and gender shows that **only a tenth (10.9%) and (7.2%) of teachers who teach Biology and Mathematics**, respectively, are female.

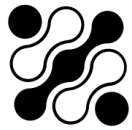
# Advantages of infographics

- Infographics can easily **capture your audience's attention**
- Infographics are a great way to concisely **summarize key messages**
- Infographics are more likely to be **shared on social networks** and so their reach is potentially greater than other dissemination products
- Infographics have the potential to **increase brand/organization awareness** and product awareness
- Infographics can make your content **more easily understood**

# What does such an infographic **NOT** tell us about proficiency levels and about the Gender Gap?

It does **NOT** tell us what it means to be proficient.

For example, a proficient student in Biology is one who is able to:



explain the importance of biology;



describe how living things are collected;



estimate the number of organisms in an area;



describe functions of microscopes;



describe the care of hand lens;



explain what an organ is;



describe leaf arrangement on a stem;



Label the internal structure of a fruit;



Explain the function of flowers;



# What does such an infographic **NOT** tell us about proficiency levels and about the Gender Gap?

It does **NOT** give us any information about the flexible/transferable skills that are embedded in these assessments



Critical and high order thinking ;



Problem solving;



Creativity;



Following instructions;

# What does such an infographic **NOT** tell us about proficiency levels and about the Gender Gap?

**It does NOT give us much additional insight that could explain this level or performance or gap**

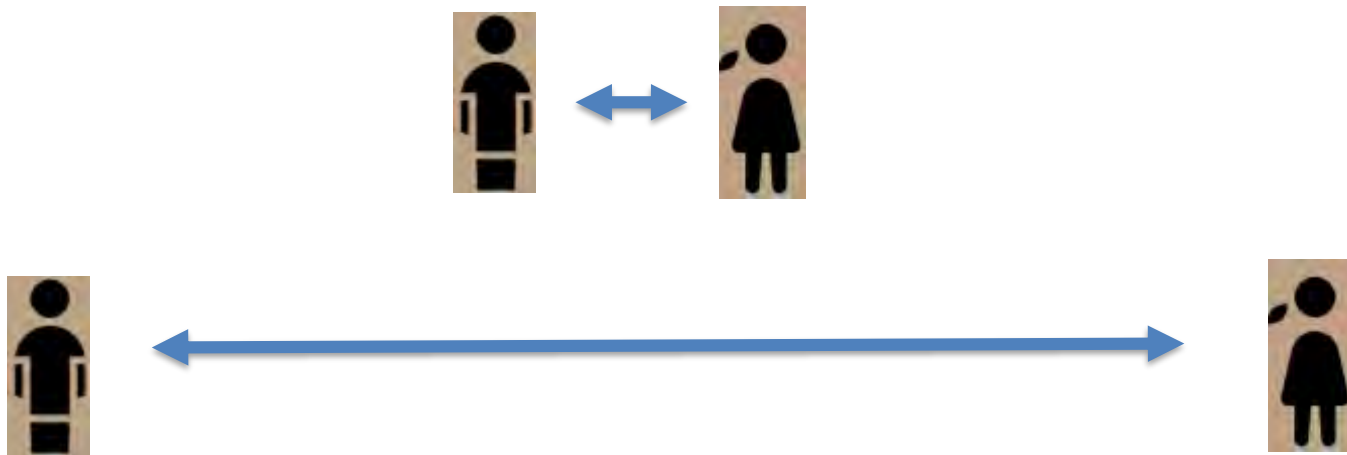
For example, it runs the risk of forgetting to ask key questions like:

What proportion of schools have science labs, and how is the presence of a lab associated with performance?

Are there extracurricular activities that probe interest in biology? E.g. visit to forests

# What does such an infographic **NOT** tell us about proficiency levels and about the Gender Gap?

It does **NOT** give if the gap (in this case boys and girls) has widened or narrowed...



Location, Socio-economic Status, Vulnerable Groups, Disabilities, are other dimensions where gaps in performance should be considered

What does such an infographic **NOT** tell us about proficiency levels and about the Gender Gap?

It does **NOT** tell us what steps or interventions can or will be taken to increase performance levels for boys and girls, or to reduce the gap in performance between the two groups

# EXERCISE: Make your own infographic

Bullying

Vulnerable populations

## EXERCISE: Make your own infographic

1. Make the infographic using the data and information that has been provided
2. Acknowledge what the infographic does not tell us
3. Propose how you can use one of the many social media applications to promote the infographic

ALLOCATION OF TIME: 45 minutes of group discussion

PRESENTATION: 5 minutes each

Discussion: 15 minutes

# Infographics TIPS: DO's and DON'T's

- **DO:** Mix text and charts in one united visual
- **DON'T:** Use too much text or overcrowd your canvas with too many charts or images
- **DO:** Stick to a color theme - preferably one that goes with your organization's branding or the theme of your topic
- **DON'T Forget:** Your infographic is meant to simplify big concepts - not make them harder to understand. Make sure your graphics help explain rather than confuse readers!

## Leave infographics in the hand of a professional. However the ministry can:

- Narrow the thematic focus of the infographic
- Elaborate the storyline(s)
- Provide branding guidelines (colors and format) and logos of the ministry or agency
- Provide guidance on languages in which the infographic is to be produced
- Ensure that open-source pictures, pictograms and icons are used in the preparation of infographics
- Disseminate infographic as well as complementing information using various social media



# But if you wish to try building your own infographics – FREE of charge for basis features

- [Be Funky](#)
- [Visme](#)
- [Cacoo](#)
- [Snappa](#)
- [Canva infographic maker](#)
- [Google charts](#)
- [Piktochart](#)
- [Infogram](#)
- [Mind the graph](#)
- [Kartograph](#)
- [Animaker](#) (for moving infographics)
- [Easel.ly](#)

# Don't forget to use pictures and icons that are open-source or with the appropriate copy-right

- [The Noun Project](#)
- [Icon Finder](#)
- [Flaticon](#)
- [Shutterstock](#)
- [Free pic](#)

# Thank you

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